

# Feedback System on Front-line Employees of CMCCI’s Marketing Mix Amidst Pandemic

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## Abstract:

Front-line employee’s front-line employees are the main source of information about the customers and the process of resource integration in the service encounter. Information gathered by front-line employees is beneficial in two ways: firstly, this knowledge can be used by contact employees to improve the interactions with potential future customers; secondly, this knowledge can be used by the company for better decision making. The study objectives was to assess the feedback of the front-line employees on CMCCI’s product, price, place and promotion. The researchers conducted a survey of 68 front-line employees at CMCCI in Calapan City, Oriental Mindoro, for this purpose. The researcher use descriptive and Test of Inference technique to interpret the data gathered through surveys. According to the results of the study, front-line employees are satisfied with CMCCI’s price and place while there are statements in product and promotion that front-line employees are not satisfied with. Hence these are the areas that CMCCI should improve. Despite this positive result, through test of inference, the researcher found out that the employees profile has no significant difference on the marketing mix of CMCCI.

**Keywords** —Customer feedback, Customer Retention, Front Line Employees.

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## I. INTRODUCTION

“Customer feedback can be systematically collected, analyzed, and disseminated via an institutionalized customer feedback system (CFS) to achieve customer-driven learning and service improvements” (Lovelock & Wirtz 2011, p 409). Information collected through CFS is coming straight from the external customers concerning satisfaction and dissatisfaction they feel with company’s products and services.

The study entitled “Feedback System on Customer and Front-line Employees of CMCCI’s

Marketing Mix Amidst Pandemic” aims to get what frontline employees most likely to make them visit or stay on a shopping mall. This study will be conducted to help CMCCI to identify what need to be done and improve to be able to have more customers.

In addition to the impact of the corona virus in the public health of the world, it also caused a major economic shock on businesses including mall operations. Although, essential businesses still operates, with the health protocols and borders restrictions implemented, it still has a negative impact on businesses.

## **II. JUSTIFICATION OF THE PROPOSED TOPIC**

CMCCI were operating for almost 3 years now. Even before the pandemic hit the business, it has been struggling on getting foot traffic. Regular customers before were the students from the nearby schools and church goers from a nearby church in the Mall. Tenants also struggles in meeting their sale quotas. CMCCI only averages 500-400 customers a day although it is only 5 minutes away from the City Proper, from the port and from hospital. A month after the start of the pandemic, data shows that foot traffic count decrease for almost 90% if will be compared to the data before lockdown starts. And only 4 out of 16 tenants were only allowed to operate causing a drastic change on the overall operation of CMCCI.

Such data will be a very valuable resource for the organization, it is meaningful for assessment of service quality and performance. Moreover, such study will help and contributes to consistent improvement in business operations

## **III. STATEMENT OF THE PROBLEM**

This study attempts to know the feedback of the front-line employees about CMCCI and the marketing strategies that will be applicable to the gaps that should be filled. Specifically, the study seeks answers to the following questions.

1. What is the profile of the respondents in terms of:
  - a. Age
  - b. Sex
  - c. Position
  - d. Employment Status
2. Based on the feedback system, what is their frontline employee's assessment on CMCCI with regards to:
  - a. Product
  - b. Price
  - c. Place
  - d. Promotion
3. Is there a significant difference between the assessments of the respondents?
4. What may be the implications of the findings of the study on the customers and to CMCCI?

## **IV. RESEARCH LITERATURE**

Customer feedback is information provided by customers about their experience with a product or service. Its purpose is to reveal their level of satisfaction and help product, customer success, and marketing teams understand where there is room for improvement. Companies can collect customer feedback proactively by polling and surveying customers, interviewing them, or by asking for reviews. Teams can also passively collect feedback by providing users a place in the product where they can share comments, complaints, or compliments. (Pendo, 2021) Without customer feedback, a company will never know if customers are getting value out of their product. Without knowing if they're getting value, the product and go-to-market teams won't know if they're nurturing loyal customers (not to mention be able to measure customer retention and customer health).

In addition, complaints from customers are a way of receiving feedback and therefore effective handling and management of these complaints are necessary for putting improvement plans into action (Ateke, Asiegbu & Nwulu, 2015; Filip, 2013). Complaint management is the process of dissemination of information aimed at identifying and correcting various causes of customer dissatisfaction (Fornell & Westbrook, 2004). It defines and design strategies used by firms in learning from previous mistakes in order to restore customer confidence and trust in an organization (Hart, Heskett & Sasser, 2010). Certainly, information gathered from customer complaints is of great importance for quality management decisions as it can be used to correct and learn about weaknesses in product quality and service delivery system. Moreover, customer feedback management is the formal process of soliciting, recording and resolving customer complaints (Nasr, Burton, Gruber & Kitshoff, 2014) and equally responding to commendations and suggestions tailored towards meeting the immediate needs of the customers. Customer feedback entails being attentive to satisfied and dissatisfied customers and taking positive steps

toward carrying them along. Customer complaints and feedback management are the initiatives under a large strategy called customer experience management (Mashingaidze, 2014).

The study of Nasr, Burton, Gruber, and Kristoff shows that for the company, front-line employees are the main source of information about the customers and the process of resource integration in the service encounter. Information gathered by front-line employees is beneficial in two ways: firstly, this knowledge can be used by contact employees to improve the interactions with potential future customers; secondly, this knowledge can be used by the company for better decision making. Consequently, van der Heijden et al. (2013) found that multiple person-to-person interactions provide front-line service staff with chances to capture customer responses, improve organizational processes, and conduct service recovery.

Literature also shows that customer retention is a robust business and marketing strategy (Ibojo, 2015; Muketha, Thiane & Thuraira, 2016; Msoka & Msoka, 2014). Customer retention is a complex phenomenon having been difficult for most chief executive officers (CEOs) across the globe to handle (Ball, 2004). Riddled with the challenges posed by heightened competition, customer service executives are quite conscious of the devastation posed by customer defection (Liang, Ma, & Qi, 2013). In addition, one of the factors considered was the significant role of the marketing mix. The formulation of a marketing mix depends on the nature of the activities of the organization and the nature of the targeted market. It must be put together in such a way as to enable the organization to meet its customers' needs and wants (Sashi, 2012). The marketing mix concept works as a tool used by an organization to survive in a competitive environment. This concept is controlled by the organization and comprises four elements—product, price, place, and promotion (Owomoyela, Oyeniyi, & Ola, 2013). The organization should have a database of its customers to determine the most effective marketing mix, taking into consideration the macro and micro environment of

the organization. The 4Ps are considered to be the focal point in establishing a marketing structure within the organization through providing a good-quality product at an affordable price, in the right place (Ho & Hung, 2008). According to Kotler (2011), the marketing mix is “The set of controllable, tactical marketing tools that the firm blends to produce the response it wants in the target market.” The main objective of this mix is to meet the needs and wants of the targeted market. It impacts the demand by tracing the needs and wants of the current and potential customers. The positive perception on the part of customers comes through the products and services that create value for them and provides them with satisfaction, which gives the organization a notable edge over its competitors (Kotler, 2011).

**Product.** The product makes up the first element of the marketing mix and affects the other three elements of the mix due to its nature and attributes. The product can vary in terms of its attributes and features based on the dissimilarity of the target markets in terms of the variance of the needs and wants that make up the market components and the marketing environment (Mathieu, 2001).

**Price.** The price is the second element in the marketing mix concept. It is affected by the purchasing power of the customer and considered to be the critical element in the buying decision. Price can be defined briefly as the amount the consumer must exchange to receive an offering (Singh, 2012). Various factors affect the pricing strategy of an organization, including the cost of materials, product differentiation, competition level, market share, and the customer's perceived value of the product (Davenport & Harris, 2007).

**Place.** The place can be defined as the mechanism through which goods and services are moved from the provider or manufacturer to the consumer (Goi, 2009). The place is one of marketing mix elements and includes distribution channels, warehousing facilities, mode of transportation, location, assortment, convergence, logistics, and inventory control management (Singh, 2012). The distribution channels comprise all those activities that contribute to the delivery of

the product or service to the customer. These channels help the organization to promote, sell, and distribute its goods to final buyers, such as resellers, physical distribution firms, marketing services agencies, and financial intermediaries (Kotler & Armstrong, 2012).

**Promotion.** Promotion is one of the most powerful elements in the marketing mix. It means to communicate and persuade the target market—by identifying the needs of the target segment—to buy the company's products. The promotion concept includes all marketing activities used to inform, persuade, and remind the target market about a firm and its products or services, in such a way as to build a favorable image in the mind of the customer (Sidhanta & Chakrabarty, 2010). In the same context, Kotler and Armstrong (2012) defined promotion as human activities based on a communication process that can be directed via personal selling points or indirectly via advertising messages through the media.

## V. THEORETICAL FRAMEWORK

The focus of this study is to identify the feedback of the customers and frontline employees on the product, place, prices and promotion of CMCCI. Marketing Mix plays an important role on the retention of customers. It is the feedback system that will help identify the important role of marketing mix on the customer retention in CMCCI.

According to Kotler and Armstrong (2010, p.76), Marketing mix is the set of marketing tools (Product, Price, Place and Promotion) that firms use to produce the response to the target market. Marketing mix consist of everything the firm can do to influence the demand for the product. Marketing Mix is grouped into four major categories (4P);

**PRODUCT.** Product is defined as a physical product or service to the consumer for which he is willing to pay. It includes half of the material goods, such as furniture, clothing and grocery items and intangible products, such as services, which users buy (Singh (2016)).

Dang (2015) emphasizes that the product is the first and one of the key marketing elements.

Author cit. Kotler and Armstrong emphasizes that the product: "is what can be offered to the market, to get attention, to be the acquisition of used or used, and can satisfy the wants or needs."

**PRICE.** Price is one of the most important marketing mix items and many scientists consider the price as one of the most important elements of the market, which increases not only profits, but also market share. However, the price is not only one of the key factors in a competitive situation, which directly affects the company's sales and profitability indicators, but also one of the most flexible marketing mix elements, which can quickly adapt to environmental changes. Therefore, it is the price is perceived as the only element of the marketing mix, generating revenue and the most important customer satisfaction and loyalty factor.

The price includes a fair assessment of the product, e.g., a good price for a good product (Ehmke, Fulton, Lusk (2016)). Kotler and Armstrong, the price is defined as the amount of money to pay for a product or service, or the value of the exchange help customers receive a product or service for a certain amount. "Thus, the direct cost of the period is the amount of money the buyer has to pay for the product or service that is likely to buy it." The price may also be defined as a monetary expression of value for the consumer agrees to pay" (Entrepreneurship Academy (2012)). The price is the amount that the consumer must pay, that would involve exchanges, so the price of the product depends on the different elements of change. The price is the only marketing element, on which income and all other elements are related to the cost. Thus, price is one of the factors affecting the consumer, because it helps him to understand the value of the product. Also, the price can be specified as an actual or valuable, giving value, and the price of companies to identify their products or services in the role as the regulation of its marketability (Owomoyela, Olasunkanmi, Oyeniyi (2013)).

**PLACE.** Another very important element of marketing is a place that is also called the distribution, which is defined as the process and methods by which products or services reach

customers (by Martin(2014)).

Uznienè (2011) states that "distribution - companies' products in the dissemination of measures to ensure the identification and implementation. Distribution - that helps customers and users to find and keep purchase those products from those manufacturers / providers with them at the time of need. "Distribution - this element of the marketing mix, which include decisions and actions related to the movement of goods from the producer to the consumer" (Matola (2009)).

**PROMOTION.** The last 4P marketing complex element of the promotion, which helps to increase consumer awareness in terms of their products, leads to higher sales and helps to build brand loyalty. Thus, the promotion of the marketing mix is a tool that helps disseminate information, encourage the purchase and affects the purchase decision process.

Matola (2009) emphasizes that communication with the public is important for both internal and external communications. Internal communications, spreading further affect the company employees' opinion about their firm and production, because each worker transmits the information for many people with whom he interacts. And, external public relations, helping to shape public opinion by external means, namely: promotion (primarily various events, actions, charitable activities), relationships with influential people, relations with the press, press conferences, contacts with various organizations, fund establishment (e.g. , fund children's abilities to develop).

## **VI. CONTRIBUTION OF RESEARCH**

This Feedback System study will help the following:

**CMCCI and EMPLOYEES.** The study seeks to help CMCCI improve the foot traffic count of CMCCI during the Covid-19 pandemic. With the continues decrease of customers and complaints from valued tenants, operations are at risk as well. With the help of this study, the researchers will be able to identify the specific wants and needs of customers, their likes and dislikes and other feedbacks that needed to be addressed. The

researchers will be able to improve and even create strategies that will address the concerns of the customers and will help during this pandemic.

**RESEARCHER.** In this study, the researcher will be able to summarize the feedbacks and will know how customers view CMCCI. The researcher will be able to identify opinions of the customer and first line employees based on their characteristics. The researcher can also suggest possible recommendations that will help the company.

**FUTURE RESEARCHERS.** This study can be used as source that future researchers may be use as additional information for their studies about feedback system and marketing mix.

## **VII. PROPOSED RESEARCH METHODOLOGY**

The main purpose of the study is to identify the feedback of customers and first line employees and how this will help customer retention in CMCCI.

This study is considered a descriptive study on the base of data collection method and Test of inference to know if there are significant difference on the employees profile and the marketing mix.

The respondents of the study are the front-line employees of CMCCI. The researchers chose them because front-line employees are the main source of information about the customers and the process of resource integration in the service encounter. The list of the respondents will be based on the data gather from the key persons or manager of each tenant in CMCCI.

The researcher use questionnaire in gathering data for this study. The ideas on the questions included in the questionnaires are from related studies, electronic sources and literature reviews. It was validated by the research adviser and corrected before approving by the grammarian.

To be able to conduct the research at CMCCI, the researcher prepared an approved letter of consent signed by the research adviser. It was given to the supervisor of CMCCI for her final approval to start the data gathering. The questionnaire were given to the security guards on the employee's entrance of the building for a more safe and systematic survey flow. The front-line

employees will filled out the questionnaire before they entered the building and the security in charge will hand out the survey questionnaire to the researcher after all the respondents are done.

The data collected from the respondents will be encoded and interpreted. Frequency Distribution and Weighted Mean will be used to interpret the data gathered. And will be using Regression Analysis to interpret the significance difference of the employees profile and the marketing mix.

### VIII. RESULTANDDISCUSSION

#### A. Profile of the Respondents

TABLE I  
 DISTRIBUTION OF RESPONDENTS IN TERMS OF SEX

| Sex          | Frequency | Percent    |
|--------------|-----------|------------|
| Male         | 35        | 51.5       |
| Female       | 33        | 48.5       |
| <b>Total</b> | <b>68</b> | <b>100</b> |

The table shows the distribution of respondents in terms of Sex. It shows that the majority of Front line employees of CMCCI is male with a frequency of 35 and a percentage of 51.5 percent. While female front line employees is with a frequency of 33 and a percentage of 48.5 percent.

TABLE II  
 DISTRIBUTION OF RESPONDENTS IN TERMS OF AGE

| Age Groupings   | Frequency | Percent    |
|-----------------|-----------|------------|
| 18-25 years old | 25        | 36.8       |
| 26-35 years old | 32        | 47.1       |
| 35-45 years old | 9         | 13.2       |
| 56-55 years old | 2         | 2.9        |
| <b>Total</b>    | <b>68</b> | <b>100</b> |

The table shows the distribution of respondents in terms of Age. It shows that out of 68 respondents, age ranging from 26-35 got the highest frequency of 32 with the percentage of 47.1 percent. The second highest frequency is those age ranging from 18-25 years old with a percentage of 36.8 percent. The third highest frequency is those age ranging from 13-45 years old with a percentage of 13.2 percent. The lowest is between the ages of 56-55 years old with a percentage of 2.9 percent only. This shows that most of the front lines employees of CMCCI belong to the age bracket of 26-35 years of age.

TABLE III  
 DISTRIBUTION OF RESPONDENTS IN TERMS OF POSITION

| Position        | Frequency | Percent    |
|-----------------|-----------|------------|
| Service Crew    | 15        | 22.1       |
| Cashier         | 3         | 4.4        |
| Promo Dicer     | 4         | 5.9        |
| Sales Associate | 3         | 4.4        |
| Store Manager   | 7         | 10.3       |
| Others          | 36        | 52.9       |
| <b>Total</b>    | <b>68</b> | <b>100</b> |

The table shows the distribution of respondents in terms of Position. It shows that out of 68 front line employee of CMCCI is under others which is compose of housekeeping, securities, supervisors and etc. with a frequency of 36 and a percentage of 52.9 percent. Next in the highest frequency is the service crew position with a frequency of 15 and a percentage of 22.1 percent followed by store manager position with a frequency of 7 and a percentage of 10.3 percent. Then those on the promo dicer position has a frequency of 4 with the percentage of 5.9 and lastly those on the cashier and sales associate is within the lowest frequency 3 and 4.4 percent.

TABLE IV  
 DISTRIBUTION OF RESPONDENTS IN TERMS OF EMPLOYMENT STATUS

| Employment Status | Frequency | Percent    |
|-------------------|-----------|------------|
| Regular           | 51        | 75         |
| Casual            | 6         | 8.8        |
| Project           | 3         | 4.4        |
| Fixed Term        | 4         | 5.9        |
| Probationary      | 4         | 5.9        |
| <b>Total</b>      | <b>68</b> | <b>100</b> |

The table shows the distribution of respondents in terms of Employment Status. It shows that majority of the front line employee of are regular with a frequency of 52 and a percentage of 75.0 percent. This is seconded by casual status with a frequency of 6 and a percentage of 8.8 percent. Next are probationary and fixed term status are both with a frequency of 4 and a percentage of 5.9 percent each. And last is the project status with a frequency of 3 and a percentage of 4.4 percent. This implies that most of the frontline employee of CMCCI are in the regular status.

**B. Frontline employee's assessment on CMCCI's Marketing Mix**

TABLE V  
 FRONTLINE EMPLOYEE'S ASSESSMENT ON CMCCI'S MARKETING MIX IN TERMS OF PRODUCT

| Statement  | Mean        | Verbal Interpretation  |
|--|-------------|------------------------|
| There is a plenty of high-quality products available.      | 3.34        | Satisfied              |
| There are a variety of products in the mall.               | 3.07        | Satisfied              |
| There are a variety of stores which allow to try products. | 2.69        | Satisfied              |
| There are a variety of high fashion stores.                | 2.28        | Not Satisfied          |
| There is an availability of international brand stores.    | 2.65        | Satisfied              |
| There is an availability of supermarket.                   | 3.29        | Satisfied              |
| There is a food court available.                           | 3.31        | Satisfied              |
| There is a restaurant available.                           | 2.79        | Satisfied              |
| In the mall, there are a variety of cafés.                 | 1.87        | Not Satisfied          |
| There is a presence of cinema in mall                      | 1.03        | Strongly not Satisfied |
| <b>Composite Mean</b>                                      | <b>2.63</b> | <b>Satisfied</b>       |

Data reveals that the respondents agree that Frontline employee's assessment on CMCCI in terms of Product with the composite mean of 2.63234 and a verbal interpretation of "satisfied" The statement with the highest weighted mean was there is a plenty high-quality product available on the CMCCI with a weighted mean of 3.3382 and a verbal interpretation of satisfied. On the other hand, the statement with the lowest weighted mean was the presence of cinema in mall with a weighted mean of 1.0294 and a verbal interpretation of "Strongly not satisfied"

TABLE VI  
 FRONTLINE EMPLOYEE'S ASSESSMENT ON CMCCI'S MARKETING MIX IN TERMS OF PRICE

| Statement   | Mean | Verbal Interpretation |
|---|------|-----------------------|
| There are a variety of payment alternatives available.  | 2.82 | Satisfied             |
| There are price offers and discounts available.         | 3.13 | Satisfied             |
| Products are more affordable than in other malls.       | 2.78 | Satisfied             |
| There is a reasonable price that goes with its quality. | 2.87 | Satisfied             |
| The product price suits my income level.                | 2.68 | Satisfied             |

|  |             |                  |
|--|-------------|------------------|
| The prices of the products are accurate.                     | 2.93        | Satisfied        |
| The mall provides price rebates on product purchases.        | 2.68        | Satisfied        |
| There are affordable prices on food products.                | 3.01        | Satisfied        |
| Price is reasonable when compared with the service provided. | 2.87        | Satisfied        |
| Price is reasonable when compared with the product quantity. | 2.94        | Satisfied        |
| <b>Composite Mean</b>  | <b>2.87</b> | <b>Satisfied</b> |

Table 6 shows the composite mean of the Frontline employee's assessment on CMCCI in terms of Price is 2.87059 with a verbal interpretation of satisfied. This signifies those prices on the CMCCI was competitive and more affordable. CMCCI price offers and availability of discounts got the highest mean of 3.1324 that is interpreted as satisfied. Next is CMCCI have an affordable price on food products with a mean of 3.0147 and also interpreted as satisfied. Last in the rank is the mall provides price rebates and products price suits on their income level both obtained the mean of 2.6765 which is also both interpreted as satisfied. This means that the CMCCI give a price offers and discounts as well as affordable price on food products. The findings revealed that the mall also provides price rebates on the product purchases and suits on the income levels.

TABLE VII  
 FRONTLINE EMPLOYEE'S ASSESSMENT ON CMCCI'S MARKETING MIX IN TERMS OF PLACE

| Statement   | Mean | Verbal Interpretation |
|---|------|-----------------------|
| Ease of accessibility to the mall   | 2.93 | Satisfied             |
| The mall has a Convenient location (downtown)   | 2.96 | Satisfied             |
| Ease to travel to other city attraction from mall (such as parks, cafes, restaurants) | 2.81 | Satisfied             |
| There is public transportation available near the mall.                               | 3.00 | Satisfied             |
| The mall is located nearby (reachable).   | 2.99 | Satisfied             |
| It is a shopping mall which security is of high priority.                             | 3.07 | Satisfied             |
| The mall has an early operating hour.   | 3.19 | Satisfied             |
| The shopping mall has available ATM of different banks.                               | 2.75 | Satisfied             |

|   |             |                  |
|---|-------------|------------------|
| Shopping mall has a layout that makes it easy to find what is needed.                             | 2.91        | Satisfied        |
| Shopping mall has a good facility management such as clean restroom, properly cooled aircon, etc. | 2.99        | Satisfied        |
| <b>Composite Mean</b>   | <b>2.96</b> | <b>Satisfied</b> |

Data reveals that the Frontline employee’s assessment on CMCCI in terms of Place with the composite mean of 2.95883 and a verbal interpretation of “satisfied”. The statement with the highest mean was the mall has an early operating hour with a weighted mean of 3.1912 and a verbal interpretation of agree. Meanwhile, the statement with the lowest frequency was the information given account shopping mall’s availability of ATM of different banks with the weighted mean of 2.7500 and a verbal interpretation of satisfied.

TABLE VIII  
 FRONTLINE EMPLOYEE’S ASSESSMENT ON CMCCI’S MARKETING MIX IN TERMS OF PROMOTION

| Statement   | Mean        | Verbal Interpretation |
|---|-------------|-----------------------|
| Exhibition held in mall   | 2.28        | Not Satisfied         |
| There are entertainment activities such as a mall concert and a fashion show. | 2.09        | Not Satisfied         |
| The mall offers privilege card or loyalty card.                               | 2.10        | Not Satisfied         |
| Discounts are being offered in the different stores in the mall.              | 2.82        | Satisfied             |
| Special promotion is offered for visitors during their visit in the mall.     | 2.51        | Satisfied             |
| The mall has a promotion through advertising (print and media).               | 2.31        | Not Satisfied         |
| The mall has a promotion through social media.                                | 2.51        | Satisfied             |
| The mall has an attractive interior design.                                   | 2.79        | Satisfied             |
| Inside the mall, there is accessibility for people with disabilities.         | 3.06        | Satisfied             |
| There is a large parking lot available.                                       | 3.60        | Very Satisfied        |
| <b>Composite Mean</b>   | <b>2.61</b> | <b>Satisfied</b>      |

Data shows the composite mean of the Frontline employee’s assessment on CMCCI in terms of Promotion is 2.6088 with a verbal interpretation of “satisfied”. Large parking lot availability got the

highest mean of 3.6029 which is verbally interpret as very satisfied. Followed by the inside the mall, there is accessibility for people with disabilities with the mean of 3.0588 which is also interpret as satisfied. However, there are entertainment activities such as a mall concert and a fashion show got the lowest rank with the mean of 2.0882 which is verbally interpreted as not satisfied.

*C. Significant Difference between assessments of CMCCI’s Marketing Mix in terms of front-line employees Profile.*

TABLE IX  
 SIGNIFICANT DIFFERENCE BETWEEN ASSESSMENTS OF CMCCI’S MARKETING MIX IN TERMS OF FRONT-LINE EMPLOYEES SEX

| Intercept | $\beta$ | t-value | p-value | Decision        |
|-----------|---------|---------|---------|-----------------|
| Product   | 0.165   | 1.18    | 0.242   | not significant |
| Price     | -0.053  | -0.343  | 0.733   | not significant |
| Place     | -0.015  | -0.092  | 0.927   | not significant |
| Promotion | -0.323  | -1.892  | 0.063   | not significant |

Regression: F- 2.810 p-value .033  
 Model Summary r .389 r<sup>2</sup> .151

The table shows to determine if sex has an effect to product, price, place, and promotion of CMCCI. Result show that the 15% ( $r^2=.151$ ) of the variance is explained by the four predictors, F (2.810),  $p<.151$ . Specifically, Product ( $\beta -0.165$ ,  $t=1.18$ ,  $p=0.242$ ), Price ( $\beta =-0.53$ ,  $t=-0.343$ ,  $p=0.733$ ), Place ( $\beta =-0.015$ ,  $t=-0.092$ ,  $p=0.927$ ) and Promotion ( $\beta =-0.323$ ,  $t=-1.892$ ,  $p=0.063$ ) are not significant predictors of Sex. The variable price, place and promotion had a negative relationship with Sex. However, the variable product had a positive relationship with Sex.

TABLE X  
 SIGNIFICANT DIFFERENCE BETWEEN ASSESSMENTS OF CMCCI’S MARKETING MIX IN TERMS OF FRONT-LINE EMPLOYEES AGE

| Intercept | $\beta$ | t-value | p-value | Decision        |
|-----------|---------|---------|---------|-----------------|
| Product   | 0.192   | 0.746   | 0.459   | not significant |
| Price     | 0.243   | 0.853   | 0.397   | not significant |
| Place     | 0.099   | 0.324   | 0.747   | not significant |
| Promotion | -0.233  | -0.739  | 0.463   | not significant |

Regression: F- .490 p-value .743  
 Model Summary r .17 r<sup>2</sup> .030



The table shows to determine if Age has an effect to product, price, place, and promotion of CMCCI. Result show that the 30% ( $r^2=.030$ ) of the variance is explained by the four predictors, F (0.490),  $p<.743$ . Specifically, product ( $\beta =0.192$ ,  $t=0.746$ ,  $p=0.459$ ), price ( $\beta =0.243$ ,  $t=0.853$ ,  $p=0.397$ ), place ( $\beta =0.099$ ,  $t=0.324$ ,  $p=0.747$ ) and promotion ( $\beta =-0.233$ ,  $t=-0.739$ ,  $p=0.463$ ) are not significant predictors of Age. The variable product, price and place had a positive relationship with Sex. However, the variable promotion had a negative relationship with Age.

TABLE X  
 SIGNIFICANT DIFFERENCE BETWEEN ASSESSMENTS OF CMCCI'S  
 MARKETING MIX IN TERMS OF FRONT-LINE EMPLOYEES  
 POSITION

| Intercept | $\beta$ | t-value | p-value | Decision        |
|-----------|---------|---------|---------|-----------------|
| Product   | 0.567   | 0.927   | 0.358   | not significant |
| Price     | -0.291  | -0.43   | 0.669   | not significant |
| Place     | 0.881   | 1.218   | 0.228   | not significant |
| Promotion | -0.393  | -0.526  | 0.601   | not significant |

Regression: F- .958 p-value .422  
 Model Summary r .243 r2 .059

The table shows to determine if Position has an effect to product, price, place, and promotion of CMCCI. Result show that the 59% ( $r^2=.059$ ) of the variance is explained by the four predictors, F (0.958),  $p<.422$ . Specifically, product ( $\beta =0.567$ ,  $t=0.927$ ,  $p=0.358$ ), price ( $\beta =-0.291$ ,  $t=-0.43$ ,  $p=0.669$ ), place ( $\beta =0.881$ ,  $t=1.218$ ,  $p=0.228$ ) and promotion ( $\beta =-0.393$ ,  $t=-0.526$ ,  $p=0.601$ ) are not significant predictors of Position. The variable product and place had a positive relationship with Position. However, the variable price and promotion had a negative relationship with Position.

TABLE X  
 SIGNIFICANT DIFFERENCE BETWEEN ASSESSMENTS OF CMCCI'S  
 MARKETING MIX IN TERMS OF FRONT-LINE EMPLOYEES  
 EMPLOYEMENT STATUS

| Intercept | $\beta$ | t-value | p-value | Decision        |
|-----------|---------|---------|---------|-----------------|
| Product   | -0.441  | -1.007  | 0.318   | not significant |
| Price     | -0.276  | -0.57   | 0.571   | not significant |
| Place     | -0.239  | -0.461  | 0.646   | not significant |
| Promotion | 0.801   | 1.498   | 0.139   | not significant |

Regression: F- .729 p-value .575  
 Model Summary r .210 r2 .044

The table shows to determine if Employment status has an effect to product, price, place, and promotion of CMCCI. Result show that the 44% ( $r^2=.044$ ) of the variance is explained by the four predictors, F (0.729),  $p<.575$ . Specifically, product ( $\beta =-0.441$ ,  $t=-1.007$ ,  $p=0.318$ ), price ( $\beta =-0.276$ ,  $t=-0.57$ ,  $p=0.571$ ), place ( $\beta =-0.239$ ,  $t=-0.461$ ,  $p=0.646$ ) and promotion ( $B=0.801$ ,  $t=1.498$ ,  $p=0.139$ ) are not significant predictors of Employment status. The variable product and place had a negative relationship with Employment status. However, the variable price and promotion had a positive relationship with Employment status.

### IX. CONCLUSIONS

In this study conducted, we have concluded the following:

1. Most of the respondents of the study were 26-35 years old, are male, under regular employment status and with other position (housekeeping, security, maintenance etc.)
2. Most of the respondents are satisfied in Price and Place of CMCCI while there are some items in the Promotion and Product that they are not satisfied with. Place, having the highest average mean of 2.96 were considered as the best asset of CMCCI. Followed by Price that get an average mean of 2.87 shows that CMCCI are also competitive when it comes to affordability of the products available. Promotion and Product shows items with not satisfied means that this were the areas that most likely to improve in CMCCI
3. Based on the assessment on the Feedback System on Front-line Employees of CMCCI's Marketing Mix when they are grouped according to the respondent's profile, they have no significant difference. Sex, Age, Age, Position and Employment has no significant difference in Product, Price, Place and Promotion of CMCCI.
4. From the above discussion concerning assessment of the respondents on the Feedback System on Front-line Employees of CMCCI's Marketing Mix (product, price, place, and promotion) on achieving a competitive advantage in

the CMCCI. This study concludes that the marketing mix elements have a significant role to play in achieving a competitive advantage on the part of the CMCCI. Feedback system can be a good tool in order to know the opinion of the employees on the company which can help in improving what respondents are not satisfied of. This can also be a basis of the new marketing strategies and practices that can be implemented in CMCCI.

## **X. RECOMMENDATIONS**

Results of the study shows that there are areas that front-line employees are not satisfied of. With this, the researchers come up with a few recommendation that can help CMCCI to improve their sales and foot traffic. These are the following:

**PRODUCT.** CMCCI should have tenants that offers variety of products. Placement of cinema is also recommended since no cinema is available on site. Presence of government agency offices is would also help in improving the state of the mall since they provide a regular number of customers. Customers are more likely to have loyalty on the company if it were be able to provide the products and services that they need.

**PRICE.**CMCCI should have price offers and discounts more often to attract more customers. They should also add more payment alternatives and make their product more affordable than other stores. Convenience is a big factor why a customer became loyal to a company.

**PLACE.**CMCCI should provide ATM's of different bank so customers won't have to go in order to withdraw cash. It should also provide more amenities for its customers.They should also maintain the cleanliness of the place and the good ambiance. The management should also consider the operating hours of the establishment. It should be aligned with the current situation and the hour's customers usually visits.

**PROMOTION.** CMCCI should have promotional activities to attract customers. Exhibitions can be a possible option. Partnership with government agencies and private groups to held their events in CMCCI. Promotional ads should also be visible in social media sites of the company. If the current situation improve, CMCCI

should again start organizing events. It can also help if the Mall has special promotions offered to customers such as free items for every PHP 500.00 purchase on any of its store tenants. Such small promotions can be a great help in improving the sales and foot traffic of the business.

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