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ES PERFORMANCE OF FRANCHISE DEALERS OF AVON
PRODUCTS IN SELECTED AREAS OF CAVITE

THESIS

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**SALES PERFORMANCE OF FRANCHISE DEALERS OF AVON PRODUCTS
IN SELECTED AREAS OF CAVITE**

Undergraduate Thesis
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(Major in Marketing)

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ABSTRACT

PRUDENTE, MICHELLE JIMENEZ. Sales Performance of Franchise Dealers of Avon Products in Selected Areas of Cavite. BS Thesis. Bachelor of Science in Business Management major in Marketing. Cavite State University, Indang, Cavite. April 2004. Adviser: Ms. Cristina del Mundo.

The study was conducted to analyze the sales performance of franchise dealers of Avon products in selected areas of Cavite; describe the socio-economic characteristics of franchise dealers; identify the personal selling strategies used by franchise dealers; describe the relationship between the selected socio-economic characteristics and sales performance of franchise dealers and identify the problems encountered by these franchise dealers. This was undertaken in four selected areas of Cavite namely: Imus, Rosario, Silang and Trece Martirez City.

A total of 134 franchise dealers was used in the study. Data were gathered through personal interviews with the aid of prepared interview schedule. Percentage, range, and mean were used in analyzing and describing the data gathered on the franchise dealers' characteristics and selected variables. The chi-square test was also used to determine the significant relationship between the sales performance and the selected variables.

The average age of franchise dealers of Avon products was 36 years. Majority of them were female, married and high school graduate and with an average of two dependents. The average monthly income of franchise dealers from personal selling was P6,697.27 and they had been in the business for an average of four years.

Findings revealed that personal selling of Avon products was only an additional source of family income for franchise dealers even though majority of them cited that this was their only occupation. Among the personal selling strategies mentioned, giving discounts was considered as the most effective in obtaining higher sales.

Results further showed that the overall sales performance of franchise dealers in Cavite was satisfactory. Franchise dealers of Imus had the highest net sales of P590,288.00 and ranked first with regards to sales performance of franchise dealers. However, the service center of Avon in Silang obtained the highest percentage of actual sales (17 percent of target sales).

The study also proved that among the socio-economic characteristics: age, sex, and years of experience in personal selling of Avon products, were found out to have significant relationship to the sales performance of franchise dealers. However, civil status, educational attainment and number of dependents were the variables found out to have no significant relationship to the sales performance.

Findings imply that personal selling is not an easy job that many people think. Eventhough it does not require much capital, it can be considered as a risk-taking job. The seller must be aware of the personal selling process in order to meet the needs of customers and the problems that can be encountered in this profession.

Finally, the study found that the most frequently mentioned problems of franchise dealers were difficulty in collecting payments and unavailability of products in the service center.

TABLE OF CONTENTS

| | Page |
|---|------|
| TITLE PAGE | i |
| APPROVAL SHEET | ii |
| BIOGRAPHICAL DATA | iii |
| ACKNOWLEDGMENT | iv |
| ABSTRACT | vii |
| LIST OF TABLES | xi |
| INTRODUCTION | 1 |
| Statement of the Problem | 2 |
| Objectives of the Study | 3 |
| Importance of the Study | 4 |
| Operational Definition of Terms | 5 |
| CONCEPTUAL FRAMEWORK | 7 |
| REVIEW OF RELATED LITERATURE | 10 |
| METHODOLOGY | 13 |
| Time and Place of the Study | 13 |
| Sampling Procedure | 13 |
| Collection of Data | 14 |
| Method of Analysis | 14 |
| Hypothesis | 15 |
| Level of Significance | 15 |

| | |
|---|-----------|
| Scope and Limitation of the Study | 15 |
| RESULTS AND DISCUSSION | 16 |
| Socio-economic Characteristics of Franchise Dealers of Avon Products..... | 16 |
| Avon Products Usually Purchased by Customers | 20 |
| Personal Selling Strategies Used by Franchise Dealers | 21 |
| Sales Performance of Franchise Dealers According to Segment | 23 |
| Percentage Sales of Avon Service Centers..... | 24 |
| Percentage Share of Sales of Franchise Dealers of Avon to the Actual Sales of Service Centers in Cavite | 25 |
| Net-income of Franchise Dealers of Avon products in Selected Areas of Cavite | 26 |
| Relationship Between Selected Socio-economic Characteristics and Sales Performance of Franchise Dealers | 27 |
| Problems Encountered by Franchise Dealers of Avon Products | 29 |
| SUMMARY, CONCLUSIONS AND RECOMMENDATIONS..... | 31 |
| Summary | 31 |
| Conclusions | 32 |
| Recommendations | 33 |
| BIBLIOGRAPHY | 34 |
| APPENDICES | 35 |

LIST OF TABLES

| Table | Page |
|--|------|
| 1 Distribution of franchise dealer segment in selected areas of Cavite | 13 |
| 2 Socio-economic characteristics of franchise dealers of Avon products in selected areas of Cavite | 18 |
| 3 Avon products usually purchased by customers in selected areas of Cavite..... | 21 |
| 4 Personal selling strategies used by franchise dealers in selected areas of Cavite | 22 |
| 5 Sales performance of franchise dealers according to segment in selected areas of Cavite | 24 |
| 6 Percentage sales of service centers of Avon in selected areas of Cavite | 25 |
| 7 Percentage share of sales of franchise dealers to the average monthly sales of service centers in selected areas of Cavite..... | 25 |
| 8 Net-income of franchise dealers of Avon products in selected areas of Cavite | 26 |
| 9 Summary of the relationship between selected socio-economic characteristics and sales performance of franchise dealers of Avon products in selected areas of Cavite | 27 |
| 10 Relationship between age and sales performance of franchise dealers of Avon products in selected areas of Cavite | 28 |
| 11 Relationship between sex and sales performance of franchise dealers in selected areas of Cavite | 28 |

| | | |
|----|--|----|
| 12 | Relationship between years of experience in selling Avon products and sales performance of franchise dealers in selected areas of Cavite | 29 |
| 13 | Problems encountered by franchise dealers of Avon products in selected areas of Cavite | 30 |

SALES PERFORMANCE OF FRANCHISE DEALERS OF AVON PRODUCTS IN SELECTED AREAS OF CAVITE ^{1/}

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INTRODUCTION

Selling is a management orientation that fears the customer will not buy enough of the organization's output unless a concerted promotional effort is made (Kotler, 2000).

In marketing, there are four major types of promotion and this includes advertising, sales promotion, publicity and personal selling. Among the promotion tools, personal selling is the most expensive but the most powerful. No other technique accommodates the range of feedback that customer can give to the salesperson by allowing direct negotiation and customization of the offer.

Personal selling involves face-to-face interaction between the sellers and buyers to satisfy buyer's needs for the mutual benefits of both parties. It allows immediate feedback, enabling a message to be tailored-fit to the buyer's individual needs. Its