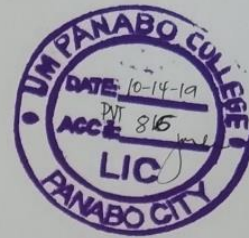
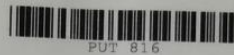


PROMOTIONAL MIX AND CUSTOMER LOYALTY AMONG SELECTED
SALON IN PANABO CITY

A Thesis
Presented to the Faculty of
UM Panabo College
Panabo City



UM Panabo College LIC




In Partial Fulfillment
Of the Requirements for the Course
Marketing Research
(Mktg.222)

Peligro, Jorieme H.
Dela Cruz, Ressa Jannin P.


March 2019

ACCEPTANCE SHEET

This thesis entitled "**PROMOTIONAL MIX AND CUSTOMER LOYALTY AMONG SELECTED SALON IN PANABO CITY**" prepared and submitted by **Jorieme H. Peligro, Ressa Jannin P. Dela Cruz** in compliance with the requirements in the Marketing 222 subject under the **Department of Accounting and Business Management Education**, UM Panabo College, Panabo City is hereby accepted.



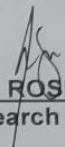
AMELIE L. CHICO, DM, FRIM
Research Coordinator



LIEZEL V. CHAN, Ph. D
Dean of College
UM Panabo College

APPROVAL AND ENDORSEMENT SHEET

This thesis entitled "PROMOTIONAL MIX AND CUSTOMER LOYALTY AMONG SELECTED SALON IN PANABO CITY" prepared and submitted by **Jorieme H. Peligro, Ressa Jannin P. Dela Cruz** in partial fulfillment of the requirements for the course Marketing 222, has been examined and accepted, and is hereby endorsed.

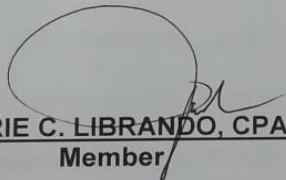


APRIL ROSE L. SAM
Research Adviser

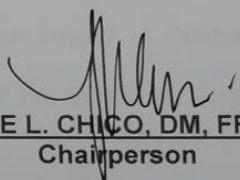
PANEL OF EXAMINERS

Accepted and approved, after examination during the final defense as per requirements of Marketing 222.

Favorably endorsed for approval to Dr. Liezel V. Chan, Dean of College of (UMPC) UM Panabo College, Panabo City.



MARJORIE C. LIBRANDO, CPA
Member



AMELIE L. CHICO, DM, FRIM
Chairperson

ABSTRACT

The study aimed to determine the relationship between Promotional Mix and Customer Loyalty among selected Salon in Panabo City. The independent variable of the study was Promotional Mix. The indicators of Promotional Mix are Advertisement, Sales Promotion, Personal Selling, Public Relations and Direct Marketing. On the other hand, the dependent variable of this study was Customer Loyalty. The researchers used the descriptive correlation method and convenient sampling in determining the number of respondents and the statistical tools using the study were Mean and Pearson-r. The result of the computation using r-value is -0.06 associated with the significant value of 0.000 of P-value which is less than the alpha of 0.05. Moreover, there is a significant relationship between Promotional Mix and Customer Loyalty among selected Salon in Panabo City. It implies that the Promotional Mix in terms of Advertisement, Sales Promotion, Personal Selling, Public Relations, and Direct Marketing has an impact in Customer Loyalty. In other words, Promotional Mix could affect the Customer Loyalty among Selected Salon in Panabo City.

Keywords: *Promotional Mix, Advertisement, Sales Promotion, Personal Selling, Public relations, Direct Marketing and Customer Loyalty.*

ACKNOWLEDGMENT

“God thank you for giving me the strength and encouragement especially during all the challenging moments in completing this thesis. I am truly grateful for your exceptional love and grace during the entire journey”

First and foremost, our heartiest gratitude to our supervisors, **Dr. Amelie L. Chico, Prof. Ramonchito Nalangan, Prof. Marjorie C. Librando** and to our adviser **Prof. April Rose L. Sam**, for their patience, continuous supervision, guidance, advice, and support in completing this thesis. They are the backbone of this project by giving wonderful suggestions and constructive criticism which gave this study a life. We express our humble gratitude to my supervisors, subject teachers, and advisor for their willingness to spare their time and guide to complete our study.

We would like to dedicate this dissertation to our beloved parents, Mr. and Mrs. Dela Cruz and Mr. and Mrs. Peligro. They are always visionaries in our success and sacrificed their life to raise us to a better person.

Finally, thanks to God, our good father, for letting us through all the difficulties. We have experienced your guidance day by day. You are one who let us to finish this thesis by giving us good health. We will keep on trusting you for the future.

-The Researchers

DEDICATION

This study is wholeheartedly dedicated to our beloved parents, who have been my source of inspiration and gave us strength when we thought of giving up, who continually provide their moral, spiritual, emotional, and financial support. To my brothers, sisters, relatives, mentor, friends, and classmates who shared their words of advice and encouragement to finish this study. And to my thesis buddy Ressa Jannin thank you for helping me and for your patience in doing this study, and also special thanks to Ystefhanny, Jea and Lee who has encourage me all the way and whose encouragement has made us that we should give what it takes to finished what we have started despite of trials and pressures. You're my most cherished! And lastly I dedicated this thesis to the Almighty God, thank you for the guidance, strength, power of mind, protection and skills and for giving us a healthy life. All of these, we offer to you.

Jorieme H. Peligro

"Strength does not come from winning. Your Struggles develop your strength. When you go through hardship and decide not to surrender, that is strength. "by: Mahatma Gamahi. This thesis is dedicated to my mother, RubirosaDela Cruz, and my father, Rey Delacruz. Without their endless love, financial Support and encouragement I would never have been able to complete my graduate studies. I love you both and I appreciate everything that you have done for me. This thesis is also dedicated to my sisters, Rebie and Ryzza who always help me in household chores whenever I am busy doing my research. And to my friends the team boarding house (TBH), specially, QueneeMejias, who always advice positive good vibes to overcome stress and keeps me laugh in bad times. Also I dedicate this thesis to my special someone, my Boyfriend, John Philip Daffon, who always support and inspired me, through his love and care. Most importantly to God, thank you for the love and blessings that you have given to us. To the researchers, always keep this in mind that nothing is impossible with God. Thank you and God bless.

RessaJannin P. Dela Cruz

TABLE OF CONTENTS

Title Page	i
Acceptance Sheet	ii
Approval and Endorsement Sheet	iii
Abstract	iv
Acknowledgment	v
Dedication	vi
Table of Contents	vii
List of Tables	ix
List of Figure	x

Chapter	Page
1 THE PROBLEM AND ITS SETTING	
Background of the Study	1
Statement of the Problem	2
Hypothesis	2
Theoretical and Conceptual Framework	3
Significance of the Study	4
Definition of Terms	4
2 REVIEW OF RELATED LITERATURE	6
3 METHOD	20
Research Design	20
Research Subject	20
Research Instruments	21
Research procedure	17
Statistical Treatment of Data	17
4 PRESENTATIONS AND ANALYSIS OF FINDINGS	
Level of Promotional Mix among selected Salon InPanabo City	24

Level of Customer Loyalty among selected Salon InPanabo City	31
Significant Relationship between Promotional Mix and Customer Loyalty among selected Salon inPanabo City	33

5 SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

Summary of Findings	35
Conclusions	35
Recommendations	36

REFERENCES

APPENDICES

- A. Letter of Permission to Conduct the Study
- B. Letter of Request for Validation
- C. Validation Sheet
- D. Questionnaire
- E. Certificate of Grammarly
- F. Certificate of Appearance

CURRICULUM VITAE

LIST OF TABLES

TABLE		Page
1	Level of Promotional Mix in terms of advertising, Sales Promotion, Personal Selling, Public Relations, and Direct Marketing.	19
2	Level of Customer Loyalty among selected Salon InPanabo City	23
	Significant Relationship between Promotional Mix and Customer Loyalty among selected Salon in Panabo City	25

LIST OF FIGURE

FIGURE		Page
1	The Conceptual Paradigm Showing the Variables of the Study	5

Chapter 1

THE PROBLEM AND ITS SETTING

Background of the study

One of the main problems in the business is how to achieve the goal and attain customer loyalty. There are so many new entrants in the same industry, selling and providing the same products and services. Therefore, business providers need to compete with one another to survive in the industry, as there are so many competitors. Business providers need to focus on the customer's needs and preferences to maintain and retain the long term relationship.

In Thailand, some of the salon businesses encountered a problem in customer loyalty because there was a lack of promotional activities. The management does not exert any effort in public relations to build a strong relationship with their customers that can affect customer loyalty in the salon (Newell, 2000).

In the Philippines, the competition in the salon is intensely arising. Hence, small business salons are facing a problem with customer loyalty due to lack of sales promotion to promote the quality of their services to compete with other salon's business. There was no sales promotion with their services like giving promo to the customers. Thus, customer loyalty is affected (Olchondra, 2016).

In Panabo City, as per interview from a beauty artist staff of a known salon stated that they encountered a problem to customer loyalty because of lack of customers' positive word-of-mouth. The salon is not frequently offered

sales promotion to their customer's that it can affect customer loyalty. As to the problem shown above, the researchers are motivated to pursue this study for discovering unknown and new insights.

Statement of the Problem

This study aimed to determine the level of promotional mix and customer loyalty among selected salon in Panabo City. Specifically, it sought answers to the following questions:

1. What is the level of promotional mix among selected salon in Panabo City in terms of:

- 1.1 Advertising;
- 1.2 Sales Promotion;
- 1.3 Personal Selling;
- 1.4 Public Relations; and
- 1.5 Direct Marketing?

2. What is the level of customer loyalty among selected salon in Panabo City?

3. Is there a significant relationship between promotional mix and customer loyalty among selected salon in Panabo City?

Hypothesis

The hypothesis of the study was tested at 0.05 level of significance which states, that there is no significant relationship between promotional mix and customer loyalty among selected salon in Panabo City.

Theoretical and Conceptual Framework

This study is anchored on the theory of Brown (2000) that the role of promotional mix has been redefined into managing the long-term relationship with carefully selected customers, including the construction of learning

relationship where the marketer attains a dialogue with an individual customer, to maintain customer loyalty to the business.

This is also supported by the theory of Brassington and Pettit (2000) which indicates that promotional mix consists of advertising, sales promotion, personal selling, public relations, and direct marketing, that shape the forms of communication in terms of information to provide the needs and wants of your target market.

As presented in Figure 1, the independent variable is promotional mix indicated by *advertising* that refers to message and promoter of marketing and followed by *sales promotion* that relates to a method of stimulating consumer purchase and is usually based on a short-term or immediate goal followed by *personal selling* that refers to face to face communication with the customers and followed by *public relations* that communicates individual in public and media with an aim to create and maintain a positive image followed by *direct marketing* that gives impact of modern technologies, enhancing customer experience.

The dependent variable is the *customer loyalty* is essential in business, and it can build a commitment in terms in capturing its existing customer to recognize and repurchase the services or products provided by the company.

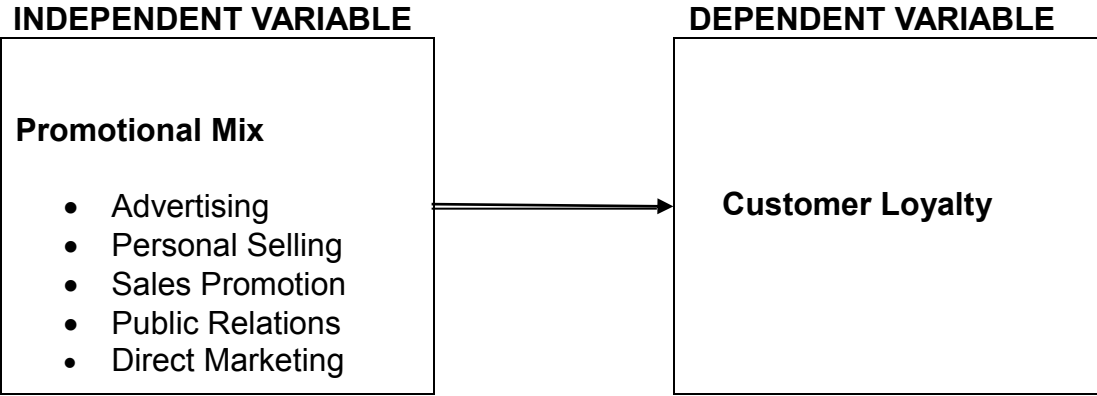


Figure1. The Conceptual Paradigm showing the variables of the study.

Significance of the Study

This finding of the study will provide an understanding and valuable information to the following:

Owner. The result of this study will help the owner to maintain their Customer Loyalty by the Promotional Mix factor to implement the practice in their business.

Salon staff. The result of this study will enlighten the mind that they have to establish to promote and give satisfaction to their customer.

Customer. The result of this study will give attention to the customers of which Beauty Salon can provide a satisfactory service to them.

Researchers. The result of this study will enhance their idea on the importance of promoting product and services to attain customer loyalty among salon businesses in Panabo City.

Definition of Terms

A portion of the term is utilized in the study are thus defined to convey the significance and to establish a standard frame of reference.

Promotional Mix is a term used to describe the set of tools that a business can use to communicate the benefits of its product or services effectively to its customer, and to develop effective promotional strategies in order to survive in the competitive business environment hence, achieve growth in all aspect of organization (Quintana, 2003). In this study, it refers that the promotional mix is a tool to achieve the goals of the company as well as customer loyalty.

Customer Loyalty It is customer willingness to continue patronizing a form over the long period term (Lovelock, 2007). In this study, this refers to repeat purchasing of the customer.

Chapter 2

REVIEW OF RELATED LITERATURE

Written in this section are the various concepts and ideas from different authors and website that are relevant to this study.

Promotional Mix

In the study of Alminar (2017), it had been found that the part of the promotional mix is habituated and persuade the market concerning salon product and services. Within the broad sense, it consists of the acceptance of purpose of reading or concepts and therefore the coordinated seller initiated efforts to ascertain the channel of knowledge and also to take care of the capability of the salon.

Base on Gunasikarante (2015) such promotional mix is that the combination of advertising, advertisement, and private merchandising. In alternative words, these are tools that the salon at home is persuasively communicating customers worth and for having a relationship to the purchasers. Therefore, promotional mix conveys merchandise and services itself.

As mentioned by, Marshal and Babicka (2015), that promotional mix should meet the knowledge demand of all the target market to assist the salon perceive the expectation of shoppers, therefore, some part of the promotional combine could be aimed toward the target customers who are fully alert to the merchandise and probable to get it.

Nevertheless, Mehta (2015) mentioned that the promotional mix is the sales effort of a business and includes the operation of informing, persuading and influencing the acquisition call of the possible client with the article if

increasing sales.

Furthermore, Pride (2014) mentioned that the promotional mix could be promotion methodology which will be accustomed communicate people, organizations, and teams. Thus, it will facilitate to extend the disposition of the target market to patronize the merchandise or services that the salon offered.

Besides, Koske (2012) accentuated that promotional mix involves a range of activities uses by a salon to speak the worth of its product and to assist the sweetening of sale of the salon. In different words, the promotional mix aims to convey the advantages victimization product or service so that, a lot of clients, more sales, and therefore the salon can attain client loyalty.

The purpose of the promotional mix is to make sure that the client can inform regarding the merchandise that the organization is providing. It contains all the activities that directed contact the target market to facilitate the sense of the importance of the goods is ready to reach the high degree of consumer satisfaction of their need and wishes compared to competitors offered (Anshari & Shariyai, 2011).

Also, the promotional mix may be a term accustomed describes the set of tools that a business concern will use to speak the advantages of its product or services effectively to the client and to extend sales, full profit, and increase the potential to vie, competitors (Lee, 2009).

Also, Philip (2006) promotional mix begins with prospecting the hunt for the qualification of potential customers, for a few merchandises that is just one occasion purchase such services like salon`s, continual prospecting is vital to keep up sales.

Moreover, Brassington and Pettitt (2000) mentioned that promotional

mix is that the manner of the salon to introduce the products and services to its target market audience and to achieve its public to create a robust association. It includes that promotional combine helps to manage a protracted-term relationship between the salon and its customers.

Advertising

In the study of Cohen (2013) advertising is associated in nursing activity, using inventive techniques to style persuasive communication in mass media that promotes ideas, product and services in a very manner consistent of the action of the advertiser's objective, the delivery of client loyalty and therefore the development of social and economic welfare.

Nevertheless, Trehan (2011) enumerated that advertising becomes progressively widespread as more and more people and salon communicate it as a tool for obtaining their product or services legendary by the client. There are basic options of advertising; advertising produces an awareness of the client; it provides info, and additionally, it will persuade customer; advertising has prices. An advertising price has a total message that takes of your time and house on the media; advertising is not communicated directly with an individual. It's hospitable the general public. Advertising provides info as aforesaid before, and it's told that advertising educates the client on a product or service.

Consequently, Kacen (2010), explicit that advertising achieves effectiveness by generating mental processes in the client that influence their beliefs and associations concerning the whole, enhance the whole desirability and result in a purchase, for increasing sales to the salon.

Similarly, McCracker (2010), explicit that advertising plays a remarkable role in the promotional mix, it's conjointly one amongst the ways in which during which sensible and services are going to be well-known to the target market, and support the sales of a particular salon for client loyalty.

Also, Phillip and Raspberry (2008) known that advertising is a tool for the competition to contend with others; firms use artistic and appealing advertisements to lure the client into patronizing their brands. Some firms can go as so much as inundating the media with their ads to make sure that client attention is captured.

As Springer (2007) stressed that advertising is during a state of amendment thanks to the growth of digital technology, on-line communication surroundings, and increase the capability of a business within the market. That reflects that the salon uses social media and web content for advertising their salon and offered services.

Based on Jethwany and Jain (2006), advertising could be a method of communication between the salon and therefore, the prospect client. It evolved over the years as a response to the evolution and exchanged society. The scope of advertising is merely informing of product and services to a skillful strategy to realize client loyalty in a real business.

The idea of Koekomoer (2004), was accentuated that advertising could be a means of asserting what the salon desires to sell. Its primary goal is to influence the target market to reply completely to what salon offered mass media advertising, like TV business, target a massive audience with a comparatively university message.

Similarly, Tyagi and Kumar (2004) expressed, that advertising is associate in the nursing act of advertising that stands for giving public notice or to saying publicity the merchandise or services of the salon.

Furthermore, Petly (2003) noted that advertising could be a favorable promotion of products or services to the general public, to draw the attention of individuals and increase the number of sales for these merchandises and services.

Personal Selling

As a result, Neslin (2018) confined that personal selling could be an essential marketing tool for little businesses, notably those who sell challenging or high value product and services to completely different companies, rather than the shopper. The salon can undertake personal commercialism by hiring sales representatives. World Health Organization visit customers or by contacting customers.

Personal selling could be a method that the salesperson catches the eye of the shoppers to buy the merchandise. The salesperson uses a right away approach to demonstrate the merchandise or services showing its potential and therefore, the edges they'll and also sales personnel can custom-built their communication to satisfy the individual wants of the target market (Jerpi, 2017).

In the same approach, Lakhotia (2017) aforesaid that personal selling is an essential tool of the promotional mix. Personal selling is wherever the salesperson gift his product quickly ahead of the shoppers that he will observe the customer`s reaction and create necessary adjustment right the spot.

Moreover, McDowell (2015) Personal selling may be an exceedingly distinctive variety of promotion. It is primarily manner communication involving not solely individual; however, social behavior additionally. It aims at conveyance the proper product to the right customers. It takes many forms, together with calls by salon's sales representative, helped by a sales clerk, an off-the-cuff invite from one salon to a different.

Personal selling is one in every one of the first sales and promotional tools, being a neighborhood of integrated (carefully coordinated) marketing communications (IMC), that are today shifting faraway from mass promoting. It conjointly defines personal marketing as a particular presentation for the aim of constructing sales and building client relationships, which has sales displays, trade shows, and incentive programs (Kotler & Armstrong, 2013).

Due to this, Adirika, Ebue, and Nnolin (2010) explicit that personal selling is taken into account because the last bust-stop within the entire promotional journey, the last word objective of the most promotional result is that the sales, it's additionally intelligence of the corporate.

Likewise, Walter and Stanton (2009) specify that personal selling is that particular communication or info to steer someone to shop for one thing. It's additionally a lot of versatile than different tools.

Therefore, Fill (2006) explained that personal selling is that the most vital tool of the promotional mix in B2C markets and role of non-public trading is to represent the salon and salesperson plays an enormous role in image building. In the business-to-customer market, the sales personnel is that the one who operates the sting of the salon and supply the association between the corporate desires and customer's want.

Furthermore, McClaren (2000) declared that personal selling in sales management would increase considerably over the preceding decade by work advanced dimensions of moral higher cognitive process in more considerable depth and with additional analytical sophistication for the property of the corporate.

Sales Promotion

Besides the concept of Totten and Martin (2017), sales promotion refers to several quite mercantilism incentives and techniques meant to supply immediate or short-run sales effects. Typical marketing includes coupons, samples, in-pack, premium, and trade shows to stimulate increased sales by targeting customers and to attain success for the corporate.

In the plan of Vaghela (2016), sales promotion is one of the helpful tools in marketing. These days it's essential for each business; it is not a disbursement, sales promotion is an investment which will increase the salon's sales. It's associate degree activity other than personal skill, advertising, and satisfied, that encouraged the client buying call and dealer effectiveness.

Since, Roger and Strang (2016) expressed, that sales promotion is the use of incentives to get a particular and short response during a house client, trade purchaser of the business buyer it's additionally a designed to stimulate short getting during a target market and enhance dealer effectiveness in promoting a whole. It's additionally someway to maneuver stagnant inventory and build increase income within the company.

Moreover, Chand (2016) stipulated, that sales promotion is exceptionally vital to each business because it leads the company to success.

The most objectives of marketing are to extend the salon's sale by foretelling and characteristic customers shopping for behavior. It's vital as a result of it is not solely to extend sales. However, it conjointly helps the salon to draw in new customers whereas holding the recent ones at the identical time. Marketing helps the salon to push them through an efficient sales promotion that says concerning the business.

Similarly, McLean (2015) declared, that sales promotion are a promoting tool for makers also as for retailers. Producers want to increase sales to retailers (trade promotions) and client (consumer promotions). Our focus is going to be on distributor promotions that are employed by retailers to extend sales to the shopper.

On the contrary, Taylor (2015) expressed that sales promotion adopts short, non-receiving strategies to spice up sales in several ways. These offers aren't accessible to the shoppers throughout the year, throughout festivals, and for seasons, year ending and a few alternative occasions, these schemes are usually found within the market, it's conjointly the activity to introduce the salon itself.

It is equally vital that Marshall and Babicka (2015)Thoroughbred that sales promotion could be a kind of Associate in a Nursing activity that gives an incentive in a short amount of your time to achieve the specified feedback from the target customers or intermediaries who embrace wholesalers and retailers. It stimulates the target client needs and desires and initiate product handiness.

Also, Kotler (2006) outlined that sales promotion is a tool to design and to stimulate the quick and giant purchase of merchandise or services by

shopper or trade its additional instruments for client promotion, trade promotion, and publicity.

Nevertheless, Blattberg (2005) mentioned that sales promotion is targeted action in marketing event to own a right away impact on the behavior of the client. There is conjointly a vital distinction between advertisements and a permanent discount.

Public Relation

Public relation is associated with the nursing activity that induces positive media coverage for a salon. It's a result of chic goodwill for the salon from the client. It's a method that needs an inventory of media contacts and giving the story concepts to push product or services as a result of not each journalist and public relation person analysis out are ready to accommodate the story, most journalists receive many stories each day that's why public relation person ought to have an oversized media list(Allen, 2017).

Berry and Wilson (2017) mentioned that public relation composed of the many programs designed to conserve or enrich a salon's image and therefore, the product and services it offers. A vital a part of the promotional combine is to implement a prospering or an efficient public relation strategy. It's going to partaking, a job in a very company's promotional combine. This can be a form of an idea to influence public relation opportunities that may be only crucial as advertising and marketing. It's one among the foremost effective methods to grasp the market.

In the plan of Rivero (2013), public relation is directed to each the entire organization, and to its departments and units, internal communication and sensible internal communication channels are organization should be

ready to communicate effectively with its human resources to contour organization development. It's vital a part of to push planned amendment and development at intervals the organization.

In the same approach, Zeithaml, Bitner, and Gremler (2009) explained that public relation includes activities that build around a positive salon's image through message and community events.

Also, Pemming (2007) mentioned that public relation is directed towards neutral teams and investment/financial centers. That public relation may be a crucial element once it involves general news, the economy, equality, and atmosphere.

Similarly, Armstrong and Kotler (2006) mentioned that public relation would have a powerful impact on public awareness at a way lower value than advertising. This can be as a result of it points out the image of the providing. Salons could have a positive or negative image. However, the salon needs to take care of its vision and public arrangement.

At the identical time, Armour (2006) represented that public relation could be a vital artery and permanent and brain and engine of the organization. Public relation is that the art and scientific discipline of that link intra and new organization along, it attracts purpose and the ways programs are managed.

Thus, Skandari (2004) entails that public relation as planned and continuous effort to determine and maintain sensible can and understanding between a salon and its customers. It desires public relation practitioners to form a strategy to satisfy the target of the salon in establishing goodwill and understanding between the salon and its customers.

Due to this, DePelsmackeret (2001) aforementioned that public relation is comparatively cost efficient as a result of it generate the free media coverage associated it alter the corporate to achieve the big range of individuals compared to what it might value to form an ad campaign. The main weakness if public relation is that there's very little management over the media content.

Direct Marketing

Direct marketing will save the salon tons of values; however, they're accompanied with unsure risk. Most customers are cautious concerning the misuse of this strategy and are continuously involved that they become victims of fraud (Yen, 2008). That's the rationale why marketing is crucial, additionally for salons.

In the plan of Kelvin (2006), it was confirmed that direct marketing and techniques ought to be in gear by inspiring and motivating folks. Folks are emotional creatures, not solely in a higher cognitive process influenced by what we tend to feel; we tend to get an energy boost from sturdy feeling.

Because of this, distributor and Lancaster (2003) expressed that direct marketing is all concerning partaking the wished client by contacting them while not the utilization of negotiates. That action will be an easy call or house visits that makes the selling method simple and easy. The usual assumption will be that the technology has lower the usage of marketing; however, since technology has up, it's allowed salons to capture an additional direct cluster of individuals.

Also, Drayton (2007) explained that direct marketing is sometimes involved with soliciting a response to product supply, created separately or in

a very cluster. Even once the first commerce activity of a salon is marketing, the performed administered at the operational level, typically among the selling department. Marketing plans are, therefore subsumed within the boarder context of coming up with for a product. Direct marketing arranges that sale the tasks and defines the scope of marketing.

Also, Stone (2006) stipulated that direct marketing could be a maneuver; implementing the strategy. However, it was added as an investment in retail outlet goes on, and market operation can grow area. Conversely, a booming marketing operation can increase in range of client.

Customer Loyalty

Customer loyalty may be a firm commitment to rebuy or purchase a most well-liked product or services consistency that resulted in the repetitive product getting. Therefore, the relationship builds between customers and company if there's an eternal purchase (Walsh, 2018).

As a matter of truth, Chiguri (2016) outlined that customer loyalty as a commitment to continue getting the most well-liked product of services systematically no matter situational factors and selling efforts which could end in change behavior.

Besides, Homburg, Fozic, and Kuehnl (2015) high lightened that customer loyalty is constructed 2 differenced things. The primary one apprehends the impact customer loyalty will wear the business, and second may be a method to establish customer loyalty to own that fascinating impact on the industry.

Furthermore, Rai and Medha (2013) explained that customer loyalty is created by sustained satisfaction of the customer in the course of emotional

attachment formed with the service supplier that generates disposition and consistency within the relationship with preference, patronage, and premium.

It is equally necessary that Vanish (2011) mentioned that customer loyalty might be a prosperous and valuable sale; loyal customer can facilitate the organization grows by doing favorable action like word of mouth which will influence others to satisfy new customers. The salon ought to offer their loyal client an excellent price to keep up the great relationship they established.

In the same manner, Kumar (2009) confirmed that customer loyalty is that the behavior of repeat customers, and people who provide sensible ratings, reviews, or testimonials. It's concerning customers doing an affirmative action to the salon like word or mouth substance about the salon, telling friend & family, and also, it's a method, a program, or a gaggle of program double geared toward keeping a guest happy which will offer additional business.

Also, Mukhejee (2009) declared that customer loyalty couldn't be influenced by the value of competitors; however, they typically purchase additional. However, there are several factors for the client to remains loyal like promotional privilege, incentives and loyalty boards for loyalty customers.

Consequently, Kotler (2003) given that customer loyalty comes from a promoting term complete loyalty. It's a word describing deeply attached to the family and friend. The client can stay and ignore the contender as they grasp the stronger price proposition that provides customer everything they need and merit.

Similarly, Ponnaveolu (2002) declared that customer loyalty is incredibly necessary for any business as a result of it's not solely makes customer stick

with that salon for an extended amount of your time however additionally they involve in repeat purchase or service or product.

Hence, Mellroy and Barmet (2000) it means that customer loyalty is customer's commitment to try to business with a given organization. To buy it's sensible or services repeatedly and to suggest to colleagues.

Moreover, this review of connected literature helps the man of science to establish; however promotional combine explains the advertising, personal selling, sales promotion, public relation, and direct marketing. Significantly, these are substantial enough to help the researchers formulate the abstract framework for this study.

Chapter 3

METHOD

This chapter contains the discussion of the research method, which includes the research design, research respondents, research instruments, data gathering processes, and statistical treatment of data interpretation.

Research Design

The researchers employed non-experimental correlation method. Bushman and Huesmann (2001), describes that correlation method is a type of non-experimental research in which the researcher measures two variables and assesses the statistical relationship between them with little or no effort to control extraneous variables.

Research Subject

The respondent of this study were 20 salons and we conducted 3 customers only per salon in Panabo City a total of 60 respondents. The researchers used random sampling technique. The respondents were situated in different areas in Panabo City; thus samples were drawn at the convenience of the researchers as the study was conducted.

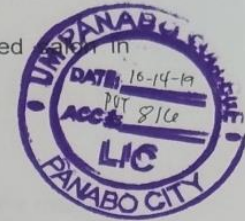
Research Instrument

The instrument used was the survey questionnaire constructed by the researchers. The research questionnaire consisted of two parts: section one pertains to the level of communication, participation, and performance appraisal applicable to the business and section two, the customer loyalty of the company. The respondents were required to check single selected choice on the range 5 to 1 for part one and two respectively.

Table 1**Distribution of the Respondents**

Selected Salon in Panabo City	Customer
Salon 1	3
Salon 2	3
Salon 3	3
Salon 4	3
Salon 5	3
Salon 6	3
Salon 7	3
Salon 8	3
Salon 9	3
Salon 10	3
Salon 11	3
Salon 12	3
Salon 13	3
Salon 14	3
Salon 15	3
Salon 16	3
Salon 17	3
Salon 18	3
Salon 19	3
Salon 20	3
Total	60

To determine the level of promotional mix among selected Panabo City, the following rating was used:



Scales	Descriptive Equivalent	Interpretation
4.21 – 5.00	Very High	This item means that promotional mix is always practiced.
3.41 – 4.20	High	This item means that promotional mix is often practiced.
2.61 – 3.40	Moderate	promotional mix is practiced.
1.81 – 2.60	Low	This item means that promotional mix is practiced.
1.00 – 1.80	Very low	This item means that promotional mix is practiced.

To determine the level of customer loyalty among selected salon in Panabo City, the following rating skills is used:

Scales	Descriptive Equivalent	Interpretation
4.21 – 5.00	Very High	This item means that customer loyalty is very satisfactory.
3.41 – 4.20	High	This means that customer loyalty is satisfactory.
2.61 – 3.40	Moderate	This means that customer loyalty is fair.
1.81 – 2.60	Low	This means that customer loyalty is less satisfactory.
1.00 – 1.80	Very low	This item means that customer loyalty is not satisfactory.

Data Gathering Procedures

The researchers will write a letter to the business licensing unit for the number of the registered salon in Panabo city.

Initial Interview. The researchers asked for the names of the manager or owners of the selected Salon in Panabo City to address the letter asking permission to conduct a study.

Permission to Conduct the Study. Letter of authorization to conduct the survey question will be sent to the owner of Salon businesses.

Construction and Validation of the Questionnaire. The questionnaire was constructed by the researchers and validated by the experts. The revision was made until the survey questionnaire was polished and ready for administration to the respondents.

Administration of the Questionnaire. The researchers personally administered to the respondents.

Collection of the Questionnaire and Scoring of Data. The respondents collected, tally, and statistically processed and interpreted by the statistician.

Statistician Treatment of the Data. The data gathered was classified, analyzed, and interpreted by using the following appropriate statistician tools:

The following statistical tools were used in this study:

Mean. This was used to determine the level of customer loyalty among selected salon in Panabo City.

Pearson-r. This was used to determine the significant relationship between promotional mix and customer loyalty among selected salon in Panabo City.

Chapter 4

PRESENTATION AND ANALYSIS OF FINDINGS

This chapter is composed of the performance, analysis, and interpretation of data relevant to the queries in the statement of the problem. The researchers presented the gathered data both in the tabular and textual forms with the corresponding logical description of the result. The sequences of the major topics in the study are as follows: the level of the promotional mix and customer loyalty and the significant relationship between two variables.

Level of Promotional Mix among Salon

Presented in Table 2 is the level of promotional mix, which is measured in terms of advertising, personal selling, sales promotion, public relation, and direct marketing. The evaluation is based on 35- items questions relating to promotional mix among selected salon with an overall mean of 4.15 describe as high. It means that the promotional mix is oftentimes observed. It indicates that the salon implemented a promotional mix.

The highest mean is sales promotion with the mean 3.68 described as high, which means that the promotional mix is always observed. It indicates that the performance of the salesman has a good interaction with the customer. The lowest mean is advertisement with the mean 2.87 described as average, which means that the promotional mix is oftentimes observed. It implies that the salon shall enhance its strategy of promoting its product in order to sustain their sales.

Table 2

Level of Promotional Mix among selected Salon in Panabo City

A. Advertising The Salon advertise through...	Mean	Descriptive Equivalent
1. printing ads. (Leaflets, posters and signage)	3.23	Moderate
2. radio ads and broadcast advertising.	2.27	Low
3. newspaper and magazine to communicate with the target market.	2.81	Moderate
4. informing the customers regarding the product and services through tarpaulin.	2.96	Moderate
5. media like a TV commercial.	3.06	Moderate
Over-All Mean	2.87	Moderate
B. Personal Selling The Salon through...		
1. interacting with customer's face to face effectively.	3.60	High
2. presenting the product to the customers personally.	3.26	Moderate
3. responding directly to customer's needs.	3.56	High
4. answering customers question directly.	3.55	High
5. communicating personally to persuade customers.	3.75	High
Over-All Mean	3.55	High
C. Sales Promotion The Salon through...		
1. giving a sales discount to customers.	3.98	High
2. offering coupons for every transaction.	3.53	High
3. offering extra value or incentives to the customers.	3.66	High
4. organizing contest or raffle draws.	3.71	High
5. offering additional services such as massage.	3.50	High
Over-All Mean	3.68	High
D. Public Relation The Salon through...		
1. participating in any charitable activities like feeding program.	3.23	Moderate
2. practicing sponsorship program like sports activities.	2.95	Moderate

3. building strong corporate business responsibility to customers.	3.05	Moderate
4. building brand through public relation such as creating a company's image.	3.15	Moderate
5. has a great appearance in media for the company.	3.23	Moderate
Over-All Mean	3.12	Moderate

E. Direct marketing

The Salon through...

1. Evaluating whether a business can maintain existing practices without placing future resources at risk.	3.81	High
2. Developing the performance of the product or services in the company.	3.90	High
3. Helping to improve the ability of the company.	4.08	High
4. Maintaining and control the operation in terms of decreasing and increasing of sales and profit.	3.90	High
5. Bridging the potential gap between management and services.	3.93	High
Over-All Mean	3.93	High
Grand Mean	3.43	

Legend:

Scale	Descriptive Equivalent
4.21-5.00	Very High
3.41-4.20	High
2.61-3.40	Average
1.81-2.60	Low
1.00-1.80	Very Low

Brassington and Pettitt (2000) mentioned that the promotional mix is that the approach of the salon to introduce the products and services to its target market audience to achieve its publics, to make a robust affiliation. It includes that promotional mix helps to manage a protracted-term relationship between the salon and its customers.

Further, as shown in table 2, the first indicator is *advertising* got an overall mean of 2.87 with the descriptive equivalent of moderate. This means that advertising is oftentimes observed. It implies that the salon has not executed advertising tools to attract and delight the customer. As Craves and Piercy (2004), clear that advertising accommodates non-personal communication regarding a corporation, product concept that is obtained by a particular sponsor. It's an associate in the nursing influence that will have an effect on the consumer's selections to buy the actual product.

The highest item is number 1, with a mean of 3.23 as described as moderate, in print ads. (*Leaflets, posters, and signage*). It means that the promotional mix is observed. It indicates that the salon advertises to inform the customer and build awareness through advertising. While the lowest item is number 2, with a mean of 2.27 describe as low in advertising through *radio ads and broadcast advertising*. It means that the promotional mix is oftentimes observed. It implies that the owner of the salon shall improve their advertising appeals.

The remaining items are no. 3, 4 and 5, with the mean of 2.81, 2.96 and 3.04 described as moderate in *newspaper and magazine to communicate with the target market, inform the customers regarding the product and services through the tarpaulin and media like a TV commercial*. It means that

the promotional mix is oftentimes observed.

The second indicator is *Personal Selling* got the mean of 3.55 with the descriptive equivalent of high. It means that the promotional mix is observed. It implies that the salon has excellent performance in selling with their customer. According to Marshall & Johnston (2005), that personal selling is the activity that performs by a company or organization using a workforce called a salesperson, sales force, or salesperson to do both selling function and organization function.

The highest item is number 5, with a mean of 3.75 describe as high in *communicating personally to persuade customers*. It means that the promotional mix is observed. It implies that the salon is accommodating their customer right away. While the lowest mean is number 2 with the mean 3.26 described as moderate in *presenting the product to the customers personally*. It indicates that the salon shall give more time to entertain their customer in order to build a long-term relationship.

Another item in table revealed number 4, 3 and 1 with mean of 3.55, 3.56 and 3.60 described as high respectively in *answering customers question directly, responding directly to customer's needs and interacting with customer's face to face effectively*. It means that the promotional mix is observed.

The third indicator is *Sales Promotion* got the mean of 3.68 describes as high. It means that the promotional mix is oftentimes observed. It implies that the salon has promotion techniques that immediately influence customer buying behavior. Alvarez & Casielles (2005), stated that sales promotion is a stimulus that offered from time to time and encouraged publicity that leads to

action for the purchase of a specific product.

The highest item is number 1, with a mean of 3.98 described as high in *giving sales discount to customers*. It indicates that the salon has a strategy of making attractions to pull in regard to customers. While the lowest mean is item number 5 with a mean of 3.50 described as high in *offering extra services such as massage*. It indicates that the salon provides more services.

Another item in table revealed number 2,3, and 4 with the mean of 3.53, 3.66, and 3.71 described as high respectively in *offering coupons for every transaction, offering an extra value or incentives to the customers and organize contest or raffle draws*. It means that the promotional mix is oftentimes observed.

The fourth indicator is *Public Relation* got the mean of 3.12 described as moderate. It means that the promotional mix is oftentimes observed. Cutlip (2016), declared that the general public relations are that the administration work that distinguishes, builds up, associate in nursing keeps up commonly helpful relationships between an association and therefore the utterly different open on whom its prosperity or disappointment depends. The highest item is number 1 and 5 with a mean of both 3.23 described as moderate in *participating in many charitable activities like feeding program and has a high appearance in media for the company*. It indicates that the salon has a strategy to communicate customer in terms of giving information. While the lowest mean is item number 2 with a mean of 2.95 described as moderate in *practicing sponsorship program like sports activities*. It indicates that the salon shall enforce public relations in order for the salon to be more well-known to the market.

Other items in table revealed number 3, and 4 with the mean of 3.05 and 3.15 described as moderate respectively in *Building strong corporate business responsibility to customers and building brand through public relation such as creating company's image*. It means that the promotional mix is oftentimes observed.

The last indicator is *Direct Marketing* got the mean of 3.93 described as high. It means that the promotional mix is oftentimes observed. Stone (2006) stipulated that direct marketing is a tactic, it implementing the strategy, but it was also as an investment in retail outlet materialize, straightforward marketing operation will grow space Conversely, a successful direct marketing operation, will increase in the number of the customer.

The highest item is no. 3 with the mean of 4.08 described as high in *helping to improve the ability of the company*. It indicates that the salon has a strategy to provide potential to business or to the company. The lowest item is no. 2 and 4 with a mean of both 3.90 described as high in *develop the performance of the product or services in the company and maintain and control the operation in terms of decreasing and increasing of sales and profit*. It indicates that the salon shall enforce direct marketing to enhance the communication tools to the company.

Other items no. 1 and 5 with the mean of 3.81 and 3.93 described as high in evaluating *whether a business can maintain existing practices without placing future resources at risk and Bridging the potential gap between management and operations*.

Level of customer loyalty among selected salon

Presented in table 3 is the level of customer loyalty got the overall mean of 4.14 with the descriptive equivalent of high. This means that customer loyalty is satisfactory. Kim and Yoon, (2004) supplementary that customer loyalty has been outlined early that it's usually the temperament of the customer to keep up their relations with a selected firm or service/product.

Moreover, as reflected in table 3, the highest item is no. 1 and 6 got a mean of 4.31 with the descriptive equivalent of very high in building trust and confidence to the company and say a positive thing about the salon to other people. It indicates that customer loyalty is very satisfactory. The lowest mean, which is item number 4 got the mean of 3.93 with the descriptive equivalent of high in maintaining a friendly environment. It indicates that customer loyalty is satisfactory.

The remaining items in the table revealed item no. 2, 3, 5, 7, 8, 9 and 10 got the mean 4.01, 4.01, 4.2, 4.15, 4.25, 4.03, and 4.2 respectively with the descriptive equivalent of high. In which customers are loyal because the salon tends to keep buying, show good company reputation, posse's good communication skills, offer appropriate promotional activities, keep facilities and equipment's, build and show company reputation and provide high quality service.

Table 3
Level Customer Loyalty among selected Salon in Panabo City

Customer Loyalty	Mean	Descriptive Equivalent
1. Build trust and confidence in the company.	4.31	Very High
2. Tend to keep buying.	4.01	High
3. Show a good company reputation.	4.01	High
4. Maintain a friendly environment.	3.93	High
5. Posse's good communication skills.	4.20	High
6. Say positive thing about the salon to other people.	4.31	Very High
7. Offer appropriate promotional activities.	4.15	High
8. Keep facilities and equipment.	4.25	Very High
9. Build and show company reputation.	4.03	High
10. Provide high-quality service.	4.20	High
Over-All Mean	4.14	High

Legend:

Scale	Descriptive Equivalent
4.21-5.00	Very High
3.41-4.20	High
2.61-3.40	Average
1.81-2.60	Low
1.00-1.80	Very Low

Significant Relationship between Promotional Mix and Customer

Loyalty among selected Salon in Panabo City.

The significant relationship between promotional mix and customer loyalty among selected salon in Panabo City is shown in Table 4. The computed r-valued is -0.06 with P-value of 0.000, which is less than 0.05 level of significance. Thus, the null hypothesis is rejected. This only implies that there is a significant relationship between promotional mix and customer loyalty.

This is supported by the theory of Brown (2000) that the role of Promotional mix has been redefined into managing the semi-permanent relationship with fastidiously elite customers, as well as the construction of learning relationship wherever the merchandiser attains a dialogue with a private client, to keep up client loyalty to the business.

This is also supported by theory of Brassington, and Pettitt (2000) mentioned that promotional mix is that the thanks to introducing the products and services to its target market audience ad to succeed in its public to make a robust affiliation. It includes that promotional combine helps to manage an extended-term relationship between the salon and its customers.

Table 4**Significant Relationship between Promotional Mix & Customer Loyalty**

Correlation Coefficient	
	Customer Loyalty
Promotional Mix	-0.06
P-value (0.000) < 0.05	SIGNIFICANT

Chapter 5

SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATION

Presented in this chapter are the summary of findings, conclusions, and recommendations drawn by the researchers from the result of the study.

Findings

The findings of the study are the following:

1. The overall mean rating obtained by the promotional mix is 3.43, interpreted as often practiced.
2. The overall mean rating acquired by customer loyalty is 4.14, interpreted as satisfactory.
3. The computed r -value is -0.06, and the P -value is 0.000, which is less than 0.05 level of significance. Therefore, null hypothesis is rejected.

Conclusion

Based on the findings, the following conclusions are drawn.

1. The level of a promotional mix among selected salon is high.
2. The level of customer loyalty among selected salon is high.
3. There is a significant relationship between the promotional mix and customer loyalty among selected salon.

Recommendation

Based on the findings and conclusions of the study, the following recommendations are drawn.

1. The selected salon may promote their salon by radio ads and broadcast advertisement.
2. The selected salon may present their product in face to face interaction with the customers.
3. The selected salon may give extra services to their customers, such as massage.
4. The selected salon may participate in some activities like sports to promote their salon.
5. The selected salon may assess if their salon can maintain surviving practices without placing future assets at threat.
6. To future researchers, the result of this study can be a guide and help them for their future research.



REFERENCES

- Ansari, Shahriar (2011).** “The effect of sales promotion on consumer interest to purchase in IKCO automotive company” journal of knowledge management economics and information technology; taken from [https://www.google.com/search?q=Ansari%2C+Shahriar+\(2011\)](https://www.google.com/search?q=Ansari%2C+Shahriar+(2011)).
- Boonlertvanich (2011).** Effect of Customer Perceived Value on Satisfaction and Customer Loyalty in Banking Service: The Moderating Effect of Main- Bank Status. International Journal of business Research, 11(6), 40-54; taken from [https://www.google.com/searchq=Boonlertvanich+\(2011](https://www.google.com/searchq=Boonlertvanich+(2011)
- Brassington, F. & Pettitt, S. (2000).** Principle of Marketing. 2nd Edition, Harlow Pearson Education Limited.
- Fill, Christ (2006).** Simply Marketing Communication, Pearson Education Limited.
- Iddrisu, A.M. (2011).** Impact of Services on Customer Loyalty in the hotel industry: An Empirical Study from Ghana. Retrieved February 2013, <http://www.ijmtpublication.com/files/ijmt-volume%-10.pdf>
- Inamullah Khan.(2012).** “Impact of Customer Satisfaction and Customer Loyalty”. International Journal of Scientific & Technology. Research Volume 1, Issue 2. Pp 106-110. From <http://irmbrjournal.com/papers/1363236264.pdf>
- Kanina, Pithon MBOGO (2013).** Influence of Promotional Mix Strategies on the Growth of Customer of Pathologists Lancet Kenya; taken from [https://www.google.com/search?q=Kanina%2C+Pithon+MBOGO+\(2013\)](https://www.google.com/search?q=Kanina%2C+Pithon+MBOGO+(2013)).
- Koske, Keprotich Leonard (2012).** Effect of 4p’s Marketing Mix on Sales Performance of Automotive Fuel of Selected Service Station in Nakuru Town; taken from [https://www.google.com/search?q=koske%2C+Keprotich+Leonard+\(2012\)](https://www.google.com/search?q=koske%2C+Keprotich+Leonard+(2012)).
- Kotler P. & Kerina, L.K. (2006).** Marketing Management 12th edition, Pearson Education Inc. New Jersey; taken from [https://www.ijmtpublication.com./files/ijmt/?q=Kotler+P.+%26Kerina%2C+L.K.+\(2006\)](https://www.ijmtpublication.com./files/ijmt/?q=Kotler+P.+%26Kerina%2C+L.K.+(2006))

- Kotler, (2003)** .Customer Loyalty. Retrieved on September 18, 2013;
Taken from <http://www.marsdd.com/articles/customer-loyalty-kotler-onmarketing>
- Kumar, R.S. (2003)**.Impact of service on customer loyalty in the hotel industry: An Empirical study from Ghana.
Retrieved February 2013, from
<http://www.ijmtpublication.com/files/ijmt/-volume%10.pdf>
- Marshall & Babicka (2015)**. Marketing Management.4th Edition,Chapter 7p228-229.
- Mukherjee, P. (2009)**. Impact of Services on Customer Loyalty in the hotel industry: An Empirical Study from Ghana. Retrieved February 2013, from
<http://www.ijmtpublication.com/files/ijmt/-volume%10.pdf>
- Ndubishi, N.) (2005)**.Effect of gender in customer loyalty: a relationship Marketing approach. Marketing Intelligence & Planning, 24(1), 48-61.
- Newell, F. (2000)**. Loyalty.com;Customer Relationship Management in the New era of Internet Marketing. New York: McGraw-Hill; taken from
[https://www.google.com/search?q=Newell%2C+F.+\(2000\)](https://www.google.com/search?q=Newell%2C+F.+(2000)).
- Oliver, R. (1997)**. Satisfaction. A Behavioral Perspective on the Consumer, New York: McGraw Hil; taken from
[https://www.google.com/search??q=Oliver%2C+R.+\(1997\)](https://www.google.com/search??q=Oliver%2C+R.+(1997)).
- Oubachie Z. (2015)**. Objective & Importance of Advertisement. From
<http://www.linkedin.com/pulse/objectives-importanceadvertisement-zahira-oubachie>.
- Silva, P. (2006)**. Effects of disposition on hospitality employee job satisfaction and commitment. International journal of contemporary hospitality management. 18:317-328.
- Uncle, M., Dowing G., Hammond,K., (2003)**. “Customer Loyalty and Customer Loyalty Programs”.
Journal of Consumer Marketing, Vol. 20 Iss:4, pp.294-31611/Irwin.
- Walsh (2008)**. Impact of Services on Customer Loyalty in the hotel industry:An Empirical Study from Ghana. Retrieved February 2013, from <http://www.ijmtpublication.com/files/ijmt/-volumes%-10.pdf>

APPENDIX A-1

Letter of Permission to Conduct a Study

February 2019

AICHELE CABCA PAMOT
Manager
Julian's Salon

Ma'am,

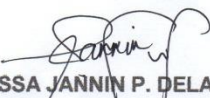
The undersigned are Bachelor of Science and Business Administration major in Marketing Management students of UM Panabo College who are currently conducting a research study entitled "**PROMOTIONAL MIX AND CUSTOMER LOYALTY AMONG SELECTED SALON IN PANABO CITY**" as one of the requirements of the course.


Ament to this, we would like to ask for your approval to allow us to administer survey questionnaire on the above mentioned study in your firm. The data will be used for the realization of our study.

Your favorable response on this matter is highly appreciated and value.


Thank you very much and God Bless.

Respectfully yours,


RESSA JANNIN P. DELA CRUZ


JORIEME H. PELIGRO
Researchers

noted by:


APRIL ROSE L. SAM
Thesis Adviser

APPENDIX A-2**Letter of Permission to Conduct a Study**

February 2019

GLENN BENIGA MADRIGAL
Manager
Love Yourself Salon

Sir,

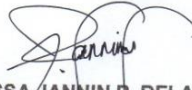
The undersigned are Bachelor of Science and Business Administration major in Marketing Management students of UM Panabo College who are currently conducting a research study entitled "**PROMOTIONAL MIX AND CUSTOMER LOYALTY AMONG SELECTED SALON IN PANABO CITY**" as one of the requirements of the course.


Amend to this, we would like to ask for your approval to allow us to administer survey questionnaire on the above mentioned study in your firm. The data will be used for the realization of our study.

Your favorable response on this matter is highly appreciated and value.


Thank you very much and God Bless.

Respectfully yours,


RESSA JANNIN P. DELA CRUZ


JORIEME H. PELIGRO
Researchers

noted by:


APRIL ROSE L. SAM
Thesis Adviser

APPENDIX A-3**Letter of Permission to Conduct a Study**

February 2019

AICHELE CABCA PAMOT
Manager
Julian's Salon

Ma'am,

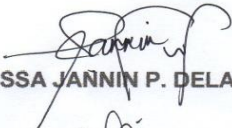
The undersigned are Bachelor of Science and Business Administration major in Marketing Management students of UM Panabo College who are currently conducting a research study entitled "**PROMOTIONAL MIX AND CUSTOMER LOYALTY AMONG SELECTED SALON IN PANABO CITY**" as one of the requirements of the course.

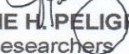
Ament to this, we would like to ask for your approval to allow us to administer survey questionnaire on the above mentioned study in your firm. The data will be used for the realization of our study.

Your favorable response on this matter is highly appreciated and value.

Thank you very much and God Bless.

Respectfully yours,


RESSA JANNIN P. DELA CRUZ


JORIEME H. PELIGRO
Researchers

noted by:


APRIL ROSE L. SAM
Thesis Adviser

APPENDIX B-1

Letter of Request for Validation

March 15, 2019

DR. AMELIE L. CHICO
Research Coordinator
UM Panabo College
Panabo City

Dear Ma'am:

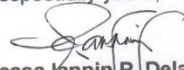
Greetings of happiness and peace!

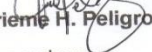
You are one of the chosen validators of our questionnaire on our research study entitled "**PROMOTIONAL MIX AND CUSTOMER LOYALTY AMONG SELECTED SALON IN PANABO CITY**".

In line with this, it would be appreciated very much if you can share with us your expertise by rating this content. It would be a great help also for the undersigned if you could write your comments, suggestions, and recommendations that will improve the above mentioned questionnaire.

Thank you very much for your assistance and valuable contribution on this request.

Respectfully yours,


Ressa Jannin P. Dela Cruz


Joriene H. Peligro
Researchers

Noted by:


April Rose L. Sam
Adviser

*Please your need
to use normal font
presentation.*



APPENDIX B-2

Letter of Request for Validation

March 4, 2019

MARJORIE C. LIBRANDO, CPA
Professor
UM Panabo College
Panabo City

Dear Ma'am:

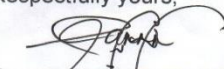
Greetings of happiness and peace!

You are one of the chosen validators of our questionnaire on our research study entitled " **PROMOTIONAL MIX AND CUSTOMER LOYALTY AMONG SELECTED SALON IN PANABO CITY**".

In line with this, it would be appreciated very much if you can share with us your expertise by rating this content. It would be a great help also for the undersigned if you could write your comments, suggestions, and recommendations that will improve the above mentioned questionnaire.

Thank you very much for your assistance and valuable contribution on this request.


Respectfully yours,


Ressa Jannin P. Dela Cruz


Jorieme H. Peligro

Researchers

Noted by:


April Rose L. Sam
Adviser

APPENDIX B-3**Letter of Request for Validation**

March 4, 2019

RAMONCHITO S. NALANGAN
Professor
UM Panabo College
Panabo City

Dear Sir:

Greetings of happiness and peace!

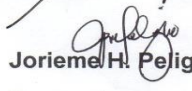
You are one of the chosen validators of our questionnaire on our research study entitled " **PROMOTIONAL MIX AND CUSTOMER LOYALTY AMONG SELECTED SALON IN PANABO CITY**".

In line with this, it would be appreciated very much if you can share with us your expertise by rating this content. It would be a great help also for the undersigned if you could write your comments, suggestions, and recommendations that will improve the above mentioned questionnaire.

Thank you very much for your assistance and valuable contribution on this request.

Respectfully yours,


Ressa Jannin P. Dela Cruz


Jorieme H. Peligro

Researchers

Noted by:


April Rose L. Sam
Adviser

APPENDIX D

Survey Questionnaire

**Adopted from the study of “PROMOTIONAL MIX AND CUSTOMER
LOYALTY AMONG SELECTED SALON IN PANABO CITY”
(Gunasikarante,2015)**

Name:(Optional) _____

Name of the Business: _____

_____ Date: _____

Instruction: Below are the questions to measure the Promotional Mix of your business. Please put a check mark (/) appropriate to your answer using the given scale.

5- Strongly Agree

3-Neither agree

1- Strongly Disagree

4- Agree

2-Disagree

Part 2.

A. Advertising The salon advertised their product and services through...	5	4	3	2	1
1. Print ad. (Leaflets, posters and signage)					
2. Radio ads and Broadcast advertising					
3. Newspaper and magazine to communicate with the target market.					
4. Inform the customers regarding the product and services through tarpaulin.					
5. Media like TV Commercial.					

B. Personal Selling The salon through...	5	4	3	2	1
1. Interact with customers face to face effectively.					
2. Present the product to customer personally.					
3. Respond directly to customer's needs.					
4. Answer customer question directly.					
5. Communicate personally to persuade customers.					

C. Sales Promotion The salon through...	5	4	3	2	1
1. Give sales discount to customers.					
2. Offer coupons for every transaction.					
3. Offer an extra value or incentive to the customers.					
4. Organize contest or raffle draws.					
5. Offer extra services such as massage.					

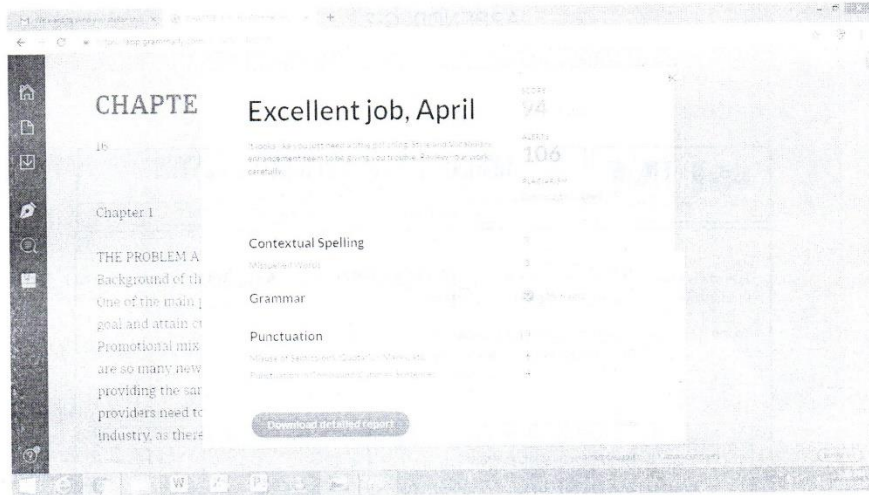
D. Public Relations The salon through.....	5	4	3	2	1
1. Participating in any charitable activities feeding program					
2. Practicing sponsorship program like sport activities.					
3. Building strong corporate business responsibility to customers.					
4. Building brand through public relation such as creating company's image.					
5. Has high appearance in media for the company					

E. Direct Marketing The salon through.....	5	4	3	2	1
1. Evaluating whether a business can maintain existing practices without placing future resources at risk.					
2. Develop the performance of the product or services in the company.					
3. Help to improve the ability of the company.					
4. Maintain and control the operation in terms of decreasing and increasing of sales and profit.					
5. Bridging the potential gap between management Andoperations.					

Part 3. Customer Loyalty

Customer Loyalty I am loyal to the salon because I...	5	4	3	2	1
1. Build trust and confident to the company.					
2. Tend to keep buying.					
3. Show good company reputation.					
4. Maintain friendly environment.					
5. Posse'sgood communication skills.					
6. Say positive thing about the salon to other people.					
7. Offer appropriate promotional activities.					
8. Keep facilities and equipment's.					
9. Build and show good company reputation.					
10. Provide high quality service.					


APPENDIX E Grammarly Certification



PELIGRO AND DELA CRUZ

GRAMMARLY RESULT : 94 OF 100

CONGRATULATIONS!


APRIL ROSE L. SAM
Thesis Adviser

APPENDIX F-1 Certificate of Appearance



UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the

Zde salon and spa and conducted Survey
(Name of Office/Agency) (State activity)
in relation to their thesis/FS entitled "Promotional mix and customer Loyalty among selected salon in Panabo City."
during the period March 28, 2019
(State inclusive dates)

Fleur du May C. Inog
Name and Signature of Authorized Personnel



UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the

Jullan's salon and conducted Survey
(Name of Office/Agency) (State activity)
in relation to their thesis/FS entitled "Promotional Mix and Customer Loyalty among selected salon in Panabo City"
during the period March 28, 2019
(State inclusive dates)

JEZYL MARIE C. ESTUARIA
Name and Signature of Authorized Personnel

APPENDIX F-2 Certificate of Appearance



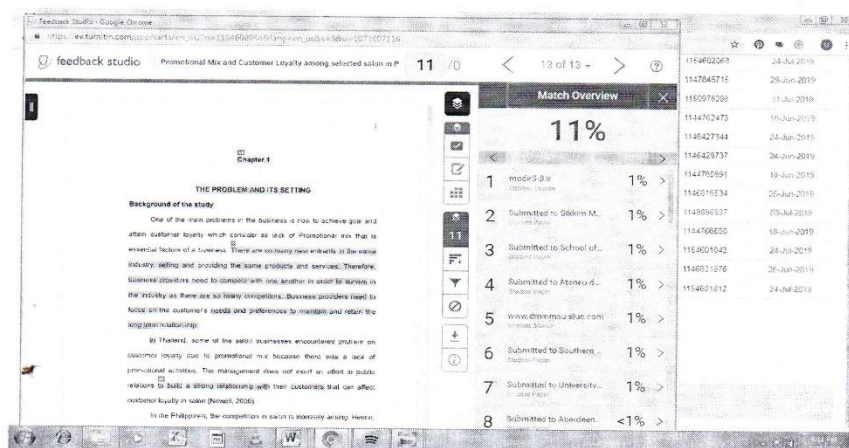
UM Panabo College
Research Office
Arguelles St., San Francisco
Panabo City

Certificate of Appearance

This is to certify that the students whose names are listed below have appeared at the
LOVE YOURSELF SALON and conducted SURVEY
(Name of Office/Agency) (State activity)
in relation to their thesis/FS entitled "Promotional Mix and Customer Loyalty
among selected salon in Panabo City."
during the period 03-28-19
(State inclusive dates)

VINCE Jim Banoz
Name and Signature of Authorized Personnel

Plagiarism Result



PELIGRO DELA CRUZ

FIRST RUN PASSED 11% (07/24/2019)

CONGRATULATIONS

DR. AMELIE L. CHICO
Research Coordinator – UMPC

Scan

- “Road Map to Wealth: A step by step plan for experiencing financial contentment” (2019)
- OJT Seminar “Sell Your Self “ (2019)
- Simultaneous Seminar Workshop for Business Plan making Quantitative Research and Paraphrasing (2018)
- Fashion Merchandising Seminar –Workshop (2018)
- Excellence Beyond School Seminar (2018)
- Rep. Act 9262 Violence Against Women and Children (VAWC) Seminar (2015)

AFFILIATION

Inclusive Years

Young Marketers Society Member
Rotary Club Member

AY 2015-2018
AY 2015-2017

CHARACTER REFERENCES

Janno Paolo Gentiles

City Councilor
LGU Panabo
0999-9969-272

Paul Jeremiah Colegado

QMS Assistant Manager
UM Panabo College
0908-9938-807

Jameson Verdeflor

Manager
Khingchey Marketing Panabo
0907-0125-508



RESSA JANNIN P. DELA CRUZ

Address: Prk. 4-B Brgy. San Francisco,
Panabo City

Contact No: +63 946 315 4164

Email Address: ressa_jannin03@rocketmail.com

Personal Information

Date of Birth: October 18, 1996

Sex: Female

Civil Status: Single

Date of Birth: October 18, 1996

Skills and Competence

- Communicating skills
- Marketing Skills
- I can work properly in stressful, high-pressure situation.

Affiliation

- Young Marketers Society (YMS)

UM Panabo College
Member (2017-2018)

SEMINARS/WORKSHOP/TRAINING ATTENDED

- Leadership and Training Seminar

UM Panabo College
August 7, 2017

- Work Place Ethics and Office Management Best Practices

UM Panabo College
January 20, 2018

- Creative Advertising Seminar

AVR UM Panabo College
December 14, 2017

Educational Background

- **Secondary:**
Francisco Adlaon Learning Institute
Brgy. Sto. Nino, Panabo City
S.Y 2013-2014
- **Primary:**
Rizal Elementary School
Brgy. Sto. Nino, Panabo City
S.Y 2011-2012

CHARACTER REFERENCES

JOHN PHILIP M. DAFFON
Employee DICT, Panabo City
+63 948 730 1242

Chrisanto Pollo
Universal Storefront Services
Corporation CDT-Mindanao Region
Western Union,
Panabo City
+63 919 791 8320
