

MARKETING STRATEGIES OF JB'S SALON AND BARBERSHOP: BASIS FOR AN ENHANCED MARKETING PLAN

ABSTRACT

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This study aims to determine whether there is a significant relationship between the marketing strategies of JB's Salon and Barbershop and the frequency of customer visits. In a competitive market environment, JB's faces the challenge of retaining clients and attracting new ones. The research evaluates the impact of various marketing strategies—including service quality, pricing, location, and promotions—on customer retention and business growth. A quantitative approach with a descriptive-comparative design was employed. Data were collected from 100 respondents using convenience sampling. The survey instrument assessed perceptions of marketing strategies and visit frequency. Statistical tools such as percentage frequency distribution, weighted mean, Z-test, and frequency ranking were utilized to analyze the data and derive actionable insights. Among the four marketing strategy components, service quality received the highest rating (weighted mean: 3.26), indicating its importance to customers. This was followed by price (2.96) and location (2.68), while promotions received the lowest rating (2.51), highlighting the need for improvement in this area. Most respondents (78%) were young adults aged 18 to 27 from low-income or lower-middle-class groups, and the majority visited the salon less than once per month. A Z-test revealed a significant difference between marketing strategies and customer visit frequency, with a T-value of 4.16013 and a P-value of 0.00059. Overall, marketing strategies were rated higher (mean: 3.11) than visit frequency (mean: 2.60), suggesting a disconnect between strategic efforts and customer behavior. The findings suggest that while the current marketing strategies are generally effective, enhancements are needed to encourage repeat visits. JB's Salon and Barbershop should strengthen its marketing plan by improving customer service, adjusting pricing to suit target demographics, enhancing promotional activities, and maximizing location accessibility. These efforts will support increased visit frequency and sustained business growth.

RECOMMENDED CITATION

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