

Customers' Perception on the Marketing Strategies of Prince Hypermart and Puregold: Basis for Recommendations

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ABSTRACT

This study entitled “Customers’ Perception on the Marketing Strategies of Prince Hypermart and Puregold: Basis for Recommendations” aimed to assess customers’ perception of the marketing strategies employed by Prince Hypermart and Puregold in Dapa, Siargao Island, particularly in terms of loyalty cards, promotions, and digital marketing practices in retail supermarkets. It also sought to determine whether significant differences existed in customers’ perception when grouped according to selected demographic variables and to develop recommendations for improving marketing effectiveness. A quantitative-descriptive survey design was utilized using a researcher-made questionnaire administered to 100 respondents selected through snowball sampling. The data were analyzed using frequency and percentage distribution, mean and standard deviation, the Mann-Whitney U test, and the Kruskal-Wallis test. The findings revealed that most respondents were young adults, predominantly single, and belonged to low- to middle-income groups. Among the marketing strategies evaluated, promotions were perceived as the most effective, followed by loyalty card programs, while digital marketing obtained the lowest perception rating. Statistical analysis showed a significant difference in customers’ perception across the three marketing strategies, but no significant differences when respondents were grouped according to demographic variables such as age and sex. The study concludes that while Prince Hypermart and Puregold demonstrate effective promotional activities and loyalty initiatives, there is a need to strengthen digital marketing efforts to enhance customer engagement and competitiveness in the local retail market. The results provide valuable insights for supermarket management, local businesses, and future researchers interested in marketing strategy evaluation and customer behavior in island communities.

Keywords: Customers’ perception; marketing strategies; Prince Hypermart; Puregold; promotions; loyalty cards; digital marketing; retail supermarkets; customer behavior; descriptive research; Siargao Island.

CHAPTER I

THE PROBLEM AND ITS BACKGROUND

Marketing is more than just persuading customers to buy a product; it is about creating meaningful connections, establishing trust, and ensuring that every experience resonates with the people being served.

Modern marketing emphasizes relationship-building and long-term value creation rather than simple transactions (Kotler et al., 2022). In today's dynamic marketplace, businesses recognize that the success of their marketing efforts depends not only on what they offer but on how customers perceive and respond to these strategies (Lemon & Verhoef, 2019). For supermarkets like Prince Hypermart and Puregold in Dapa, Siargao Island, marketing plays a vital role in determining how customers engage with their brands, how they develop loyalty, and how they decide where to shop. Each promotion, discount, and digital post carries the potential to influence a shopper's preference and understanding how these efforts are viewed from the customer's perspective provides essential insight into how marketing truly works in practice (Chaffey & Ellis-Chadwick, 2022).

Supermarkets in small but rapidly developing towns such as Dapa, Siargao Island, are more than mere points of sale. They are integral parts of the community's economic life. Relationship marketing and community-based engagement are particularly important in local retail settings, where trust and familiarity influence purchasing behavior (Kumar & Reinartz, 2020). Locals rely on them for their daily necessities, while small business owners depend on them as suppliers of goods for their own stores. Moreover, as tourism continues to grow on the island, supermarkets must cater not only to residents but also to visitors, which adds another layer of complexity to their marketing strategies. In such an environment, effective marketing becomes a balance between attracting new customers and maintaining the loyalty of existing ones (Kotler et al., 2022).

Both Prince Hypermart and Puregold have introduced marketing strategies designed to appeal to their target markets. These include the use of loyalty programs that reward frequent shoppers, promotional campaigns that aim to increase product awareness and sales, and digital marketing efforts that reach customers through social media and online platforms. Studies show that loyalty programs significantly influence customer retention and repeat purchasing behavior (Amin & Tarun, 2021). Likewise, digital marketing initiatives and social media engagement play a crucial role in shaping brand perception and purchase decisions (Hanaysha, 2022). However, while these strategies are clearly present, it remains important to ask whether customers actually perceive them as effective. It is possible for a strategy to appear successful from a management perspective but fail to create the intended response among consumers (Lemon & Verhoef, 2019). This study, therefore, seeks to explore the perspectives of customers toward the marketing strategies of Prince Hypermart and Puregold in Dapa, Siargao Island, to determine how these strategies are perceived and how they may be improved based on customer insights.

In understanding customer perception, this study recognizes that marketing effectiveness is not solely defined by sales growth or market share. Instead, it involves how consumers interpret the efforts of the company, how they feel about the brand, how they respond to its promotions, and whether they believe its strategies add value to their shopping experience (Kotler et al., 2022). Customer experience across the entire purchasing journey significantly affects satisfaction, trust, and long-term loyalty (Lemon & Verhoef, 2019). By focusing on the voices of customers, this research shifts attention from what businesses do to what consumer's experience. This human-centered approach aims to capture how loyalty cards, promotions, and digital marketing influence satisfaction, trust, and purchasing behavior in Dapa, Siargao Island.

The insights gathered from this study are expected to provide valuable contributions not only to Prince Hypermart and Puregold but also to other local retailers seeking to improve their marketing practices. By understanding what customers appreciate and what they find lacking, management can develop strategies that are more relevant, engaging, and sustainable (Kumar & Reinartz, 2020). Furthermore, this study

serves as a reference for future research exploring the relationship between marketing strategies and customer perception within similar provincial contexts.

Theoretical and Conceptual Framework of the Study

The theoretical framework of this study is anchored on the Customer-Based Brand Equity (CBBE) Model by Keller (2019) and the Dynamic Capabilities Theory by Teece (2020). These theories complement one another in explaining how marketing strategies shape customer perception and how businesses adjust to remain competitive. By combining both consumer and organizational perspectives, the study provides a clearer understanding of how Prince Hypermart and Puregold in Dapa, Siargao Island, can develop marketing approaches that are responsive to customer needs and market changes.

The CBBE Model developed by Keller (2019) offers a foundation for analyzing how consumers create and maintain relationships with brands. It proposes that brand equity arises from customers' awareness, associations, perceived quality, and loyalty—factors that define how they evaluate a brand's credibility and worth. Keller emphasizes that strong brand equity is achieved not merely through advertising but through consistent and meaningful customer experiences. When shoppers recognize a brand, associate it with positive traits, and continue to purchase from it, the brand becomes more valuable in their minds and gains long-term loyalty.

In relation to this study, the CBBE Model helps explain how customers perceive the marketing strategies of Prince Hypermart and Puregold. Each marketing practice—whether loyalty cards, promotions, or digital marketing—plays a role in influencing customer awareness and trust. When these strategies are relevant and customer-centered, they strengthen relationships and encourage repeat patronage. As Anselmsson, Bondesson, and Melin (2021) noted, positive customer perception directly enhances brand loyalty and business success. For the two supermarkets, this means that genuine and transparent marketing communications can lead to stronger credibility and customer commitment in the local community.

On the other hand, the Dynamic Capabilities Theory by Teece (2020) explains how businesses sustain competitiveness by responding effectively to customer needs and environmental changes. Dynamic capabilities refer to an organization's ability to sense market shifts, seize opportunities, and reconfigure resources to maintain success. In the context of retail, this adaptability is reflected in how supermarkets adjust their strategies based on consumer feedback and emerging trends. For example, integrating digital platforms for promotions or improving loyalty programs to suit changing buying behaviors demonstrates dynamic capability. According to Kindström, Kowalkowski, and Sandberg (2023), firms with strong adaptive capacities are better positioned to innovate and maintain customer satisfaction.

The theory also emphasizes the importance of learning as a continuous process. Prince Hypermart and Puregold cater to a diverse customer base in Dapa, Siargao Island, including both households and small business owners. Their ability to revise promotional offers or modify loyalty systems according to customer feedback reflects an understanding of dynamic capabilities. When organizations remain open to learning and improvement, they can sustain customer trust and maintain relevance despite changing economic or social conditions.

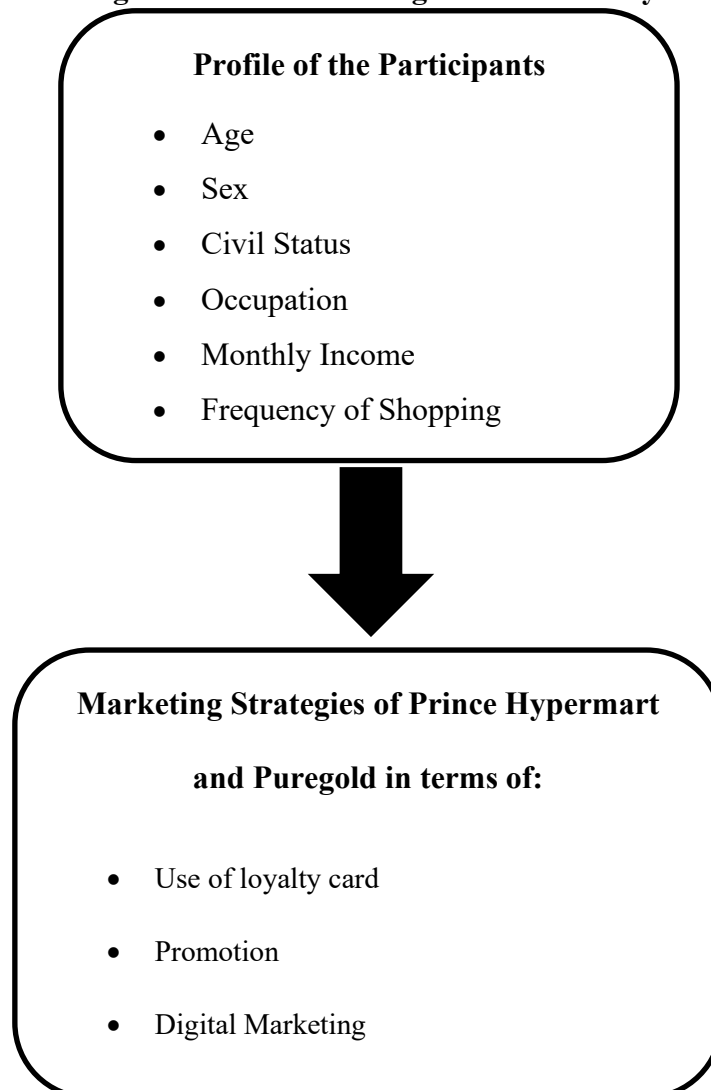
Integrating the CBBE Model and the Dynamic Capabilities Theory provides a comprehensive lens for this study. While the CBBE Model focuses on how customers perceive and respond to marketing activities, the Dynamic Capabilities Theory addresses how organizations interpret those perceptions and refine their strategies. Together, they illustrate marketing as both a communicative and adaptive process—one that starts with understanding the customer and continues through innovation and responsiveness.

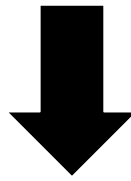
The conceptual framework of the study presents how the demographic profile of respondents—including

age, sex, civil status, occupation, monthly income, and frequency of shopping—relates to their perceptions of the marketing strategies of Prince Hypermart and Puregold. These perceptions are influenced by the supermarkets' initiatives on loyalty programs, promotional activities, and digital marketing. Positive perceptions are expected to result in increased satisfaction and loyalty, forming the basis for recommendations that could strengthen each establishment's marketing performance and customer relations.

This study is grounded on the integration of the Customer-Based Brand Equity Model (Keller, 2019) and the Dynamic Capabilities Theory (Teece, 2020). The former provides a consumer-centered perspective emphasizing awareness and loyalty, while the latter highlights adaptability and innovation on the part of the organization. Together, these frameworks establish a balanced foundation that connects customer perception with business responsiveness, guiding the study toward identifying marketing practices that foster customer trust and satisfaction in Dapa, Siargao Island.

Figure 1. Schematic Diagram of the Study





Proposed Recommendation

Statement of the Problem

This study sought to analyze the marketing strategies of Prince Hypermart and Puregold in Dapa, Siargao Island, and propose recommendations for improvement. Specifically, it seeks to answer the following questions:

- 1. What is the demographic profile of customers of Prince Hypermart and Puregold in Dapa, Siargao in terms of:**
 - 1.1 Age
 - 1.2 Sex
 - 1.3 Civil status
 - 1.4 Occupation
 - 1.5 Monthly income
 - 1.6 Frequency of shopping
- 2. How do customers perceive the marketing strategies currently employed by Prince Hypermart and Puregold in terms of:**
 - 2.1 Use of Loyalty Card
 - 2.2 Promotion
 - 2.3 Digital Marketing
- 3. Is there a significant difference between the marketing strategies of the two establishments based on customer responses?**
- 4. Based in the result of the study, what recommendations can be proposed?**

Hypothesis

Tested at 0.05 level of significance, it is hypothesized that:

H₀₁: There is no significant difference between the marketing strategies of Prince Hypermart, and Puregold based on customer responses.

Significance of the Study

This study is significant as it provides insights into how marketing strategies shape customer perception, loyalty, and competitiveness in the retail industry, particularly in the context of Prince Hypermart and Puregold in Dapa, Siargao Island. The results of this research will benefit several stakeholders:

Customers, this study is particularly meaningful because it amplifies their voices in the business process. Too often, marketing strategies are designed from a managerial standpoint without deeply considering how they are received by the people they aim to serve. Through this research, customers have the opportunity to express their experiences and preferences regarding loyalty programs, promotions, and digital marketing. Their insights can influence how supermarkets design campaigns, communicate offers, and build trust. When customers are heard and valued, they feel a stronger connection to the brand,

resulting in more satisfying and lasting relationships. Ultimately, the study empowers customers by recognizing them as active participants in shaping better marketing strategies that truly cater to their needs.

Management of Prince Hypermart and Puregold, this research provides practical guidance in assessing the effectiveness of their marketing strategies from the customer's point of view. The findings can help them identify areas where their approaches succeed and areas that require improvement. With this understanding, management can develop more targeted and efficient programs that strengthen customer loyalty and sustain competitiveness within Dapa, Siargao Island.

Local businesses and entrepreneurs, the study serves as a reference that demonstrates how customer perception directly influences marketing success. Small enterprises can adapt similar approaches to understand their own customers better and design strategies that enhance loyalty and trust.

Policymakers and the local community, this research highlights the importance of customer-centered marketing as a driver of economic activity. The findings may support programs that promote fair competition, consumer welfare, and local business development.

In essence, this study is not only a tool for business improvement but also a reflection of how customer experiences and perceptions can guide sustainable marketing practices. It underlines the idea that customers are at the heart of every business decision and that their feedback serves as the foundation for creating strategies that are relevant, fair, and meaningful.

Scope and Limitations of the Study

This study focused on understanding the perceptions of customers toward the marketing strategies of Prince Hypermart and Puregold in Dapa, Siargao Island. It specifically examines the use of loyalty cards, promotional activities, and digital marketing as perceived by customers. The findings served as a basis for recommendations to improve marketing strategies.

The respondents of the study include regular customers and small-scale resellers of both supermarkets in Dapa, Siargao Island. The snowball sampling technique was used to identify qualified respondents who frequently shop at either establishment.

The study was conducted in Dapa, Siargao Island during the first semester of the school year 2025–2026. It is limited to customer perceptions and does not cover internal business operations or financial performance. The focus remains on how customers view and evaluate the marketing strategies of the two supermarkets.

Definition of Terms

For a clearer understanding of the study, the following terms are defined both conceptually and as used in this research:

Brand Equity – This refers to the overall value and strength of a brand as perceived by customers. It is anchored on Keller's Customer-Based Brand Equity Model (2019), which highlights awareness, associations, perceived quality, and loyalty as essential components that shape customer perception toward a brand.

Customer Perception – This describes how customers interpret and evaluate the marketing strategies of *Prince Hypermart and Puregold*. It focuses on their opinions, attitudes, and impressions toward the use of loyalty cards, promotional activities, and digital marketing practices.

Digital Marketing – Refers to the use of online platforms such as social media, websites, and mobile applications to advertise products and interact with customers. In this study, it pertains to how Prince Hypermart and Puregold utilize digital channels to communicate and build engagement with customers in Dapa, Siargao Island.

Dynamic Capabilities – This pertains to a business’s ability to adapt and respond effectively to market changes. Guided by Teece’s Dynamic Capabilities Theory (2020), it explains how supermarkets modify their marketing approaches to align with evolving consumer needs and competitive conditions.

Loyalty Cards – These are reward or membership cards issued to customers as part of relationship marketing initiatives. In the context of this study, they represent how Prince Hypermart and Puregold encourage repeat purchases and maintain loyalty among their regular shoppers.

Marketing Strategies – This refers to the planned actions and approaches employed by businesses to promote their products and attract customers. Within this study, it includes the practices of Prince Hypermart and Puregold such as loyalty programs, promotional activities, and digital marketing.

Promotion – This involves marketing efforts aimed at increasing customer awareness and sales through advertisements, special offers, or discounts. In this study, it highlights how promotional activities influence customer preferences and buying behavior.

Snowball Sampling – Refers to a non-probability sampling technique in which respondents are identified through referrals from initial participants. In this study, the method is used to locate customers of Prince Hypermart and Puregold who can provide meaningful insights about their marketing experiences.

CHAPTER II

REVIEW OF RELATED LITERATURE

Supermarkets are increasingly turning to loyalty programs as a key strategy to retain customers and boost satisfaction. In the Philippines, this market is growing rapidly at about 17% annually with an expected value of over USD 594 million by 2025 (Research and Markets, 2025; BusinessWire, 2025). This growth reflects Filipino consumers’ appreciation for brands that reward their loyalty. Yet, the success of these programs depends largely on how customers perceive their convenience, transparency, and fairness. When loyalty systems are too complex or unclear, customers may feel undervalued. Therefore, the design, ease of use, and consistency of loyalty programs are crucial factors shaping how customers view a supermarket’s credibility and appeal.

In rural and island communities, tailoring loyalty programs to local consumer habits is even more essential. For example, Puregold’s Tindahan ni Aling Puring (TNAP) caters not only to households but also to small business owners by offering exclusive discounts and bulk benefits, positioning the supermarket as a trusted partner rather than just a retailer (Daily Tribune, 2024). However, in more isolated markets like Dapa, Siargao Island, logistical challenges and limited communication channels can complicate reward redemption and updates. These barriers may lead customers to see the program as less effective or unreliable. Hence, understanding how customers perceive the balance between rewards and convenience is vital for refining marketing strategies in such contexts.

Promotions also strongly influence customer views and buying habits. They attract shoppers and communicate that a supermarket understands their financial realities. Campos, Mina-Aydinan, and Juan (2024) found that Filipino consumers, especially in Nueva Ecija, respond better to promotions that are straightforward, timely, and genuinely valuable rather than those with confusing terms. Yet, as the Boston Consulting Group (2023) points out, while discounts boost short-term sales, too many promotions can weaken brand identity and train customers to buy only during sales. Therefore, supermarkets must strike a balance—offering enough promotions to stay competitive without damaging trust or brand value. In tight-budget communities, clear and meaningful promotions are more likely to be seen as supportive rather than manipulative.

Digital marketing has also become key in shaping modern customer perceptions. Although most Filipinos still prefer shopping in person, they rely heavily on digital tools for informed decisions. A 2024 Nielsen report revealed that 90% of consumers visit physical stores for groceries but use social media and online price checks beforehand. This makes a strong digital presence essential for influencing perceptions. When online platforms provide accurate, up-to-date information about promotions and products, customers view the supermarket as organized, and customer focused. Conversely, outdated, or incorrect digital content undermines professionalism.

The pandemic further accelerated Filipino consumers' familiarity with online grocery shopping. Gumasing, Ong, Sy, and colleagues (2023) noted that continued use of grocery apps depends on usefulness, ease of use, and trust. Consumers favor stores with reliable systems and secure payments. Likewise, Astoriano, Gerona, and Marzan (2022) found that personalized social media and email campaigns boost engagement when they are relevant and visually appealing. These insights suggest that digital marketing is most effective when it complements customer care rather than bombards shoppers with ads. For supermarkets in Siargao, integrating digital communication with local community identity could enhance customer perception even more.

Running a supermarket on a small island brings unique challenges rarely seen in big cities. Factors like transport costs, seasonal tourism, and limited storage directly affect marketing choices. Pascual et al. (2019) found that in Tacloban City, customers' store choices were influenced by product variety, fair pricing, and store environment dynamics that also apply in Siargao, where customer flow varies with the tourist season. Thus, loyalty programs and promotions must be flexible enough to adapt. When marketing fails to reflect local economic cycles, customers may feel ignored, which weakens loyalty. On the other hand, marketing that shows awareness of local needs fosters trust and a sense of care.

Linking these ideas to theory strengthens our understanding of marketing's impact on customer perception. Keller's Customer-Based Brand Equity Model highlights four pillars of brand strength: awareness, association, perceived quality, and loyalty. Effective marketing strategies that target these areas build deeper emotional connections with customers (Keller, 2019). Meanwhile, Teece's Dynamic Capabilities Theory stresses that businesses must continuously sense market changes, seize opportunities, and adjust resources to stay competitive (Teece, 2020). In retail, this means regularly refining promotions, loyalty programs, and digital engagement based on customer feedback and trends. Supermarkets that adapt well maintain trust and competitiveness in shifting markets.

Although existing research offers useful insights, few studies examine how loyalty programs, promotions, and digital marketing combine to shape customer perception, especially in provincial areas. Most focus on single strategies or urban consumers, leaving a gap in understanding the full picture in local markets. This study addresses that gap by exploring how customers in Dapa, Siargao Island perceive the marketing efforts of Prince Hypermart and Puregold. The findings aim to provide practical recommendations to boost marketing effectiveness and customer satisfaction in island retail settings.

Focusing on customer perceptions of loyalty cards, promotions, and digital marketing, recent research shows these elements collectively shape how customers assess a supermarket's value and credibility. These strategies reinforce one another to create a unified brand image. As customer expectations evolve, supermarkets must ensure these components work seamlessly to meet their audience's needs.

Loyalty cards, for instance, symbolize recognition and reward. The Philippine loyalty industry continues growing, fueled by digital-first programs and mobile integration (GlobeNewsWire, 2025). According to the 2025 Loyalty Programs Intelligence Report, customers now value convenience and transparency over

just big rewards. Easy points tracking and quick redemption build trust and efficiency. The PwC (2025) Voice of the Consumer Report points out that many Filipinos use loyalty programs to stretch their budgets amid inflation, making these cards essential tools for managing expenses. Maghirang and Jito (2023) confirmed that loyalty programs influence preferences by offering tangible value and a sense of partnership. In island communities like Dapa, clear and reliable rewards strengthen ties between supermarkets and shoppers.

Promotions also shape trust and perception. Campos et al. (2024) found that fair and straightforward promotions build stronger customer confidence. Inflation has made Filipino consumers more cautious, favoring authentic discounts over gimmicks (Asia Property Awards, 2023). The Boston Consulting Group (2023) cautions that too many promotions can harm brand reputation by setting unrealistic expectations. To avoid this, retailers use data analytics to optimize promotion timing and scale. The Dentsu Philippines Consumer and Media Trends Report (2025) notes that consumers increasingly prefer brands that show purpose and community involvement. Thus, promotions that support local producers or host community events can enhance a supermarket's reputation and emotional appeal. For Prince Hypermart and Puregold, this means creating promotions that genuinely reflect care for Dapa's community.

Digital marketing plays a crucial role as well. Nielsen (2024) reports that Filipinos heavily rely on digital tools to aid purchase decisions. Although physical stores remain popular, online experiences influence expectations of service quality. Astoriano et al. (2022) emphasize that personalized social media and email campaigns foster greater engagement when aligned with customer interests. Gumasing et al. (2023) found that ease of use and security are top factors for ongoing digital platform use. However, Dentsu (2025) warns against message overload, which causes consumer fatigue. Effective digital marketing, therefore, must be clear, informative, and respectful of attention. For supermarkets in Dapa, consistent yet concise digital communication builds trust and convenience.

Personalization in digital marketing is growing. The 2025 Loyalty Programs Market Intelligence Report notes that companies increasingly use data analytics for targeted offers (GlobeNewsWire, 2025). When done right, this creates feelings of relevance and care. However, overpersonalization can raise privacy concerns, especially in small communities where customers know staff personally. Transparency and respectful data use are crucial. Customers respond positively when they feel their information improves their experience without exploitation.

Together, loyalty programs, promotions, and digital marketing form a marketing ecosystem that shapes customer attitudes. When rewards deliver value, promotions feel fair, and digital channels offer convenience, customers see the supermarket as trustworthy and service oriented. But when these elements are inconsistent, confusion and mistrust arise. In close-knit communities like Dapa, word-of-mouth spreads these perceptions quickly. Therefore, understanding customer views helps supermarkets refine strategies to build loyalty, transparency, and community relevance.

Synthesis of the Review

The reviewed studies collectively emphasize that promotions, loyalty programs, and digital marketing function as interconnected strategies that influence both immediate and long-term outcomes. Promotions capture customer attention but must be strategically paced and transparent to avoid fatigue and preserve credibility. Loyalty programs encourage sustained engagement through clear, personalized, and convenient reward systems. Meanwhile, digital marketing strengthens visibility and accessibility, but its success depends on the relevance and consistency of content across platforms.

For Prince Hypermart and Puregold, these insights serve as a strong foundation for analysis. Promotions should be aligned with essential product categories and seasonal demands in Dapa, Siargao Island. Loyalty programs must differentiate between household shoppers and small business resellers to enhance applicability and value. Digital initiatives, on the other hand, should integrate social commerce trends while maintaining message balance to prevent information overload. Altogether, these strategies shape not only customer satisfaction and purchasing behavior but also community trust and the long-term sustainability of both supermarkets.

CHAPTER III METHODOLOGY

This chapter present the research design, respondents, research instruments, data gathering and procedural considerations of the study.

Research Design

This study employed a quantitative-descriptive survey design, aimed at assessing customer perceptions of loyalty programs, promotions, and digital marketing among shoppers of Prince Hypermart and Puregold in Dapa, Siargao Island. Similar recent studies in the Philippines have successfully used descriptive-survey or correlational methods to explore marketing strategy effectiveness and customer behavior (Astoriano, Gerona & Marzan, 2022; Torres, Alam & Wati, 2023; Marcelo & Fuente, 2023). These designs enable quantification of perceptions and comparisons across demographics, thus fitting closely with the objectives of the present research, which seeks both to describe current customer views and to derive actionable recommendations.

Respondents

The respondents of the study consist of customers of Prince Hypermart and Puregold located in Dapa, Siargao Island, who have actual shopping experiences in these establishments. The study utilized snowball sampling, which allows the researchers to identify initial respondents who meet the criteria and then rely on their referrals to recruit additional respondents. As explained by Etikan and Bala (2019), this method is practical for studies that target specific groups with firsthand experience and knowledge about the topic. Through snowball sampling, the researchers aimed to reach a broader network of customers who regularly shop at either or both supermarkets, ensuring that the data collected come from respondents with relevant experiences. This approach helps the researchers gather reliable and meaningful insights necessary for assessing the marketing strategies employed by the two retailers.

Table – I Distribution of the Respondents

RESPONDENTS	FREQUENCY		PERCENTAGE
Prince Hypermart Customer	25	25	50%
Puregold Customer	25	25	50%
Total:	50	50	100%

Research Instrument

The study utilized a **researcher-made questionnaire** as the primary tool for gathering quantitative data. The instrument was validated by experts in marketing and research methodology and pilot-tested among a small group of respondents to ensure that all items are clear, accurate, and reliable before its final administration.

The questionnaire was divided into four parts. **Part I** gathers the demographic profile of the respondents, including age, sex, civil status, occupation, monthly income, and frequency of shopping. **Part II** focused on the marketing strategies of Prince Hypermart and Puregold, particularly loyalty programs, promotional activities, and digital marketing, rated using a four Likert scale from *Strongly Agree* to *Strongly Disagree*. **Part III** measures the overall perception of respondents regarding the competitiveness, reliability, and trustworthiness of both supermarkets, while **Part IV** provides space for respondents to write recommendations that could improve marketing strategies.

Together, these parts ensure that all necessary data were gathered comprehensively to address the objectives of the study.

Below is the evaluation scale of the survey rating. Consent was obtained from respondents after they signified their interest and agreement to take part in the study.

Legend

meter	al Interpretation	titative Description
4.00	gly Agree	mely Effective
3.24	e	tive
2.49	gree	tly Effective
1.75	gly Disagree	ffective

The scale above served as the guide for interpreting responses collected from the respondents regarding the marketing strategies of Prince Hypermart and Puregold in Dapa, Siargao Island. Each response was rated using a four-point Likert scale, where respondents indicate their level of agreement with statements about the effectiveness of the supermarkets’ marketing practices. This rating scale allowed the study to measure customer perceptions quantitatively and to determine which marketing practices are perceived as effective or in need of improvement.

Data Gathering Procedures

The researchers first prepared and submitted a formal letter to the faculty adviser of Siargao Island Institute of Technology requesting approval to conduct the study. Upon securing the necessary approval, endorsement letters were forwarded to the management of Prince Hypermart and Puregold to formally seek permission for the distribution of survey questionnaires and possible brief customer interviews within the premises.

After obtaining approval from the concerned institutions, the researchers proceeded with the preparation of the research instrument. The questionnaire was reviewed and refined to ensure clarity, relevance, and alignment with the objectives of the study. A pilot check or informal validation was conducted to confirm that the questions were easily understood by respondents and free from ambiguity.

Once finalized, the researchers personally administered the survey questionnaires to the identified respondents using a face-to-face approach. Respondents were selected based on the sampling method used in the study and were approached in designated areas of the supermarkets during different times of the day to ensure a more diverse set of responses.

Before participation, the respondents were properly oriented regarding the purpose of the study, the significance of their participation, and their rights as participants. They were also assured that all

information gathered would be treated with strict confidentiality and would be used solely for academic purposes. Informed consent was obtained prior to the distribution of the questionnaire.

During the actual data collection, the researchers provided assistance when needed, especially in clarifying items in the questionnaire without influencing the respondents' answers. Respondents were given sufficient time to accomplish the survey to ensure accuracy and completeness of responses.

After completion, the questionnaires were immediately retrieved whenever possible or collected within the agreed schedule. Each returned questionnaire was carefully checked for completeness, consistency, and validity. Incomplete or invalid responses were excluded from the final dataset.

All valid responses were then encoded into a spreadsheet database for systematic organization. The data were double-checked to minimize encoding errors before being subjected to statistical treatment. Finally, the organized data were prepared for analysis using appropriate statistical tools aligned with the study objectives.

Data Analysis

All the gathered data were treated using the identified statistical tools:

Frequency Count and Percentage Distribution

This statistical tool was applied to problem number one on the demographic profile of the respondents. It showed the distribution of respondents according to age, sex, civil status, occupation, monthly income, and frequency of shopping. This method allowed the researcher to present the characteristics of the respondents in a clear and organized manner.

Mean, Median, and Standard Deviation

The mean was used to determine the average response of the respondents regarding the marketing strategies, particularly in relation to the variables: Use of Loyalty Cards, Promotions, and Digital Marketing. It served as a measure of central tendency that summarized the overall perception of customers toward each strategy. The median was used to identify the midpoint of the responses, providing additional support in describing the central tendency of the data. Meanwhile, the standard deviation was calculated to measure the variability or dispersion of responses from the mean, indicating the degree of agreement or variation among respondents' perceptions.

Mann–Whitney U Test

The Mann–Whitney U Test was used to determine whether there was a significant difference in customers' perceptions of marketing strategies when grouped according to sex. This non-parametric test was appropriate for comparing two independent groups.

Kruskal–Wallis H Test

The Kruskal–Wallis H Test was applied to determine whether there were significant differences in customers' perceptions of marketing strategies when grouped according to age, civil status, occupation, monthly income, and frequency of shopping. This non-parametric alternative to one-way ANOVA was used because it allowed comparison among more than two independent groups.

Dwass–Steel–Critchlow–Fligner (DSCF) Pairwise Comparison Test

The Dwass–Steel–Critchlow–Fligner (DSCF) pairwise comparison test was conducted to identify specific differences between the marketing strategies after obtaining a significant result from the Kruskal–Wallis test. This procedure determined which particular variables differed significantly from each other.

Ethical Considerations of the Study

In observance and support of the local laws, the researchers will make every effort to keep the respondents' identities and information confidential. This ensures socially responsible conduct and compliance with

ethical research standards.

Risk-Based Assessment

The researchers assessed the possible risks and vulnerabilities in the marketing strategies of Prince Hypermart and Puregold, evaluating their likelihood and impact to guide the formulation of targeted and effective recommendations.

Content Comprehension and Documentation of the Informed

The informed consent was ensured that respondents in the study fully understand the purpose, scope, and intended use of their provided information, and that their authorization to access private data is properly recorded for ethical compliance. Authorization to Access Private Information The study will secure formal permission from participants to collect, use, and protect their personal data, ensuring that all processes are conducted in accordance with ethical standards and data privacy regulations.

CHAPTER IV

RESULTS AND DISCUSSIONS

This chapter presents the data in answer to the problem posed in the study, with the corresponding analysis and interpretation.

Profile of the respondents

Table 1.1. Frequencies of Age			
Age	Counts	% of Total	Cumulative %
Below 18 years old	6	6.0%	6.0%
18 – 19 years old	33	33.0%	39.0%
20 – 21 years old	4	4.0%	43.0%
22 – 23 years old	1	1.0%	44.0%
26 – 27 years old	21	21.0%	65.0%
34 – 35 years old	1	1.0%	66.0%
36 – 37 years old	16	16.0%	82.0%
38 – 39 years old	1	1.0%	83.0%
46 – 47 years old	9	9.0%	92.0%
48 – 49 years old	1	1.0%	93.0%
50 – 51 years old	1	1.0%	94.0%
Above 56 years old	6	6.0%	100.0%

Table 1.1 presented the age distribution of respondents who were customers of Prince Hypermart and Puregold in Dapa, Siargao Island. The data showed that the largest proportion of respondents belonged to the 18–19 years old age group, which accounted for 33.0% of the total. This was followed by respondents

aged 26–27 years old at 21.0% and those aged 36–37 years old at 16.0%. The remaining respondents were distributed across other age groups, each representing smaller percentages of the total sample.

The findings indicated that young adults comprised the majority of customers of Prince Hypermart and Puregold. Respondents aged 18–19 years old were likely students or individuals in the early stages of employment, which may have explained their active engagement in grocery shopping. This age group was often characterized by sensitivity to pricing and frequent purchasing of daily necessities, suggesting that affordability and accessibility played an important role in their shopping behavior. Meanwhile, respondents below 18 years old accounted for only 6.0% of the total, indicating that younger customers had limited direct purchasing power and may have relied on parents or guardians when shopping.

Middle-aged respondents also represented a substantial portion of the customer base. Those aged 26–27 years old and 36–37 years old were likely working adults or individuals managing household needs. Their presence suggested regular purchasing patterns focused on essential goods, household supplies, and value-for-money products. In contrast, age groups such as 20–21 years old, 22–23 years old, 34–35 years old, and 38–39 years old showed minimal representation, indicating that these groups contributed less to overall customer frequency.

Older respondents aged 46–47 years old accounted for 9.0% of the sample, while those aged 48 years old and above comprised a relatively small proportion of customers. This may have suggested that older customers shopped less frequently or relied on routine purchasing of essential items rather than varied consumption. Nevertheless, their continued presence highlighted the importance of maintaining accessibility and convenience in retail services.

Overall, the age distribution suggested that Prince Hypermart and Puregold primarily served young adult and middle-aged customers in Dapa, Siargao Island. This pattern implied that marketing strategies and store offerings should have been designed to address the needs of these dominant age groups while still considering the requirements of younger and older respondents to ensure inclusivity and sustained customer engagement.

Table 1.2. Frequencies of Sex			
Sex	Counts	% of Total	Cumulative %
Male	50	50.0%	50.0%
Female	50	50.0%	100.0%

Table 1.2 presented the distribution of respondents according to sex. The results showed that male and female respondents were equally represented, with each group comprising 50.0% of the total number of respondents. This indicated that Prince Hypermart and Puregold attracted a balanced number of customers from both sexes in Dapa, Siargao Island.

The equal representation suggested that both male and female respondents were similarly involved in purchasing goods from the supermarkets. This may have been attributed to the nature of grocery shopping, which involved acquiring essential household items commonly purchased by individuals regardless of sex. The finding further implied that the marketing strategies currently employed by the supermarkets were generally inclusive and applicable to a wide range of customers.

The data indicated that sex did not significantly influence customer patronage of the two supermarkets. As such, marketing strategies and promotional activities may have been implemented without the need for differentiation based on sex, provided that they remained accessible and relevant to all respondents.

Table 1.3. Frequencies of Civil Status			
Civil Status	Counts	% of Total	Cumulative %
Single	54	54.0%	54.0%
Married	38	38.0%	92.0%
Widowed	4	4.0%	96.0%
Separated	4	4.0%	100.0%

Table 1.3 showed the distribution of respondents according to civil status. The data showed that the majority of respondents were single, accounting for 54.0% of the total, followed by married respondents at 38.0%. Widowed and separated respondents each comprised 4.0% of the sample.

The predominance of single respondents suggested that a large portion of customers were likely young adults or individuals in the early stages of their careers. This group may have prioritized convenience and affordability in their purchasing decisions, as they often shopped for personal or immediate needs. Meanwhile, the considerable proportion of married respondents indicated the presence of customers who were likely responsible for household purchasing, including groceries and essential items for family consumption.

Although widowed and separated respondents represented smaller proportions of the sample, their inclusion reflected the diversity of the customer base. These respondents may have had distinct purchasing patterns that focused on essential goods and convenience-oriented products. The distribution of civil status suggested that the supermarkets served customers with varying household responsibilities.

Table 1.4. Frequencies of Occupation			
Occupation	Counts	% of Total	Cumulative %
Student	36	36.0%	36.0%
Employed	28	28.0%	64.0%
Self-employed	19	19.0%	83.0%
Reseller/Small business	12	12.0%	95.0%
Unemployed	5	5.0%	100.0%

Table 1.4 presented the distribution of respondents according to occupation. The data showed that students comprised the largest group of respondents at 36.0%. This suggested that a substantial portion of

customers of Prince Hypermart and Puregold were young individuals who may have been managing limited financial resources. As such, their purchasing behavior was likely influenced by affordability and convenience when shopping for basic needs.

Employed respondents accounted for 28.0% of the total sample, indicating a notable presence of customers with regular income. These respondents were likely responsible for routine household purchases and may have placed importance on product quality and value for money. Meanwhile, self-employed respondents represented 19.0%, while resellers or small business owners accounted for 12.0% of the respondents. These groups may have exhibited purchasing patterns that involved more frequent transactions or higher-volume purchases to support personal or business-related needs.

Unemployed respondents comprised the smallest portion of the sample at 5.0%. This group may have focused primarily on essential goods and may have shopped less frequently compared to other occupational groups. The distribution of occupation suggested that Prince Hypermart and Puregold served a diverse range of customers with varying purchasing capacities, highlighting the importance of maintaining accessible pricing and consistent product availability

Table 1.5. Frequencies of Monthly Income			
Monthly Income	Counts	% of Total	Cumulative %
Below ₱10,000	51	51.0%	51.0%
₱10,001 – ₱20,000	28	28.0%	79.0%
₱20,001 – ₱30,000	16	16.0%	95.0%
₱30,001 – ₱40,000	4	4.0%	99.0%
Above ₱40,000	1	1.0%	100.0%

Table 1.5 showed the distribution of respondents according to monthly income. The results indicated that more than half of the respondents (51.0%) reported a monthly income below ₱10,000. This suggested that a substantial portion of customers of Prince Hypermart and Puregold belonged to the low-income group, where purchasing decisions were likely influenced by price sensitivity and practical considerations.

Respondents with a monthly income ranging from ₱10,001 to ₱20,000 comprised 28.0% of the sample, followed by those earning ₱20,001 to ₱30,000 at 16.0%. These income groups represented customers with moderate purchasing capacity who may have balanced affordability with product quality and convenience. In contrast, respondents earning ₱30,001 to ₱40,000 accounted for 4.0%, while those above ₱40,000 comprised 1.0% of the total respondents.

The income distribution reflected a customer base largely composed of low- to middle-income earners.

Table 1.6. Frequencies of Frequency of Shopping			
Frequency of Shopping	Counts	% of Total	Cumulative %
Daily	3	3.0%	3.0%

Table 1.6. Frequencies of Frequency of Shopping			
Frequency of Shopping	Counts	% of Total	Cumulative %
Weekly	26	26.0%	29.0%
Twice a month	38	38.0%	67.0%
Monthly	23	23.0%	90.0%
Occasionally	10	10.0%	100.0%

Table 1.6 presented the distribution of respondents according to frequency of shopping. The results showed that the largest proportion of respondents shopped twice a month, accounting for 38.0% of the total. This indicated that periodic shopping was the most common pattern among customers of Prince Hypermart and Puregold, which may have been associated with the regular replenishment of household necessities.

Weekly shoppers comprised 26.0% of the respondents, followed by those who shopped monthly at 23.0%. These findings suggested that a considerable number of customers followed consistent shopping routines, either on a weekly or monthly basis. Such patterns reflected planned purchasing behavior rather than spontaneous visits. In contrast, respondents who shopped daily represented only 3.0% of the sample, while those who shopped occasionally accounted for 10.0%, indicating limited representation of irregular shopping behavior.

The distribution of shopping frequency suggested that most respondents engaged in scheduled purchasing activities rather than frequent or impulsive shopping. This pattern highlighted the importance of maintaining reliable product availability and consistent pricing to meet the needs of customers who shopped at regular intervals.

II. Customers’ perception on marketing strategies currently employed by Prince Hypermart and Puregold.

Table 2. Descriptives on how customers perceived marketing strategies currently employed by Prince Hypermart and Puregold.				
Variable	N	Mean	Median	SD
Use of Loyalty Cards	100	3.04	3.00	0.546
Promotions	100	3.10	3.00	0.400
Digital Marketing	100	2.86	3.00	0.471

The results in Table 2 presented the respondents’ perceptions of the marketing strategies implemented by Prince Hypermart and Puregold in Dapa, Siargao. The use of loyalty cards obtained a mean score of 3.04 (SD = 0.546), indicating that respondents generally viewed the loyalty card system positively, though the level of agreement remained moderate. A mean slightly above 3 suggested that respondents tended to recognize the benefits of loyalty cards, but not at a consistently high level. The standard deviation reflected

some variation in responses, indicating that while many respondents found the program useful, others had limited engagement or awareness of its features. This implied that although loyalty programs contributed to customer retention and repeat purchases, their full potential may not have been maximized due to insufficient communication or perceived value. According to Sharp (2010), loyalty programs were most effective when customers clearly understood the rewards and experienced tangible benefits, which encouraged continued patronage and brand attachment.

Promotional activities recorded a mean score of 3.10 (SD = 0.400), suggesting a more favorable perception compared to loyalty cards. This score indicated that respondents generally agreed that promotions influenced their shopping behavior. The relatively low standard deviation showed that responses were fairly consistent, implying shared perceptions among respondents regarding the effectiveness of promotions. The implication of this finding was that price discounts, special offers, and sales promotions remained powerful tools in attracting customers and driving short-term purchase decisions. This supported the findings of Kotler and Keller (2016), who emphasized that promotional strategies created immediate customer response and increased sales volume by enhancing perceived value and urgency.

Digital marketing received the lowest mean score at 2.86 (SD = 0.471), indicating a comparatively weaker perception among respondents. A mean below 3 suggested that respondents might have been less aware of or less influenced by digital marketing efforts. The variation in responses implied differences in exposure to online platforms or engagement with digital content. This finding implied that current digital marketing strategies of Prince Hypermart and Puregold may not have sufficiently reached or engaged their target customers in Dapa. Chaffey and Ellis-Chadwick (2019) noted that digital marketing effectiveness largely depended on consistent online presence, content relevance, and accessibility, particularly in areas where digital engagement varied among consumers.

Overall, these findings indicated that while loyalty cards and promotions were generally perceived positively, promotional strategies appeared to be the most consistently effective in shaping customer perception. In contrast, digital marketing represented an area requiring improvement to enhance customer awareness and engagement. The implication for management was that continued investment in promotional campaigns should have been maintained, while loyalty programs should have been strengthened through clearer reward structures and improved customer communication. Furthermore, digital marketing efforts should have been redesigned to better suit the preferences and online behaviors of local consumers to improve overall marketing effectiveness.

One-Way ANOVA (Non-parametric)

Table 3. Kruskal-Wallis Test on how customers perceived marketing strategies currently employed by Prince Hypermart and Puregold.			
	X²	df	p
Perception	19.7	2	<.001

The Kruskal-Wallis test results in Table 3.1 indicated a chi-square value of 19.7 with 2 degrees of freedom and a p-value less than 0.001, demonstrating a statistically significant difference in customer perceptions of the marketing strategies employed by Prince Hypermart and Puregold. This suggested that not all strategies were equally valued by customers, with at least one strategy perceived differently from the others. Descriptive data showed that promotions received the highest mean perception, while digital marketing was rated the lowest.

According to Astoriano, Gerona, and Marzan (2022), “digital marketing effectiveness depended heavily on customer engagement, personalization, and visibility,” which may have explained why this strategy received lower ratings. Similarly, Campos, Mina-Aydinan, and Juan (2024) noted that “promotional strategies were generally perceived positively by customers because they offered immediate and tangible benefits.” In addition, Chen, Mandler, and Meyer-Waarden (2021) explained that “loyalty programs positively influenced customer perception and retention when effectively implemented,” while market reports suggested that Philippine consumers increasingly responded to well-structured loyalty programs (Research and Markets, 2025).

These findings implied that Prince Hypermart and Puregold could have focused on enhancing weaker strategies, such as improving digital marketing campaigns or increasing awareness of loyalty programs, to create a more balanced and effective marketing approach that strengthened overall customer satisfaction and loyalty.

Dwass-Steel-Critchlow-Fligner pairwise comparisons

Table 3.1. Pairwise comparisons – Perception			
Variable 1	Variable 2	W	p
Digital Marketing	Promotions	5.4600	<.001
Digital Marketing	Use of Loyalty Cards	5.4085	<.001
Promotions	Use of Loyalty Cards	0.0458	0.999

The pairwise comparisons in Table 3.2 provided a closer look at which marketing strategies differed significantly in customer perception. The results showed that digital marketing was perceived significantly differently from both promotions ($W = 5.4600, p < .001$) and the use of loyalty cards ($W = 5.4085, p < .001$), confirming that customers viewed digital marketing less favorably compared to the other two strategies. In contrast, there was no significant difference between promotions and the use of loyalty cards ($W = 0.0458, p = 0.999$), indicating that customers perceived these strategies similarly.

According to Astoriano, Gerona, and Marzan (2022), “digital marketing effectiveness depended on customer engagement, personalization, and online visibility,” which may have explained why this strategy received lower perception ratings. Similarly, Campos, Mina-Aydinan, and Juan (2024) stated that “promotions were generally well-received by customers because they provided immediate and tangible benefits,” while Chen, Mandler, and Meyer-Waarden (2021) explained that “loyalty programs enhanced customer perception and retention when effectively implemented.”

These findings suggested that while promotions and loyalty cards generally met customer expectations, digital marketing required strategic attention. Prince Hypermart and Puregold could have strengthened this strategy by enhancing digital campaigns, increasing online engagement, or improving visibility to better align with customer expectations. Focusing on digital marketing could have helped balance the overall effectiveness of the stores’ marketing efforts, ensuring that all strategies contributed positively to customer satisfaction and loyalty.

IV. Comparative analysis on customers’ perception on marketing strategies currently employed by Prince Hypermart and Puregold when grouped according to profiled variables.

One-Way ANOVA (Non-parametric)

Table 4. Kruskal-Wallis Test on how customers perceived marketing strategies currently employed by Prince Hypermart and Puregold when grouped according to age.			
Variable	χ^2	df	p
Use of Loyalty Cards	10.93	11	0.449
Promotions	11.46	11	0.405
Digital Marketing	9.56	11	0.570

The Kruskal-Wallis test results in Table 4.1 examined whether customers’ perceptions of marketing strategies differed according to age. For the use of loyalty cards ($\chi^2 = 10.93$, $p = 0.449$), promotions ($\chi^2 = 11.46$, $p = 0.405$), and digital marketing ($\chi^2 = 9.56$, $p = 0.570$), all p-values were greater than 0.05. This indicated that there was no statistically significant difference in how customers of different age groups perceived the marketing strategies employed by Prince Hypermart and Puregold.

According to Campos, Mina-Aydinan, and Juan (2024), “promotional strategies were generally perceived positively across different customer segments, as they offered immediate and tangible benefits.” Similarly, Chen, Mandler, and Meyer-Waarden (2021) noted that “loyalty programs tended to influence customer perception and retention consistently, regardless of demographic differences,” while Astoriano, Gerona, and Marzan (2022) emphasized that “digital marketing effectiveness depended more on engagement and personalization than on age.”

These findings suggested that age did not strongly influence customer perception of these strategies. In practical terms, this implied that promotional campaigns, loyalty programs, and digital marketing efforts could be implemented broadly without extensive tailoring to specific age groups. However, while perception appeared consistent, strategies like digital marketing still required improvement overall, as previous analyses indicated it was perceived less favorably.

Independent Samples T-Test

Table 4.1. Independent Samples T-Test on how customers perceived marketing strategies currently employed by Prince Hypermart and Puregold when grouped according to sex.			
Variable	Test	Statistic	p
Use of Loyalty Cards	Mann-Whitney U	1182	0.635
Promotions	Mann-Whitney U	1170	0.576
Digital Marketing	Mann-Whitney U	1104	0.306

Table 4.1. Independent Samples T-Test on how customers perceived marketing strategies currently employed by Prince Hypermart and Puregold when grouped according to sex.

Variable	Test	Statistic	p
Note. $H_a \mu_1 \neq \mu_2$			

The results in Table 4.2 presented a comparison of customer perceptions of marketing strategies between male and female shoppers using the Mann-Whitney U test. For the use of loyalty cards ($U = 1182$, $p = 0.635$), promotions ($U = 1170$, $p = 0.576$), and digital marketing ($U = 1104$, $p = 0.306$), all p-values exceeded 0.05. This indicated that there was no statistically significant difference in how male and female customers perceived these marketing strategies.

According to Campos, Mina-Aydinan, and Juan (2024), “promotional strategies were generally perceived positively across genders because they provided immediate and tangible benefits.” Similarly, Chen, Mandler, and Meyer-Waarden (2021) noted that “loyalty programs consistently influenced customer perception and retention, regardless of sex,” while Astoriano, Gerona, and Marzan (2022) explained that “digital marketing effectiveness was driven more by engagement and personalization than by demographic differences.”

These findings suggested that marketing strategies were implemented broadly without major adjustments for sex, allowing the stores to maintain consistent campaigns that appealed to the entire customer base. However, as previous analyses indicated, digital marketing continued to receive the lowest perception overall, so improvements in this strategy benefited all customers, irrespective of gender.

One-Way ANOVA (Non-parametric)

Table 4.2. Kruskal-Wallis Test on how customers perceived marketing strategies currently employed by Prince Hypermart and Puregold when grouped according to civil status.

Variable	χ^2	df	p
Use of Loyalty Cards	1.36	3	0.716
Promotions	3.34	3	0.342
Digital Marketing	5.35	3	0.148

The Kruskal-Wallis test results in Table 4.3 examined whether customers’ perceptions of marketing strategies differed according to civil status. For the use of loyalty cards ($\chi^2 = 1.36$, $p = 0.716$), promotions ($\chi^2 = 3.34$, $p = 0.342$), and digital marketing ($\chi^2 = 5.35$, $p = 0.148$), all p-values were greater than 0.05. This indicated that there was no statistically significant difference in perceptions based on civil status.

According to Campos, Mina-Aydinan, and Juan (2024), “promotional strategies were generally perceived positively across different customer demographics, including civil status, because they offered immediate and tangible benefits.” Similarly, Chen, Mandler, and Meyer-Waarden (2021) explained that “loyalty programs influenced customer perception and retention consistently, regardless of demographic

differences,” while Astoriano, Gerona, and Marzan (2022) noted that “digital marketing effectiveness was more dependent on engagement and personalization than on demographic characteristics such as civil status.”

These findings suggested that whether customers were single, married, widowed, or separated did not significantly influence their perception of loyalty programs, promotions, or digital marketing. Therefore, marketing strategies were implemented broadly across all civil status groups. However, as previous analyses indicated, digital marketing continued to receive lower perception ratings, suggesting that improvements in this strategy enhanced customer engagement across all civil status categories.

One-Way ANOVA (Non-parametric)

Table 4.3. Kruskal-Wallis Test on how customers perceived marketing strategies currently employed by Prince Hypermart and Puregold when grouped according to occupation.			
Variable	χ^2	df	p
Use of Loyalty Cards	4.119	4	0.390
Promotions	0.727	4	0.948
Digital Marketing	4.248	4	0.373

The Kruskal-Wallis test results in Table 4.4 examined whether customers’ perceptions of marketing strategies differed according to occupation. For the use of loyalty cards ($\chi^2 = 4.119$, $p = 0.390$), promotions ($\chi^2 = 0.727$, $p = 0.948$), and digital marketing ($\chi^2 = 4.248$, $p = 0.373$), all p-values were greater than 0.05. This indicated that there was no statistically significant difference in perceptions among students, employed individuals, self-employed customers, resellers/small business owners, and unemployed customers.

According to Campos, Mina-Ayudin, and Juan (2024), “promotional strategies were generally perceived positively across different occupational groups because they provided immediate and tangible benefits.” Similarly, Chen, Mandler, and Meyer-Waarden (2021) stated that “loyalty programs consistently influenced customer perception and retention regardless of occupational differences,” while Astoriano, Gerona, and Marzan (2022) noted that “digital marketing effectiveness was more dependent on engagement and personalization than on demographic or occupational characteristics.”

These findings suggested that customers across different occupational groups perceived the effectiveness of loyalty cards, promotions, and digital marketing similarly. Therefore, marketing strategies were applied broadly without occupation-specific modifications. However, given that digital marketing had the lowest overall perception in previous analyses, enhancing its visibility, relevance, and engagement improved its reception across all occupational groups, while loyalty cards and promotions continued to perform consistently well.

One-Way ANOVA (Non-parametric)

Table 4.4. Kruskal-Wallis Test on how customers perceived marketing strategies currently employed by Prince Hypermart and Puregold when grouped according to monthly income.			
Variable	χ^2	df	p
Use of Loyalty Cards	3.37	4	0.498
Promotions	1.88	4	0.758
Digital Marketing	5.50	4	0.240

The Kruskal-Wallis test results in Table 4.5 examined whether customers’ perceptions of marketing strategies differed according to monthly income. For the use of loyalty cards ($\chi^2 = 3.37, p = 0.498$), promotions ($\chi^2 = 1.88, p = 0.758$), and digital marketing ($\chi^2 = 5.50, p = 0.240$), all p-values were greater than 0.05. This indicated that there was no statistically significant difference in perceptions based on income levels.

According to Campos, Mina-Aydinan, and Juan (2024), “promotional strategies were generally perceived positively across different income groups because they provided immediate and tangible benefits.” Similarly, Chen, Mandler, and Meyer-Waarden (2021) explained that “loyalty programs consistently influenced customer perception and retention, regardless of economic status,” while Astoriano, Gerona, and Marzan (2022) noted that “digital marketing effectiveness was more dependent on engagement and personalization than on demographic characteristics such as income.”

These findings suggested that whether customers earned below ₱10,000 or above ₱40,000, their views on loyalty cards, promotions, and digital marketing remained similar. Therefore, marketing strategies were applied broadly across all income groups without requiring major adjustments for affordability or spending capacity. However, as previous analyses highlighted, digital marketing continued to receive the lowest perception overall, indicating that improvements in this strategy enhanced customer engagement and satisfaction across all income segments.

One-Way ANOVA (Non-parametric)

Table 4.5. Kruskal-Wallis Test on how customers perceived marketing strategies currently employed by Prince Hypermart and Puregold when grouped according to frequency of shopping.			
Variable	χ^2	df	p
Use of Loyalty Cards	17.46	4	0.002
Promotions	7.74	4	0.102
Digital Marketing	2.83	4	0.587

The Kruskal-Wallis test results in Table 4.6 examined whether customers’ perceptions of marketing strategies differed according to their frequency of shopping. For the use of loyalty cards ($\chi^2 = 17.46, p = 0.002$), the p-value was less than 0.05, indicating a statistically significant difference in perception based

on how often customers shopped. This suggested that daily, weekly, twice-a-month, monthly, or occasional shoppers perceived the value or effectiveness of loyalty programs differently, with frequent shoppers appreciating the benefits more than infrequent shoppers.

According to Chen, Mandler, and Meyer-Waarden (2021), “loyalty programs were more appreciated by customers who engaged frequently with a store, as they accumulated rewards and enjoyed the benefits more consistently.” In contrast, promotions and digital marketing showed no significant differences across shopping frequency (promotions: $\chi^2 = 7.74$, $p = 0.102$; digital marketing: $\chi^2 = 2.83$, $p = 0.587$), implying that these strategies were perceived relatively consistently regardless of how often customers visited. As Astoriano, Gerona, and Marzan (2022) noted, “digital marketing effectiveness relied on engagement and visibility rather than shopping frequency,” while Campos, Mina-Aydan, and Juan (2024) emphasized that “promotions provided immediate and tangible benefits that appealed to all customer segments.”

These findings suggested that loyalty card programs needed to be better communicated or tailored for infrequent shoppers to ensure they recognized and utilized the benefits, while promotions and digital marketing continued targeting all customers broadly. Strengthening loyalty initiatives helped increase repeat visits and fostered long-term customer engagement.

CHAPTER V

SUMMARY, FINDINGS, CONCLUSION AND RECOMMENDATIONS

Summary

This study entitled “Customers’ Perception on the Marketing Strategies of Prince Hypermart and Puregold: Basis for Recommendations” aimed to determine how customers in Dapa, Siargao Island perceive the marketing strategies of the two supermarkets in terms of use of loyalty cards, promotions, and digital marketing. It also examined whether there are significant differences in customer perceptions when grouped according to their demographic profile.

A quantitative-descriptive research design was employed using a researcher-made questionnaire. The respondents consisted of 100 customers of Prince Hypermart and Puregold selected through snowball sampling. Data were analyzed using frequency and percentage distribution, mean and standard deviation, and non-parametric statistical tests to identify significant differences in perceptions.

In terms of profile, the respondents were mostly young adults, predominantly single, with a large portion being students and employed individuals. Most respondents belonged to the low to middle-income group, and the majority reported shopping twice a month or weekly, indicating regular but planned purchasing behavior.

Regarding the marketing strategies, results showed that promotions received the highest mean rating, indicating that customers perceive promotional activities as the most effective strategy employed by both supermarkets. Loyalty cards were also perceived positively, reflecting their role in encouraging repeat purchases, although some respondents showed moderate engagement. Digital marketing obtained the lowest mean score, suggesting limited reach, awareness, or influence among customers in the local setting. Statistical analysis revealed that there was a significant difference among the three marketing strategies, confirming that customers do not perceive all strategies equally. However, when grouped according to demographic variables such as age and sex, no significant difference in perception was found. This implies that customer perception of marketing strategies is generally consistent across different demographic groups.

Overall, the findings indicate that while Prince Hypermart and Puregold are effective in implementing promotions and loyalty programs, there is a need to further enhance their digital marketing efforts to better engage customers and remain competitive in the local retail market.

Promotions emerged as the most effective marketing strategy, while digital marketing was perceived as the least effective among customers.

Findings

Based on the analysis and interpretation of data, several key findings were obtained. In terms of the demographic profile, most respondents were young adults, particularly those aged 18–19 years old. Male and female respondents were equally represented. The majority were single, students, and earning below ₱10,000 monthly income. Most customers shopped twice a month or weekly, indicating planned and regular purchasing behavior.

Regarding customers' perception of marketing strategies, promotions received the highest mean score, indicating that customers generally perceived promotional activities as effective. The use of loyalty cards was also perceived positively, though at a moderate level. In contrast, digital marketing received the lowest mean score, suggesting limited awareness or weaker influence on customers.

There was a significant difference in customer perception among the three marketing strategies. Digital marketing was perceived significantly lower compared to promotions and loyalty cards, while no significant difference was found between promotions and the use of loyalty cards. When grouped according to demographic variables such as age and sex, there were no significant differences in customer perception of marketing strategies. This indicated that perceptions toward the marketing strategies were generally consistent across different demographic groups.

Conclusions

Based on the findings of the study, it was concluded that most customers of Prince Hypermart and Puregold are young adults aged 18–19 years old, mainly students with low monthly income, and they typically shop weekly or twice a month, indicating regular and planned purchasing behavior. Among the marketing strategies, promotional activities were perceived as the most effective, as shown by the highest mean score, while loyalty cards were also positively perceived but only at a moderate level. In contrast, digital marketing was rated the lowest, indicating weaker effectiveness or limited customer awareness. There was also a significant difference in customer perception among the three marketing strategies, with digital marketing being significantly lower than promotions and loyalty cards, while no significant difference was found between promotions and loyalty cards. In addition, customer perception did not significantly differ when grouped according to age and sex, showing that responses were generally consistent across demographic variables. Overall, it was concluded that promotional strategies and loyalty programs are effective in attracting and retaining customers, while digital marketing needs improvement to strengthen overall marketing effectiveness.

Recommendations

Based on the conclusions, several recommendations were proposed. First, digital marketing strategies should be enhanced by improving social media presence through regular, clear, and updated promotional content. Platforms commonly accessed by customers, such as Facebook, should be utilized to announce discounts and store updates, while ensuring accuracy and consistency of online information to build

customer trust. Second, loyalty card programs should be strengthened by simplifying reward mechanics, clearly explaining benefits to customers, and introducing more attractive and practical rewards, especially for frequent shoppers and small resellers. Increasing in-store promotion of loyalty programs may also improve awareness. Third, promotional activities should be sustained and improved by continuing to offer fair and transparent promotions focused on essential goods and aligning them with peak shopping periods and customer shopping frequency patterns. Additionally, regular customer engagement and feedback collection should be conducted to assess satisfaction and identify areas for improvement, using customer insights to adjust marketing strategies based on local needs and preferences. Finally, future researchers may include other variables such as customer satisfaction, brand loyalty, or service quality, and may conduct comparative studies involving other supermarkets or locations to further validate the findings.

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