

Effects of Company Offerings on the Number of Sales of Car Company A Amidst Pandemic

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Abstract:

The study determined the effects of company offering on the number of sales of Car Company A amidst pandemic to help the company in determining which of their company offers are most appreciated and being patronized by the consumers. It looked into a personal consumer’s profile and how they assess the different company offerings in terms of Product Assurance, Product Promotions and Sales Team/Store Ambiance. Likewise, comparison of the responses in accordance to their varying profile was done in order to determine the factors that affect their responses. The researchers used the descriptive method of research. There were 35 respondents who participated in the survey. The result of the study revealed that consumers believed that company offerings of Car Company A is moderately effective in their number of sales during pandemic. It was also revealed that consumers are more interested in the company offering of Car Company A in terms of Product Assurance and Sales Team/Store Ambiance.

Keywords —*Company Offerings.*

I. INTRODUCTION

COVID-19 is causing human suffering all throughout the world. It is unquestionably causing economic harm around the world. The virus could be as economically contagious as it is medically. The COVID-19 pandemic is dramatically disrupting the world as the number of infections is increasing continuously. This has had a significant impact on societies and economies all around the world, affecting many sectors of society in diverse ways. This unique situation has had a number of ramifications for customers' daily lives, and it has radically changed how businesses and consumers interact (Donthu and Gustafsson, 2020). The current scenario in Europe, following the first wave of the COVID-19 epidemic and as the second wave begins, has caused many customers to reassess their existing buying and shopping habits, or perhaps to learn new ones. Some consumers, for example, have been forced to contemplate internet shopping, home deliveries, or cashless payment as a result of the severe containment measures. Retail managers and marketers must keep track of changes in consumer buying behavior

and habits in order to determine which initiatives they should implement (Eger, Komárková, Egerová and Mičík, 2021). This problem is being faced by almost all countries in the world and has significant impacts on their market economies.

The Philippines, as one of the countries in Southeast Asia with the greatest number of cases, is now suffering from the worst economic decline ever experienced since 1947 (Venzon, 2021). The government ordered the mandatory closure of schools and other religious institutions to prevent mass gathering and superspreading of the virus.

Moreover, extreme measures were implemented such as total lockdowns, travel restrictions, and strict implementation of health protocols. To slow down the epidemic, at least 316 million individuals in 42 states have been ordered to stay at home. Consumers are truly affected by the epidemic, and certain changes may continue long after the crisis has passed. The pandemic is investigated as a catalyst for structural change in consumption and digital revolution in the marketplace.

These closures and extended lockdowns have a significant effect on the business economy of a country. Commercial establishments and manufacturing plants have observed mandatory closures during the lockdown period which could affect their sales and turnovers. According to history, the manufacturing sector is a key pillar of economic growth and development and until now it has become positively moderate for the economy. There are few types of manufacturing industries which are textiles, food and beverages, aerospace, and automotive manufacturing. The automotive industry is a worldwide industry which has high competition all over the world.

In the Philippines, the car industry has been a successful business. In the Asia Pacific Region, the Philippines ranked 11th in terms of passenger car sales in 2020, with roughly 153.83 thousand vehicles sold. According to a recent survey, about 43% of Filipino families own a motorcycle or tricycle, while 9.3 percent own a vehicle, jeep, or van. Vehicle sales, however, have been severely impacted by the ongoing coronavirus (COVID-19) epidemic, with a 39.5 percent drop expected in 2020. Businesses have been prone to undergoing significant changes. Many firms have gone virtual in their workplace operations and these changes affect the car selling businesses.

Covid-19 has turned into a rapidly evolving global pandemic, changing the way we live and work and disrupting entire industries, including the automotive industry. Organizations had to find new and innovative ways to continue with their businesses. Car dealerships are one of the businesses that have been affected by the pandemic. Dealers selling new cars have been struggling to keep up with the demand as they continue to experience a lower sale than the usual prior to pandemic. The pandemic of Covid-19 has forced the automotive industry to rethink how it sells cars. However, it has sparked a sense of urgency for better collaboration and, at the same time, a better client experience. Dealerships and showrooms have had to close their doors, limiting their capacity to actively contact with potential buyers.

During the first wave of the COVID-19 pandemic, the global economy slowed significantly. Many markets have seen a drastic reduction in new vehicle sales; some carmakers were affected by a reduction of more than 80% between March and May 2020. This market decline has a diversity of related reasons. First, most plants and dealerships around the world are closed for several weeks or months. Second, consumers are confined at home and face increased logistical difficulties to purchase a car. (Joao P. Trovao, 2020)

This research proposal suggests an exploratory approach to collect and analyze the number of sales of a car company during this pandemic time compared to the past few years without the pandemic. In addition, how the

sales agent of Company A is using their own strategies will be analyzed and documented.

II. JUSTIFICATION OF THE PROPOSED TOPIC

This study pays attention to the difference of the rate of the number of sales of Car Company A during this pandemic time and prior to pandemic. And, to determine the change in the specific car dealer brought by the pandemic situation in the world. Car Company A is an auto business that markets a wide selection of car dealers to the Batanguenos. It has been working as the auto provider in the city for over several years and continuously delivers excellent service and after-sales support to its community in the south. The main reason why the researcher chose to make a report about this topic is because we wanted to know the impact of the pandemic on the sales of a car dealership. With the population of the company of 35 employees that runs the business wherein they rest the entire organization on their shoulders. The researchers wanted to know what strategies are needed to further increase the number of sales of Car Company A amidst pandemic.

Last February 2020 the sales on vehicles dropped by 71 percent due to COVID-19 Pandemic. Even in the US car sales dropped by 47 percent and 80 percent in Europe. With the impact of the pandemic on the Philippine automotive industry the business is gradually picking up on the effects of this. The business was able to adapt to this and be able to participate in the market with their goods and services that the consumers want.

III. STATEMENT OF THE PROBLEM

The study aims to assess the effects of company offerings on the number of sales of Car Company A amidst pandemic. Specifically, it seeks to answer the following question:

1. What is the profile of the respondents in terms of:
 - 1.1 Age
 - 1.2 Sex
 - 1.3 Job Title
 - 1.4 Civil Status
 - 1.5 Educational Attainment
 - 1.7 Number of cars from Car Company A
 - 1.8 Number of years patronizing Car Company A
2. How does company offerings of Car Company A affect their number of sales in terms of?
 - 2.1 Product Assurance
 - 2.2. Product Promotions
 - 2.3. Sales Team/Store Ambiance
3. What are the top three among the offers of the company that are most patronized by customers?
4. How may the responses be compared when respondents are grouped according to profile?

5. Based on the finding, what action plan can you propose?

IV. RESEARCH LITERATURE

Presented in this chapter are various literatures and previous studies meant to provide a better perspective of the study. According to preliminary estimates, car production and sales in the European Union will suffer the greatest losses after the tourism and entertainment sectors because of the coronavirus epidemic. (Lazlo Torok,2020). The car brand has become a status symbol in consumer societies. The car is a fashion and utility product that is good for the market because it keeps consumer demand for cars high. Car buying and car use are motivated by symbolic and emotional (hedonic) factors. This has been demonstrated in several studies such as (Belgiumwan et al., 2016; Ory and Mokhtarian, 2005).

The coronavirus epidemic broke out in March 2020, but its negative economic effects began to unfold in the second quarter of the year and then unfold thereafter. The situation and trends in the sector during this period are well illustrated by the (ACEA,2020) report. As a result of the virus pandemic, car factories shut down and production was suspended for a longer or shorter period, resulting in a significant reduction in emissions on the supply side. At the same time, the demand for cars has also declined. Longer or shorter shutdowns of Chinese industrial suppliers and stagnation of business processes due to travel restrictions alone have led to a decline in production. In production organized based on modern processes and based on minimum inventory, the interruption of the supply chain was accompanied by an immediate decrease in capacity. In the business of car selling in the Philippines the business owner adopts and changes how they deal with the customers. With the current situation of the world in terms of businesses they must be able to adapt and be aware of the truth that the marketing strategies before won't have the same outputs and same effects on the customers. (Ivanov and Dolgui, 2020).

Due to the new covid 19 virus, sales of new cars in Russia in April 2020 fell by 72.4% compared to the previous year. The Association of European Enterprises states that production has slowed down, and sales have almost completely stopped. In April, only 38,922 new cars and light commercial vehicles were sold in Russia, which recorded the highest decline in sales (Iveta Kufelova and Monika Rakova, 2020).

During the COVID-19 crisis, car manufacturers experienced disruption in various business areas. The crisis has accelerated online, and direct-to-consumer sales as people have become more comfortable working from home and buying remotely (Agrawal et al., 2020; Wang & Wells, 2020).

Automobiles play an important role in our daily lives, making them a topic of study in a variety of

professions. Customers, on the other hand, make their own decisions and judgments based on their own preferences and personal requirements; the challenge for dealers and manufacturers is to identify the elements that influence such selection models. Guessing or gauging a customer's attitude isn't easy, but that's because anticipating a customer's attitude is just as difficult as predicting a customer's thoughts (Lee & Govindan, 2014). The shifting needs of consumers are the next challenge for the local vehicle sector. The automotive industry is evolving, as are consumers' preferences. The rate of change continues to increase. Due to increased complexity and competitive demands, automobile businesses are looking for whatever advantage they can get.

Fuel economy, purchase price, maintenance and reliability, safety, performance, and personal or family demands are now among the most important factors that people consider when purchasing a car (Lee & Govindan, 2014). Furthermore, the majority of current studies on car ownership focus on the relationship between car choice and other factors such as the environment and alternative vehicles. Reliability, safety, pricing, and fuel efficiency are among the characteristics that consumers continue to say they value when choosing and purchasing a vehicle.

The automotive industry is a growing market comprising many subgroups which includes engineering, design, next generation manufacturing, distribution, and aftermarket. Automotive companies are focused on controlling cost, improving efficiency and utilization of alternative energy engines. Automobiles fall into several different categories based on the fuel consumed including gasoline, diesel, electric, and various hybrid, or alternative fuel cars such as ethanol and combined electrical motor heat engine drives. (Market Research)

In 2009, China surpassed the United States to become the largest national car manufacturer by production volume and market share; Japan is the third largest. Automobile manufacturers, component, and automotive part makers, resellers, and aftermarket services and parts are all part of the automotive industry. Global automobile markets and industries are currently defined by slowly diversifying demand regions, with increasing demand from densely populated developing countries. (Market Research)

Meanwhile, electronic parts manufacturers continue to increase the development and standardization of their components and software to provide increasingly sophisticated integrated circuits and better passive components. The revolution for the next automotive resources is underway; perhaps the COVID-19 outbreak has slowed it down, but the goal of offering more efficient rides, with high-performance and easy-to-drive vehicles, will always make the sector move. (Joao P. Trovao, 2020)

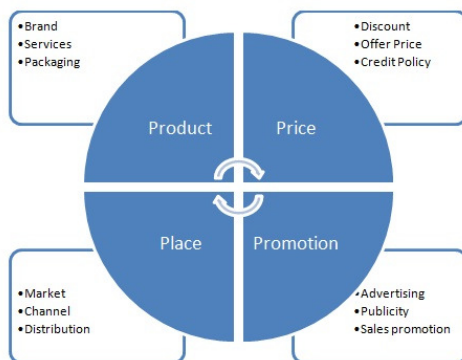
The global automotive industry has developed over a period of more than 100 years to become a vast entity of

many inter-connected parts. (P.Nieuwenhuis&P.Wells, 2003).

Consumers believe a vehicle to be reliable if it is likely to have fewer difficulties than other vehicles in terms of value reliability. Consumers' chance of choosing a car has been found to be positively influenced by vehicle reliability. Reliability and quality are intertwined, and perceived quality has a direct impact on customer purchasing decisions and brand loyalty, particularly when customers have little or no knowledge of the products they are about to buy (Armstrong and Kotler, 2003). Consumers desire automobiles that are dependable, easy to maintain, and repair. Consumers consider cheaper repair costs and a greater resale value as advantages of purchasing a car with high reliability. As a result, when evaluating their next vehicle purchase, consumers are likely to be concerned about vehicle reliability (Lee & Govindan, 2014).

(Baldwin and Tomiura, 2020) predict that the financial impact caused by COVID-19 on the manufacturing sector alone, would almost be threefold. They elaborate that the notable first is that the disease's concentration is primarily on the manufacturing heartland of the world (East Asia), and its spread to other industrial powerhouses in the US and European Union (EU) would thereby create direct and massive supply disruptions (in fact, this has already happened). Second, these immediate supply disruptions would cascade down to other manufacturing sectors in less-affected countries due to the supply-chain contagion effect. Third, the macroeconomic declines in aggregate demand, along with investment delays by companies, would undoubtedly generate demand disruptions.

V. THEORETICAL FRAMEWORK



The framework of this research study consists of four components from the marketing mix which are product, price, place, and promotion. Marketing mix is the distribution and communication of the customer value to the market (Kotler and Keller 2012). Marketing mix is one of the most popular theoretical frameworks in marketing

that has been used by companies to make marketing and other decisions in a more efficient manner. Companies have concentrated on various elements of marketing mix as a source of competitive edge according to the strategy adopted by senior level management to achieve long-term aims and objectives (John Dudovskiy, 2012). The practical application of marketing mix by companies varies according to their size, chosen business strategies, geographical location, competitive edge, and a range of other factors(John Dudovskiy, 2012). This study will determine the demographics, profile, skills, and the motivational level of the marketing professionals from Car Company A and determine the effectiveness of their marketing approach on the customer's satisfaction and number of car sales.

PRODUCT

Physical products, services, personalities, organizations, and desires are all examples of things to market in order to gain attention, acquisition, or consumption. Product is one of the strongest predictors, and there are two perceptions that will lead to high levels of purchase intention and repeat buying in the end, those perceptions are high product quality and high customer satisfaction. (Andreti, Zhafira, Akmal & Kumar, 2013)

PRICE

When it comes to making a buying decision, price is typically seen as the most important aspect. When it comes to choosing a product or service, price has always been a deciding factor for consumers (Lee & Govindan, 2014). When a consumer is faced with a purchasing decision in a product category, it is anticipated that they will look at a price to consider their current inventory position in the category. This allows consumers to get the most out of their purchase in the short term. When a consumer is presented with a brand with varied pricing and perceived quality levels, they must make a decision based on the relative relevance of both aspects.

PLACE

The way items and services are placed within reach of consumers is referred to as place. According to Andreti, Zhafira, Akmal, and Kumar (2013), location also has an impact on customer purchasing decisions.

PROMOTION

Promotion is a type of marketing communication; marketing communication is a marketing activity that aims to spread information, influence and/or notify the target market for a company and its products to be willing to accept, purchase, and be loyal to the company's products (Brata, Husani & Ali, 2017). The most critical activities are introducing, informing, and recalling the benefits of a product in order to motivate people to purchase the product

being advertised. Every organization should be able to choose which promotional tools to use in order to achieve sales success when holding a campaign.

VI. CONTRIBUTION OF RESEARCH

The results of the study will be deemed important to the following:

Car Company A. This study will benefit the dealer in terms of determining the salient factors that need reinforcements and attention to further increase the number of sales. This study will also benefit the dealer on what strategies they need to do to increase their number of sales. In this study, the researchers will be able to create strategies in the field of marketing that can be a specific tool during pandemic. This paper will be able to present the generic and specific reasons for a boost in sales and when it goes down. This study will also be able to assess Promotion Strategy-it’s effectiveness to the consumers and with this, the team will be able to create improvements. With the assessment of company offerings in terms of Sales Team Performance/Store Ambiance, they will be able to evaluate the organization’s offers and promos amidst pandemic and its effectiveness.

Marketing Professionals. This study will be beneficial for the sales agents in providing opportunities to self-reflect and improve their practice in marketing. It can also help them on the different techniques to be used on what to offer to the consumers. This study can help marketing professionals to determine the company offerings that will be satisfying to their customers.

Future Researchers. The findings of the study will be helpful for future researchers who’s interested in doing marketing research during a pandemic.

VII. PROPOSED RESEARCH METHODOLOGY

This part of the study presents the design of the study, particularly the research methods and techniques to be used, how the sample size is determined, the instrument to be used and the validation and the data analysis scheme which includes the application of statistical tools for treatment of data yielded by the study. to variables and conditions in the situation.

In this study the researchers will use the descriptive design method in the gathering of information which is reliable and will be able to formulate specific and precise conclusions for the completion of this study.

VIII. RESULTS AND DISCUSSIONS

To answer the specific problems in this study, the data gathered were analyzed using the following statistical tools:

Frequency Percentage Distributor- this identifies the percentage of observations that exist for each data point or

grouping of data points. It is a method of expressing the relative frequency of survey responses and other data. It is an overview of all distinct values in some variable and the number of times they occur. Frequency distributions are mostly used for summarizing categorical variables.

This was used to describe the distribution of the consumers when it comes to demographics in terms of (a) age, (b) sex, (c) job title, (d) civil status, (e) highest educational attainment, (f) number of cars purchased from car company A, and (g) number of years patronizing car company A.

Mean – This was used to assess the consumers’ satisfaction in terms of product assurance, product interest, store ambiance and sales team performance.

TABLE I
MEAN INTERPRETATION

Range	Interpretation
1.00 - 1.49	Disagree Not Interesting Not Satisfied
1.50 - 2.49	Slightly Agree Less Interesting Less Satisfied
2.50 - 3.49	Agree Interesting Satisfied
3.50 - 4.00	Strongly Agree Very Interesting Very Satisfied

4.1 Profile of the Respondents

TABLE II
DISTRIBUTION IN TERMS OF AGE

AGE	FREQUENCY	PERCENT
20-30	24	68.57
31-40	6	17.14
41-50	2	5.71
51-60	1	2.86
61-70	2	5.71
71-80	0	0.00
Total	35	100

Table 2 shows the distribution of respondents in terms of age. The respondents were mainly in the age bracket of 20 to 30 years old with a frequency of 24 and a percentage of 68.57 followed by the age bracket of 31-40 years old with a frequency of 6 with 17.14 percent. Next is the age bracket of 41-50 and 61-70 with a frequency of 3 for both age brackets and a percentage of 5.71. Followed by the age bracket of 51-60 with a frequency of 1 with 2.86 percent. And the smallest count of the respondents was from the age bracket of 71 to 80 years old. This indicates that most of the respondents were young.

TABLE III
DISTRIBUTION IN TERMS OF SEX

SEX	FREQUENCY	PERCENT
FEMALE	20	57.14
MALE	15	42.86

TOTAL	35	100
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Table 3 shows the distribution of the respondents according to gender. Based on distribution, the male respondents were outnumbered by the female respondents by 14.28%.

TABLE IV
DISTRIBUTION IN TERMS OF JOB TITLE

JOB TITLE	FREQUENCY	PERCENT
Employed	28	80
Self-Employed	4	11.43
Retiree	2	5.71
Others	1	2.86
TOTAL	35	100

Table 4 shows that 28 or 80 percent are employed, and 4 are self-employed with a percentage of 11.42. While there are 2 retirees with a percentage of 5.71 and there is 1 without indication with 2.86 percent.

TABLE V
DISTRIBUTION IN TERMS OF CIVIL STATUS

CIVIL STATUS	REQUENCY	PERCENT
Married	8	22.86
Single	24	68.57
Separated	1	2.86
Widowed	2	5.71
Total	35	100

Table 5 shows most of the respondents were single with frequency of 24 and percentage of 68.57, least were separated with frequency of 1 and percentage of 2.86 while married respondents have a frequency of 8 with 22.86% and widows are 2 with 5.71%.

TABLE VI
DISTRIBUTION IN TERMS OF EDUCATIONAL ATTAINMENT

HIGHEST EDUCATIONAL ATTAINMENT	FREQUENCY	PERCENT
Highschool graduate	1	2.86
College graduate	34	97.14
Elementary graduate	0	0
TOTAL	35	100

Table 6 shows that the highest respondents are college graduates with a frequency of 34 and percentage of 97.14 while there is 1 high school graduate with a percentage of 2.86.

TABLE VII
DISTRIBUTION IN TERMS OF CAR PURCHASED FROM CAR COMPANY A

NUMBER OF CARS PURCHASED	FREQUENCY	PERCENT
1-2	31	88.57
3-4	1	2.86
5-6	1	2.86
Others	2	5.71
TOTAL	35	100

NUMBER OF CARS PURCHASED	FREQUENCY	PERCENT
1-2	31	88.57
3-4	1	2.86
5-6	1	2.86
Others	2	5.71
TOTAL	35	100

Table 7 shows that the majority of the respondents purchased 1-2 vehicles from car company A with frequency of 31 and percentage of 88.57 while there are 1 with 3-4 cars and 1 with 5-6 vehicles with percentage of 2.86. There are also respondents with more than 6 cars purchased with a percentage of 5.71

TABLE VIII
DISTRIBUTION IN TERMS OF NUMBER OF YEARS PATRONIZING CAR COMPANY A

NUMBER OF YEARS PATRONIZING CAR COMPANY A	FREQUENCY	PERCENT
Less than a year	7	20.00
1 year - 2 years	14	40.00
3 years - 5 years	10	28.57
More than 5 years	4	11.43
TOTAL	35	100

Table 8 shows that most of the respondents patronized Car Company A for 1 to 2 years already with frequency of 14 and percentage of 40.00 followed by a frequency of 4 for more than 5 years of patronizing with percentage of 11.43 and there is a frequency of 10 for more than 3 to 5 years with percentage of 28.57. And the least is frequency of 7 who are patronizing Car Company A for less than a year with a percentage of 20.00

4.2 Company Offerings of Car Company A

Product Assurance

TABLE IX
ASSESSMENT OF COMPANY OFFERINGS IN TERMS OF PRODUCT ASSURANCE AND ITS CORRESPONDING INTERPRETATION

Statement	Mean	Verbal Interpretation
1. Long-term use	3.69	Strongly Agree
2. Specs and safety features of the unit	3.51	Strongly Agree
3. Product Durability	3.57	Strongly Agree
4. Performance wise	3.37	Agree
5. Product quality presentation	3.34	Agree
6. Vehicles newly and improved features	3.34	Agree
7. Warranty offering	3.49	Agree
8. Insurance offering	3.06	Agree
9. Allows test drive and vehicle inspection	3.51	Strongly Agree

10. Continuous improvement of the product by identifying bugs and issues	3.26	Agree
11. Availability of the latest car model	3.23	Agree
12. Different and unique colors of the unit	3.20	Agree
Composite Mean	3.38	Agree

Product Assurance is the assurance that the product performs as specified is the role of product assurance. This includes “in process,” or embedded, product assurance, as well as some methods that involve independent oversight. Table 9 illustrates that the respondents agree that company offerings in terms of product assurance affects their satisfaction and buying behavior with a composite mean of 3.38 and a verbal interpretation of “agree”. The statement with the highest weighted mean for product assurance was the long-term use with mean of 3.69 and a verbal interpretation of strongly agree. On the other hand, the statement with the lowest result of weighted mean was insurance offering with mean of 3.06 and a verbal interpretation of agree.

Product Promotions

TABLE X
ASSESSMENT OF COMPANY OFFERINGS IN TERMS OF PRODUCT PROMOTIONS AND ITS CORRESPONDING INTERPRETATION

Statement	Mean	Verbal Interpretation
1. Discounts and Vouchers offered by Car Company A	3.00	Interesting
2. Online product ratings and review about the brand	3.29	Interesting
3. Hints and tips on vehicle features	3.34	Interesting
4. Soft sell commercials for the brand	3.31	Interesting
5. Fast approval from the banks	2.94	Interesting
6. Fair price for the value	3.31	Interesting
7. Freebies (e.g. car mats, tints, dash camera, etc.)	3.17	Interesting
8. Free services (e.g. free change oil for 1 year)	3.06	Interesting
9. Low and affordable down payments	3.20	Interesting
10. Availability of the unit	3.26	Interesting
11. Availability of car accessories when needed	3.20	Interesting

Composite Mean	3.19	Interesting
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Product promotion is the process by which a company uses the mediums at their disposal to encourage customers to buy their products. They can offer exclusive deals, discounts, and other opportunities for a limited amount of time, enticing customers to purchase their product or service. Table 10 reveals that the respondents are interested in the company’s offerings in terms of product promotion, and it affects their satisfaction and buying behavior with a composite mean of 3.19 and a verbal interpretation of “interesting”. The statement with the highest weighted mean for product promotion was the hints and tips on vehicle features with mean of 3.34 and a verbal interpretation of interesting. On the other hand, the statement with the lowest result of weighted mean was fast approval from the banks with mean of 2.94 and a verbal interpretation of interesting as well.

Sales Team/Store Ambiance

TABLE XI
ASSESSMENT OF COMPANY OFFERINGS IN TERMS OF SALES TEAM PERFORMANCE AND STORE AMBIANCE AND ITS CORRESPONDING INTERPRETATION

Statement	Mean	Verbal Interpretation
1. Staff’s assistance in a timely manner	3.66	Very Satisfied
2. Sincerity and honesty of the sales representatives	3.57	Very Satisfied
3. Product knowledge of the sales representatives	3.63	Very Satisfied
4. Hassle-free appointment	3.49	Satisfied
5. Convenient office hours	3.43	Satisfied
6. Appearance of car service premises	3.34	Satisfied
7. Cleanliness of the store/showroom	3.31	Satisfied
8. Customer service over the telephone	3.29	Satisfied
9. Accessibility of the store location	3.43	Satisfied
10. With parking area	3.40	Satisfied
Composite Mean	3.45	Satisfied

Sales Performance is the effectiveness of the sales team, both individually and as a whole, in selling activities; the ability to achieve sales goals and Store Ambiance is a major part of the store design and it is defined as the dominant sensory effect created by the store’s design. Table 11 shows that the respondents are satisfied on the company’s store ambiance and the sales team performance with a composite mean of 3.45 and a verbal interpretation of “satisfied”. The statement with the highest weighted mean for

the store ambiance and the team’s performance was the assistance of the staffs in a timely manner with a mean of 3.66 and a verbal interpretation of very satisfied. On the other hand, the statement with the lowest result of weighted mean was customer service over the telephone with mean of 3.29 but the verbal interpretation is still satisfied.

4.3 Responses on the Extent of Utilization of the Factors affecting Consumers’ buying behavior on the Company’s offerings

Factors Affecting Consumers’ Buying Behavior		
Indicator	Composite Mean	Verbal Interpretation
Product Assurance	3.38	Agree
Product Interest	3.19	Agree
Sales Team Performance and Store Ambiance	3.45	Agree
Total	3.34	Agree

Table 12 presents the composite mean of all the indicators affecting consumers’ buying behavior on the company’s offerings with a mean of 3.34 and a verbal interpretation of “Agree”. This indicates that the clients are interested and satisfied with the company’s offerings in terms of product assurance, product interest and sales team performance and store ambiance.

4.4 Factors affecting on the number of sales of the Company be compared when respondents are grouped according to Profile

TABLE XIII
FACTORS AFFECTING ON THE NUMBER OF SALES OF THE COMPANY WHEN RESPONDENTS ARE GROUPED ACCORDING TO AGE

AGE	I1	VI	I2	VI	I3	VI
20-30	3.36	A	3.21	A	3.43	A
31-40	3.67	SA	3.53	SA	3.6	SA
41-50	3.04	A	2.68	A	3.45	A
51-60	3.17	A	2.27	SA	3.2	A
61-70	3.21	A	2.96	A	3.55	SA
CM	3.29	A	2.93	A	3.45	A

This table demonstrates that when the respondents are grouped according to age, the sales teams’ performance and store ambiance obtained the highest with the composite mean of 3.45 and verbally interpreted as agree. This means that the customers are more convinced to buy a car when the sales agent are competitive and the store ambiance attracts them and lighten up their mood. Next was the product

assurance with a mean of 3.29 which was similarly interpreted as agree. Additionally, the product promotion which falls under the last position with a composite mean of 2.93 and verbally interpreted as agree also.

TABLE XIV
FACTORS AFFECTING ON THE NUMBER OF SALES OF THE COMPANY WHEN RESPONDENTS ARE GROUPED ACCORDING TO SEX

SEX	I1	VI	I2	VI	I3	VI
Female	3.44	A	3.22	A	3.49	A
Male	3.31	A	3.15	A	3.41	A
CM	3.38	A	3.19	A	3.45	A

Presented in Table 14 are the factors affecting the respondents’ buying behavior when grouped according to sex. The data presents that the sales teams’ performance and store ambiance have the highest composite mean with the value of 3.45 and verbal interpretation of Agree. The data also present that the product promotion has the lowest composite mean of 3.19 with a verbal interpretation of agree.

TABLE XV
FACTORS AFFECTING ON THE NUMBER OF SALES OF THE COMPANY WHEN RESPONDENTS ARE GROUPED ACCORDING TO JOB TITLE

JOB TITLE	I1	VI	I2	VI	I3	VI
Employed	3.42	A	3	A	3.49	A
Self-employed	3.17	A	2.27	SA	3.33	A
Retiree	3.25	A	2.73	A	3.4	A
Others	3.25	A	3.37	A	3.2	A
CM	3.27	A	2.84	A	3.36	A

The table shows that when the respondents are grouped according to their job title, the sales teams’ performance and store ambiance obtained the highest with the composite mean of 3.36 and verbal interpretation of agree. Next was the product assurance with a mean of 3.27 which was similarly interpreted as agree. And last is the product promotion with a composite mean of 2.84 and verbally interpreted as agree also.

TABLE XVI
FACTORS AFFECTING ON THE NUMBER OF SALES OF THE COMPANY WHEN RESPONDENTS ARE GROUPED ACCORDING TO CIVIL STATUS

CIVIL STATUS	I1	VI	I2	VI	I3	VI
Single	3.43	A	3.25	A	3.48	A
Married	3.22	A	3.10	A	3.38	A
Widowed	3.21	A	2.95	A	3.4	A
Separated	3.00	A	2.91	A	3.6	SA
CM	3.22	A	3.05	A	3.47	A

Table 16 illustrates that when the respondents are grouped according to civil status the highest mean was the sales teams’ performance and store ambiancewith a composite mean of 3.47 and a verbal interpretation of agree. It is followed by the product assurance with a mean of 3.22 and verbally interpreted as agree. The lowest composite mean based on this data was the product promotion with a composite mean of 3.05 and a verbal interpretation of agree.

FACTORS AFFECTING ON THE NUMBER OF SALES OF THE COMPANY WHEN RESPONDENTS ARE GROUPED ACCORDING TO NUMBER OF YEARS PATRIONIZING CAR COMPANY A

Number Of Years Patronizing Car Company A	I1	VI	I2	VI	I3	VI
Less than a year	3.00	A	2.97	A	3.07	A
1year-2years	3.41	A	3.24	A	3.56	SA
3years-5years	3.52	S A	3.25	A	3.58	SA
More than 5 years	3.60	S A	3.25	A	3.45	A
CM	3.38	A	3.18	A	3.42	A

TABLE XVII
FACTORS AFFECTING ON THE NUMBER OF SALES OF THE COMPANY WHEN RESPONDENTS ARE GROUPED ACCORDING TO EDUCATIONAL ATTAINMENT

Highest Educational Attainment	I1	VI	I2	VI	I3	VI
College graduate	3.39	A	3.20	A	3.46	A
Highschool graduate	3.17	A	2.72	A	3.1	A
CM	3.28	A	2.96	A	3.28	A

Table 17 illustrates that when the respondents are grouped according to highest educational attainment, both product assurance and sales teams/store ambiance have the same composite mean of 3.28 and a verbal interpretation of agree. Then the other one which is product promotion has a composite mean of 2.96 and verbally interpreted as agree also.

TABLE XVIII
FACTORS AFFECTING ON THE NUMBER OF SALES OF THE COMPANY WHEN RESPONDENTS ARE GROUPED ACCORDING TO NUMBER OF CARS PURCHASED

NUMBER OF CARS PURCHASED	I1	VI	I2	VI	I3	VI
1-2	3.39	A	3.20	A	3.48	A
3-4	3.08	A	2.45	SA	3.3	A
5-6	3.83	SA	3.82	SA	3.5	A
Others	3.25	A	3.36	A	3.2	A
CM	3.39	A	3.21	A	3.37	A

Table 18 shows that when the respondents are grouped according to the number of cars they purchased from car company A, the highest mean was the product assurance with a composite mean of 3.39 and a verbal interpretation of agree. It is followed by the sales teams’ performance/store ambiance with a mean of 3.21 and verbally interpreted as agree. The lowest composite mean based on this data was the product promotion with a composite mean of 3.21 and a verbal interpretation of agree.

TABLE XIX

Presented in Table 19 are the factors affecting on the number of sales of the company when grouped according to the number of years a customer is patronizing car company A. The data presents that the sales teams/store ambiance has the highest composite mean with the value of 3.42 and verbal interpretation of agree. The data also present that the product promotion has the lowest composite mean of 3.18 with a verbal interpretation of agree.

PROPOSED ACTION PLAN

IX. CONCLUSIONS

In this study, we found out the following:

1. That most of the respondents of the study were 20 – 30 years old, female, employed, were single in status, highest educational attainment is college, most of them owned 1 – 2 cars from Car company A, and they patronized Car company A for 1 – 2 years already.
2. That the respondents agree that product assurance, product promotions and sales team performance and even store ambiance affects their willingness to buy and satisfy their needs. They consider that product assurance, promotions, staff’s performance, and store ambiance are important variables that the company offers which they consider when looking for or buying a car.
3. The top three among the offers of the company that are most patronized by customers are Long-term use, Product Durability and Product knowledge of the sales representative. This means that most consumers are in favor of these different offers and that these offers are the ones that they usually consider in purchasing a car.

X. RECOMMENDATIONS

The car industry is really evolving, and many dealerships are finding new ways to achieve sales goals and maintain long-term profitability. Based on the findings and conclusions, the researchers recommend that the company should improve their services when it comes to insurance offering, fast approval from banks and customer service over the telephone

since these three garnered the lowest mean result from each of the tables.

1. For the insurance offerings, the company should engage more to different insurance companies so that the consumers can have different options on what insurance they can get. The company should have more accredited insurance companies so that they can get different options of insurance offerings that they can possibly offer to their customers.

2. For the fast approval from banks, the company should build rapport to tie up banks. They should improve their presentation of the application and proper assessment based on customer's profile in order to have a high chance of approval from the banks.

3. To the customer service to use positive language which can build trusting relationships with the customers, be an active listener because clients don't want to be heard but to be understood also. Furthermore, the customer service should know the company's products and services in order to assist the clients properly and lastly, they should measure and analyze customers' feedbacks to know how effective or ineffective the service team was and, in that way, they will figure things out and improve their service more.

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