

BIBLIOGRAPHY

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ABSTRACT

The study was conducted in the municipality of La Trinidad, Benguet from December 2012 to January 2013. It aimed to identify the objectives and marketing communications or promotional mix adopted by the bakery owners, identify the barriers affecting the implementation of an effective marketing communication, determine the strategies employed to overcome these barriers, assess the perceptions of the respondents toward the efficiency and effectiveness of the marketing communications adopted, and identify the problems encountered by the different bakery owners in communicating or promoting their product.

Marketing communication had a big help in the growth of the business. The use of signage (advertising), plain product display (sales promotion) and directly inviting consumers (personal selling) were the most efficient promotional mix because they were the least expensive according to the respondents. The same promotional mix was found to be most effective in terms of increased volume of sales. Moreover the major barrier encountered by the bakery owners included product competition and in order to overcome such barrier the bakery owners need to lower the price of their products to attract customers



to buy from them. Their problems in promoting their products were limited capital, high cost of promotion, and lack of knowledge about promotional strategies.

The results of the study indicated that the marketing communications adopted by the respondents were effective and efficient however, continuous product innovation and constant promotional development should be undertaken to ensure stability and growth of the business.



INTRODUCTION

Rationale

Marketing is one area of responsibility of business. It consists of all the activities designed to generate any exchange to satisfy needs and wants of the target audience. It is consist of the different activities such as planning, pricing, promoting, and distributing product to the target market which is geared toward achieving the organizational gaols or objectives.

We are born to an environment which exchange of message is common and constant among humans. Communication refers to the transfer and understanding of meaning. It is the basis of all social interaction. People need to communicate to create understanding, to introduce innovation or new product or business, to increase knowledge, to develop interest, and to share information about the product or the business.

Marketing communication is also known as promotional mix. It is the process of communicating or promoting the product or the business to the target audience. It is one of the elements of marketing mix use to showcase important information's and features of the product or the business to create interest, share information, and to introduce new product or innovation to the market.

As we look around us, we will see different businesses surrounding us. These businesses are mostly small scale enterprises and large scale enterprises which satisfy our needs and wants, one of these enterprises is bakery. Bakery is one the business establishments which produce and sell bread, cakes, biscuits, rolls, pies and other baked products. Most of the people also buy bakery products as a substitute good for rice.



La Trinidad is a first class municipality in the province of Benguet, Philippines. It is the capital municipality of Benguet. La Trinidad is located 3km north of Baguio City and is 256km north of Manila. It is bounded on the north by the municipality of Tublay, on the south of Baguio City, and of west of Sablan and Tuba. According to the 2010 census, it has a total population of 107,188 people. It is also subdivided into 16 barangays; Alapang, Alno, Ambiong, Bahong, Balili, Beckel, Betag, Bineng, Cruz, Lubas, Pico, Poblacion, Puguis, Shilan, Tawang, and Wangal.



REVIEW OF LITERATURE

Bread

Bread is highly nutritious food eaten by every person on earth. An excellent source of vitamins, protein, and carbohydrates, bread has been an essential element of human diets for centuries in all regions. The simplest bread is made from grains such as wheat, oats, barley, rye, millet and corn mixed with milk or water. These ingredients are mixed into dough, shaped and cooked, usually by baking. Salt, eggs, sugar, and other ingredients may be added to give the bread flavour, change its texture, or increase its nutritional value. A special ingredient called a leavening agent is often added to make the bread rise by enlarging air pockets in the dough, giving it lighter texture and more volume (Ryan, 2007).

Marketing

Marketing involves analysing customer's needs, securing information needed to design and produce goods or services that match buyer expectations, and creating and maintaining relationships with consumers and suppliers. It is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create and maintain relationships that will satisfy individual and organizational objectives (Boone and Kurtz, 2001).



METHODOLOGY

Locale and Time of the Study

The study was conducted in La Trinidad which is one of the fastest growing municipalities in the province of Benguet. One of the industries in the area is bakery which produces baked products that satisfy our needs and wants. The study was conducted from December 2012 to January 2013.

Respondents of the Study

The respondent of the study were the owners or the managers of the different bakeries in La Trinidad, Benguet. There were 26 respondent of the study.

Data Collection

The data were obtained through survey questionnaires. In the gathering of data, the researcher personally administered the questionnaire and gave an overview, explained briefly the purpose and importance of the study to the respondents.

Data Gathered

The data gathered were the objectives and problems encountered by the bakery owners, promotional/communication mix adopted by the different bakeries in La Trinidad, Benguet and the reasons for choosing such marketing communication or promotional mix; the barriers affecting effective marketing communication, and the perception of the respondent toward the most efficient and effective marketing communication adopted.

Data Analysis

The data collected from the respondents were tabulated, analyzed, and interpreted using frequency counts and percentages.



RESULTS AND DISCUSSIONS

Profile of the Business

Table 1 presents the profile of the respondents such as the number of years engaged in the business, the form, the size, and the nature of the business.

Number of years in operation. Table 1 shows how long the bakery owners in La Trinidad, Benguet operate their business. Majority of the bakeries (53.85%) has been operating one to five years. There are 26.93% of the bakery owners who operate their business for more than 10 years and about 14.29% of the respondents who operate below one year. These bakery owners have been helpful in creating jobs for people.

Form of business. Sole proprietorship is a business owned and controlled by one person. It is the oldest, simplest and most common form of business organization that bakery owners in La Trinidad, Benguet mostly adopted. They adopted this form of business organization since it requires small amount of capital, it is easy to form cause it requires few legal consideration or document and governmental restrictions , it was also fully controlled by the owner and if problem arises they act quickly to correct or solve it that they don't need to asked for recommendation of other that may conflict to their recommendation which may cause misunderstanding and most the most important thing was sole proprietors keeps all the profits gain by the business.

Size of business. Micro, Small and Medium Enterprises (MSMEs) can be classified by the number of employees and by the size of assets. In La Trinidad all of the bakeries are micro enterprise which means they have 1-9 number of employees and have three million (3,000,000.00) and below total assets and 11.54% of them are small enterprise with 10-99



employees and have a total assets of three million and one peso (3,000,001.00) to fifteen million (15,000,000.00).

Nature of business. Retailing includes all the activities involve in selling the product directly to the ultimate consumers' which most of the bakery owner in La Trinidad, Benguet adopted. According to them they preferred retailing because they gain more and they have more buyers in it. 15.38% of the bakery owners preferred to sell their product to wholesalers and 11.54% both wholesale and retail their products to the customers.



SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

Exchange of message was common and constant in our environment and this was the same in a business where in they need to communicate or promote their owned product or the business itself to achieve their owned objectives or goals. This study was conducted in the municipality of La Trinidad from December 2012 to January 2013 to know their objectives and problems in communicating their product; what method they are adopting to communicate their product: the barriers affecting their marketing communication and how they overcome these barriers and to assess the marketing communication method they adopted in terms of cost efficiency and sales and volume effectiveness.

Majority of the bakeries were sole proprietorships, the size of their business was mostly micro business and it was commonly retailing business. Bakery owners have their own objectives in communicating their product, and these objectives can only be achieved by the used of some marketing communication tools. Most of the bakery owners adopted sign board as their advertising, plain product display as sales promotion and for personal selling they just directly invite their customers. Bakery owners adopted this method because they said that it was affordable and by using this methods most of them increased in their sales and in the volume of the product they are producing. However, in communicating their products there are problems and barriers they encountered. Lack of capital was the problem of the bakery owners so they can't afford some of the communication methods they want to adopt and the main barriers they mostly encountered



was their competitors so they preferred to retail and to sale there product in low price just to overcome this barrier.

Conclusions

Based on the result, the following conclusions were derived:

1. Bakery owners have their owned objectives in putting-up their own business and most of this was to make sale;

2. Bakery owners mostly adopted the same communication tools and this were sign boards (advertising) and or commonly practicing plain product display (sales promotion) and directly inviting consumers (personal selling).

3. Competitors are the ultimate barriers that all businesses can't avoid likewise in bakeries specially the one who produces the same products. This kind of barrier was hard or cannot overcome but on the other hand some bakery owner's retail and sale their products into lower price that helps them to attract more customers to buy their products.

4. The most efficient and effective communication tools bakery owners adopted were signage's (advertising), plain product display (sales promotion) and directly inviting consumers (personal selling).

5. Most of the bakery owner's problem in communicating or promoting their product was there capital which was not enough to afford some tools that will easily helped them to achieved their objectives.

Recommendations

Based from the results the following recommendations were derived to help the bakery owners achieve their objectives:



1. Any methods of marketing communication can be used to enhance the growth of the bakeries in La Trinidad specially signage as their advertising tool, plain product display for sales promotion and directly inviting consumers for personal selling because this tools were efficient, it only requires small amount of capital and it was effective in terms of sales;

2. Bakery owners should maintain friendly relation with their customers. They should give their customers a chance to provide feedback to know whether their communication method was effective or not and or whether they need to innovate or not the product they are producing; and

3. It is also recommended that in communicating the product the information or message they want to communicate should be complete, it shall answer all the readers' questions and the message should be short but clear and understandable to get the audience interest.

4. Moreover, the bakery owners can seek assistance from concerned government agencies like the Department of Trade and Industry (DTI) in relation to developing the product most especially more efficient and effective ways of promoting the products.

5. The results implied the efficiency and effectiveness of the marketing communications or promotional mix adopted by the bakery owners however, continuous innovation of the products and constant development of the promotional tools should be undertaken to ensure stability and growth of the business.



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