

THE IMPACT OF ENHANCING PROMOTIONAL STRATEGY OF PAPA JESS PIZZA HOUSE AMERICAN STYLE: BASIS FOR A PROPOSED IMPROVEMENT PLAN

ABSTRACT

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Papa Jess Pizza House American Style, established in May 2022, relies on effective promotional strategies to expand its business and enhance brand recognition. This study examined the impact of promotional strategies, specifically social media and display media, on customer engagement and sales. A quantitative research design using the descriptive method was employed. One hundred customers of Papa Jess Pizza House were surveyed through a questionnaire to evaluate their perceptions of display and social media promotions. Purposive sampling was used to select participants relevant to the study's objectives. The questionnaire included sections on demographic profiles, assessments of promotional strategies (display and social media), and encountered problems. Data were analyzed using frequency, percentage, weighted mean, and z-tests to determine significant differences between groups. The study found that display media, such as tarpaulins and in-store displays, significantly influenced customer awareness and purchase decisions ($M = 2.82$). Customers noted that tarpaulins caught their attention ($M = 3.17$) and that in-store displays encouraged them to try new items ($M = 2.88$). However, social media presence was less effective ($M = 1.78$) due to low visibility and engagement. Z-tests showed no significant difference in perceptions of promotional strategies between age groups under 18 and 19 to 30 (display media: $z = 1.753$, $p = .086$; social media: $z = .954$, $p = .345$) or between under 18 and 41 and above. A significant difference, however, was found between the age groups 19 to 30 and 31 to 40 regarding display media. Display media effectively captured customer attention and influenced buying decisions, while social media strategies required improvement to increase visibility and engagement. Customizing promotional strategies for different age groups could further optimize their impact by focusing on digital marketing for younger adults and traditional approaches for older demographics.

RECOMMENDED CITATION

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