

# Shaping Shopper Choices: Designing Effective Promotional Strategies for Talavera, Nueva Ecija Philippines Grocery Store

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**ABSTRACT:** - This study aimed to analyze consumer preferences of grocery shoppers in Talavera, Nueva Ecija, to design effective promotional strategies. The research examined the socio-demographic profiles including age, sex, income, education, grocery visit frequency, budget, family size, income source, and civil status. It investigated the impact of various promotional strategies such as advertising, sales promotion, personal selling, public relations, direct marketing, and digital marketing on consumer decision-making. Using a quantitative descriptive-correlational method, data from 150 households were analyzed to determine significant relationships between socio-demographic factors and promotional effectiveness. Results revealed that age and sex significantly influence promotional strategy effectiveness, while education level and income source do not. Recommendations include age-specific advertising, gender-sensitive promotions, income-based digital marketing, loyalty incentives, family-oriented offers, civil status considerations and implementation of the proposed effective promotional strategies to enhance consumer engagement and sales.

**Keywords:** *consumer preferences, promotional strategies, socio-demographic profile, digital marketing, grocery retail.*

## I. INTRODUCTION

In the competitive and ever-evolving grocery industry, stores must gain a competitive edge by precisely understanding and addressing consumer needs and desires (Weber & Badenhorst-Weiss, 2016). Marketing promotions serve as crucial tools to promote products, influence customer behavior, assist in decision-making, and enhance brand equity (Mina and Campos, 2020). As the number of consumers continues to grow, the grocery sector is rapidly developing, making it essential for these establishments to grasp their customers' unique expectations to sustain effective promotional strategies (Whiteoak, 2023). Simply put, a promotion strategy is about creating or increasing demand for a product (Mina, 2019). It involves generating awareness and encouraging customers to not only notice but also purchase goods (Macdonald & Sharp, 2000). The goal of a promotion strategy is to communicate the benefits of a product to potential customers and convert them into buyers (Shimp, 2000).

According to Bridges et al. (2006) there is a clear and positive correlation between promotions and consumer choices, indicating that effective promotional strategies can significantly influence shopping decisions. In addition to this, Simonson (2005) emphasized that promotion and consumers' choice are well-defined running in the same direction with both variables having a positive and significant correlation. Thus, this research aims to analyze consumer behavior wherein the consumer continuously and simultaneously shifts between several options for grocery store promotions (Andrews & Currim, 2004).

The primary aim of this study was to gather substantial and reliable data to serve as a foundation for developing more efficient and successful promotional strategies (Mina, 2020). This involves identifying the specific aspects that customers consciously evaluate during promotional activities (Ailawadi et al., 2001). Batra & Keller (2016) noted that marketing plays a crucial role in informing target consumers about the benefits and key features of a product. Investing wisely in marketing and promotional activities is a proven strategy for generating more revenue, attracting new customers, and ensuring long-term business success (Young & Aitken, 2007).

Through examining consumer preferences, this research provides valuable insights that are essential for all decision-making aspects of a company, including product development, pricing strategies, and distribution methods (Mina and Campos, 2021). Furthermore, aligning promotional programs with consumer preferences allows businesses to craft product and content offerings that resonate with their target audience (Holliman & Rowley, 2014). Ultimately, the objective was to understand the diverse shopping behaviors and expectations at local grocery stores. This study lays the groundwork for creating and implementing targeted promotional strategies.

## II. STATEMENT OF THE PROBLEM

This study aimed to analyze the consumer preferences of grocery store shoppers in Talavera, Nueva Ecija, to form the basis for designing effective promotional strategies. Specifically, it sought to answer several research questions. First, it aimed to describe the socio-demographic profile of the respondents in terms of age, sex, average family monthly income, education level, frequency of grocery store visits, average monthly grocery budget, number of family members, source of income, and civil status. Second, it investigated which types of promotional strategies—advertising, sales promotion, personal selling, public relations, direct marketing, or digital marketing—have the most significant impact on consumer decision-making. Third, it examined whether there is a significant relationship between the socio-demographic profiles of consumers and the effectiveness of these promotional strategies. Finally, the study sought to develop a comprehensive promotional strategy tailored for the grocery retail industry in Talavera, Nueva Ecija, based on its findings.

## III. METHODOLOGIES

In this study, the researcher employed a quantitative approach utilizing descriptive-correlational, which, as Asamoah (2014) explains, involves the systematic collection and analysis of numerical data. This method allows for the identification of trends, calculation of averages, and generalization of findings to larger populations. To address the statement of the problem, correlation Analysis was performed utilizing Pearson product-moment correlation coefficient for profile variables treated as continuous and dichotomous such as age, and sex, source of income, and civil status and Spearman’s rank correlation coefficient for treated ordinal level profile variables such as average family monthly income, education level, frequency of going to grocery store, average monthly budget for grocery, and number of family members to determine significant relationship to different dimensions of impact of promotional mix. This study was conducted in selected barangays of Talavera, Nueva Ecija, Philippines targeting local grocery store consumers. The researcher gathered data from 150 randomly selected households using a simple random sampling technique to ensure each member had an equal chance of being chosen. A self-made survey questionnaire was utilized to assess consumer preferences, including socio-demographic profiles, and the impact of various promotional mixes. The survey employed a five-point Likert scale to capture detailed responses.

**Table 1 Numerical Value of Each Response in the Likert Scale**

Scale	Weighted Mean	Verbal Interpretation
5	4.20 – 5.00	Strongly agree
4	3.40 – 4.19	Agree
3	2.60 – 3.39	Neutral
2	1.80 – 2.59	Disagree
1	1.00 – 1.79	Strongly Disagree

The data were analyzed using descriptive statistics, including percentage, frequency counts and weighted mean. The conduct of this research also adhered to different ethical considerations.

## IV. RESULTS AND DISCUSSION

The data gathered from the descriptive research method was presented, analyzed and interpreted in this chapter to satisfy the objectives of the study in the form of tables.

### 1. The Demographic Profile of the Grocery Shoppers at Talavera, Nueva Ecija Philippine

The table 2 provides the profile of the grocery shoppers.

**Table 2 Profile of the Grocery Shoppers**

Variables	Frequency n=150	Percentage
<b>Age</b>		
18 – 20	22	14.67
21 – 23	23	15.3
24 – 26	6	4.00
27 – 29	5	3.33
30 – 32	12	8.00
<b>33 and above</b>	82	54.67
<b>Sex</b>		
Male	35	23.33
Female	115	76.67

<b>Average Family Monthly Income</b>		
10,000 And Below	83	55.33
Php 10,001 – 15,000	31	20.67
Php 15,001 – 20,000	19	12.67
Php 20,001 – 25,000	7	4.67
Php 25,001 – 30,000	2	1.33
Php 30,001 – 35,000	4	2.67
Php 35,001 – 40,000	3	2.00
Php 40,001 – 50,000	1	0.67
<b>Education Level</b>		
Elementary Undergraduate	5	3.33
Elementary Graduate	11	7.33
High School Undergraduate	18	12.00
High School Graduate	42	28.00
College Undergraduate	54	36.00
College Graduate	20	13.33
<b>Frequency of Going to Grocery Store</b>		
Everyday	4	2.67
Twice a week	32	21.33
Once a week	34	22.67
Twice a month	28	18.67
Once a month	52	34.67
<b>Average Monthly Budget for Grocery</b>		
PHP 5,000 and below	106	70.67
PHP 5,001 – 10,000	28	18.67
PHP 10,001 – 15,000	8	5.33
PHP 15,001 – 20,000	2	1.33
PHP 20,001 – 25,000	4	2.67
PHP 25,001 and above	2	1.33
<b>Number of Family Members</b>		
1 – 2	14	9.33
3 – 4	62	41.33
5 – 6	57	38.00
above 6 members	17	11.33
<b>Main Source of Income</b>		
<b>Employment</b>	54	36.00
<b>Non-employment</b>	96	64.00
Business	(34)	(22.67)
Agriculture	(35)	(23.33)
Others (Remittances, Pension, Government, etc.)	(27)	(18.00)
<b>Civil Status</b>		
<b>Non-Married (Single)</b>	65	43.33
<b>Married</b>	85	56.67
Married (both alive)	(72)	(48.00)
Separated	(2)	(1.33)
Widowed	(11)	(7.33)

The survey data collected from grocery stores consumers in Talavera, Nueva Ecija clearly shows that a substantial proportion of the respondents, accounting for 54.67% of the sample, were aged 33 years and above. The bulk of supermarket customers in the neighborhood belong to this demographic bracket, suggesting a mature and presumably stable consumer base (Ellickson & Grieco, 2013). Older consumers prefer promotional communications that highlight product durability and long-term worth (Laukkanen et al., 2007). In contrast, those in the age range of 27 to 29 years make up a lower percentage, representing only 3.33% of the population polled.

In terms of the sex, female shoppers constitute the majority, accounting for 76.67% of the surveyed population. According to Mortimer & Weeks (2011), women tend to exhibit higher levels of involvement in household grocery shopping compared to men. Conversely, male shoppers make up a lower percentage, accounting for only 23.33% of the participants.

When it comes to the average family monthly income, the highest frequency, comprising 55.33% of respondents, falls within the income bracket of 10,000 Php and below per month. According to Mihic & Culina (2006), consumers' purchasing patterns and preferences are influenced by their income levels. Lower-income households frequently prioritize cost-effectiveness and getting the most value for their money when making decisions about purchasing groceries (Beagan et al., 2018). On the other hand, the income group of 40,001 to 50,000 Php per month has the lowest frequency, representing only 0.67% of the respondents.

Regarding the education level, the surveyed population is primarily composed of college undergraduates, accounting for 36.00% of the total. According to Taylor & Taylor (2002), there is a positive correlation between higher levels of education and higher income levels, as well as better purchasing power. This shows that when college-educated consumers go grocery shopping, they tend to prioritize criteria like product quality, brand reputation, and environmental sustainability (Dauer, 2015). On the other hand, elementary undergraduates make up a lesser percentage, specifically 3.33% of the participants. Consumers with lower educational attainment levels may prioritize affordability, convenience, and basic product attributes in their purchasing decisions (Erasmus et al., 2014).

In terms of the frequency of going to grocery store, the highest frequency, with 34.67% of respondents, indicates that shoppers visit grocery stores once a month. Consumers who visit grocery stores more frequently may prioritize convenience, freshness of products, and personalized shopping experiences (Webber et al., 2010). In contrast, a smaller proportion of shoppers, representing 2.67% of respondents, visit grocery stores every day. Consumers who have infrequent visits to stores, such as those who shop on a daily basis, may give higher importance to their current needs, perishable items, and smaller shopping baskets (Colby, 2015).

The survey data indicates substantial difference in the mean monthly budget allotted for food among shoppers in Talavera, Nueva Ecija, Philippines. The majority of respondents, accounting for 70.67%, reported having a monthly budget of PHP 5,000 or less. Research by Weber (2017) suggests that consumers with lower monthly grocery budgets often prioritize affordability, value-oriented purchases, and strategic budgeting strategies. Conversely, only a small percentage of shoppers, specifically 1.33% of respondents, have monthly budgets that fall between the range of Php 15,001 to Php 20,000 or Php 25,001 and above. This implies that consumers with higher monthly budgets may prioritize premium products, organic options, and specialty items (Van Doorn & Verhoef, 2011).

Regarding number of family members, the highest frequency, comprising 41.33% of respondents, indicates that shoppers belong to households with 3 to 4 members. Households with more members typically necessitate greater amounts of basic foodstuffs and necessary goods, resulting in increased total expenses for groceries (Rao & Qaim, 2011). In contrast, a smaller proportion of shoppers, representing 9.33% of respondents, belong to households with 1 to 2 members. Studies by Garrido et al. (2021) indicate that these households may exhibit different shopping behaviors, such as purchasing ready-to-eat meals or individual-serving packaging options.

In terms of the source of income, non-employment (64.00%) specifically business income (22.67%) and agricultural industry (23.33%) are the predominant sources, while other sources such as rental income, remittances, investments, pensions, and government support account for 18.00% of respondents. Chronopoulos et al. (2020) suggests that consumers with business income may exhibit more stable purchasing patterns and higher discretionary spending on non-essential goods.

In terms of the civil status, the highest frequency, comprising 56.67% of respondents, indicates that shoppers are married. Huff (2013) indicates that married individuals may give higher importance to purchasing items that are family-oriented, engaging in bulk shopping for home necessities, and engaging in long-term planning when it comes to their grocery spending. On the flip side, a lesser percentage of shoppers, accounting for 1.33% of the surveyed individuals, are in a state of separation. These consumers are likely to have a greater inclination towards personalized shopping experiences, smaller package sizes, and products that specifically appeal to their own preferences (Franke et al., 2009).

## **2. Type of Promotional Mix Which Provides a Higher Impact on the Consumer Decision Making**

Table 3 provides the Impact of Advertising in Consumer Preferences of Grocery Shoppers.

It can be observed from the data below that among the various forms of advertising, product displays in grocery stores have the highest impact, with a mean score of 4.32, interpreted as "Strongly Agree." Advertising plays a crucial role in shaping consumer preferences and purchasing behaviors (Prabhu, 2020).

**Table 3 Impact of Advertising in Consumer Preferences of Grocery Shoppers**

No.	Advertising	Mean	Verbal Interpretations
1	The shoppers are influenced by product displays in grocery stores when making purchasing decisions.	4.32	Strongly Agree
2	The shoppers are influenced by sampling events in grocery stores when making decisions to try new items.	3.94	Agree
3	The shoppers are influenced by television advertising when making grocery stores purchase.	3.60	Agree
4	The shoppers are influenced by print advertisements in newspapers or magazines when making buying decisions in grocery stores.	3.43	Agree
5	The shoppers are influenced by outdoor advertising or posters when making grocery store purchases.	3.62	Agree
	<b>Grand Mean</b>	<b>3.78</b>	<b>Agree</b>

According to Kotler and Armstrong (2004), point-of-purchase (POP) displays are highly effective in capturing consumer attention and driving impulse purchases. It implies that visual merchandising and strategic product placement within stores are powerful tools for influencing shopper behavior (Thomas et al.,2018). On the other side of the coin, print advertisements in newspapers or magazines have the lowest impact, with a mean score of 3.43, interpreted as "Agree." According to Spry et al. (2011), print media is still successful in establishing brand recognition and trustworthiness. However, its impact on instant buying choices is declining in the era of digital technology. Table 4 provides the impact of sales promotion in consumer preferences of grocery shoppers.

**Table 4 Impact of Sales Promotion in Consumer Preferences of Grocery Shoppers**

No.	Sales Promotion	Mean	Verbal Interpretations
1	The shoppers are influenced to make a purchase when offered discounts or coupons.	4.39	Strongly Agree
2	The shoppers are influenced by BOGO deals when choosing to buy a product.	3.95	Agree
3	The shoppers are perceived to be influenced by loyalty programs in my purchase decisions.	4.07	Agree
4	The shoppers are influenced by limited-time offers when deciding to buy a product.	3.98	Agree
5	The shoppers are influenced by gifts with purchases, such as free samples or bonus products, in my purchasing decisions in grocery stores.	4.27	Strongly Agree
	<b>Grand Mean</b>	<b>4.13</b>	<b>Agree</b>

The data presented above indicates that among the various forms of sales promotions, discounts or coupons have the highest impact, with a mean score of 4.39, interpreted as "Strongly Agree." Sales promotions are essential instruments for motivating customer purchasing behavior and generating immediate sales (Mina, 2022). Laroche et al. (2003) asserts that discounts and coupons are highly successful advertising tactics for stimulating instant consumer response. In contrast, "Buy One, Get One Free" (BOGO) deals have a lower impact, with a mean score of 3.95, interpreted as "Agree." Kim et al. (2016) found that BOGO deals are successful in increasing sales volumes and reducing inventory. However, they may not always be as compelling as direct price reductions, especially for consumers who are primarily motivated by immediate cost savings rather than acquiring additional quantities of the same product (Cannon & Homburg, 2001). Table 5 presents the impact of personal selling in consumer preferences of grocery shoppers.



**Table 5 Impact of Personal Selling in Consumer Preferences of Grocery Shoppers**

No.	Personal Selling	Mean	Verbal Interpretations
1	The shoppers are influenced by one-on-one product demonstrations by salespersons in grocery stores when making purchasing decisions.	3.71	Agree
2	The shoppers are influenced by assistance from salespersons in finding products when making purchasing decisions in grocery stores.	4.11	Agree
3	The shoppers are influenced by assistance with product selection provided by salespersons in grocery stores when making buying decisions.	3.99	Agree
4	The shoppers are influenced by the product knowledge and expertise of salespersons in grocery stores when making buying decisions.	4.08	Agree
5	The shoppers are influenced by salespeople's friendliness and approachability when deciding to buy products at grocery stores.	4.41	Strongly Agree
	<b>Grand Mean</b>	<b>4.06</b>	<b>Agree</b>

As evidenced by the data above, among the various aspects of personal selling, salespeople's friendliness and approachability have the highest impact, with a mean score of 4.41, interpreted as "Strongly Agree." Personal selling is a direct marketing approach that involves interpersonal interactions between salespeople and customers (Davis & Silk, 2001). According to Kotler and Keller (2016), the effectiveness of personal selling is largely influenced by the salesperson's ability to build relationships, trust, and rapport with customers (Limbu et al., 2016). Whereas, one-on-one product demonstrations by salespersons have a lower impact, with a mean score of 3.71, interpreted as "Agree." While still impactful, one-on-one product demonstrations seem to have a lower influence than the general demeanor of salespeople (Ringler et al., 2024). Jiang & Benbasat (2007) suggest that product demonstrations can be effective in providing customers with a better understanding of a product's features and benefits. Table 6 presents the impact of public relations in consumer preferences of grocery shoppers.

**Table 6 Impact of Public Relations in Consumer Preferences of Grocery Shoppers**

No.	Public Relations	Mean	Verbal Interpretations
1	The shoppers are influenced by community engagement events hosted by grocery stores in making my purchasing decision.	3.55	Agree
2	The shoppers are influenced by grocery stores' sponsorships of local events or groups in making my purchasing decision.	3.45	Agree
3	The shoppers are influenced by the corporate social responsibility initiatives of grocery stores in making my purchasing decision.	3.63	Agree
4	The shoppers are influenced by charitable initiatives by grocery stores in shaping my purchasing decision.	3.75	Agree
5	The shoppers are influenced by a grocery store's response to consumer feedback or complaints in making my purchasing decision.	4.20	Strongly Agree
	<b>Grand Mean</b>	<b>3.75</b>	<b>Agree</b>

An examination of the data reveals that among the various aspects of public relations, a grocery store's response to consumer feedback or complaints has the highest impact, with a mean score of 4.20, interpreted as "Strongly Agree." Public relations (PR) are crucial in influencing consumer views and establishing a favorable

reputation for organizations (Rahi, 2016). Grunig and Hunt (1984) argue that implementing good public relations techniques is crucial for controlling a company's reputation and cultivating robust customer relationships (Jumbari, 2022). However, community engagement events hosted by grocery stores have a lower impact, with a mean score of 3.55, interpreted as "Agree." According to Hess et al. (2002), engaging in corporate social responsibility (CSR) initiatives, such as community engagement events, can improve a company's reputation and foster a stronger relationship with the community. Nevertheless, these events may not exert an immediate or direct influence on individual purchase choices in comparison to more direct contacts, such as managing comments and complaints (Sparks & Bradley, 2017). Table 7 presents the impact of direct marketing in consumer preferences of grocery shoppers.

**Table 7 Impact of Direct Marketing in Consumer Preferences of Grocery Shoppers**

No.	Direct Marketing	Mean	Verbal Interpretations
1	The shoppers are influenced by promotional emails when shaping my purchasing decisions in grocery stores.	3.05	Neutral
2	The shoppers are influenced by text message offers when making a purchase in grocery stores.	3.07	Neutral
3	The shoppers are influenced by direct email coupons when making a purchase in grocery stores.	3.14	Neutral
4	The shoppers are influenced by in-store promotions and displays when making a purchase in grocery stores.	3.88	Agree
5	The shoppers are influenced by customized discounts based on my shopping history in grocery stores.	4.06	Agree
<b>Grand Mean</b>		<b>3.44</b>	<b>Agree</b>

It can be perceived by the data above that among the different forms of direct marketing, customized discounts based on shopping history have the highest influence, with a mean score of 4.06, interpreted as "Agree." Direct marketing involves direct communication with consumers to generate a response or transaction (Scovotti & Spiller, 2006). According to Kotler and Armstrong (2004), direct marketing allows businesses to personalize their marketing efforts and target specific customer segments with tailored offers. On the other hand, promotional emails have a lower impact, with a mean score of 3.05, interpreted as "Neutral." According to Bala & Verma (2018), the impact of promotional emails might differ greatly depending on characteristics such as relevancy, frequency, and execution. Customers may choose to ignore or have a bad opinion of emails that they consider to be spam or irrelevant (Karim et al., 2019). Table 8 presents the impact of digital marketing in consumer preferences of grocery shoppers. Table 8 presents the impact of digital marketing in consumer preferences of grocery shoppers.

**Table 8 Impact of Digital Marketing in Consumer Preferences of Grocery Shoppers**

No.	Digital Marketing	Mean	Verbal Interpretations
1	The shoppers are influenced by advertisements on social media platforms to make purchases in grocery stores.	3.67	Agree
2	The shoppers are influenced by online banner ads on grocery store websites to make purchases.	3.41	Agree
3	The shoppers are influenced by mobile app notifications with special offers to make purchases in grocery stores.	3.24	Neutral
4	The shoppers are influenced by online reviews and ratings when making a decision to purchase in grocery stores.	3.89	Agree
5	The shoppers are influenced by endorsements of grocery store products by social media influencers to make purchases.	3.72	Agree
<b>Grand Mean</b>		<b>3.59</b>	<b>Agree</b>

It can be seen by the data above that among the different forms of digital marketing, online reviews and ratings have the highest influence, with a mean score of 3.89, interpreted as "Agree." Digital marketing encompasses a range of activities that leverage online platforms to engage consumers and influence their purchasing behaviors (Habib et al., 2022). According to Bala & Verma (2018), digital marketing enables businesses to reach a wide audience through personalized and interactive communication. Conversely, mobile app notifications with special offers have a lower impact, with a mean score of 3.24, interpreted as "Neutral." The reduced impact can be ascribed to several variables, such as the possibility of notifications being seen as obtrusive or irrelevant (Wu et al., 2020). Watson et al. (2013) argues that the efficacy of mobile marketing relies significantly on the pertinence and timeliness of the alerts. Non-personalized or excessively frequent notifications can result in notification fatigue, a phenomenon in which consumers begin to disregard or deactivate them entirely (Aalbers, 2023).

### 3. Correlational Relationship between Socio-demographic Profile and Impact of Promotion Mix

**Table 9 Correlational Relationship between Socio-demographic Profile and Impact of Promotion Mix**

Socio-Demographic Factor	Advertising	Sales Promotion	Personal Selling	Public Relations	Direct Marketing	Digital Marketing
Age <sub>a</sub>	0.200*	0.0117	0.352**	0.159	0.173*	0.164*
Sex <sub>a</sub>	-0.254**	-0.218**	-0.300**	-0.188*	-0.244**	0.161*
Average Family Monthly Income <sub>b</sub>	0.135	0.041	0.109	0.028	0.154	0.220*
Education Level <sub>b</sub>	-0.045	0.034	0.001	0.011	-0.095	0.092
Frequency of Going to Grocery Store <sub>b</sub>	0.052	-0.008	0.013	-0.152*	-0.108	-0.247**
Average Monthly Budget for Grocery <sub>b</sub>	-0.033	-0.188*	0.086	0.102	-0.005	0.078
Number of Family Members <sub>b</sub>	0.005	0.091	-0.004	0.095	-0.158*	-0.102
Source of Income <sub>a</sub>	-0.023	0.105	-0.114	0.053	0.090	0.009
Civil Status <sub>a</sub>	-0.087	-0.034	-0.052	-0.127	-0.125	-0.172*

Legend: Subscripts a=Pearson's r                      b=Spearman's rho  
 \*\*significant at the 0.01 level                      \*significant at the 0.05 level

The correlational analysis presented in Table 9 explores the relationship between various socio-demographic factors and the impact of different elements of the promotion mix. The socio-demographic factors include age, sex, average family monthly income, education level, frequency of grocery store visits, average monthly budget for groceries, number of family members, source of income, and civil status. The elements of the promotion mix analyzed are advertising, sales promotion, personal selling, public relations, direct marketing, and digital marketing. The table utilizes Pearson's r for some factors and Spearman's rho for others, indicating the strength and direction of the relationships, with significance levels noted at 0.01 and 0.05.

Age shows significant correlations with several promotion mix elements. There is a moderate positive correlation with personal selling ( $r = 0.352, p < 0.01$ ), suggesting that as age increases, the impact of personal selling also increases. Age also has weaker yet significant positive correlations with advertising ( $r = 0.200, p < 0.05$ ), direct marketing ( $r = 0.173, p < 0.05$ ), and digital marketing ( $r = 0.164, p < 0.05$ ). These findings indicate that older individuals may be more influenced by these promotional strategies compared to younger individuals.

Sex is negatively correlated with most of the promotion mix elements, except for digital marketing which shows a positive correlation ( $r = 0.161, p < 0.05$ ). Advertising ( $r = -0.254, p < 0.01$ ), sales promotion ( $r = -0.218, p < 0.01$ ), personal selling ( $r = -0.300, p < 0.01$ ), public relations ( $r = -0.188, p < 0.05$ ), and direct marketing ( $r = -0.244, p < 0.01$ ) all show significant negative correlations. This suggests that females may be less impacted by these promotional strategies compared to males.

Moreover, average family monthly income shows a significant positive correlation only with digital marketing ( $\rho = 0.220, p < 0.05$ ). This indicates that individuals from higher-income families may be more influenced by digital marketing efforts. There is also a significant negative correlation between the frequency of grocery store visits and public relations ( $\rho = -0.152, p < 0.05$ ), as well as digital marketing ( $\rho = -0.247, p <$



0.01). This suggests that individuals who visit grocery stores more frequently may be less influenced by these promotional strategies.

Average monthly budget for groceries shows a significant negative correlation with sales promotion ( $\rho = -0.188, p < 0.05$ ). This implies that individuals with a higher grocery budget may be less influenced by sales promotions. Also with the number of family members shows a significant negative correlation with direct marketing ( $\rho = -0.158, p < 0.05$ ). This indicates that larger families may be less impacted by direct marketing efforts. In addition, civil status shows a significant negative correlation with digital marketing ( $r = -0.172, p < 0.05$ ), suggesting that married individuals or those with a specific civil status may be less influenced by digital marketing compared to others.

However, education level does not show any significant correlations with any of the promotion mix elements, indicating that educational attainment may not play a significant role in the impact of these promotional strategies (Sewwandi & Dinesha, 2022). The same with source of income, no significant correlations were found to any of the promotion mix elements, suggesting that the source of income does not significantly influence the impact of these promotional strategies (Muola, 2017).

The analysis reveals that age and sex are the most influential socio-demographic factors impacting the promotion mix elements (Nesterenko, 2023). Age positively influences personal selling, advertising, direct marketing, and digital marketing, while sex shows a general negative influence on most promotion mix elements except digital marketing. Due to their increased engagement with technology, younger consumers frequently favor digital and social media promotions, while older consumers may respond more favorably to conventional advertising methods, including print and television advertisements (Hall, 2013). Income positively affects digital marketing, and frequency of grocery store visits and family size negatively impact public relations, digital marketing, and direct marketing respectively. Indeed, higher-income families may have more discretionary income and might be less sensitive to price promotions but more responsive to value-added promotions (Allan, 2014). Understanding these relationships can help marketers tailor their strategies to better reach and influence different demographic groups.

#### 4. Effective Promotional Strategies

**Table 10 Effective Promotional Strategies for the Grocery Stores**

Target Audience	Strategy	Implementation Details	Budget Requirement (PHP) Range	Specific Timeframe	Personnel Involved
<b>Age (Age Group Targeting)</b>	For older respondents, use a combination of traditional advertising and internet marketing initiatives.	–Advertise in newspapers, magazines, and on the radio to reach older audiences. –Launch targeted Facebook and Google Ads campaigns with content that appeals to older audiences.	PHP 80,000 – PHP 120,000	2 months	Marketing Manager, Advertising Specialist
	For younger demographics, concentrate on engaging social media campaigns and online marketing efforts.	–Create compelling content for Instagram, TikTok, and YouTube aimed at younger audiences. –Collaborate with influencers to market things on social media.	PHP 100,000 - PHP 150,000	3 months	Social Media Manager, Content Creator
<b>Average Family Monthly Income (Income Level Segmentation)</b>	Higher-income households should employ premium marketing, special deals, and tailored selling techniques.	–Introduce exclusive VIP loyalty programs with targeted promotions. –Plan luxury product demonstrations or tasting events for high-income customers.	PHP 180,000 –PHP 220,000	4 months	Sales Manager, Event Coordinator
	Lower-income households must provide value-based promotions,	–Offer discounts for bulk purchases or "buy one, get one free" promotions. –Implement a point-based	PHP 100,000 – PHP 150,000	3 months	Sales Manager, Loyalty Program

	discounts, and loyalty programs.	loyalty program that rewards repeated purchases.			Coordinator
<b>Education Level (Education Level Consideration)</b>	Promote to educated consumers in an informed and intellectually appealing manner.	<ul style="list-style-type: none"> <li>–Create informative blog entries, films, or webinars that demonstrate product knowledge and industry insights.</li> <li>–Hold in-store lectures or workshops centered on product benefits and usage.</li> </ul>	PHP 70,000 – PHP 90,000	2 months	Marketing Manager, Content Creator
<b>Frequency of Going to Grocery Store</b>	Create loyalty programs or frequent shopper incentives to encourage repeat grocery store customers.	<ul style="list-style-type: none"> <li>–Create a point-based loyalty program that offers rewards for frequent purchases.</li> <li>–Provide exclusive discounts or freebies to customers who meet particular purchasing levels.</li> </ul>	PHP 120,000 – PHP 160,000	3 months	Sales Manager, Loyalty Program Coordinator
	Use point-of-sale incentives and in-store advertising to capitalize on greater visibility.	<ul style="list-style-type: none"> <li>–Install eye-catching displays and signage to promote current specials or forthcoming events.</li> <li>–Train employees to upsell or cross-sell promotional items at the checkout.</li> </ul>	PHP 80,000 – PHP 120,000	2 months	Store Manager, Sales Team
<b>Number of Family Members (Family Size Targeting)</b>	Provide family-friendly promotions such as bulk discounts, product bundles, and loyalty programs.	<ul style="list-style-type: none"> <li>–Create "Family Day" campaigns featuring reduced bundle deals.</li> <li>–Launch a referral program in which families are rewarded for referring other families.</li> </ul>	PHP 100,000 – PHP 140,000	3 months	Marketing Manager, Sales Team
<b>Source of Income</b>	Adapt promotional methods to the source of income.	<ul style="list-style-type: none"> <li>–Convenience marketing such as pre-packaged meal bundles can be used to target working professionals.</li> <li>–Provide farm households with value-oriented marketing on staple commodities.</li> </ul>	PHP 130,000 – PHP 170,000	4 months	Marketing Manager, Sales Manager

## V. CONCLUSION AND RECOMMENDATION

The study revealed significant relationships between various socio-demographic factors and the effectiveness of different promotional mix elements. The findings indicate that age, sex, average family monthly income, frequency of grocery store visits, average monthly grocery budget, number of family members, and civil status significantly influence the impact of promotional strategies such as advertising, sales promotion, personal selling, public relations, direct marketing, and digital marketing. However, education level and source of income were not found to have significant correlations with any promotional mix elements. This suggests that

while demographic factors like age and sex are crucial in shaping consumer responses to promotional strategies, educational attainment and income sources might not play as pivotal a role.

To maximize customer engagement and sales, the grocery stores should implement targeted marketing strategies. This includes using personal selling for older demographics and digital marketing for younger ones, crafting gender-sensitive promotions, leveraging digital marketing for high-income families with premium product highlights, and implementing loyalty programs to encourage repeat business. Additionally, stores can customize direct marketing for smaller households versus bulk promotions for larger families, and tailor digital marketing strategies to the needs of married couples with family-centric products. By implementing the effective promotional strategies suggested in this study, grocery stores can significantly improve their marketing effectiveness which would lead to business success and sustainability.

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