

Promotional strategies and sales performance of food stalls in Barangay 8, San Jose, Occidental Mindoro

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Abstract

This study was conducted to determine the effect of promotional strategies, such as online advertising, personal selling, sales promotion, and traditional advertising on the sales performance of food stalls using descriptive-correlational research and modified-adapted questionnaires. In addition, it determined the profiles of respondents in terms of age and weekly allowances. Slovin's formula was used to determine the sample size of 204 students from the senior high school department of Divine Word College of San Jose who were randomly chosen and 15 business owners of food stalls. Frequency distribution and statistical analysis using Pearson's correlation coefficient and regression analysis revealed that age and promotional strategies are significant and highly significant to the sales performance of food stalls, while weekly allowance is not significant to sales performance. This study provides evidence supporting that promotional strategies and sales performance of food stalls are tied and related to each other. The findings show that sales promotions are used and enjoyed more by the respondents than other promotional strategies. The food stall owners strongly agree that they experience an unexpected sales volume within one day of business operation. They also target students to create a profitable business and increase sales. Thus, food stall owners should not rely only on a single promotion strategy, they may also use a combination of online advertising, personal selling, sales promotion, and traditional advertising to reach more customers. This study also recommends that businesses should use promotional strategies to increase their sales

performance which will lead to its success.

Keywords: promotional strategies, sales performance, personal selling, descriptive-correlational research, food stalls

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1. Introduction

In this day and age, the competition between businesses is apparent and is becoming increasingly intense. This study instigates companies to use strategies, specifically promotional strategies. From the point of view of Rajan et al. (2021), marketers are to understand the customer's needs, wants, and desires, meaning that it can be studied to use the promotional mix effectively. Promotional strategies are used by business owners to attract and advertise to the public about the business and services that they offer and to achieve their target demand. The competition forces business owners to implement promotional strategies to aid in helping their companies to make progress and keep up with other firms. It has now become a crucial tool in gaining a competitive advantage, financial gain, and stabilizing the number of sales (Mahat et al., 2018). Additionally, advertising is a favorite type of students in helping them with brand awareness and whether to purchase (Yuhalis, 2016).

Popularized by Neil Borden, the idea of the marketing mix would later be known primarily as the four Ps in the 1950s. In his 1964 paper "The Concept of the Marketing Mix," which Twin (2023) noted, he explained how businesses may employ advertising strategies to attract customers. It includes the product, place, price, and lastly, promotion. Promotional strategies are included in the 4Ps, but there are different types of promotional strategies, including traditional and online advertising, personal selling, direct marketing, public relations, sponsorships, and sales promotions. Moreover, Salelaw (2016) claims that monetary promotion, such as sales promotion, affects brand perception and helps the business create brand equity. Also, it implements a transitory marketing activity to grab attention and encourage people to purchase or engage in a product or service. Kotler (2005), as cited by Purohit et al.(2017), discovered that promotions, which consist of a specific mixture between products, are becoming crucial factors in the product marketing mix. According to them, the company uses advertising, personal selling, sales promotions, Public Relations, and Direct Marketing tools to achieve its advertising and marketing objectives. As analyzed the consumers' perceptions of various strategies, including the product, price, distribution, and promotion strategies, were shown to be the primary factors analyzed by the factor analysis method.

Small business owners must use new marketing or promotional tools to attract and sustain excellent profits. To successfully pursue marketing strategies beneficial for increasing profits and defeating competition, owners must strengthen their position against competitors (Parsa et al., 2015). Small company owners are in charge of defining profitability targets through the strategic execution of competitors, market research, and modifying marketing plans to achieve desired revenue(Donassolo & de Matos, 2014). To maintain the sustainable growth of small businesses, efficient promotional strategies must be implemented. Many small businesses have dissolved due to their failure to implement successful promotional strategies for their businesses (Davis, 2020). Food stall owners' lack of investment in marketing and promotional strategy may negatively affect their business status and performance. The findings of this study could benefit the working process by providing small business owners with enough information to operate their businesses long-term. The results of this study may also be extrapolated to the previous literature. They identify the effective marketing or promotional strategies used to know the sales performance issues of small businesses (Davis,2020).

Therefore, a solid promotional strategy is essential to build a better and more engaging marketing campaign, digital marketing strategy, or go-to-market (GTM) strategy (MacNeil,2023), especially during vacations. As a student studying at Divine Word College of San Jose, the researchers wonder about the effects of promotional strategies on the sales performance of each food stall in front of Divine Word College of San Jose because researchers have witnessed food stalls closing during vacations. This means place is one of the keys to success in a progressive business, as Gordon (2017) mentioned. The food stall owner's circumstances will affect how they try to sustain their profit; they cannot possibly open a new business elsewhere; therefore, they must implement

different promotional strategies to keep their business running. It became one of the marketing actions expressed through various operations and tactics, from informing and bringing potential customers to points of sale to satisfy their wants and needs and improve the economic effectiveness of the producing entity's activity. According to Zagorsek (2020), businesses now compete internationally due to the advancement of technology, which aids in providing customer prospects with the information they may need to buy from a business. The easy access to information has become a sort of hindrance to local companies – especially to those who do not wish to enter the competitive world of social media, wherein everyone is welcome to create accounts and promote anything they would like. However, the fact remains that to keep up with the times, most business owners use social media to try and promote their products online. Walter & Gioglio (2015) claim that the online audience's attention span for interesting content will typically last for a short period only, while a promoter needs to successfully deliver the information of whatever they are advertising in just a fraction of a second. The advertisement's effectiveness will encourage viewers to learn more about it or scroll to find something more interesting.

In light of the global shift towards corporate social responsibility, integrating sales performance into the business strategy and adopting sustainable marketing practices is essential for the company's success. Simultaneously, adopting sustainable marketing practices is vital. Furthermore, promotional strategies are a linchpin in sustaining a business. They enhance the brand's visibility, making it more appealing to potential customers. Effective promotions drive immediate sales, ensure revenue and profitability, and nurture customer loyalty through programs and targeted campaigns. Well-executed promotions can differentiate you from competitors, bolstering your market position and reputation, as West (2022) stated. Based on the Indeed Editorial Team (2022), numerous companies experienced significant customer increases during vacations due to promotional strategies. It implies that other companies suffer a significant decrease in customers during holidays. There are multiple works of literature about seasonal shops and, the effects of vacations on tourism, the use of promotional strategies, but nothing in particular about businesses targeting students and how they cope with slow summers or the promotional strategies that work during these times so the researchers decided to fill this research gap.

In different food stalls in Barangay 8, San Jose, Occidental Mindoro, near Divine Word College of San Jose, the researchers noticed that some food stalls find it hard to reach the target demand; their products are not well known by the possible customers of their food stalls because they do not have the correct promotional approach. Promotional strategies are the key to increasing product and service awareness in the market (MacNeil, 2023). Therefore, the researchers' primary objective is to investigate and analyze the promotional strategies employed by food vendors operating in stalls in Barangay 8, San Jose Occidental Mindoro. By examining the tactics and approaches these vendors utilize, this study aims to understand better how they sustain their businesses using promotional strategies. Through empirical research and analysis, we intend to identify the most effective promotional methods contributing to their continued success in attracting and serving customers daily. This study aimed to inform both customer prospects and business owners so that they receive adequate knowledge about the promotional strategies, helping them decide the best course of action; thus, the researchers chose to study the promotional strategy that affects the sales performance of food stalls in Divine Word College of San Jose.

Statement of the Problem - The study aimed to determine the effect of promotional strategies on the sales performance of food stalls in Barangay 8, San Jose, Occidental Mindoro. Specifically, the purpose of the study is to find answers to the following: (1) What is the profile of respondents in terms of age and weekly allowance? (2) What is the extent of the promotional strategies applied by food stalls in terms of online advertising, personal selling, sales promotion, and traditional advertising? (3) What is the level of sales performance of food stalls in Barangay 8, San Jose, Occidental Mindoro? (4) Is the sales performance of food stalls in Barangay 8, San Jose, Occidental Mindoro, significantly affected by their profile and promotional strategies?

Significance of the Study - This research is conducted to determine the effects of promotional strategies on the sales performance of food stalls in Barangay 8, San Jose, Occidental Mindoro. The study also provided information that will benefit the following individuals. First, this study will help businesses know the importance

of promotional strategies for a business to thrive, not just food stalls located in Barangay 8, San Jose Occidental Mindoro. Business Owners. Business owners in Barangay 8 can significantly benefit from the findings of this study, as it offers in-depth analysis and practical recommendations on effective promotional strategies that can help sustain their food stalls and drive growth in the local market. By providing valuable tools and insights, this study equips business owners with the necessary knowledge and skills to thrive in a competitive environment and stay ahead of the curve. Second, to the community, the study will develop effective promotional strategies for local food stalls in Barangay 8, San Jose Occidental Mindoro. Residents in the area will, therefore, have a wider variety of food options. The excellent promotion of local food stalls will help the community and local economy and ensure their long-term existence and growth. Third, the success of this study will benefit both the food stall owners and their customers by providing information regarding the promotional strategies and how effective they prove to be from the customers' point of view. Fourth, to the future entrepreneur, the study will help them make the best decisions in planning and identify their weaknesses and strengths. Also, to make them stay and cope with challenges during school vacations and to prevent what happened to the other food stalls that unfortunately closed because of no customers during vacation days. Lastly, to the future researchers, this research study shall help future researchers with the information in this study, helping them coalesce the connection between the promotional strategies used by food stalls in Divine Word College of San Jose and how effective they serve.

Scope and Delimitation of the Study - This study aimed to determine the effectiveness of promotional strategies in the sales performance of food stalls at Barangay 8, San Jose, Occidental Mindoro. It investigates whether promotional strategies influence consumer decisions. The people who are affected by this research are the customers, primarily the Senior High School students at Divine Word College of San Jose. This research was conducted with the Divine Word College of San Jose, Senior High School students. The researchers chose the students in grades 11 and 12 in DWCSJ because they are one of the primary customers. The research was conducted from September until March 2024. The researchers used a quantitative approach to gather data. That being the case, survey questionnaires are used to collect data. Therefore, the researchers will provide on-point, well-structured, and easy-to-understand questions within their grasp.

The researchers set the limitations that the research respondents were the students inside the Divine Word College of San Jose, particularly from the Senior High School department and not the other departments, also not the residents of Barangay 8, San Jose, Occidental, Mindoro because the target market of most of the food stalls is the students in DWCSJ. Moreover, the researchers also included the food stall owners who have more than a year of business operations, they are chosen to answer the survey questionnaires, specifically, survey questionnaires about the sales performance of their food stalls. Another is the rejection or unwillingness of the respondents and food stall owners to cooperate in answering the researcher's survey questionnaires, however the researchers did their best to get the needed data.

2. Methodology

Research Design - This study is quantitative because it collects data and information that are collected numerically and analyzes the relationship of multiple variables in a study (Bhandari, 2023). Therefore, the researchers used a descriptive-correlational research design that aimed to determine the profile and the extent of promotional strategies as well as the relationship between profile, promotional strategies, and sales performance of food stalls that are located around Barangay 8, near Divine Word College of San Jose. A descriptive research design aimed to accurately and systematically describe a population, situation, or phenomenon. Moreover, this design helps the researchers to identify the trends, population, and factors in promotional strategies for maintaining or achieving the sales performance of some food stalls around and near Divine Word College of San Jose, Barangay 8. In addition, a correlational study is a method of research that analyzes the relationship between two or more variables.

Respondents of the Study - The respondents of this study were randomly chosen from the Divine Word College of San Jose- Senior High School department. Out of 432 total population, a sample size of 204 students

was selected as respondents in the study. This sample size was determined using Slovin's formula with a 5% or 0.05 margin of error and 95% confidence level. In addition, this study also consists of 15 food stall owners who were chosen by the researchers because they are suitable and applicable to the study.

Research Instrument - The researcher's main instrument was a adapted survey form of questionnaires. The survey questionnaires under the promotional strategies were adapted from Li et al. (2023) for online advertising, Songcayawon et al. (2019) for personal selling and sales promotion is from (Rahman,2018), and lastly for Traditional Advertising is from (Zimuto et al.,2022). As for the dependent variable, Sales Performance is from Garg et al. (2004.). A questionnaire is an instrument of research that contains a set of questions or other types of prompts designed to obtain information from the respondents. A typical research questionnaire consists of both closed questions. The respondent has the opportunity to express his views by way of closed-ended form questions. The researchers used the 4-point Likert scale where the researchers provided 4 types of options which are Strongly Agree(SA), Agree(A), Disagree(D), and Strongly Disagree(SD). It is used to collect specific responses from the respondents of this study. The researcher provided a total of 30 survey questionnaires that were given to random respondents at Divine Word College of San Jose. In the independent variable, researchers provided 20 survey questionnaires under the of Promotional Strategies: online advertising, personal selling, sales promotion, traditional advertising, and 10 survey questionnaires for the dependent variable, sales performance. The researcher's objectives can be supported by statistical analysis of this quantitative data, yielding significant insights.

For validity testing, it was checked and validated by the research adviser and with the help of students who answered the written questionnaires for this study. This validity is important because it assesses the extent to which the tool measures what it was designed. The degree to which results are accurate is the point. So, it requires a research instrument (questionnaire) to correctly measure the concepts under the study (Mohajan, 2017). In addition, the researcher used Cronbach's Alpha reliability approach to validate the instrument. The questionnaire was administered to 204 respondents in the SHS Department and was tested for internal consistency. The data was submitted to the statistician to measure the reliability coefficients. Cronbach's alpha is a measure of how closely connected a group of components are to one another, suggesting a scale's internal consistency and dependability. The reliability results of this study are shown in Table 1.

Table 1

Reliability Results of the Instruments

Variables	Cronbach's Alpha	Number of Items	Interpretation
Promotional Strategies	0.954	5	Excellent
Online Advertising	0.912	5	Excellent
Personal Selling	0.866	5	Good
Traditional Advertising	0.950	5	Excellent
Sales Promotion	0.954	5	Excellent
Sales Performance	0.88	10	Good

*Cronbach's Alpha based on standardized items

Since the reliability test of the adapted questionnaire is good to excellent could be administered to the final set of respondents.

Data Gathering Procedure - Despite the type of research being carried out, data collection is the first and foremost step in any research process. In the data gathering procedure, the researcher collected data using survey questionnaires with 204 total respondents in the Divine Word College of San Jose department. To ensure the safety and privacy of the respondents, the researchers wrote a letter signed by our research adviser indicating that the researchers are allowed to give a survey questionnaire to different students to collect data used in this study. Upon approval, the researchers found and started the survey to its chosen department. The researchers gave 30 survey questionnaires in each section in the Senior High Department and the researchers randomly selected 204 survey papers. The data was collected within the students' free time to avoid interruptions and disturbances in their studies. The researchers assured the respondents that all the information and data gathered from them are secured and used for research purposes only and are all confidential.

Statistical Treatment of the Data - This study used descriptive statistics that begins with organizing data and calculating key metrics to summarize its features. Once computed, these descriptive statistics provide a concise overview of the dataset, aiding in interpretation and informing further analysis or decision-making processes. In addition, frequency distribution was used to determine the student's profile in terms of age and weekly allowance. Moreover, to determine the relationship among the identified variables, the Pearson correlation coefficient and regression analysis were used. Regression analysis is valuable for researchers as it provides insights into the influence of independent variables on a dependent variable. Regression analysis empowers researchers with a systematic and quantitative approach to uncovering relationships within their data, making predictions, and drawing meaningful conclusions that contribute to advancing knowledge in their respective fields.

Ethical Considerations - Ethical consideration supports research goals, including the search for truth, knowledge, and error prevention (Resnik, 2020). Prohibitions against research data fabrication, falsification, and misrepresentation, for instance, promote accuracy and reduce mistakes. The researchers asked for permission from respondents if they were willing to participate in the research. They also have the right to decline if they do not wish to participate. The researchers provided enough information, assurance, and explanation of their rights so that they were aware of the repercussions of their participation. The researchers also ensure that their identities and responses are protected. The survey questionnaire was disseminated through printed copies. The researchers used the APA style in acknowledging the authors and references of this study.

3. Results and Discussions

Table 2

Profile of the Respondents in terms of Age and Weekly Allowance n=204

Profile (Age)	Frequency	Percentage
11-15	1	0.5%
16-20	203	99.5%
21-25	0	0
26 and above	0	0
Profile (Weekly Allowance)		
Below 100	23	11.3%
101 to 500	89	43.6%
501 to 1000	56	27.5%
1001 to 1500	22	10.8%
1501 and above	14	6.9%

Table 2 presents the frequency and percentage of the profile of the respondents in terms of age and weekly allowance. This reveals that the majority of the respondents' age range is 16-20 years old consisting the highest frequency of 203 or 99.5% out of 204 respondents, which means that they are the most customers/buyers of the food stalls in Barangay 8, San Jose Occidental Mindoro. While 1 or 0.5% results of the respondents are 11-15 years old. Thus, the older teens buy more often. This could be because they have more money from getting allowances. They also hang out with friends more and have more freedom to decide what they want to eat. So, they are more likely to go to food stalls when hungry. Additionally, it is similar to the study of Roach (2022) that Senior High School (SHS) consists of two years of specialized upper secondary education in grades 11 and 12, ages 16 to 18 and it is worth noting that our respondents exclusively come from the Senior High School department. contributing to the presence of individuals aged 16 to 20.

Moreover, this study reveals that most of the respondents have a weekly allowance of 101- 500 which has a frequency of 89 or 43.6%. The second one has a 501–1000 weekly allowance of 56 or 27.5%, while the next one reveals that 23 or 11.3% of the customers have an allowance below 100. Following that, 22, or 10.8% of the customers have an allowance of around 1001 to 1500, and lastly, the lowest 14, or 6.9% hold an allowance of 1501 and above their weekly allowance. This result is supported by the study of Labito & Supramono (2017), the likelihood of someone engaging in compulsive buying remains high even though they only have a small amount of money left over after fulfilling their basic needs. It's worth acknowledging that the majority of the customers

who have an allowance of around 101-500 probably enjoy greater status in life, indicating that their purchasing habits could be different because of their greater wealth and possibly lavish lifestyle.

Table 3 discloses the extent of promotional strategies applied by the food stalls in terms of online advertising, personal selling, sales promotion, and traditional advertising with a composite mean of 2.98, 2.87, 3.02, and 2.79 respectively interpreted as high extent which means that it helps the business to grow and this aligns with the study of Lockett (2018) concerns of measuring success in online advertising that likes or follows have an effect and benefit an increase in sales. In support of the study of Gibson (2018) investing in online advertising as a promotional strategy helps the firm to reach a broader range of customers; business leaders should gain knowledge of current technologies and concepts of Internet advertising. The more that your business engages with online advertising the more it spreads information about the products and services of the food stalls.

In terms of personal selling, it is considered one of the forms of marketing communication. It requires face-to-face interaction or direct contact between the seller and the customer. Companies are the ones who frequently use personal selling. The table shows the composite mean of 2.87 is interpreted as a high extent which means that personal selling has a significant effect on the buying behavior of the respondents and is one of the most effective components in promotion strategies according to the study of Firmansyah et al. (2019). In all of the five indicators 2.80 – 2.99 are recorded. The majority response of the respondents is 2.99 – high extent which means that respondents prefer salespersons to present them with the foods they like at the food stalls. It is similar to the study of Sachdeva (2023) which stated that personal selling is a highly effective method for persuading potential customers about a product's benefits and boosting sales in business. According to Kupchik's (2020) study, most individuals want to be listened to. Yet only some of us can maintain someone's full attention in today's bustling society.

Table 3

Mean Extent of the Promotional Strategies Applied by Food Stalls in terms of Online Advertising, Personal Selling, Sales Promotion, and Traditional Advertising

Indicators (Online Advertising)	Weighted Mean	Verbal Description
1. I rely on online advertising to timely know the information on products or services.	3.01	High Extent
2. I feel that online advertising is a good source of information.	3.16	High Extent
3. I feel online advertisements are customized to my needs.	3.03	High Extent
4. I engage in online advertising when it comes to product or service updates.	2.97	High Extent
5. I completely concentrate on online advertising while I look at it.	2.74	High Extent
Composite Mean	2.98	High Extent
Indicators (Personal Selling)		
1. Salespersons present to me the foods that I like in the food stall near DWCSJ.	2.99	High Extent
2. Salespersons present me with the foods that motivate me to buy.	2.88	High Extent
3. Salespersons listen carefully to me so that they can present the food I like.	2.80	High Extent
4. Salespersons present to me more than one product to enable me to select what I like.	2.81	High Extent
5. Salespersons are patient while dealing with buyers and presenting products to us.	2.87	High Extent
Composite Mean	2.87	High Extent
Indicators (Sales Promotion)		
1. Price discount makes me go for a trial of the product.	3.12	High Extent
2. Price discount offers make me rush to buy the food offered by the food stalls.	2.80	High Extent
3. Price discounts induce me to experience it at my convenience.	3.00	High Extent
4. Price discounts influence me to taste the product.	3.08	High Extent
5. Price discounts like buy one get one free offer make me more interested in buying the product.	3.11	High Extent
Composite Mean	3.02	High Extent

Indicators (Traditional Advertising)		
1. I buy a certain product because I see and hear it on television, radio, or flyers.	2.87	High Extent
2. I often intend to buy items based on television, radio, or flyers.	2.64	High Extent
3. I buy immediately in the nearest food stall when I crave the food that I see advertisements on television, radio, or flyers.	2.89	High Extent
4. I noticed that television, radio, or flyers used by the food stall owners affect my purchase interest.	2.79	High Extent
5. I find out that I am more engaged when the foods are advertised using television, radio, or flyers.	2.75	High Extent
Composite Mean	2.79	High Extent
OVERALL MEAN (PROMOTIONAL STRATEGIES)	2.92	High Extent

Scale: 3.26 – 4.00 Very High Extent 2.51 – 3.25 High Extent, 1.76 – 2.50 Low Extent, 1.00 – 1.75 Very Low Extent

Moreover, in terms of sales promotion with a composite mean of 3.02 interpreted as a high extent, means that it is effective in attracting the customers’ attention by providing customer price discounts. So, the finding of this study is similar to Keenan (2022), because he believes that providing discounts or other incentives can encourage the customers to purchase or interact with the brand. In all of the five indicators 2.80 – 3.12 of the weighted mean is recorded. The majority of the respondents’ responses have a weighted mean of 3.12 – high extent, it shows that most of the respondents are on price discount to make them go for a trial of the product while the least weighted mean has a 2.80 weighted mean but it is also a high extent when it comes to the price discount offers make them rush to buy the food offered by the food stalls. This result is similar to the study of Kovelenco (2023) where the evolving landscape of business, sales promotions, or promos have emerged as a powerful marketing strategy. Discounts and special offers attract fresh faces and nurture the customers’ loyalty. The promos increase brand awareness as well as the relationship between the sellers and customers of the food stalls.

Lastly, in terms of traditional advertising as explained by Stanimirovic (2023) is a media that disseminates commercial messages to an unlimited range of audiences and a way to market the products and services in the large regardless of their interest. The table above shows the composite mean of 2.79 is interpreted as a high extent which means that the extent of the promotional strategies applied by the food stalls on traditional advertising is a useful way to spread and advertise the information of the food stalls using the radio, television or a flyer. Marketing Sherpa reports that more than half of consumers regularly or always watch traditional television and read newspaper ads delivered to them by companies they are satisfied with. Traditional media channels—which are dominated by print, radio, and television—offer a cost-benefit edge over digital channels in terms of reach, attention, and engagement. The result of the study is similar to the findings of (Mailchimp, n.d.) about the traditional advertising can generate sales even though it is expensive than the digital marketing but it has the most extensive and vital role in marketing the products and services of a business because, as of the moment, it is proven that this strategy is used to promote the products and services of firms that are more effective and efficient than digital marketing. It can go along with digital marketing even digital marketing today is increasing. This advertising helps the food stalls in Barangay 8, San Jose Occidental Mindoro to make the target customers stay.

Table 4

Mean level of Sales Performance of Food Stalls in Barangay 8, San Jose, Occidental Mindoro

INDICATORS	Weighted Mean	Verbal Description
1. I generate profitable sales.	3.67	Strongly Agree
2. I quickly sell new products.	3.33	Strongly Agree
3. I exceed sales goals.	3.47	Strongly Agree
4. I achieved my objectives in my business by applying different promotional strategies in my business	3.47	Strongly Agree
5. I used promotional strategies to improve my sales performance.	3.47	Strongly Agree
6. I used promotional strategies such as online advertising, personal selling, sales promotion, and traditional advertising to increase sales.	3.47	Strongly Agree

7. I experienced an unexpected sales volume within one day of business operation.	3.80	Strongly Agree
8. I have lower sales every class vacation/s.	3.27	Strongly Agree
9. I targeted students to create a profitable business and to increase sales.	3.80	Strongly Agree
10. I quickly received a return on investments.	3.21	Agree
Composite Mean	3.48	Strongly Agree

Scale: 3.26 – 4.00 Strongly Agree, 2.51 – 3.25 Agree, 1.76 – 2.50 Disagree, 1.00 – 1.75 Strongly Disagree

Table 4 also shows the mean level of sales performance of food stalls in Barangay 8, San Jose, Occidental Mindoro. Sales Performance, as explained by Seismic (2023), is a measure of how well your sales staff are performing in the time allocated to them. The composite mean of 3.48, reveals that the respondents strongly agree about the usefulness of promotional strategies in boosting the sales performance of food stalls. And it is in line with the study by Kasiso (2017) that the implementation of marketing strategies including promotional strategies plays an important role in increasing sales performance. In all of the ten indicators 3.21 – 3.80 of weighted mean is recorded. In this case, we have two majority levels of responses for the sales performance of food stalls that has a weighted mean of 3.80 – high extent, it shows that most food stall owners experienced an unexpected sales volume within one day of business operation and they admit that they targeted students to create a profitable business and to increase sales. The lowest weighted mean in this study is 3.21 where the food stall owners do not quickly receive a return on investments because it takes time on everything. In the study of Donassolo & de Matos (2014), the researchers tackle sales performance because it can only be defined by considering a long-term horizon and using a high level of abstraction.

Table 5 presents the results of testing the hypothesis if there is a significant relationship between the profile and promotional strategies to sales performance of food stalls in Barangay 8, San Jose, Occidental Mindoro. The results from the first variable in the table conclude that age has a significant relationship with the sales performance of food stalls. The findings of this study is similar to Bansal (2015), as he found out that age plays a significant role in determining the source of information consumed to make purchases of products and services, and some level of awareness is necessary before a buyer makes a purchase. Therefore, age affects the sales performance of the food stalls because the researcher noticed a difference in how often teenagers aged 16 to 20 buy food from stalls compared to those aged 11 to 15. This is supported by a correlation coefficient of 0.207, it implies a weak correlation between the two variables. Also, the effect size is 0.043 or 4.3% of the sample is significantly affected, moreover, the t- value is 3.01 which is higher than the critical value of 1.972, these are supported by the p- p-value of 0.003, which clearly shows that it is less than 0.05 alpha level. Therefore, these results lead to the rejection of the null hypothesis, thus, there is a significant relationship between age and sales performance of food stalls. This result is contrary to the study of Zhao et al. (2021) who explained that age does not affect whether the business survives but the fact that Gen z's or teenagers are the customers of food stalls the more profits and sales more gains, also it sustains the good sales performance of a business.

The results from the second variable in the table conclude that weekly allowance has no significant relationship with the sales performance of food stalls. This is supported by a correlation coefficient of 0.088, it indicates a very weak correlation between the two variables. This shows that the sales performance of the food stalls is not affected even though their allowance is below 100, they still purchase at the food stalls, implying that their priorities are for them to provide themselves still food, and many people are buying from them, so it does not affect the sales performance of the business. Also, the effect size is 0.008 or 0.8% of the sample is significantly affected. As per, the t- value is 1.26 which is less than the critical value of 1.972. These are supported by the p- p-value of 0.209, which clearly shows that it is greater than 0.05 alpha level. Hence, these results lead to the acceptance of the null hypothesis. This result is supported by Labito & Supramono (2017) because the likelihood of someone engaging in compulsive buying remains high even though they only have a small amount of money left over after fulfilling their needs. It is an engagement of individuals in repetitive buying and impulsive in purchasing activities.

Table 5*Correlation Coefficients and p-values for H_0 Hypothesis Testing (H_0)*

Variables	Correlation Coefficient	Effect Size (r^2)	Critical value	t-value	P-value	Interpretation
Profile (Age)→ Sales Performance	0.207	0.043	1.972	3.01	0.003	Significant
Profile (Weekly Allowance) → Sales Performance	0.088	0.008	1.972	1.26	0.209	Not Significant
Promotional Strategies→ Sales Performance	0.422	0.178	1.972	6.62	0.000	Highly Significant

Legend: p-value<0.05 Significant

In addition, the results from the third variable in the table conclude that promotional strategies have a highly significant relationship with the sales performance of food stalls. This is supported by a correlation coefficient of 0.422, which implies a moderate correlation between the two variables. This shows that if the food stalls will use and maintain their engagement in using different promotional strategies such as online advertising, personal selling, sales promotion, and traditional advertising their business sales performance will increase in an unexpected amount and rates. The effect size is 0.178 or 17.8%, additionally, the t- value which is 6.62 is greater than the critical value of 1. 972. These are supported by the p-value of 0.000, which clearly shows that it is less than 0.05 alpha level. These results lead to the rejection of the null hypothesis, thus, there is a significant relationship between promotional strategies and sales performance of food stalls. This is similar to the study of Hanubun & Suhandoko (2022) because they assert that promotional strategies are an effort to inform or offer products (goods or services) to the public to influence and attract potential consumers to buy or consume them and sustain consumer loyalty and through promotion owners can attract customers, lessen competitors, build brand awareness and boost business sales.

4. Conclusions

In conclusion, the research findings provide valuable insights into the dynamics of purchasing behavior among senior high school students and the sales performance of food stalls. Age is a crucial factor influencing students' purchasing capability, while allowance level does not significantly impact the purchasing behavior of senior high school students in Divine Word College of San Jose. The findings show that sales promotions are used and enjoyed more by the survey respondents than other promotional strategies. The food stall owners strongly agree that they experience an unexpected sales volume within one day of business operation. They also target students to create a profitable business and increase sales. There is a significant relationship between age and the sales performance level of food stalls. Thus, there is no significant relationship between respondents' weekly allowance and food stalls' sales performance level. In addition, there is a significant relationship between promotional strategies and the sales performance of food stalls in Barangay 8, San Jose, Occidental Mindoro.

4.1 Recommendations

Given the findings and conclusion drawn from the data analysis, the following recommendations can be considered to improve the promotional strategies as well as sales performance of food stalls in Barangay 8 San Jose, Occidental Mindoro: Food Stall owners should not rely on a single promotion strategy, they may have to use a combination of online advertising, personal selling, sales promotion, and traditional advertising to reach more customers and increase brand visibility. Food stall owners must know that there are different age groups may be targeted using various promotions. For instance, social media or online advertising may work best with young

customers, but older ones may prefer traditional advertising. To stay relevant in their industry, food stall owners must be aware of current technologies and marketing trends; this includes the effective use of social media platforms, which means going digital or implementing digital marketing strategies, as well as knowing what their customers want. Food stall owners must be informed that purchasing things in response to sales promotions can change customer behavior, so the owners of food stalls may think about giving offers that could promote as many customers as possible. Such incentives could include loyalty programs to create a good customer relationship. Future researchers should explore other promotional strategies food stall owners may employ to improve their sales even more.

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