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SALES PERFORMANCE OF GROCERY STORE OWNERS
IN SELECTED TOWNS OF CAVITE

THESIS

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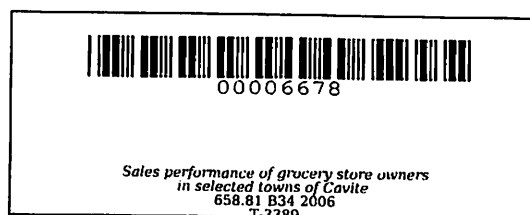
College of Economics, Management
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CAVITE STATE UNIVERSITY
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**SALES PERFORMANCE OF GROCERY STORE OWNERS
IN SELECTED TOWNS OF CAVITE**

**Undergraduate Thesis
Submitted to the Faculty of the
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**In partial fulfillment
of the requirements for the degree of
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(major in Economics)**



CYNDY CLAIRE G. BAYAS
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ABSTRACT

BAYAS, CYNDY CLAIRE G. Sales Performance of Grocery Store Owners in Selected Towns of Cavite. Undergraduate Thesis. Bachelor of Science in Business Management major in Economics. Cavite State University, Indang Cavite. April 2006. Adviser: Dr. Nelia C. Cresino.

The study was conducted to analyze the sales performance of grocery store owners in selected towns of Cavite; describe the socio-economic characteristics of grocery store owners; determine the sales performance of grocery store owners; describe the relationship between selected socio-economic characteristics and the sales performance of a grocery store owners and identify the problems encountered by the grocery store owners.

A total of 100 grocery store owners were the respondents of the study. Data were gathered through personal interview using prepared questionnaires.

Data were analyzed using descriptive statistics such as frequency count, percentage, mean, range and ranking. Chi-square test was also used to determine the relationship between some selected socio-economic characteristics and sales performance of grocery store owners.

The average age of the grocery store owners was 45 years. Majority of them were female, married, college graduates and self-employed. Most of the respondents had been in retailing for almost 12 years. Majority of the grocery store owners had an operating capital of P129, 380 and managed under the single proprietorship. Most of the grocery store had two employees, operated from Monday to Sunday and open for business from seven o'clock in the morning to eight o'clock in the evening. Findings also revealed that

the respondents' basis for choosing the site was nearness to potential buyers and majority of the customers purchased canned goods from the grocery store.

The level of sales performance was categorized into outstanding, above average, average, below average, and poor. Majority of the grocery store owners had below average sales performance.

The study also proved that the socio economic characteristics have no significant relationships to the sales performance of the grocery store owners.

Finally, the study found out that the most frequently mentioned problems encountered by the grocery store owners was tough competition among the grocery store in the selected towns considered in the study.

TABLE OF CONTENTS

	Page
BIOGRAPHICAL DATA	i
ACKNOWLEDGEMENT	ii
ABSTRACT	iv
TABLE OF CONTENTS	vi
LIST OF TABLES	ix
INTRODUCTION	1
Statement of the Problem	2
Objectives of the Study	2
Importance of the Study	3
Operational Definition of Terms	4
CONCEPTUAL FRAMEWORK	5
REVIEW OF RELATED LITERATURE	7
METHODOLOGY	9
Time and Place of the Study	9
Sampling Procedure	9
Collection of Data	9
Method of Analysis	10
Hypothesis	10
Level of Significance	10
Scope and Limitation of the Study.....	11

RESULTS AND DISCUSSION	12
Socio-economic Characteristics of Grocery Store Owners in Selected Towns of Cavite	12
Profile of Grocery Store in Selected Towns of Cavite.....	15
Basis of Choosing the Site for Grocery Store in Selected Towns of Cavite	17
Products Usually Purchased by Customers.....	18
Sales of Grocery Store Owners in Selected Towns of Cavite	19
Expenditures of Grocery Store Owners in Selected Town of Cavite	20
Income of Grocery Store Owners in Selected Towns of Cavite.....	21
Sales Performance of Grocery Store Owners In Selected Towns of Cavite.....	22
Relationship between the Selected Socio – economic Characteristics and Sales Performance of Grocery Store Owners in Selected Towns of Cavite.....	23
Problems Encountered by Grocery Store Owners in Selected Towns of Cavite.	24
SUMMARY, CONCLUSION AND RECOMMENDATION	25
Summary	25
Conclusion	26
Recommendation	27
BIBLIOGRAPHY	28
APPENDICES	29

LIST OF TABLES

Table		Page
1	Distribution of grocery store owners in selected towns of Cavite	9
2	Socio-economic characteristics of the grocery store owners in selected towns of Cavite	13
3	The profile of grocery store in selected towns of Cavite.....	16
4	Basis of choosing the site for grocery store in selected towns of Cavite.....	17
5	Products usually purchased by customers	18
6	Sales of grocery store owners in selected towns of Cavite	19
7	Expenditures of grocery store owners in selected towns of Cavite	20
8	Income of grocery store owners in selected towns of Cavite.....	20
9	Sales performance of grocery store owners in selected towns of Cavite.....	21
10	Relationship between the selected socio – economic characteristics and sales performance of grocery store owners in selected towns of Cavite.....	22
11	Problems encountered by grocery store owners in selected towns of Cavite.	23

SALES PERFORMANCE OF GROCERY STORE OWNERS IN SELECTED TOWNS OF CAVITE ¹

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INTRODUCTION

Any organization selling to final consumers whether manufacturer, wholesaler or retailer is doing retailing. It does not matter how the goods or services are sold (by person, mail, telephone, vending machine, or internet) or where they are sold (in store, in the street, or in the consumer's home).

Retailing includes all the activities involved in selling goods or services directly to final consumers. Retail organization exhibits great variety and new firm keeps emerging.

Consumers today can shop for goods and services in wide variety of stores. The most important retail-store types are specialty stores, department stores, supermarket, convenience stores, discount stores, off-price retailers and warehouse clubs, superstores (combination stores and hypermarkets), and catalog showroom (Kotler, 2000).

Certainly, management wants to know the sales performance of grocery store owners to review past performance against standards, to identify the strength and