

**MARKETING STRATEGIES OF COMPUTER CENTERS
IN SELECIED TOWNS OF CAVITE**

THESIS

CRISBELLE R. DULCE

Department of Economics, Management

and Development Studies

CAVITE STATE UNIVERSITY

Indang, Cavite

April 1998

658

D88

1998

**MARKETING STRATEGIES OF COMPUTER CENTERS
IN SELECTED TOWNS OF CAVITE**

Undergraduate Thesis
Submitted to the Faculty of the
Cavite State University
Indang, Cavite

In Partial Fulfillment
of the Requirements for the Degree of
Bachelor of Science in Business Management
(Major in Marketing)



00006297

Marketing strategies of computer centers
in selected towns of Cavite
658 D88 1998
T.1810

CRISBELLE R. DULCE
April 1998

ABSTRACT

DULCE, CRISBELLE RUE . " **Marketing Strategies of Computer Centers in Selected Towns of Cavite** " . B.S. Thesis , Bachelor of Science in Business Management major in Marketing : Cavite State University , Indang , Cavite , April 1998. Adviser : Mrs. Cecilia T. Cayao .

The study was conducted to describe the socio-economic characteristics of the computer center operators ; describe the characteristics of the computer centers; describe the existing marketing strategies; determine the effects of the selected marketing strategies on income of the computer center operators ; identify the factors affecting the marketing strategies adapted by the computer center ; and identify the problems encountered by computer center operators in the utilization of marketing strategies.

The study was conducted in seven selected towns of Cavite where large number of computer center operate , namely : Bacoar , Cavite City , Dasmarinas, Imus , Indang , Rosario and Silang . A total of 55 computer center operators was taken through complete enumeration .

Data were analyzed using the following tools : frequency counts , mean , range , summation , percentage , rank and linear regression . The Microstat software was used.

Computer center operators interviewed were younger with a mean age of 33.5 years and were mostly college graduates. The average income from computer center was P 36,671.64.

Majority of the computer centers have been in operation for three to four years . The average amount of capital for the computer center operation was P 158, 300 . The number of employees ranged from one to six with an average of four employees .

Moreover , the operators had three to eight computer units with an average of five units .

The existing marketing strategies employed by the centers were service/product strategies, price strategies, promotion strategies and place strategies . Service / product strategies include service offered , number of services offered, service hours , opening time , closing time and service developments. On the other hand , pricing strategies include price of the services offered, basis of pricing, discounts given to the customers and basis of giving discounts. Promotional strategies include advertising and the promotional tools commonly used in advertising are banners and billboards. In terms of place strategy , nearness to potential customer was the primary basis of the operators in the choice of location .

Result of the regression analysis implies that the income was positively affected by the service hours , number of services offered and price of service offered .

Number of existing competitors is the major factor that affects the adaptation of the marketing strategies.

Stiff competition was among one of the major problems encountered by the computer center in adapting marketing strategies .

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA.....	iii
ACKNOWLEDGMENT.....	iv
ABSTRACT.....	vii
LIST OF TABLES.....	ix
LIST OF FIGURE.....	xii
LIST OF APPENDIX.....	xiii
Statement of the Problem.....	3
Objectives of the Study.....	3
Importance of the Study.....	4
Operational Definition of Terms.....	5
REVIEW OF RELATED LITERATURE.....	6
Overview of the Computer Center Industry.....	6
Marketing Strategy.....	7
CONCEPTUAL FRAMEWORK.....	9
METHODOLOGY.....	12
Time and Place of the Study.....	12
Sampling Procedure.....	12
Collection of Data.....	13
Method of Analysis.....	13

Hypothesis.....	14
Level of Significance.....	14
Scope and Limitation of the Study.....	15
DISCUSSION OF RESULTS.....	16
Socio-Economic Characteristics of the Computer Center Operators.....	16
Characteristics of the Computer Centers	19
Product /Service Strategies of the Computer Centers.....	21
Pricing Strategies	25
Service Rates	25
Basis of Pricing.....	27
Discounts Given to the Customer.....	29
Basis of Giving Discounts.....	30
Promotional Strategies of the Computer Centers.....	31
Place Strategies	32
Relationship Between the Income of the Computer Center and the Selected Marketing Strategies.....	34
Perceived Factors Affecting the Marketing Strategies of the Computer Centers.....	36
Problems Encountered by the Computer Center in the Adaptation of Marketing Strategies.....	37
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	
Summary.....	41
Conclusions.....	44

Recommendation.....	44
---------------------	----

BIBLIOGRAPHY.....	45
-------------------	----

APPENDIX.....	46
---------------	----

1. Distribution of computer center operators by town, Cavite, 1997.....	12
---	----

2. Socio-demographic characteristics of the computer center operators.....	17
--	----

3. Characteristics of the computer centers, Cavite, 1997.....	20
---	----

4. Marketing strategies of the computer centers, Cavite, 1997.....	22
--	----

5. Perceptions of the computer center, Cavite, 1997.....	26
--	----

6. Problems and strategies of the computer centers, Cavite, 1997.....	32
---	----

7. Effect of the computer center operators in the choice of location for the computer center, Cavite, 1997.....	33
---	----

8. Regression estimates showing the effect of the hypothesized variables on the choice of the computer center operators, Cavite, 1997.....	35
--	----

9. Perceived factors affecting the marketing strategies of the computer center, Cavite, 1997.....	37
---	----

10. Problems encountered by the computer center operators in the choice of marketing strategies.....	39
--	----

LIST OF TABLES

Table	Page
1	Distribution of computer center operators by town , Cavite 1997.....12
2	Socio-economic characteristics of the computer center operators.....17
3	Characteristics of the computer centers , Cavite 1997.....20
4	Product / Service strategies of the computer centers , Cavite , 1997.22
5	Service rates of the computer center , Cavite , 1997..... 26
6	Promotional strategies of the computer centers , Cavite , 1997.....32
7	Bases of the computer center operators in the choice of location for the computer center , Cavite , 1997.....33
8	Regression estimate showing the effect of the hypothesized variables in the income of the computer center operators , Cavite , 1997..... 35
9	Perceived factors affecting the marketing strategies of the computer center.....37
10	Problems encountered by the computer center operators in the adaptation of marketing strategies.....39

LIST OF FIGURE

FIGURE

Page

- | | | |
|---|---|----|
| 1 | A conceptual model showing the relationship between income and selected marketing strategies..... | 11 |
|---|---|----|

MARKETING STRATEGIES OF COMPUTER CENTERS
IN SEATTLE
LIST OF APPENDIX

APPENDIX

OF THE DATA

1	Interview Schedule	47
---	--------------------------	----

A thesis manuscript presented to the faculty of the Department of Economics, Management and Development Studies, College of Agriculture, Forestry, Environmental and Natural Resources, Colorado State University, Fort Collins, Colorado in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Business Management Major in Marketing with Concentration No. 97-36-134-073. Prepared under the supervision of Mrs. Cecilia T. Cayao.

INTRODUCTION

An influx of data brought about by man's constant inquiry, accumulation and development of available resources warranted a need for the system that could assist in storing vast amounts of facts and facilitate the retrieval of processed or stored information. With the advent of modern technology such a system was soon realized. The availability of human and modern technological resources gave way to the birth of the computer industry.

(May 1983)

Computers today have taken great strides from the simple abacus - a manually operated calculating device which originated in the Middle and Far East more than 1,000 years ago. Since then, the computer has grown from mechanical engines to the punched cards and later to a complex device that performs word processing, calculation, processes information with immense speed and almost precision and break down the barriers that

MARKETING STRATEGIES OF COMPUTER CENTERS IN SELECTED TOWNS OF CAVITE 1/

Crisbelle R. Dulce

1/ A thesis manuscript presented to the faculty of the Department of Economics , Management and Development Studies , College of Agriculture , Forestry , Environment and Natural Resources , Cavite State University , Indang , Cavite in partial fulfillment of the requirements for graduation with the degree of Bachelor of Science in Business Management major in Marketing with Contribution No. 97-98-150-073. Prepared under the supervision of Mrs. Cecilia T. Cayao.

INTRODUCTION

An influx of data brought about by man's nonstop inquiry , assessment and development of available resources warranted a need for the system that could assist in storing vast amount of facts and facilitates the retrieval of processed or stored information. With the advent of modern technology such a system was soon realized. The availability of human and modern technological resources gave way to the birth of the computer industry (Miguel , 1988).

Computer industry has taken great strides from the simple abacus - a manually operated calculating device which originated in the Middle and Far East more than 5,000 years ago. Since then , the computer has grown from analytical engines to the punched cards and later to a complex device that performs word processing , calculation , process information with impressive speed and utmost precision and break down the barriers that