

**MARKETING ACTIVITIES AMONG SELECTED  
BARBECUE HOUSES IN DAVAO CITY**



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**The University of Mindanao**

**A Marketing Research Presented to the Faculty of  
College of Business Administration Education  
University of Mindanao**

**In Partial Fulfillment for the Degree of Bachelor of Science in  
Business Administration Major in  
Marketing Management**

**ALYESSA MAYA. JADJULI**

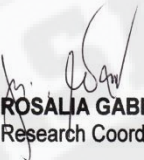
**THEFFAINE R. TORRES**

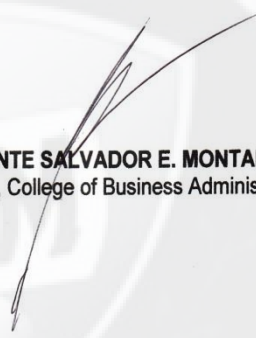
**GRACE M. LUSAD**

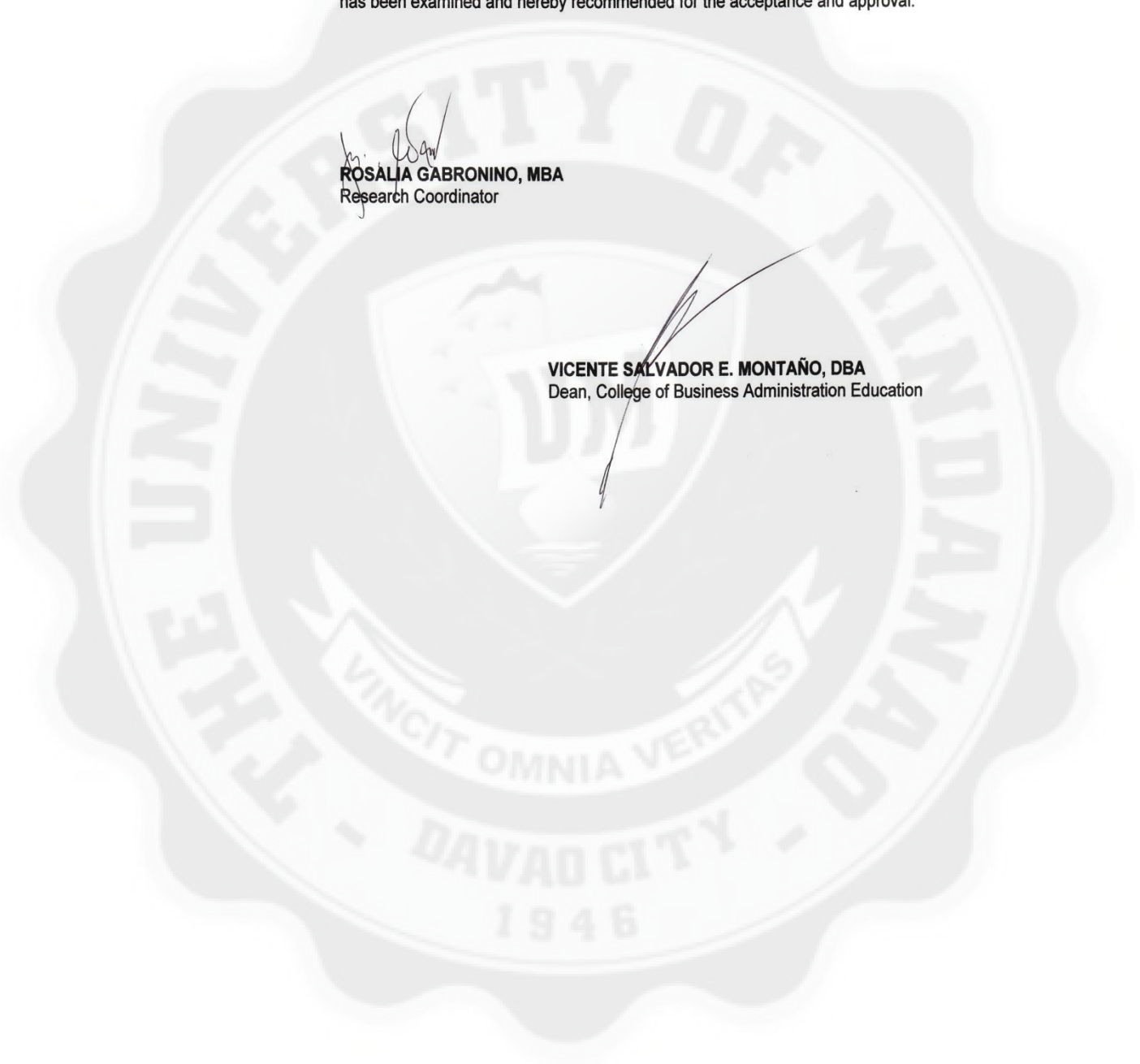
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## ACCEPTANCE AND APPROVAL SHEET

This thesis entitled "**Marketing Activities among Selected Barbecue Houses in Davao City**" that was conducted by Alyessa May A. Jadjuli, Grace M. Lusad and Theffaine R. Torres in compliance with the requirements of Marketing Research (MKTG 222) from the College of Business Administration Education has been examined and hereby recommended for the acceptance and approval.

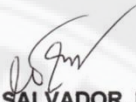
  
**ROSALIA GABRONINO, MBA**  
Research Coordinator

  
**VICENTE SALVADOR E. MONTAÑO, DBA**  
Dean, College of Business Administration Education



## APPROVAL AND ENDORSEMENT

The Research study "**Marketing Activities among Selected Barbecue Houses in Davao City**" submitted by Alyessa May A. Jadjuli, Grace M. Lusad and Theffaine R. Torres as partial fulfilment of the requirements for the degree of Bachelor of Science and Business Administration Education is hereby endorsed to the panel for examination and defence.

  
**ANNABELLE A. LOPEZ MBA / LISA S. SALVADOR, MAEcon.**  
Research Adviser

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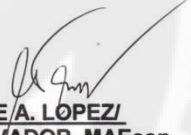
### PANEL OF EXAMINERS

Accepted and approved, after examination for the final defense per requirement in the Research Protocol in College of Business Administration, University of Mindanao, Davao City.

  
**VICENTE SALVADOR E. MONTAÑO, DBA**  
Chairperson

  
**ROSALIA T. GABRONINO, MBA**

Member

  
**ANNABELLE A. LOPEZ/  
LISA S. SALVADOR, MAEcon.**

Member

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- DAVAO CITY -  
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**THE RESEARCHER**

## ABSTRACT

The researchers chose the study entitled “**Marketing Activities Among Selected Barbecue Houses In Davao City**”. The study aimed to determine the activities of the respondents based on the following indicators- Product, Price, Promotion and Place. We used the descriptive-correctional method to analyze the data of the respondents based on indicators. After conducting the survey on the 100 students on the University of Mindanao CBAE department, the researchers generate the following result. The result showed that 29 as the total population of the respondents are male and 71 female. With regards to the year level 22% are 1<sup>st</sup> year, 10% are 2<sup>nd</sup> year, 50% are 3<sup>rd</sup> year and 18% are 4<sup>th</sup> year students. The overall rating for four indicators showed the results of the Product as highest followed by the price and place lastly promotion as the lowest.

The study tested the null hypothesis, the result showed in terms of Age and Sex the hypothesis was accepted while in terms of Year level it was rejected and accepts alternatives.

Keywords: *Marketing Activities Barbecue House Davao City*

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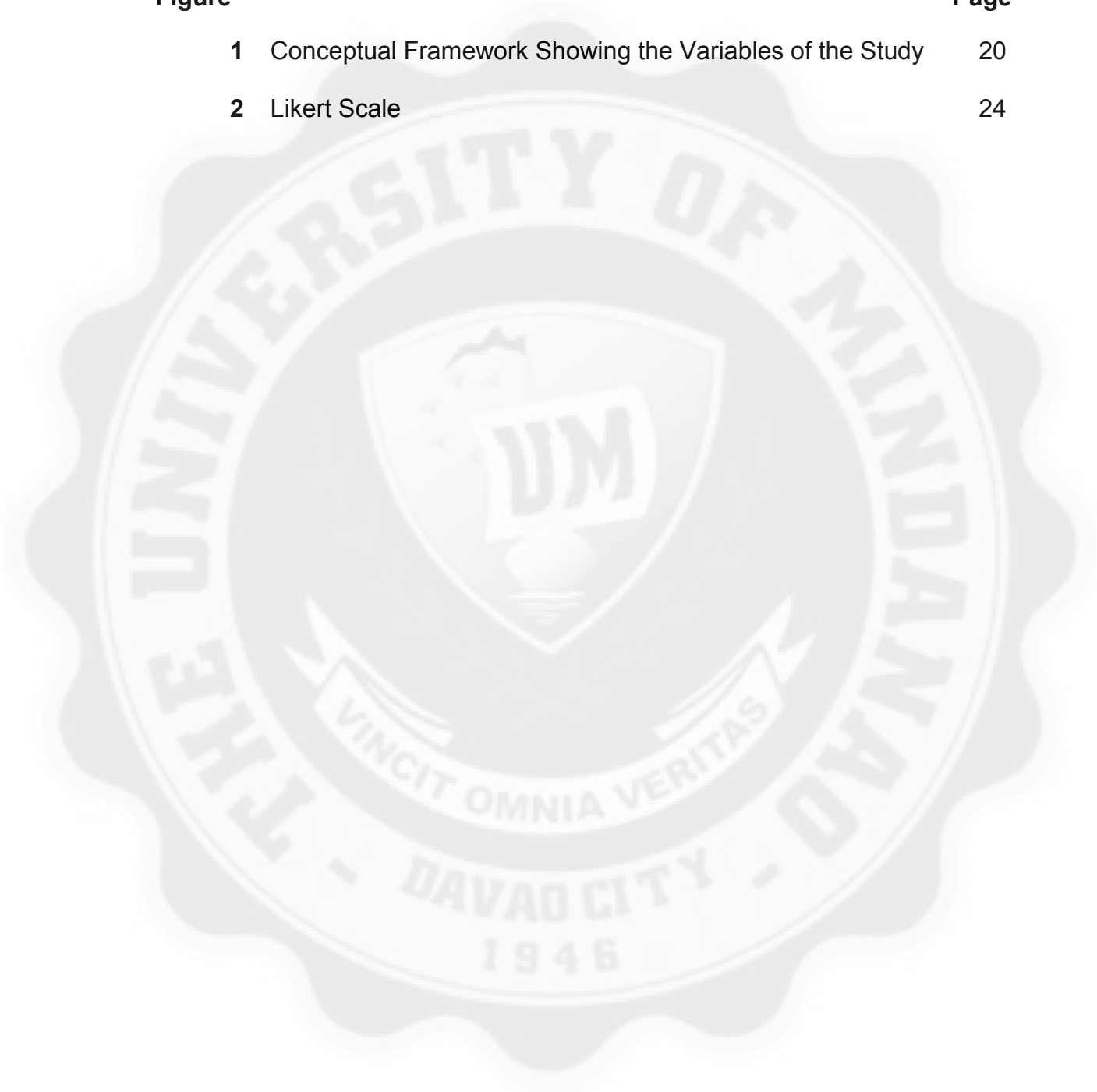
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## **THE PROBLEM AND ITS SETTING**

### **Background of the Study**

Restaurants are one of many businesses that use marketing a lot. Marketing is a tricky, however, and it has been the Achilles heel of many businesses. An organizational function and a set of processes for creating communicating and delivering value to customers and for managing customer relationship in ways that benefit the business (Kotler et al. 2012).

Globally, Restaurants are one of the numerous organizations that influence financial development in the U.S. As indicated by the National Restaurant Association (2012), the restaurant industry employs 14 million individuals in one million locations, and remains the nation's second largest private sector employer. The restaurant industry will outpace total U.S. job growth for the 16<sup>th</sup> consecutive year in 2015, keeping the industry among the economy's leaders in job creation. In the next decade, restaurants will add 1.7 million new positions. By controlling components of the advertising blend, chiefs can adjust the client offering and make aggressive progress (National Restaurant Association, 2015).

In the Philippines, the more vibrant economic performance experienced by the Philippines in 2012 pushed the performance of the Philippine consumer foodservice industry. As income levels especially in the urban areas improve, Filipinos are spending more on eating out. Consumers are also keen on trying out new players' offerings, and looking for better ways to experience their favorite's food. Chained players try to capture more price- sensitive

consumers through more affordable offerings. Despite the steeper competition in the local market, Filipino-owned Jollibee Foods Corp led the Philippine consumer foodservice industry in 2012. The business organization continues to strengthen its foothold by launching new product lines, improving its stores' ambiance, investing in aggressive advertising, and opening more stores (Euro monitor 2013).

In Davao City, Dabawenyos' humble way of daily life dictates their simple tastes and choices of food. That why restaurants are one of its many businesses, and they states that there are 252 restaurants that actively operate in Davao City, which categorized in Sea food Restaurant, fast food, fine dining and more ( Battad, 2011).

### **Statement of the Problem**

As the economy innovates the businesses have to innovation their marketing approach to go with the consistent changes. In order for the businesses to be guided of these changes it has to get the perception of its consumers towards their 4P's for them to know what and how they'll innovates their marketing activities.

### **“Marketing Activities among selected Barbecue Houses in Davao City”**

1. What is the profile of University of MindanaoCBAE students in terms of:
  - 1.1 Age;
  - 1.2 Sex and;
  - 1.3 Year

2. What is the level of Marketing Activities among selected Barbecue Houses in Davao City in terms of;

2.1 Product;

2.2 Price;

2.3 Promotion and;

2.4 Place

3. Is there a significant difference on Marketing Activities among selected Barbecue Houses in Davao City when respondents are grouped based on profile?

### **Null Hypothesis**

There is no significant difference on Marketing Activities among selected Barbecue Houses in Davao City.

### **Review Related Literatures**

In this section, the researcher presents a comprehensive review of substantial written materials needed for the study to provide a theoretical background of the problem. Sources of literature include the review of books, articles of the journal and some related studies and topics regarding marketing 4P's in barbecue houses in Davao City.

Restaurants are one of various associations that used in advancing an extensive measure. Promoting is unsafe and it has been the Achilles heel of various associations (Kotler and Keller. 2012). As per Nadina, R.L (2010) the marketing 4P's is a key component of social marketing providing one of the differential points in bringing about behavior and social change that benefits businesses.

As indicated by Joyce (2013), reluctance by some inside the

commercial center to completely grasp the day by day bargains. They have turned out to be a greatly compelling method for special promoting as a component of the restaurant advertising blend for the restaurants that have figured out how to utilize them effectively. A larger part of fruitful day by day bargains restaurateurs rate the stage better than the other advertising movement. They have accessibility for producing and following degree of profitability. Accomplishment with every day deals carries through to other, particular regions also, including: expanded business introduction, new clients, limited time income (bargains sold), return clients, positive staff input, and fulfillment with day by day bargains as an apparatus.

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In Davao City, Dabawenyos' humble way of daily life dictates their simple tastes and choices of food. That why restaurants are one of its many businesses, and they states that there are 252 restaurants that actively operate in Davao City, which categorized in Sea food Restaurant, fast food, fine dining and more ( Battad, 2011).

### **Product**

As per Walker et al. (2011), a product is anything that can be offered to a business sector that might satisfy a need or require. The aftereffect of eatery is experiential; the complete heap of sustenance, beverages, organization, environment, and settlement goes into satisfying the customers' need and needs and making for vital experience, one the customers should repeat.

Grewal Levy (2012) said that items are commonly merchandise or something to that affect, however items can likewise be an administrations and thoughts to fulfill the purchaser's need. Merchandise is things that you can physically touch. Nike shoes, Poland springs water, Pepsi-Cola, Budweiser, and innumerable other natural items are cases of products. Dissimilar to products, administrations are elusive client advantages that are delivered by individuals and can't be differentiated from the maker.

As indicated by Singh (2012), item is a mind boggling of substantial

and elusive characteristics, including bundling, shading, value, producer's eminence, retailer's notoriety and maker's and retailer's administrations which the purchaser may acknowledge as offering fulfillment of needs or needs. An astute firm offers items advantages instead of simply the item itself. Further, he focused on those item parts of showcasing manage details of the real products or administrations, and how it identifies with the end client's requirements and needs. The degree item by and large incorporates supporting components, for example, guarantees, ensures, and support. In addition, item perhaps separated in a few ways. Some perhaps spoke to as being of prevalent quality or they possibly contrast in more self-assertive courses as far as styles- some individuals like one style better than an alternate, while there is no genuine agreement on which one is the predominant one. At long last, items can be separated regarding offering diverse levels of administrations.

According to Schneider, G. (2015) items can't avoid being thing or organization that an association offering to the customers, the trademark traits of a item are basic, however customer impression of the item is known as the thing's picture this is the genuine qualities characteristics of a thing that an association present.

Individuals recognize items and administrations with items being substantial and administrations being impalpable. We are presently live in reality as we know it where the specialized contrasts between items are getting to be less and less. For instance, Volkswagen autos impart a comparative stage to Skoda. Much of the time, clients won't know or couldn't care less where the items are made. What will figure out which organization's

item is obtained will be the way customers feel about the brand. Marketing is the methodology by which organizations recognize their item offerings from the opposition (Jobber and Fahy 2012).

Moreover Burrow J. (2015) said that product is basic in associations they should constantly give in which the customer will be satisfied of everything that the association presents in a business. It should constantly put in mind that, promoting can't be powerful if the product is not what the customer needs or is a low quality thing.

Perreault et al. (2011) added that item region is concerned with building up the right "item" for the target market. This offering may include physical decent, administrations, or a mix of both, yet dependably remember that item is not constrained to physical merchandise.

### **Price**

Price is the main income producing variable in showcasing blend. Cost is influenced by other blend variables; for case, if a restaurant has an immoderate area, then the costs changed are prone to be higher—unless the volume is high. The spot or area of a restaurant is by and large thought to be of real significance. Truth be told, numerous restaurants accept area to be the most discriminating calculate the restaurant's prosperity equation. Great simple access, comfort, curbside request, and stopping are the fixings of area's prosperity (Walker et al. 2011).

As indicated by Lillicrap & Cousins (2010) Costs on the menu, mirror the estimation of the supper experience, together with the eatery's productivity. Quality is controlled by the harmony between the value and the expense. In other word, great quality for a feast implies value is seen to be higher than

expenses; and the other way around. Not just do clients pay for cost of sustenance on their plates additionally for the encompassing air, new experience, and different expenses. Cost is likewise a vital thought in choice of a restaurant. Today, restaurant visitors need esteem and will disparage those restaurants which they see give great worth.

Bateson et al. (2014) demonstrated the esteeming test went up against by most firms is choosing a worth that offers the organization while meanwhile offering a profitable return to the customer. The worth isolation is enhanced by truth that in a couple of organizations customers instantly recognize that expenses consistently drop by and large before the opportunity to offer the organizations passes completely. Buyers as often as possible manage without some of these additional organizations with a particular deciding objective to keep their total expenses. Subsequently, the higher expense of attestation routinely prompts general lower purchaser utilization and decreases the salary stream for the firm.

As stated by Grewal (2012), everything has a cost; however it doesn't generally need to be fiscal. Cost is everything that is purchaser surrenders cash, time, and vitality in return for the item. Costs for some purchasers are one of the essentials in purchasing choices. It can make shoppers purchase a great deal of item and administrations. Advertisers must focus the cost of item precisely on the premise of the potential purchaser's conviction about its esteem. For instance, United Airlines can take you from New York to Denver. The value you pay for that administration relies on upon how far ahead of time you book the ticket, the time of year, and whether you need to fly mentor or business class. For advertisers, then again the way to deciding costs is

making sense of the amount of clients are ready to pay so they are fulfilled by the buy and the vender attains to a sensible benefit.

Singh (2012) agreed that estimating alludes to the procedure of setting cost for an item, including rebates. Techniques for setting costs ideally are in the area of evaluating science. Various modes of estimating procedures exist, which compass: Elasticities (whether Price Elasticity of Demand, Cross Elasticity of Demand, or Income Elasticity of Demand), Market skimming pricing, Market penetration pricing.

Singh (2012) further clarifies that versatilities are a microeconomic idea, which gages how versatile interest is for given merchandise or administrations. In an advertising idea, its helpfulness identifies with the suitable level at which an item can be evaluated, as per value, an item's supplements and substitutes, and the level of salary a customer has. Business skimming relates to firm discharging a decent in a "first to market" situation. For instance an organization which discharges another kind of individual media play framework. It may set the great at first abnormal state; however decrease it over the long run, once the level of interest steadily climbs. This estimating system is likewise best actualized inside a business sector of high passage obstructions.

Schneider, G. (2015) trust that cost is the total of every budgetary expense that the buyer pays (checking the trade costs) to get the things.

In the same way, Ghauri (2010) referred to that item from lower value markets couldn't move to higher value markets. Then again, there are likewise organizations can't keep the free development of merchandise, and parallel imports from lower value markets to the higher cost.

Cost is the key part in publicizing mix and it should reliably be seen as identifying with extraordinary quality for money. Worth might act a pointer of considered quality to be it is of-ten difficult to survey an organization before purchase. Esteem mix decisions join essential and vital decisions about the typical level of expenses to be charged, markdown structures, terms of portion and the extent to which esteem partition between differing social occasions of customers need to happen. (Palmer 2011).

Cost is a vital instrument to control request. The cost of a decent or administration must be sufficiently high to take care of the unit costs from the long haul run. Case in point, Ryan air offers low value admission however it has developed into one of Europe's biggest and most beneficial air transport (Mullins et al. 2010). Be that as it may, the low estimating method is not prescribed for all organizations. The notoriety of the sustenance and the restaurant summons high costs. This is figured to be the right esteem for the nourishment that is served, and fulfills the client who is ready to pay for it (Alice 2010.)

In the Philippines, the more dynamic monetary execution experienced by the Philippines in 2012 pushed the execution of the Philippine customer sustenance administration industry. As wage levels particularly in the urban zones enhance, Filipinos are spending all the more on consuming out. Customers are likewise enthusiastic about going for new players' offerings, and searching for better approaches to experience their most love's sustenance. Tied players attempt to catch more value touchy shoppers through more reasonable offerings(Euro Monitor 2013).

On the other hand, Perreault, et.al, (2011), said that value setting must

consider the kind of rivalry in the target business and the expense of the entire promoting blend. A director must gauge client response to conceivable costs. Other than this, administrator must know the current hones as to markups, rebates, and different terms of offer. What's more if clients won't acknowledge the value, the majority of the arranging exertion is squandered.

As per Lamb, et.al, (2013), advertisers can raise or bring down the costs more regularly and effortlessly than they can change other advertising blend variables. Cost is vital aggressive weapon and is essential to the association in light of the fact that cost duplicated by the quantity of units sold equivalents downright income for the firm.

In the study of Burrow J. (2015) it was discovered that the measure of an organization can be extended or lessened with the esteeming system. By understanding that capable promoting results in satisfaction for both client and the business. A tasteful quality suggests that the client viewpoints the acquired as a value.

Furthermore Baker, J.M (2014), emphasized that pricing, once a noteworthy zone of separation, also gives less degree he weight on edges achieved by the inexorably aggressive nature of retailers own items, has limited the extension to utilize cost to separate adequately. Obviously, this is especially valid for quick moving purchaser products where value divergence can just work more than an exceptionally slender extent.

### **Promotion**

A firm or an industry can make use of other forms of communication and promotion besides advertising. The most important objective for these complementary promotional activity is to identify and approach prospective

customers with a promotional message as precisely as possible. So we can say "Visitors Relationship Management" could maximize customer's loyalty with various "touch points" to individual customer. A touch point is any occasion on which a customer encounters the brand and product from actual experience to personal or masscommunication to casual observations (Prasanta, K.P (2010).

Professor Neil Borden at Harvard Business School recognized various organization execution activities that can be impacted the buyer choice to buy products and administrations. Borden recommended that each one of those activities of organization spoke to an "Advertising Mix". Educator E. Jerome McCarthy, at the Michigan State University proposed that the advertising Mix contained 4 components which are item, value, spot, and advancement (Robertson et al. 2013).

Advertising blend is the mix of controllable showcasing variables that firm uses to complete a promoting method in quest for the association's targets in a given target market (Mullins et al. 2010). Promoting blend is made out of the four key Ps: item, value, place (circulation) and advancement. "4Ps" showcasing blend model may be unseemly for administrations overall. An alternate three components to be considered are process, individuals and physical confirmation on account of administration (Wilson et al. 2012).

Promoting blend arranging begins with item that brings qualities to target clients. Item characterizes as anything that can be offered to a business opportunity for consideration, utilization or utilization that may fulfill a need or need (Armstrong et al. 2012).

Consumer applies the idea of tangible recognition to advertising and

promoting. Generally as tactile recognition identifies with how people see and procedure tangible boosts through their five faculties, buyer observation relates to how people structure sentiments about organizations and the stock they offer through the buys they make. Shippers apply customer recognition hypothesis to decide how their clients see them. They additionally utilize shopper discernment hypothesis to create promoting and publicizing procedures planned to hold current clients - and pull in new ones (Blank 2012)

As described by American Marketing Association (2013) showcasing is an advancement in the activity, set of establishments, and strategies for making, discovering, passing on, and exchanging offerings that have regard for customers, clients, accessories, and society free to move around at will. It is further illuminated that extraordinary advancing is not sporadic development; it obliges mindful masterminding with a complement on the ethical implications of any of those decisions on society all things considered. They concentrated on that associations should add to an advancing course of action that decides the showcasing practices for a specific time of time. Other than the promoting course of action is isolated into diverse fragments; how the thing will be considered or created, the sum it should cost, where and how it will be progressed, and how it will get to the purchaser. The publicizing is the execution of business activities that direct the flood of stock and organizations from creator to client or end customer. Promoting is a basic bit of business. A few people acknowledge that if a business offers a better than average or thing, showcasing is excessive. Regardless, if the customer does not consider the thing does not know where to purchase it, is not ready to get the spot where it is sold, can't deal with the expense of the expense of the thing, or

does not acknowledge the thing is a better than average regard, the thing won't be gotten. That is the reason showcasing should give a collection of activities or organizations so the customer will have the ability to purchase the thing (AMA, 2013).

Showcasing influences each part of the day by day life of customer, in every decision among the items and administrations that they purchase, the stores where they shop, and the radio and TV programs they tune into are all conceivable due to advertising. During the time spent giving all these decisions, advertising drives associations to concentrate on what it takes to fulfill the shopper needs and needs. The purchaser is the master of what does showcasing means on the grounds that they do numerous advertising exercises consistently. The involvement in looking for items as of now provides awesome bits of knowledge into the universe of promoting. As purchasers they are included in a great many showcasing choices yet primarily on the purchasing not in offering, side. (Perreault, et.al, 2011)

In the same perspective Kerin et al. (2013) underlined that showcasing impacts all people, all affiliations, all organizations, and all countries. Also, the imperative task of promoting is to make regard for customer, where customer's worth is analyzed between customer impression of the benefits they got from putting down these things and organizations and their perspective of the costs obtained in kind for these.

Promotion is use to illuminate, convince and helps potential purchasers to remember a product with a specific goal to impact their conclusion or inspire a reaction. Promotion is arrangement for ideal utilization of the special blend components: publicizing, advertising, individual offering, deals

advancement and online networking (McDaniel et al. 2013).

As indicated by Vadisha, S. (2013) Businesses of all types are getting involved in using social media in promoting, this advancement is use to reach new audience and reinforce their ties with existing customers. As one is starting a new business, the major concern is with creating a product or service offering, finding first customers, building partnerships to help grow more quickly and ensuring one has enough money to sustain the company.

According to Jobber's theory (2010), advancement includes a progression of exercises accordingly promotion, individual offering, deals advancement, advertising, direct showcasing, and Internet and online advancement. By these methods the intended interest group is made mindful of the presence of an item or administration. Every piece of the advancement exercises has its own arrangement of quality and shortcoming. For instance, Advertisement has the property of having the capacity to reach wide groups of onlookers rapidly. Indeed the best items, whether great or administrations, will go unsold if advertisers can't impart, or advance, their quality to purchasers.

Grewal (2012), expressed advancement of correspondence by an advertiser illuminates, convinces, and reminds potential purchasers around an item to impact their suppositions and discernments and inspire reaction. Advancement by and large can improve an item's quality, as happened for Calvin Klein aromas known with respect to offering youth, fun, and sex request in its aroma advancement. The organizations provocative publicizing helped make a picture that says significantly more than "utilize this item and you will smell great." Rather, the advancement offers youth, style, and sex request. Then again marking alludes to the different systems for advancing

the item, brand, or organization. These four components are regularly alluded to as advertising blend, which are advertiser can use to specialty a showcasing arrangement.

Schneider, G. (2015), concurred that progression joins any strategy for spreading the word about the thing. On the web, the associations are using vital dialogs with their customers using the email and diverse means.

As indicated by Perreault et al. (2011) advancement is centered on gaining new clients, yet here and there it's concentrated additionally on holding current clients. Advancements incorporates individual offering, mass offering and deals advancement.

### **Place**

From the theory of Palmer (2012), spot choices allude to the simple entry that potential clients can achieve an item or administration. Place choices can include physical area choices, for example, where to place a restaurant. For administration, the idea of openness is more vital. The spot or area of a restaurant is for the most part thought to be of real significance. Truth be told, numerous restaurants accept area to be the most discriminating figure the restaurant's prosperity equation. Great perceivability, simple access, comfort, curbside advance, and stopping are the fixings of area's prosperity.

It speaks to all the exercises important to get the item to one side customer when that customer needs it. In particular, inventory network administration is the situated of methodologies and methods that organizations utilize to productively and viably incorporate their suppliers, producers, stockrooms, stores and different firms included in the exchange. Into a consistent quality chain in which stock is delivered and conveyed in the

right amounts, to one side area, and at the ideal time, while minimizing framework wide expenses and fulfilling the administration levels needed by the clients (Grewal, 2012).

Schneider (2015) demonstrated that spot is the need things and organizations open in different territories. He communicated that the issue of getting things to the other side spot at the best time to offer them has tormented associations since exchange began. Close to this there are various associations that offer things that should be dispatched have watched that the web accommodates them endlessly enhanced shipment taking after and control that did past information progressions.

Moreover Valdez (2013), said that the spot where merchandise are purchased or devoured can have an impact on the clients' discernments about the worth and nature of the product. The impact of the earth on clients is much stronger for administration collaborations, as without a real physical item, the client will search for intimations on the nature of the administration advertised. A few administrations are more influenced by this than others. Those where clients have practically no communication with the premises are less influenced than administrations where long client supplier collaborations are ordinary like restaurants.

Place choices likewise characterize as discovering the right channel of circulation to guarantee that the items achieve client in the most productive way. Spot includes choice concerning the dissemination channel to be utilized. Circulation channel comprises of association, for example, retailers or wholesalers through which products pass on the best approach to clients (Jobber 2010). Their administration, areas of distribution center, strategies for

transportation and stock level has a major impact on discovering a most straightforward approach to clients. The goal is to guarantee that items are accessible in the correct amounts at the perfect time and spot (Jobber 2010)

As emphasized by Lamb, et al. (2013) spot is physical course which incorporates all the business practices worried with securing and transporting unrefined materials or finished things. The target it to check things get in contact in usable condition at allotted spots when required.

### **Theoretical and Conceptual Framework**

This study is a dined on the theory of Walker et al. (2011), which stated that product is anything that can be offered to a business sector that might satisfy a need or require. The aftereffect of eatery is experiential; the complete heap of sustenance, beverages, organization, environment, and settlement goes into satisfying the customers' need and needs and making for vital experience, one the customers should repeat. Price is the main income producing variable in showcasing blend. Cost is influenced by other blend variables; for case, if a restaurant has an immoderate area, then the costs changed are prone to be higher—unless the volume is high. The spot or area of a restaurant is by and large thought to be of real significance. Truth be told, numerous restaurants accept area to be the most discriminating calculate the restaurant's prosperity equation. Great simple access, comfort, curbside request, and stopping are the fixings of area's prosperity.

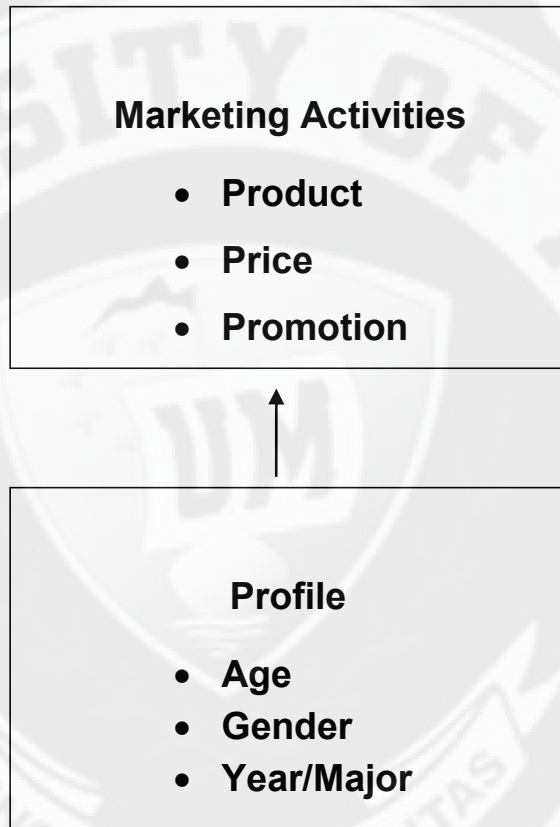
From the theory of Lillicrap & Cousins (2010) Costs on the menu, mirror the estimation of the supper experience, together with the eatery's productivity. Quality is controlled by the harmony between the value and the expense. In other word, great quality for a feast implies value is seen to be higher than

expenses; and the other way around. Not just do clients pay for cost of sustenance on their plates additionally for the encompassing air, new experience, and different expenses. Cost is likewise a vital thought in choice of a restaurant. Today, restaurant visitors need esteem and will disparage those restaurants which they see give great worth.

According to Jobber's theory (2010), advancement includes a progression of exercises accordingly promotion, individual offering, deals advancement, advertising, direct showcasing, and Internet and online advancement. By these methods the intended interest group is made mindful of the presence of an item or administration. Every piece of the advancement exercises has its own arrangement of quality and shortcoming. For instance, Advertisement has the property of having the capacity to reach wide groups of onlookers rapidly. Indeed the best items, whether great or administrations, will go unsold if advertisers can't impart, or advance, their quality to purchasers.

From the theory of Palmer (2012), spot choices allude to the simple entry that potential clients can achieve an item or administration. Place choices can include physical area choices, for example, where to place a restaurant. For administration, the idea of openness is more vital. The spot or area of a restaurant is for the most part thought to be of real significance. Truth be told, numerous restaurants accept area to be the most discriminating figure the restaurant's prosperity equation. Great perceiveability, simple access, comfort, curbside advance, and stopping are the fixings of area's prosperity

## Main Variable



**Fig 1:** Conceptual Framework

## Significance of the Study

The following will benefit from this study. In general, this study will be significant to the people of Davao City.

**Restaurant Owner.** The result of this study may help the barbecue houses/restaurant businesses owners' in Davao City in improving their businesses and for them to learn the perception of their customer towards their marketing activities.

**Researchers.** Since not many studies have done yet on “Marketing Activities among selected Barbecue Houses here in Davao City and the Philippines, this study may open a wide range of research projects social research.

### **Definition of terms**

The following terms are use:

**Marketing Mix:** The term refers to the combination of controllable marketing variables that firm uses to carry out a marketing strategy in pursuit of the firm’s objectives in a given target market.

**Product:** This is referred to tangible and intangible things that can be offered to the customers.

**Price:** This is referred to the value or the amount of product and services.

**Promotion:** The term is referred to the strategy of business in order to attract customers.

**Place:** This term is referred to the location where the product and services are offered.

## Chapter 2

### **METHOD**

In order to accomplish the desired objective, several steps had to be achieved. This chapter deals with the discussion on research design, research subjects, research instruments, data gathering procedures and the statistical treatment of data.

#### **Research Design**

This study used the descriptive correctional method. Correctional describes what exists at the moment (practices, processes, structure) and is therefore, classified as a type descriptive method. Nevertheless, these conditions, practices, processes or structure described are markedly different from the way they are usually described in survey or an observational study.

Correlation research comprises of collecting data to determine whether, and to what extent, a relationship exists between two or more quantifiable variables. Correlation research uses numerical data to explore relationship between two or more variables. The degree of relationship is expressed in terms of a coefficient of correlation. In correlation study, hypothesis or research questions are stated at the beginning of the study. The null hypotheses are often used in correlation study.

No correlation reject the degree and type of relationship between any two or more quantities (variables) in which they vary together over a period; for example, variation in the level of expenditure or savings with variation in the level of income. A positive correlation exists where the high values of one variable are associated with the high values of the other variable(s). A

'negative correlation' means association of high values of one with the low values of the other(s). Correlation can vary from +1 to -1. Values close to +1 indicate a high-degree of positive correlation, and values close to -1 indicate a high degree of negative correlation. Values close to zero indicate poor correlation of either kind, and 0 indicates no correlation at all. While correlation is useful in discovering possible connections between variables, it does not prove or disprove any cause-and-effect (causal) relationships between them.

### **Research Subject**

The respondents of this study were the 100 different year level of BSBA College students in University of Mindanao that had experienced dining in barbecue houses in Davao City.

The answers of the respondents were be used to know the marketing activities among selected barbecue houses in Davao City in terms of their Marketing Mix or the 4Ps'.

### **Research Instruments**

Researchers-make questioners serve as the instrument of this study. The survey questioner that prompts for the purpose of gathering information from respondents, the first part of the questioner pertains to the respondent's profile. The second part contains the Columns of items that measure the ratings of the respondents towards the Marketing activities among selected barbecue houses in Davao City.

Range	Description	Interpretation
4.5 - 5.0	Excellent	This means the level of students' perception on the Marketing activities of the barbecue house are excellent.
3.50 – 4.49	Good	This means the level of students' perception on the Marketing activities of the barbecue house are good.
2.50 – 3.49	Average	This means the level of students' perception on the Marketing activities of the barbecue house are in average.
1.50 – 2.49	Fair	This means the level of students' perception on the Marketing activities of the barbecue house are fair or reasonable.
1.00 – 1.49	Low	This means the level of students' perception on the Marketing activities of the barbecue house are low or poor.

## **Data Gathering Procedure**

The researchers undergo the following procedures in gathering the data:

1. *Permission to conduct survey of the study.* The researchers asked permission to the dean of the CBAE to conduct a survey to selected barbecue houses in Davao City.
2. *Distribution of the questionnaires.* The researchers personally give out the questionnaires and instructed the respondents to answer all items and also the researchers didn't leave until the respondents done answering the questioner.
3. *Reviewing and retrieval of the Questionnaires.* This was performed after the respondents had finished in answering the questions in the questionnaires. The researchers reviewed the answered items while the respondents were still around to make sure they answered all questions.
4. *Tallying of the Data.* For statistical analysis the researchers compiled all the answered questionnaires and started tallying the data. Every item from the questionnaires answered by the respondents was tallied, recorded and analyzed.

In these procedures the researchers were able to know the ratings of respondents towards the marketing activities among selected barbecue houses in Davao City.

## **Statistical Treatment of Data**

The following statistical tools were used in analyzing results of the

gathered data:

**Mean.** This was used to determine the level of marketing activities among selected barbecue houses in Davao City.

**Percentage.** It was used to rate all the total.

**Frequency.** It was used to determine the number of the respondents.

**T-Test.** A statistical examination of two population means. A two-sample t-test examines whether two samples are different and is commonly used when the variances of two normal distributions are unknown and when an experiment uses a small sample size.

**F-test.** Any statistical tests where the test statistic has an F-distribution under the null hypothesis. It is most often used when comparing statistical models that have been fitted to a data set, in order to identify the model that best fits the population from which the data were sampled.

## Chapter 3

### **PRESENTATION, ANALYSIS AND FINDINGS**

This chapter presents the interpretation of findings based on the gathered data. To analyze the data obtained from the questionnaire, the computed data will be represented in tables which could give clear information about the research.

The data obtained were converted into percentage as well as the data's standard deviation, mean, Descriptive Equivalent, F-value, t-value, P-value and Decision on Ho.

The numbers scored by each item obtained from all the respondents were then summed up. By looking at the data, the researchers were able to decide, for example, the actual factors which influenced the respondents' view in marketing activities among barbecue houses.

#### ***Marketing activities among selected barbecue houses in Davao City***

The level of marketing activities among selected barbecue houses in Davao City was measured through survey questionnaires with the following indicators: Product, Price, Promotion and Place.

#### **Profile of Respondents**

The first table presents the respondents' profiles in which it includes the frequency and percentage according to age bracket, sex, and year level. The table 1 shows that there are 68% of the respondents with an age bracket between 16 to 20 years old; this means that 68 students out of 100 respondents are categorized in this age bracket. The age bracket of 21 to 25

years old has 28% of the number of respondents and the 26-30 years old age bracket has 4%, the least percentage among the three age brackets.

The table below also shows that in respondents' sex, labeled 29 as the total population of the respondents are male and 71 female. With regards to the year level 22% are 1<sup>st</sup> year, 10% are 2<sup>nd</sup> year, 50% are 3<sup>rd</sup> year and 18% are 4<sup>th</sup> year students.

As indicated by Singh (2012), recognition is an estimate of reality. The mind endeavors to bode well out of the boosts to which they are uncovered. This functions admirably, for instance, when they see a companion three hundred feet away at his or her amend tallness; nonetheless, their recognition is now and again "off" for instance, certain states of dessert compartments seem as though they contain more than rectangular ones with the same worth.

**Table 1.**  
**Profile of Respondents**

A. Age	Frequency	Percent
16-20 years old	68	68
21-25 years old	28	28
26-30 years old	4	4
Total	100	100
B. Sex		
Male	29	29
Female	71	71
Total	100	100
C. Year Level		
1 <sup>st</sup> Year	22	22
2 <sup>nd</sup> Year	10	10
3 <sup>rd</sup> Year	50	50
4 <sup>th</sup> Year	18	18
Total	100	100

### Respondents' Feedback

Table 2.1 presents the descriptive analysis of the respondents' feedback based on first indicator which Product. The questioned 1 show that the respondents has good feedback in barbecue houses that offer more products to satisfy the food preference of the customers , based on its mean result 4.28 which have a descriptive equivalent of good. Question 2 states that the respondents like the order to be served less than 20 minutes based on its mean result 3.67 which has descriptive equivalent of good. Question 3 states that the respondents have high appreciation on the product menu that is easy to understand and the food are well arrange by categories, based on its mean 4.28 which has descriptive equivalent of good. Question 4 states the respondents appreciation on the foods that are tasty, juicy and tender based on its mean 4.37 which has descriptive equivalent of good. In question 5 determined the appreciation of the respondents to the quality of foods such as freshness, texture and odor, based on its mean result 4.36 which has descriptive equivalent of good. For the overall total, the product mean is 4.17 which have descriptive equivalent of Good.

As per Walker et al. (2011), a product is anything that can be offered to a business sector that might satisfy a need or require. The aftereffect of eatery is experiential; the complete heap of sustenance, beverages, organization, environment, and settlement goes into satisfying the customers' need and needs and making for vital experience, one the customers should repeat.

**Table 2.1**  
**Respondents' Feedback**

INDICATORS	SD	MEAN	DESCRIPTIVE EQUIVALENT
<b>Product:</b>			
1. There are more products offered to satisfy the food preference of the customers.	0.68	4.28	Good
2. The order is served less than 20 minutes.	1.04	3.67	Good
3. The menu is easy to understand and the varieties of foods are well arranged by categories.	0.17	4.28	Good
4. The taste of foods is tasty, juicy and tender.	0.69	4.37	Good
5. The quality of foods such as freshness, texture and odor are great.	0.69	4.26	Good
<b>Overall total</b>	0.57	4.17	Good

Table 2.2 presents the descriptive analysis of the respondents'

feedback based on second indicator which Price. The question 1 asked the perception of the respondents about the prices is flexible anyone can afford has the mean of 4.15 which indicates that the respondents had good regards on the flexibility and affordable prices. Question 2 stated the discount rate on mass orders is good has a mean result of 3.91 which means good. This indicates that the respondents have good appreciation on the discount rate on mass orders. In question 3, stated the prices of every meal is fit to budget had a mean result of 4.11. This shows that the respondents' perception on the price that is fit to the budget is good. In question 4 show the respondents perception on the less prices during holiday seasons is high based on its mean result of 3.78. Meaning that having less prices during holiday season gained good appreciation on the customers. In question 5 stated that the price is match to the quality of the food and services offered by barbecue house had a mean result of 4.17 which have a descriptive equivalent of good. This determines that in regard of quality of prices the respondents had a high appreciation on it when it matches the food and services that barbecue houses had offered. For the overall total, the price mean is 4.02 which have descriptive equivalent of Good.

As indicated by Lillicrap & Cousins (2010) Costs on the menu, mirror the estimation of the supper experience, together with the eatery's productivity. Quality is controlled by the harmony between the value and the expense. In other word, great quality for a feast implies value is seen to be higher than expenses; and the other way around. Not just do clients pay for cost of sustenance on their plates additionally for the encompassing air, new experience, and different expenses. Cost is likewise a vital thought in choice

of a restaurant. Today, restaurant visitors need esteem and will disparage those restaurants which they see give great worth.

**Table 2.2**  
**Respondents' Feedback**

<b>Price:</b>			
1.The prices are flexible anyone can afford.	0.77	4.15	Good
2.The discounts rate on mass orders is good.	0.83	3.91	Good
3. The price of every meal is fit to budget.	0.79	4.11	Good
4.The price is less during holiday seasons.	0.96	3.78	Good
5. The price is match to the quality of the food and services offered by barbecue house.	0.68	4.17	Good
<b>Overall total</b>	0.63	4.02	Good

Table 2.3 presents the descriptive analysis of the respondents'

feedback based on third indicator which Promotion. The question 1 states that the respondents' have high appreciation on clear and updated advertisement on radio, pamphlets and tarpaulin of the barbecue houses, base on its mean of 4.22 which has a descriptive equivalent of good. Question 2 states that the respondents have high appreciation on promotional ads that are convincing based on its mean 3.85 which has descriptive equivalent of good. Question 3 asked the perception of the respondents about the attractiveness of method use in promotion has the mean of 3.90 which has a descriptive equivalent of good. This indicates that the respondents have good perception on attractive promotions. Question 4 asked the perception of respondents about the creativity of the promotion are good has the means of 3.95 with a descriptive equivalent of good. Meaning the respondents has good perception on promotion that have a good creativity. In question 5 asked the respondents perception about the customers are always notified about the promos during holiday seasons has means of 3.87 which descriptive equivalent of good. This indicates that the respondents have good perception on being notified about promos during holiday seasons. For the overall total, the promotion mean is 3.87 which have descriptive equivalent of Good.

This determines the theory Jobber (2010) that every piece of the advancement exercises has its own particular arrangement of quality and shortcoming. For instance, Advertisement has the property of having the capacity to reach wide crowds rapidly. Indeed the best items, whether great or administrations, will go unsold if advertisers can't impart, or advance, their quality to purchasers.

**Table 2.3**  
**Respondents' Feedback**

<b>Promotion:</b>			
1. The advertisement on radio, pamphlets and tarpaulin of the barbecue houses are clear and updated.	0.80	4.22	Good
2. The Ads is very convincing.	0.82	3.85	Good
3.The method use is very attractive.	0.83	3.90	Good
4. The creativity of the promotion are good.	0.78	3.95	Good
5. The customers are always notified about the promos during holiday seasons.	0.93	3.87	Good
<b>Overall total</b>	0.70	3.96	Good

Table 2.4 presents the descriptive analysis of the respondents'

feedback based on last indicator which Place. The question 1 asked the perception of the respondents about the location is easy to find and parking lot is good has a mean of 3.96 with a descriptive equivalent of good. This indicates that most respondents have high regard on barbecue houses where the location is easy to find and have a good parking lot. Question 2 states that the place is spacious it can accommodate many customers has a mean of 4.17 with a descriptive equivalent of good. Meaning the respondents has high perception on barbecue houses with spacious place that can accommodate many customers. In question 3 asked the respondents' perception about the table, chair and utensils are clean and sanitize has a mean 4.09 with a descriptive equivalent of good. Question 4 asked about the perception of respondents about the interior designs such as the floor, ceiling and wall are pleasant and beautiful has a mean of 4.10 with a descriptive equivalent of good. This indicates that the respondents have high regards in barbecue houses with beautiful and pleasant interior designs. Question 5 asked the perception of respondents about the atmosphere is relaxing and calm has a mean 4.03 with a descriptive equivalent of good. For the overall total, the place mean is 3.97 which have descriptive equivalent of Good.

This determines the research of Walker et al. (2011) that place or location of a restaurant is generally considered to be of major importance. Where good visibilities, easy access, convenience, curb side appeal and parking are the ingredients for location success.

**Table 2.4**  
**Respondents' Feedback**

<b>Place:</b>			
1. The location is easy to find and parking lot is good.	0.70	3.96	Good
2. The place is spacious it can accommodate many customers.	0.85	4.17	Good
3. The table, chair and utensils are clean and sanitize.	0.74	4.09	Good
4. The interior designs such as the floor, ceiling and wall are pleasant and beautiful.	0.83	4.10	Good
5. The atmosphere is relaxing and calm.	0.86	4.03	Good
<b>Overall total</b>	<b>0.85</b>	<b>3.97</b>	<b>Good</b>

Table 3 present the summary in the level of marketing activities

among selected barbecue houses in Davao City. Product as the first indicator shows the mean of 4.17. The price as the second indicator shows the mean of 4.02. The promotion as the third indicator shows the mean of 3.96. The place as the last indicator shows the mean of 3.97. In overall total, the indicators mean is 4.03 with a descriptive equivalent of High.

As per Nadina, R.L (2010) the marketing mix is a key component of social marketing providing one of the differential points in bringing about behavior and social change.

**Table 3**  
Summary in the level of marketing activities among selected barbecue houses in Davao City

Indicators	SD	Mean	Descriptive Equivalent
Product	0.57	4.17	Good
Price	0.63	4.02	Good
Promotion	0.70	3.96	Good
Place	0.85	3.97	Good
Overall	0.64	4.03	Good

Table 4, the indicators are analyzed based on the mean of different range of ages together with the t-value and P-value. Under product as an indicator, ages 16-20 years old, shows the mean of 4.18, 4.17 mean for ages 21-25 years old, 4.10 mean for ages 26-30 years old with the F-value of 0.034 and P-Value of 0.967. When it comes to price, ages 16-20 years old, shows the mean of 4.10, ages 21-25 years old, shows the mean of 3.90 and for ages 26 to 30 years old, shows the mean of 3.55 with the F-value of 2.298 and P-Value of 0.106. On Promotion, ages 16-20 years old, shows the mean of 4.02, ages 21-25 years old, shows the mean of 3.83 and ages 26 to 30 years old, shows the mean of 3.75 with the F-value of 0.960 and P-Value of 0.386. In place, ages 16-20 years old, shows the mean of 4.17, 3.86 mean for ages 21-25 years old, 3.09 mean for ages 26-30 years old with the F-value of 2.435 and P-Value of 0.093. In overall total, ages 16-20 years old, shows the total mean of 4.12, 3.94 totals mean for ages 20-24 years old and 3.83 total mean for ages 26 to 30 years old with F-value of 1.466 and P-value of 0.236. The P-value 0.05 and above indicates that the hypothesis is accepted. Therefore, there is no significant difference in respondents perception on marketing activities among selected barbecue houses in Davao City based on indicators when analyzed according to age.

**Table 4.**  
Significance of the Difference on the Marketing activities among selected barbecue houses in Davao city when analyze by Age.

	16 to 20 yrs. Old		21 to 25 yrs. Old		26 to 30 yrs. Old		F-Value	P-value	Decision on Ho
	SD	Mean	SD	Mean	SD	Mean			
Product	0.58	4.18	0.56	4.17	0.50	4.10	0.034	0.967	Accept
Price	0.59	4.10	0.68	3.90	0.66	3.55	2.298	0.106	Accept
Promotion	0.73	4.02	0.52	3.83	1.19	3.75	0.960	0.386	Accept
Place	0.63	4.17	0.65	3.86	0.38	3.09	2.435	0.093	Accept
Overall	0.56	4.12	0.47	3.94	0.56	3.83	1.466	0.236	Accept

In Table 5, the indicators are analyzed based on gender as a profile. Product as indicator shows the mean of 4.22 for male while 4.15 mean for female with a t-value of 0.297 and P-value of 0.587. For price, 4.09 mean for male with while 4.00 mean for a female with the t-value of 0.447 and P-value of 0.505. For promotion, 4.02 mean for male while 3.93 mean for female with a t-value of 0.328 and P-value of 0.970. For place, 4.08 mean for male while 4.07 mean for female with a t-value of 0.001 and P-value of 0.970. The overall total mean for male is 4.10 while 4.04 for female with a t – value of 0.286 and P-value of 0.594. P-value of 0.05 and above indicates that the hypothesis is accepted. Therefore, there is no significant difference in respondents perception on marketing activities among selected barbecue houses in Davao City based on indicators when analyzed according to gender.

**Table 5**  
Significance of the Difference on the Marketing activities among selected barbecue houses in Davao city when analyze by Sex.

Indicators	Male		Female		t-Value	P-value	Decision on Ho
	SD	Mean	SD	Mean			
Product	0.58	4.22	0.57	4.15	0.297	0.587	Accept
Price	0.62	4.09	0.63	4.00	0.447	0.505	Accept
Promotion	0.68	4.02	0.71	3.93	0.328	0.568	Accept
Place	0.59	4.08	0.67	4.07	0.001	0.970	Accept
Overall	0.53	4.10	0.54	4.04	0.286	0.594	Accept

Table 6 shows the analysis of indicators based on the year levels of respondents. Under product as an indicator, first year level shows the mean of 4.29, second year level shows the mean of 3.56, for third year level the mean is 4.13 mean and 4.48 mean for fourth year level with F-value of 7.113 and P-value of 0.000 . For price, first year level shows the mean of 4.03, second year level shows the mean of 3.60, for third year level the mean is 3.99 and 4.36 mean for fourth year level with F-value of 3.522 and P-value of 0.018 . For promotion, first year level shows the mean of 4.15 ,second year level shows the mean of 3.40, for third year level the mean is 3.92 mean and 4.12 mean for fourth year level with F-value of 3.308 and P-value of 0.023. For place, first year level shows the mean of 4.34 ,second year level shows the mean of 3.64, for third year level the mean is 4.02 and 4.13 mean for fourth year level with F-value of 3.106 and P-value of 0.03 . The total mean for first year level is 4.20, total mean for second year level is 3.55, for third year level the total mean is 4.02 and 4.27 total mean for fourth year level with the F-value of 5.115 and P-value of 0.003. P-value of 0.05 and above indicates that the hypothesis is rejected and accepts the alternatives. Therefore, there is a significant difference in respondents perception on marketing activities among selected barbecue houses in Davao City based on indicators when analyzed according to year level.

Consumer applies the idea of tangible recognition to advertising and promoting. Generally as tactile recognition identifies with how people see and procedure tangible boosts through their five faculties, buyer observation relates to how people structure sentiments about organizations and the stock they offer through the buys they make (Blank 2012).

**Table 6**

Significance of the Difference on the Marketing activities among selected barbecue houses in Davao city when analyze by Year Level.

Indicators	1 <sup>st</sup> year		2 <sup>nd</sup> year		3 <sup>rd</sup> Year		4 <sup>th</sup> Year		F-value	P-value	Decision on Ho
	SD	Mean	SD	Mean	SD	Mean	SD	Mean			
Product	0.56	4.29	0.53	3.56	0.52	4.13	0.48	4.48	7.113	0.000	Reject
Price	0.67	4.03	0.43	3.60	0.65	3.99	0.43	4.36	3.522	0.018	Reject
Promotion	0.69	4.15	0.62	3.40	0.71	3.92	0.55	4.12	3.308	0.023	Reject
Place	0.50	4.34	0.49	3.64	0.700	4.02	0.58	4.13	3.106	0.03	Reject
Overall	0.54	4.20	0.41	3.55	0.55	4.02	0.38	4.27	5.115	0.003	Reject

## Chapter 4

### **SUMMARY, CONCLUSIONS AND RECOMMENDATIONS**

This chapter includes the discussion of the summary of findings, conclusion and recommendations of the study.

#### **Summary**

This study aimed to identify the significant difference on Marketing Activities among selected Barbecue Houses in Davao City.

There were 100 respondents who the participants of the study during the school year 2014-2015. This study used strictly validated questionnaires in the gathering of data.

After conducting the study's investigation the following are the summarize of the finding;

1. The 68% of respondents are age bracket between 16 to 20 years old; the 28% had age bracket of 21 to 25 years old and the 26-30 years old age bracket has 4%, the least percentage among the three age brackets. The 29 as the total population of the respondents are male and 71 female. With regards to the year level 22% are 1<sup>st</sup> year, 10% are 2<sup>nd</sup> year, 50% are 3<sup>rd</sup> year and 18% are 4<sup>th</sup> year students.

These were the overall mean ratings of four indicators from the highest to lowest on the level of marketing activities among selected barbecue houses in Davao City: Product has the overall total of 4.17 with a descriptive scale of good. Followed by Price with overall mean of 4.02

with a descriptive scale of good. Then Place with overall mean 3.97 with a descriptive scale of good and lastly promotion with overall mean of 3.96 with a descriptive scale of good.

3. The study tested the null hypothesis. The profile of University of Mindanao CBAE students in terms of Age shows the result of 1.466 for F-value and P-value of 0.236, in terms of Sex shows the t-value of 0.286 and P-value of 0.594. P-value of 0.050 and above indicates that the hypothesis was accepted. While in terms of Year level show the F-value 5.115 and P-value of 0.003. P-value of 0.050 and below indicates that the hypotheses was rejected and accept alternatives.

### **Conclusion**

After conducting the investigation in the study the following were the conclusion:

1. The level of Marketing Activities among selected Barbecue Houses in Davao City in terms of the four indicators is good. This show that the 4p's influence customers' decision in dining in the barbecue houses.

2. Among the four indicators its show that the product has the highest means. While the lowest mean is Promotion. It indicates that the customers focus more on the product offer by barbecue houses and has less concern on the other P's especially on its promotional activities. This determines that the approach of the promotional campaign of the barbecue houses had low impact towards the customers.

3. There is no significant difference on Marketing Activities among

selected Barbecue Houses in Davao City to their Age and Sex. But there's a significant difference according to their Year level.

### **Recommendation**

From the summary and conclusion of the study the following advice are recommended:

1. The result on level of Marketing Activities among selected Barbecue Houses in Davao City shows that among the four indicators the Promotion got the lowest mean. This proclaims that Barbecue houses owners should enhance their promotional strategies that will catch the attention of the consumers. A promotional campaign that will leave mark to the mind of each consumers.
2. Researchers must conduct more research about the marketing mix involving technologies, to catch up with the fast growing and evolving worlds of business industry.
3. Researchers may create something new strategies that will benefit them and business owner to blend with the upgrading industry. Creating promotion campaign that will attract the attention of different age bracket, by applying modern idea. By evaluating regularly the comment and suggestions of its customers is a big help to gather information.

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## Appendix A

### PERMISSION TO CONDUCT STUDY



*College of Business Administration Education*  
2<sup>nd</sup> Floor, SS Building  
Bolton Street, Davao City  
Telefax: (082) 227-5456 Local 131

November 27, 2014

**VICENTE SALVADOR E. MONTANO, DBA**  
Dean, College of Business Administration Education  
University of Mindanao, Bolton Street  
Davao City

Dear Sir,

Greeting!

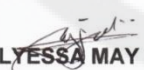
We are the Marketing Management (MM) students of the University of Mindanao conducting a research study on "Marketing Activities among selected Barbecue Houses in Davao City". This is in line with our requirements of the subject Marketing Research (MR222).

In this regard, we would like to ask permission from your good office to allow us to conduct a survey among CBAE students in your department. We assure you the confidentiality of the survey result and date. Their answers will serve as the primary data of our study.

We are hoping for your favorable response on this request.

Thank you very much.

Respectfully yours,

  
**ALYESSA MAY A. JADJULI**

  
**GRACE LUSAD**

  
**THEFFAINE TORRES**

Noted by:

  
**ROSALIA T. GABRONINO, MBA**  
Research Coordinator, CBAE

  
**ANNABELLE A. LOPEZ**  
Research Adviser

## Appendix B

### SURVEY QUESTIONNAIRE

Dear Respondents:

#### Dear Respondents;

The purpose of this study is to identify the **Marketing activities among selected Barbecue houses in Davao City**. Your answers in this survey are a big help for us to gained information regarding this study.

Thank you for your participation.

Respectfully,

**ALYESSA MAY A. JADJULI**

**GRACE LUSAD**

**THEFFAINE TORRES**

**Direction:** Please check (✓) the box for your corresponding answers. Using the following rating scale please answer the following questions under each column.

Name: (Optional) \_\_\_\_\_.

Gender:  Female  Male

Age:  16-20 yrs. old  21-25 yrs. old  26-30 yrs. old  31 and above.

Year level/Course Major: \_\_\_\_\_.

1. What Barbecue Houses in Davao City you recently went to?  
Pēngs  Mang Inal  Others  \_\_\_\_\_.

Scale	Description	Interpretation
-------	-------------	----------------

5	Excellent	This means that your perception on the Marketing an activity of the barbecue houses is excellent.
---	-----------	---

4 Good This means that your perception on the Marketing activities of the barbecue house is good.

3 Average This means that your perception on the Marketing activities of the barbecue houses is on the average standard.

2 Fair This means that your perception on the Marketing activities of the barbecue house is fair or reasonable.

1 Poor This means that your perception on the Marketing activities of the barbecue house is poor or low.

<b>PRODUCT</b>	5	4	3	2	1
1. There are more products offered to satisfy the food preference of the customers.					
2. The order is served less than 20 minutes.					
3. The menu is easy to understand and the varieties of foods are well arranged by categories.					
4. The taste of foods is tasty, juicy and tender.					
5. The quality of foods such as freshness, texture and odor are great.					

<b>PRICE</b>	5	4	3	2	1
1. The prices are flexible anyone can afford.					
2. The discounts rate on mass orders is good.					
3. The price of every meal is fit to budget.					
4. The prices are less during holiday seasons.					

5. The price is match to the quality of the food and services offered by barbecue house.					
--	--	--	--	--	--

**Appendix B (continued)**

<b>PROMOTION</b>	5	4	3	2	1
1. The advertisement on radio, pamphlets and tarpaulin of the barbecue houses are clear and updated.					
2. The Ads is very convincing.					
3. The method use is very attractive.					
4. The creativity of the promotions is good.					
5. The customers are always notified about the promos during holiday seasons.					

<b>PLACE</b>	5	4	3	2	1
1. The location is easy to find and parking lot is good.					
2. The place is spacious it can accommodate many customers.					
3. The table, chair and utensils are clean and sanitize.					
4. The interior designs such as the floor, ceiling and wall are pleasant and beautiful.					
5. The atmosphere is relaxing and calm.					

Comment/Suggestion: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Thank you.

## Appendix C

### SUMMARY OF EVALUATORS RATING

Validators	Mean	Description
Rosalina T. Gabronino	4	Good
Vicente Salvador E. Montaña, DBA	4	Good
Manuel Ortega	4.86	Very Good
Over- all	4.29	Very Good

## Appendix D

### LETTER TO ADVISER



**College of Business Administration Education**  
2<sup>nd</sup> Floor, SS Building  
Bolton Street, Davao City  
Telefax: (082) 227-5456 Local 131

November 27, 2014

**Annabelle A. Lopez**  
Program Head of Economics  
College of Business Administration Education  
University of Mindanao, Bolton Street  
Davao City

Dear Ma'am,

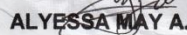
Greetings!


You are chosen to be our **Research Adviser** for our research study entitled "**Marketing Activities among selected Barbecue Houses in Davao City**". We humbly request for your valuable time and knowledge to be consulted for our research endeavor.


Knowing fully of your expertise along this line, the researcher wishes your end for the possible enhancement of our work.

Thank you.

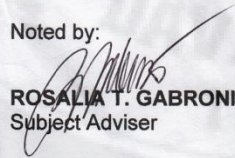
Respectfully yours,

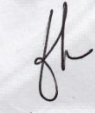

  
**ALYESSA MAY A. JADJULI**

  
**GRACE LUSAD**

  
**THEFFAINE TORRES**

Noted by:

  
**ROSALIA T. GABRONINO, MBA**  
Subject Adviser

## Appendix E

### LETTER TO THE STATISTICIAN

December 08, 2014

**ANE T. ITAAS**  
College of Art and Sciences Education  
University of Mindanao  
Bolton St. Davao city

Dear Ma'am,

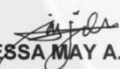
Greetings!


You are chosen to be our **Statistician** for our research study entitled "**Marketing Activities among selected Barbecue Houses in Davao City**". We humbly request for your valuable time and knowledge to be consulted for our research endeavour.


Knowing fully of your expertise along this line, the researcher wishes your end for the possible enhancement of our work.

Thank you.

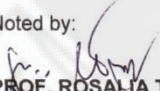
Respectfully yours,

  
**ALYESSA MAY A. JADJULI**

  
**GRACE LUSAD**

  
**THEFFAINE TORRES**

Noted by:

  
**PROF. ROSALIA T. GABRONINO**  
Class Adviser

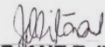
## Appendix F

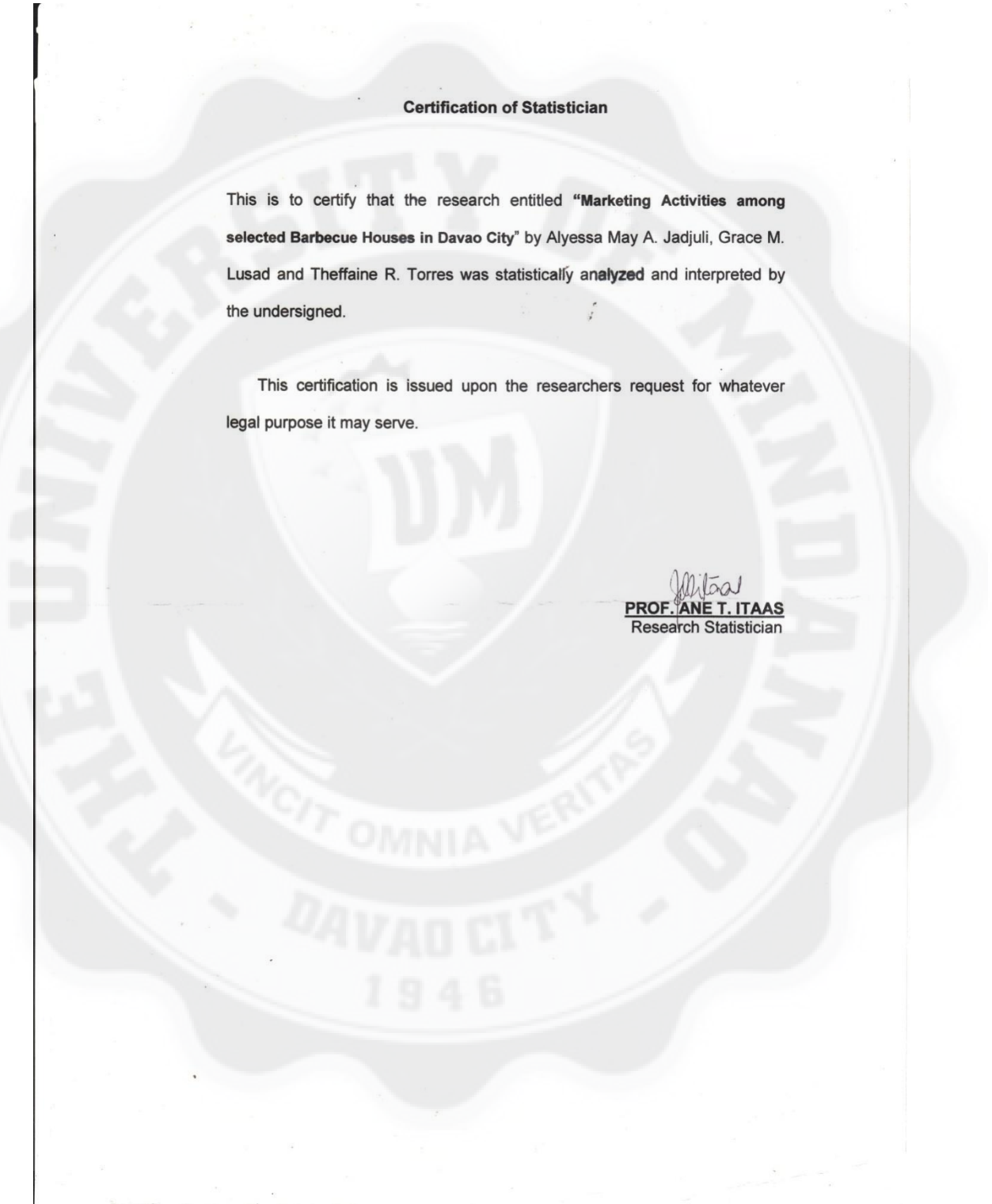
### STATISTICIAN CERTIFICATE

#### Certification of Statistician

This is to certify that the research entitled "**Marketing Activities among selected Barbecue Houses in Davao City**" by Alyessa May A. Jadjuli, Grace M. Lusad and Theffaine R. Torres was statistically **analyzed** and interpreted by the undersigned.

This certification is issued upon the researchers request for whatever legal purpose it may serve.

  
**PROF. ANE T. ITAAS**  
Research Statistician



## Appendix G

### LETTER OF THE GRAMMARIAN

September 25, 2015

**Warlita S. Mina**  
College of Art and Sciences Education  
University of Mindanao  
Matina St. Davao city

Dear Ma'am,

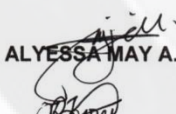
Greetings!

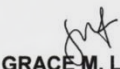
You are chosen to be our **Research Grammarian** for our research study entitled "**Marketing Activities among selected Barbecue Houses in Davao City**". We humbly request for your valuable time and knowledge to be consulted for our research endeavour.


Knowing fully of your expertise along this line, the researcher wishes your end for the possible enhancement of our work.

Thank you.

Respectfully yours,

  
**ALYESSA MAY A. JADJULI**

  
**GRACE M. LUSAD**

  
**THEFFAINE R. TORRES**

Noted by:

  
**PROF. ROSALIA T. GABRONINO**  
Class Adviser

## Appendix H

### GRAMMARIAN CERTIFICATE



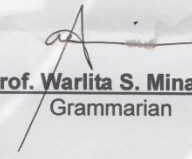
College of Business Administration Education  
2<sup>nd</sup> Floor SS Building  
Bolton Street, Davao City  
Telefax: (082) 222-5456 Local: 131

Certification of the Grammarian

#### GRAMMARIAN CERTIFICATION

This is to certify that the grammarian on the Marketing research study entitled "MARKETING ACTIVITIES AMONG SELECTED BARBECUE HOUSES IN DAVAO CITY" has been reviewed by the undersigned.

This certification is issued upon the request of the researchers. Issued on the 30<sup>th</sup> day of September 2015.

  
Prof. Warlita S. Mina Ph.D  
Grammarian

# Appendix I

## TURNITIN RESULT

6/18/2015 Turnitin Document Viewer  
Research to checking | Marketing Activities Among Selected | Headmap | Paper 1 of 1

Originality GradeMark PeerMark Marketing **13% SIMILAR**  
BY ALYESSA MAY JADJULI

MARKETING ACTIVITIES AMONG SELECTED BARBECUE HOUSES IN DAVAO CITY

Match Overview

PAGE: 1 OF 42

Text-Only Report

*ok passed.*

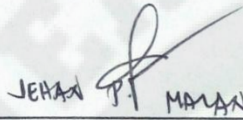
*[Signature]*  
6/18/15

## APPENDIX J

### Certification of Appearance

This is to certify that the following students Alyessa May A. Jadjuli, Theffaine R. Torres, and Grace M. Lusad with the research entitled "Marketing activities among Selected Barbecue Houses in Davao City" conduct a research survey in this institution.

This certificate is issued on November 27, 2014, upon the request of the students for whatever legal purpose it may serve them best.

  
JERAN P. MANANG

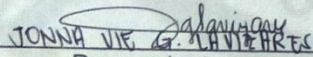
Respondent

---

### Certification of Appearance

This is to certify that the following students Alyessa May A. Jadjuli, Theffaine R. Torres, and Grace M. Lusad with the research entitled "Marketing activities among Selected Barbecue Houses in Davao City" conduct a research survey in this institution.

This certificate is issued on November 27, 2014, upon the request of the students for whatever legal purpose it may serve them best.

  
JONNA V. G. CAVITE

Respondent

## APPENDIX K

### Curriculum Vitae



**ALYESSA MAY A. JADJULI**  
21 years old, April 6, 1994  
Prk. 10-A Brgy. San Roque  
Tibungco, Davao City  
Contact #: 09123583476

Email: [alyessamay.jadjuli@gmail.com](mailto:alyessamay.jadjuli@gmail.com)

---

#### EDUCATIONAL BACKGROUND:

College	:	<b>University of Mindanao</b> Bolton St. Davao City 2012-present 4 <sup>th</sup> year BSBA- Marketing Management
Secondary	:	<b>UM Ilang-Tibungco Jr College</b> Ilang-Tibungco Davao City 2008-2011
	:	<b>Jet Achievers Learning Center</b> Crossing Eliong., Davao City 2007-2008
Elementary	:	<b>F. Bustamante Central Elementary School</b> Tibungco, Davao City 2002-2008

## **Skills**

Computer Literate

(MS Office, Video Editing, PhotoScape)

Good Communication Skills



## APPENDIX K (Continue)

### Curriculum Vitae



**GRACE M. LUSAD**  
19 years old, March 30, 1996  
Prk. 12, Saint John Bucana  
Boulevard, Davao City  
Contact #: 09305468367  
Email: [grace.lusad@yahoo.com](mailto:grace.lusad@yahoo.com)

---

#### EDUCATIONAL BACKGROUND:

College : **University of Mindanao**  
Bolton St. Davao City  
2012-present  
4<sup>th</sup> yr BSBA- Marketing Management

Secondary : **BayabasNational High school**  
Nabunturan Comval Province  
2011-2012

Elementary : **Butay Elementary School**  
Paquibato District, Davao City  
2006-2007

#### Skills

Computer Literate

## APPENDIX K (Continue)

### Curriculum Vitae



**THEFFAINE R. TORRES**  
**Lot3 Dona Vicenta Village**  
**Bajada, Davao City**  
**Contact #: 09362905532**  
**Email: theffaineissa@gmail.com**

---

#### EDUCATION BACKGROUND:

College	:	<b>University of Mindanao</b> <b>Bachelor of Science in Business Administration</b> Major in Marketing Management
High School	:	Salaman Institute High School Poblacion Lebak Sultan Kudarat 2011-2012
Elementary	:	Salaman Central School Poblacion Lebak Sultan Kudarat 2007-2008

#### Skills

Computer Literate