

FACTORS AFFECTING THE CONSUMERS ENGAGEMENT IN PROMOTIONAL STRATEGY OF DANTE'S PETROLEUM GAS AND TRADING

ABSTRACT

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This study aims to determine how promotional strategies influence consumer engagement at Dante's Petroleum Gas and Trading. Specifically, it assesses the demographic profile of respondents based on age, sex, purchase frequency, and product size preference. It also examines factors affecting consumer attention in relation to the promotional strategy, using the AIDA model: Attention, Interest, Desire, and Action. The study further evaluates the promotional tools in terms of visibility, accuracy, and consistency and identifies common problems encountered by customers. The results serve as the basis for a proposed plan to enhance the business's promotional efforts. The study employs a quantitative-descriptive research design, involving 100 customers of Dante's Petroleum Gas and Trading who are knowledgeable about the business. Convenience sampling was used to gather data efficiently. Statistical tools such as frequency and percentage, ranking, and weighted mean were applied to analyze the responses. The demographic profile revealed a diverse age range, with the majority (25%) aged 20–25 years. More than half (54%) of the respondents were female. Most customers (50%) purchased products once a month, with the 11kg M-gas being the most preferred size (42%) due to its affordability and longer usage. In terms of the promotional strategy, customers generally disagreed with its effectiveness in attracting attention (mean = 2.12), generating interest (2.31), creating desire (2.42), and prompting action (2.43). While the accuracy (2.66) and consistency (2.78) of promotional materials received moderate ratings, visibility remained a notable issue (2.2). Reported problems included unclear signage, delayed deliveries, stock shortages, and insufficient marketing of the business location. Based on the findings, the researchers proposed strategies to enhance the business's promotional efforts. These include improving signage for better visibility and accessibility, implementing an inventory management system to address stock shortages, and enhancing telemarketing approaches to strengthen customer relationships. Additional suggestions include the use of vehicle advertisements and active promotion through a dedicated Facebook page to improve overall marketing reach.

RECOMMENDED CITATION

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