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DIRECT MARKETING AND BRAND IMAGE OF RESORT AND TOURIST INN IN SAN PABLO CITY, LAGUNA: BASIS FOR MARKETING PLAN

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ABSTRACT

This study examined the direct marketing strategies and the brand image of selected resort and tourist inn accommodations in San Pablo City, Laguna, as a basis for a marketing plan. Specifically, it described the profile of the respondent-employees and customers in terms of the name of the establishment, nature of work, salary range (gross monthly basis), length of service/tenure, educational background, reason for staying, initial exposure to brand awareness, and number of visits to the establishment. It determined the direct marketing strategies used by the accommodations in terms of direct selling, telemarketing, mobile marketing, social media marketing, direct mail, and e-mail marketing, as well as their brand image in terms of purchase intention, brand image, product quality, design, brand name, store environment, service quality, promotion, and price. It also determined the significant relationship between direct marketing and brand image, the significant differences in direct marketing and in brand image when respondents were grouped according to profile variables, and, lastly, proposed a marketing plan. The descriptive method of research was utilized. Participants were the employees and customers of two accommodations in San Pablo City, Laguna. The sample consisted of 143 respondents, determined using G*Power 3.1.9 with an effect size of 0.23, an alpha level of 0.05, and a power probability of 0.95; Accommodation A had 50 customers and 26 employees, while Accommodation B had 57 customers and 10 employees. Purposive sampling was used to select the tourism accommodations, stratified random sampling for the establishments' guests, and convenience sampling for the employees. The respondent-customers from Accommodation B comprised the majority of the customer category. They mostly derived income from education/training following the completion of a college education, earned a salary ranging from Php11,000 to Php20,000, and had work experience of more than one year but less than three years. Their initial exposure to the brand came mostly through referrals from friends, relatives, and acquaintances, and they mostly visited the establishments once. Social media marketing was the most used direct marketing strategy of the two accommodations for both employees and customers, whereas direct selling and direct mail were the least used. In terms of brand image, promotion was rated highest by the employees, while store environment was rated highest by the customers and overall; brand image was the least rated. There was a highly significant relationship between direct marketing, in terms of direct selling, telemarketing, mobile marketing, social media marketing, direct mail, and e-mail marketing, and brand image. In terms of direct marketing, a significant difference was found among the respondent-customers when grouped according to profile variables; name of accommodation, nature of work, reason for staying, first exposure to the brand, and educational background were highly significant profile variables for availing accommodation services. In terms of brand image, a significant difference was likewise found among the respondent-customers when grouped according to profile variables; educational background, name of tourism accommodation, reason for staying, frequency of visit, and category were highly significant profile variables. The researcher recommends that the number of visitors from other job sectors be increased regardless of their income, educational background, or length of service; that customers be given more reasons to stay; that the ways by which customers learn of the services be expanded, and that the frequency of visits be increased; that direct selling and direct mail be improved to sustain the accommodations' competitive advantage; that product quality and brand image be improved for the same purpose; that the proposed marketing plan be developed and utilized to ensure visibility and increase revenue; and that future researchers conduct similar studies using other variables not included in this research.

Keywords: *direct marketing, brand image, resort, tourist inn, marketing plan, San Pablo City, Laguna*

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INTRODUCTION

Background of the Study

The omnipresent nature of tourism accommodations produces the side effect of competition among such business establishments, thus requiring the need to enhance their presence through marketing and brand imaging to acquire regular customers with the end view of long-term income generation. It is important to be able to differentiate your product/services from all others. These establishments have to consider how they can reach and win over the customers and what direct marketing and brand image they want the consumers to have of their product or service.

Direct marketing is a very effective and powerful way to share information about a product or service. It is an interactive marketing system that uses one or more advertising media to affect a measurable response and/or transaction at any location (American Marketing Association, 2016). It's a method of contacting customers and potential customers personally, rather than having an indirect medium between the company and the consumer, such as magazine ads or billboards that are seen by the public. Kotler's (2017) definition of Marketing as direct one-on-one connections with carefully targeted individual consumers to both obtain an immediate response and cultivate lasting customer relationships is echoed by the aforementioned literature.

The American Marketing Association (AMA) defines brand as a "name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers," while brand image is defined as a "perception of a brand in the minds of persons[...]. It is what people believe about a brand – their thoughts, feelings, expectations" (AMA). Aaker and Keller define, respectively, brand image as a "set of associations, usually organized in some meaningful way" (Aaker, 1992) and "perceptions about a brand as reflected by the brand associations held in consumer memory" (Keller, 1993).

The researcher chose direct marketing among all Integrated Marketing Communications for the reason of reaching more customers, delivering high-satisfaction service to all current customers and future customers on a one-on-one basis, while brand image is to influence consumers' perception and attitude toward the establishment, establish the brand image in consumers' minds, and stimulate consumers' actual purchasing behavior of the brand, therefore increasing sales, maximizing the market share, and developing brand equity. These strategies will deliver the expected benefit of income generation.

The subject being studied is selected tourism accommodations in San Pablo City, Laguna. The researcher would like to identify the direct marketing strategies that are being used, which of those strategies are being used effectively and efficiently, and also to identify the least effective one in order to propose marketing plans that could help to strengthen it. The researcher would also want to determine the brand image that these accommodations have in the perception of the customers and to determine also the significant relationship between direct marketing and brand image, if there is any.

The need to conduct this research is to help the accommodation industry boost their revenue as well as uplift their brand image. According to the study of Mohammadzadeh (2015) about brand image, if consumers are familiar with companies and brands, they will have higher purchase intention; if a product has higher brand awareness, it will have a higher market share. Well-known brands that have attained higher awareness are more likely to have consumers repurchase that brand and other products than other brands in the future, and they will neither change their loyalty nor switch to another brand under any circumstances, according to some researchers.

Review of Related Literature

Direct Marketing

Marketing is an administrative and social process through which individuals and groups obtain what they need and desire by the generation, offering, and exchange of valuable products with their equals (Kotler, 2013). It is also true to the American Marketing Association (2013), which defines Marketing as an activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers,

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clients, partners, and society at large. There are many definitions of marketing, but the key word in this marketing definition is “process,” and it essentially involves everything you do to get your potential customers and your product or service together (Ward, 2018). The objective of marketing is to attract and retain a growing base of satisfied customers by creating and implementing a marketing plan that will keep the marketing efforts focused and increase sales.

According to Investopedia, Direct marketing is a form of advertising in which companies provide physical marketing materials to consumers to communicate information about a product or service. Direct marketing does not involve advertisements placed on the internet, on television, or over the radio. Types of direct marketing materials include catalogs, mailers, and fliers. Companies that use direct marketing benefit from being able to focus limited resources on a targeted promotion, which also allows them to personalize the marketing message. Because it is easy to measure responses, companies can test different marketing messages to improve the response rate. Direct marketing can be cost-effective if the customer database is well-managed.

Direct marketing is a discipline, a subset of marketing, which permits us to carry out certain marketing tasks more efficiently. It does this by gathering, analyzing, and using information about individual customers and prospects. This information enables us to identify which of the people on our customer and prospect files are likely to be interested in a product, service, or offer. In other words, direct marketing can support all aspects of the marketing process. It is not an alternative to marketing, but an integral part of it. If there is a difference between the two, it is that marketing tends to focus on the broader market level whilst direct marketing is more tightly focused on the individual level. It achieves this by using sophisticated information management techniques (Thomas & Housden, 2002).

For many businesses, it’s by far the most cost-effective form of marketing. From direct mail and leaflet drops to telemarketing and email marketing, it allows you to target customers with accuracy. However, careful preparation of direct-marketing campaigns is essential if you are to make the most of your investment and get the response rates you want. You need to ensure you do not contact individuals who have decided they do not want to receive direct marketing mailings.

Direct marketing is a type of advertising campaign that seeks to bring an action in a selected group of consumers (such as an order, visit the store or the website of the mark, or a request for information) in response to a communication by the marketer. This communication can take many different formats, such as postal mail, telemarketing, point of sale, mail marketing, etc. An essential aspect of direct marketing is that the consumer response is measurable: for example, if you offer a discount for an online store, you should include some kind of cookie or pixel to let you know if the user has made use of the code (Campos, 2018).

The new marketing is more than a way of doing; it is a way of thinking. It begins with an understanding of the distinctive characteristics of services—their invisibility and intangibility—and of the unique nature of service prospects and users—their fear, their limited time, their sometimes-illogical ways of making decisions, and their most important drives and needs (Beckwith, 2012).

Direct marketing is about making direct contact with existing and potential customers to promote your products or services. Unlike media advertising, it enables you to target particular people with a personalized message. Direct marketing can be cost-effective and extremely powerful at generating sales, so it is ideal for small businesses. Direct marketing uses a variety of different methods. Traditional methods include direct mail and leafleting, but email marketing, telemarketing, and mobile and SMS marketing are also widely used and provide a cost-effective way to reach your customers on a one-to-one basis. Direct marketing allows you to generate a response from targeted customers. As a result, small businesses can focus their limited marketing resources where they are most likely to get results.

A direct marketing campaign with a clear call to action can help you boost your sales to existing customers, increase customer loyalty, recapture old customers, and generate new business. (Bristol, 2018)

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The Direct Marketing Process has five main steps. The direct marketer's challenge is to manage these steps and build a relationship with the customer. The five main steps are: the establishment of objectives and strategic decisions (research helps advertisers target, segment, prospect, and set objectives); the communication of an offer (the message) by the seller through the appropriate medium; response, or customer orders; fulfillment, or filling orders and handling exchanges and returns; and maintenance of the company's database and customer service (Moriarty, Mitchell, Wells, 2010)

According to Kotler and Armstrong (2013), using database marketing, advertisers can continually improve the effectiveness of their campaigns. Effective direct marketing begins with data. Marketers examine categories of customers or prospects they think will be interested in their product or service and develop or procure lists for making contacts. Direct Marketers use a database to keep track of customers and identify prospective customers. They are also a segmentation tool to communicate relevant offers to customers and prospects. A database is the heart of direct marketing. A database is important at both the beginning of the direct marketing process, where it is a critical source of information, and at the end of the process, where it captures and updates information for the next interaction.

What these many diverse marketing tools have in common is that they reach selected customers directly, and often interactively, building close, one-to-one relationships (Kotler & Armstrong, 2013). The most common forms of direct marketing are Internet marketing, Face-to-face selling, Direct mail, Catalogs, Telemarketing, Direct-response advertising, and Kiosk marketing (Kotler, 2013).

Direct marketing gives you the opportunity to promote your products and services directly to the customers who most need them. A good direct marketing campaign will: help you build relationships with new customers; test the appeal of your product or service; tell you which marketing approaches reach your target market; provide customers with compelling content they can share with potential customers; and increase sales (Queensland, 2017).

Referring to Kotler (2013), Direct marketing is immediate and interactive: Buyers can interact with sellers by phone or on the seller's Website to create exactly the configuration of information, products, or services they desire and then order them on the spot. Moreover, direct marketing gives consumers a greater measure of control.

For hotels, social media marketing enables real-time, two-way communication and allows hotels to communicate at the point of need (Lanz et al., 2010). Over 60% of online travelers have interacted with hospitality businesses through some social media sites (PhoCusWright, 2010). In this way, hotels can reinforce their message and help it go viral, which generates electronic word-of-mouth (Lanz et al., 2010). Social media marketing can be used by hoteliers not only to increase sales, but also to improve brand awareness, monitor brand reputation, educate and inform customers, and improve customer service (Lim, 2010).

Direct marketing is also an option with leaflets and promotional gifts. Marketing in the hospitality industry is all about the customers' satisfaction. (Owen, 2014)

Direct marketing is another medium of advertising which focuses on customer needs and wants. This latter binary then segments the customers according to the value that is perceived by the hospitality industry. In direct marketing advertising, personal media such as text messages and direct mail are used to target potential customers. On the other hand, telemarketing is the key to building a relationship with current customers (Belch & Belch, 2011; Tapp, 2008)

According to careerride.com (2013), sometimes poor-quality leads or poorly communicated messages may pose problems for marketers as well as consumers, as some of these consumers may not be interested in the product. So much time and money may be wasted on communicating with such consumers. Sending out direct mail to customers' addresses may also irritate some customers. The customers may also have a feeling that their privacy is being invaded, and they may not want to disclose any personal information about themselves while being asked

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to answer questionnaires in direct marketing. Direct marketing must be convincing enough to win over the trust and belief of the consumers in order to overcome such challenges.

Direct Selling

Direct selling is a method of marketing and retailing goods and services directly to the consumers, in their homes or in any other location away from permanent retail premises. It is usually conducted in a face-to-face manner - either where products are demonstrated to an individual or to a group, or where a catalog is left with the consumer and the direct seller calls later to collect orders. Unlike direct marketing or mail order, direct selling is based principally on personal contact with the customer.

Main direct selling methods: person-to-person: usually by prior arrangement or introduction, an explanation or a demonstration is given by a direct seller to a customer and the customer's family; party plan: selling through explanation and demonstration of products to a group of prospective customers by a direct seller, usually in the home of a hostess who has invited other people for that purpose.

Multilevel marketing (MLM): Many direct selling companies, both person-to-person and party plan, are now organized on multilevel principles. This is where direct sellers are given the opportunity, in addition to the rewards from making personal sales, to build their own sales teams. In doing so, they are able to receive additional rewards that come from the sales achieved by those they have recruited, trained, helped, and motivated. (The European Direct Selling Association, 2017)

According to the World Federation of Direct Selling Associations, "direct selling is the marketing of products and services directly to consumers in a face-to-face manner, generally in their homes or the homes of others, at their workplace and other places away from permanent retail locations." The salespersons are called direct sellers.

According to Lilyquist (2018), Direct Selling may happen in one or two ways. The first is where the direct seller makes a demonstration to a large group of people (often called the Party Plan), and the second method is where the presentation is made on a person-to-person basis (one-to-one). Most of the direct sellers in companies are women partaking in direct selling as a part-time endeavor. Most often, the direct sellers are not employees of the company but rather independent.

Advantages of Direct sales allow for thorough explanation and personal demonstrations by the salesperson; It allows accessible business opportunities to people looking for alternative sources of income, generally independent of their gender, age, education, or previous experience. It fosters the free market system and the entrepreneurial spirit in its direct salesman; it allows companies to bypass the traditional distributor network and sell directly to the customer, thus saving on costs normally taken up by middlemen.

Telemarketing

Telemarketing is contacting, qualifying, and canvassing prospective customers using telecommunications devices such as telephone, fax, and internet. It does not include direct mail marketing. Telemarketing is a marketing method in which the salesperson promotes his products or services to the customers through tele services such as phone or web conferencing. It can either be live marketing by a salesperson or marketing through a recorded voice.

It is considered the most interactive method of marketing. It is an adaptive form of marketing which allows a salesperson to adapt his marketing strategy based on the customer he is talking to over the phone. This method is considered annoying by many customers. Also, many scams have been reported using this method.

It is a widely used method of contacting people to promote products or services, raise money for charity, gather information, generate leads, and carry out surveys. With new technology, the term also includes videoconferencing calls, which in the vast majority of cases occur with existing customers.

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Telemarketing is the act of selling, soliciting, or promoting a product or service over the telephone; the telephone is the most cost-efficient, flexible, and statistically accountable medium available. At the same time, the telephone is still very intimate and personal. It is individual to individual.

Meaning, telemarketing is the process of using the telephone to generate leads, make sales, or gather marketing information. Telemarketing can be a particularly valuable tool for small businesses, in that it saves time and money as compared with personal selling, but offers many of the same benefits in terms of direct contact with the customers.

Telemarketing is especially useful when the customers for small business products or services are located in hard-to-reach places, or when many prospects must be contacted in order to find one interested in making a purchase.

Cited in Korhonen (2014), Telemarketing is a great channel for two-way direct marketing. On the phone, it is much easier to get a message across when engaging in a dialogue, and questions can be immediately answered. As said, telemarketing might sound negative from consumer experiences, but almost every business has a phone and they are probably not going to stop using them in the near future.

Cited in Mamat, Roslan, Rahman and Alaudeen (2015), telephone technique or telemarketing has a higher response rate and very quick response time. Also, the intrusiveness is much higher than other types of direct marketing. The advantages of telemarketing are its persuasiveness, response rate, interactivity, and measurability; major disadvantages are the high cost and nonacceptance by some consumers. The findings show that telemarketing has a quick response while delivering product knowledge and information. Also, telemarketing is used to promote the service and product in more detail. This is because the objective of direct marketing is to generate a quick response from customers (Namulia, 2011).

Cited in Korhonen (2014), Cron and Decarlo (2010, 165) stated that telemarketing is 5 to 15 times more efficient and 70 to 95% less expensive than field sales. Ignatov (2010, 26) writes, “This is based on the fact that necessarily no other tangible assets than a telephone are needed for achieving benefits.”

Cited in Korhonen (2014), over 80% of marketers use telemarketing and cold calling as a channel in their marketing, according to the B2B Demand Generation Benchmark Survey in 2013 (Eloqua, CMO.com, Software Advice 2013). It is rather safe to say that it is still a quite common procedure and is not as old-fashioned as often mentioned.

Cited in Korhonen (2014), one of the managers interviewed stated, “Email, events and telemarketing produce the best quality leads. But websites and social media are more popular than telemarketing, which shows a degree of bias in favor of digital channels,“ (SCi Sales Group 2011).

Telemarketing is usually considered as the use of telephones to sell directly to consumers and business customers. (Kotler, Armstrong, Wong & Saunders 2008, 831).

Telemarketing has to be seen as a versatile marketing tool; it can be used to target existing and new customers, for lead generation, lead qualification, audience acquisition, database enhancement, profiling, surveying, customer satisfaction, confirmation and arranging sales meetings, inviting people to trade shows, and increasing brand awareness (Direct Marketing Partners Ltd. 2012). The goal of each call made has to be clear beforehand.

Cited in Korhonen (2014), the goal of the telemarketing call can be broken into two different categories. The two different approaches could be for existing customers and for new customers. For existing customers, the goals could be the renewal of contracts, upselling more products, and simple customer relations enhancement. For new customers, the goals could be creating awareness and interest or email follow-ups, and, if possible, sales meetings. It is notably easier to sell to an existing customer than to a new one. It can cost five to ten times as much to attract a new customer as it can to keep the existing ones happy (Kotler et al., 2008, p. 392). There can be various reasons to contact them, aiming for those long-term contracts, renewals, upselling more products, or inviting them to a

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trade show. As an additional benefit, there is no need for expensive database acquisition for existing customer targeting. For new customers, it is harder to sell, but it can also be rewarding. Some prospects are not mature enough to buy or have a meeting with immediately. Some of the prospects are interested, but only an informative email package is asked for. Some of the prospects may even call back after a period of time has elapsed. Therefore, the goal can and should be everything from creating awareness and opening doors, qualifying prospects, all the way to sales meeting setup. Telemarketing can also be used to follow web leads and invite people to trade shows.

Mobile Marketing

Cited in Robayo, Oscar & Montoya, Luz & Rojas-Berrio, Sandra (2017), the mobile channel emerges today as a novel tool with great potential for marketing communications (Barnes, Reichardt, and Neumann 2005; Varnali & Toker, 2010). The Mobile Marketing Association (MMA, 2008) defines mobile marketing as "the set of practices that enables organizations to communicate and engage with their audience in an interactive and relevant manner through any network or mobile device". Some later definitions by some scholars give it a more specific role. For example, Shankar and Balasubramanian (2009) define mobile marketing as "communication and promotion of double or multiple pathways between a company and its customers using a medium, device or mobile technology". Moreover, Scharl, Dickinger, and Murphy (2005, p. 125) refer to mobile marketing as "the use of a wireless means to provide consumers personalized information in real time, sensitive to geographical location, which seeks to promote a good, service or idea, bringing benefits to all stakeholders More interesting is the fact that at least four different terms have been used to try to refer to the concept of marketing made through mobile means. Among these are the following: mobile marketing, mobile advertising, wireless marketing, and wireless advertising (Dehkordi et al., 2012)

On the other hand, Kaplan (2012) defines mobile marketing as "any marketing activity carried out through a ubiquitous network to which consumers are connected constantly using a personal mobile device." This author also proposes a way to classify the applications of mobile marketing into four major typologies. To do this, it uses two variables: (1) the level of identification of consumers and (2) the level of activation of the communication. In terms of consumer identification, the use of a mobile device allows companies to customize messages for each of their users, according to the idea put forward in marketing one by one (Peppers, Rogers, & Dorf, 1999).

As cited in Robayo, Oscar & Montoya, Luz & Rojas-Berrio, Sandra. (2017), among the advantages offered by the use of mobile devices, there is the possibility of having a real consumer identity. This is due to the personal character smartphones have and to the possibility of getting contextual information regarding users' behaviors in different places, even in real time. This has generated research lines in management sciences, in particular about topics that include mobile advertising, promotions, customer support (Varnali & Toker, 2010), mobile shopper marketing (Shankar et al., 2016), mobile interface usability (Venkatesh, Thong, & Xu, 2012), customer preferences, and decision-making (Pescher, Reichhart, & Spann, 2014), among others. The current importance of the mobile channel is given by the time users spend interacting with applications and web browsing on these devices. It is estimated that about half of the searches performed on Google are being carried out from mobile devices (Graham, 2015). This new consumer reality provides a setting for organizations to develop and invest in mobile marketing campaigns that adapt to new patterns of behavior in terms of web browsing and app usage. According to Berman (2016), these conditions include: 1) Mobile devices are always on, most of them have a mobile internet connection, and are always where the user is located; 2) The possibility to generate marketing activities from the geographical location of users at any given time; and 3) The ability to design and send personalized messages according to the pattern of use and previous consumer preferences.

Mobile Marketing refers to the marketing activities undertaken to reach consumers directly via mobile phones, connected to a ubiquitous network to which consumers are frequently connected.

Mobile marketing utilizes multiple distribution channels to promote products and services via mobile devices, such as tablets and smartphones. It makes use of features of modern mobile technology, such as location services, to tailor marketing campaigns based on an individual's location. Mobile marketing is a way in which technology

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can be used to create personalized promotion of goods or services to a user who is constantly connected to a network. Mobile advertising is a subset of mobile marketing.

Mobile marketing may include promotions sent through SMS text messaging, MMS multimedia messaging, through downloaded apps using push notifications, through in-app or in-game marketing, through mobile web sites, or by using a mobile device to scan QR codes. Proximity systems and location-based services can alert users based on geographic location or proximity to a service provider.

Mobile marketing is an indispensable tool for companies large and small as mobile devices become ubiquitous. The key players in the space are the brands (and companies that they represent through advertising) and service providers that enable mobile advertising. Mobile advertising targets audiences not so much by demographics but by behaviors (though demography plays a part, such as the fact that iPad users tend to be older and wealthier). One notable behavior in the mobile marketing space is known as “snacking,” which is when mobile device users check in to media or messaging for brief periods. Such seeking of instant gratification equates to more points of contact for marketers.

In mobile marketing, the device (especially screen size) does make a difference — users of smartphones and iPad tablets react differently to mobile marketing. For example, smartphone users tend to find informative content to be the most relevant, yet iPad users tend to be captivated by interactive advertising that features rich media presentations with eye-catching imagery (the message of the content is a secondary concern).

Mobile marketing is the interactive multichannel promotion of products or services for mobile phones and devices, smartphones and networks. Mobile marketing channels are diverse and include technology, trade shows, or billboards.

Mobile marketing is a multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, social media, and apps.

Mobile is disrupting the way people engage with brands. Everything that can be done on a desktop computer is now available on a mobile device. From opening an email to visiting your website to reading your content, it’s all accessible through a small mobile screen. Consider: 80% of internet users own a smartphone; Mobile platforms, such as smartphones and tablets, host up to 60% of digital media time for users in the U.S.; Google anticipates search queries on mobile devices to surpass desktop searches by the end of 2015.

Effective mobile advertising means understanding your mobile audience, designing content with mobile platforms in mind, and making strategic use of SMS/MMS marketing and mobile apps. Understanding your audience is the first step to any marketing strategy, and buyer personas are valuable tools to aid that understanding. Buyer personas are simply fictional representations of your various types of customers. Create a profile that describes each one’s background, job description, main sources of information, goals, challenges, preferred type of content, objections, and/or role in the purchase process. It is easier to determine a channel and voice for your marketing messages when you have a clear picture of your target audience.

A simple way to start is to research big data reports on mobile usage. Some interesting observations include: 65% of all email is first opened on a mobile device; 48% of users start their mobile internet sessions on a search engine; 56% of B2B buyers frequently use smartphones to access vendors’ content; 95% of adults primarily use their smartphones to access content/information.

A mobile-friendly website is no longer an option—it’s a must. The rise in mobile traffic coupled with Google’s mobile-friendliness ranking factor means a brand’s site must adapt to mobile devices in order to stay competitive. For search engines, “mobile-friendliness” means that: Content fits on the screen without side-to-side scrolling or zooming; Content loads quickly; Site returns no mobile-specific errors.

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Google has even provided a free mobile-friendliness tool to help marketers determine how to best improve their sites. The most important reason to maintain a mobile-friendly site is to create a consistent and engaging user experience. Mobile UX has a dramatic effect on every stage of the buying cycle: 64% of mobile web users abandon pages if they don't load within 10 seconds; 35% of executives could not make an intended purchase because the website they visited wasn't mobile-friendly; 90% of the C-suite uses mobile devices to research business purchases.

SMS, also known as "short messaging service," really puts into context how personal mobile marketing can be because you are sending a message directly to a customer or potential customer's personal device. SMS and MMS are very powerful channels for mobile marketing. Over 3.6 billion people are able to receive SMS messages, and 90% of those messages are opened within three minutes (compared to 90 minutes for the average email). Consider: The open rate of SMS is 98% compared to 22% for emails; Text messages can be 8x more effective at engaging customers; Almost 50% of consumers in the U.S. make direct purchases after receiving an SMS-branded text.

Social Media Marketing

It is important to focus on engaging the customer both emotionally and behaviorally, which means that the communication on social media and physical retail stores should both excel in emotional appeal and encourage various forms of interaction with the brand. Increasingly, success at retail is less about what the retailer has to sell and more about how they sell it. This is the new experiential paradigm shift in shopping. This will become even more critical in the future as success at retail will continue to shift toward how well retailers play to the emotions, psychology, and feelings of the shopper (Danziger, 2006, p. 17). The need, whether utilitarian or hedonic, carries them to the store, but emotions make them stay and shop (Ishita Sachdeva, Suhsma Goel, 2015).

As cited in Paquette (2013), the phrase social networking sites' is often used interchangeably with social media. However, social media is different because it allows participants to unite by generating personal information profiles and inviting friends and colleagues to have access to those profiles (Kaplan & Haenlein, 2010, p. 63). Thus, social media is the environment in which social networking takes place and has altered the way in which consumers gather information and make buying decisions. Social media has advanced from simply providing a platform for individuals to stay in touch with their family and friends. Now it is a place where consumers can learn more about their favorite companies and the products they sell. Marketers and retailers are utilizing these sites as another way to reach consumers and provide a new way to shop. "Technology-related developments such as the rise of powerful search engines, advanced mobile devices and interfaces, peer-to-peer communication vehicles, and online social networks have extended marketers' ability to reach shoppers through new touch points" (Shankar et al., 2011, p. 30).

According to Bajpai, Pandey, and Shriwas (2012), social networking websites allow individuals to interact with one another and build relationships. When products or companies join those sites, people can interact with the product or company. That interaction feels personal to users because of their previous experiences with social networking site interactions. Social networking sites like Twitter, Facebook, Google Plus, YouTube, Pinterest, and blogs allow individual followers to "retweet" or "repost" comments made by the product being promoted. By repeating the message, all of the user's connections are able to see the message, therefore reaching more people. Social networking sites act as word of mouth. Because the information about the product is being put out there and is getting repeated, more traffic is brought to the product/company. Through social networking sites, products/companies can have conversations and interactions with individual followers. This personal interaction can instill a feeling of loyalty into followers and potential customers. Also, by choosing whom to follow on these sites, products can reach a very narrow target audience. Social networking sites can have a large impact on the outcome of events. In 2010, a Facebook campaign surfaced in the form of a petition. Users virtually signed a petition asking NBC Universal to have actress Betty White host Saturday Night Live. Once signed, users forwarded the petition to all of their followers. The petition went viral and on May 8, 2010, Betty White hosted SNL. Social platforms each have an ecosystem of their own. Creating a basic social media presence is easy enough, getting your community to actually do something is more difficult. Make sure your site is included in local business directories in order to help ensure that consumers find you when they need you. Customizing

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messages across sites help the message spread but it keeps users from receiving multiple identical communications. By giving exclusive coupons to your social community, you're rewarding and reminding them that you are not only a brand to engage with, but also to buy from. Taking advantage of these strategies can help you build your community, make your marketing more effective, and incentivize buying. (Bajpai, Pandey, Shriwas, 2012).

Direct Mail Marketing

According to Entrepreneur Media (2019), a marketing effort that uses a mail service to deliver a promotional printed piece to your target audience.

Companies want to reach their customers using the most efficient and cost-effective ways possible. They don't want to waste money advertising products and services to those who aren't in their target market. They want to be sure they're reaching the demographic that's interested in what they do, say, or sell.

While perhaps not as splashy as other forms of marketing, direct mail marketing is one of the most cost-effective, minimally intrusive forms of advertising. By using the proper research tools, companies can send their messages directly to specific demographics, targeting the most likely customers. Using creative strategies, direct mail companies can grab the attention of their ideal consumers and entice them to purchase goods or services (Marketing-schools.org, 2012).

Direct mail encompasses a wide variety of marketing materials, including brochures, catalogs, postcards, newsletters, and sales letters. Major corporations know that direct-mail advertising is one of the most effective and profitable ways to reach out to new and existing clients.

The most effective direct-mail inserts often use keywords and colors. Make sure the colors you use promote the appropriate image. Neon colors, for example, can attract attention for party planner or gift basket businesses. On the other hand, ivory and gray are usually the colors of choice for lawyers, financial planners, and other business services. To involve the reader in the ordering process, many mailers enclose "yes" or "no" stickers that are to be stuck onto the order form. Companies such as Publishers Clearing House take this technique farther by asking recipients to find hidden stickers throughout the mailing and stick them on the sweepstakes entry. It also asks customers to choose their prizes, which gets them even more involved.

With any type of direct mail, appropriately timed follow-up is the key. Mailings with phone follow-ups are most effective. Don't wait too long to contact your customers after doing your mailing: After several days, call to ask if they've received your card, letter, or e-mail. If they have, now's the time to make your sales pitch. If they haven't, mail them another ASAP.

"Direct marketing is an interactive marketing system that uses one or more advertising media to effect a measurable response and/or transaction at any location." The response of direct marketing is measurable as the marketing messages are sent to expected marketing decision makers and the messages are so designed that responses can be clearly identified. Direct marketing messages are now being used to build relationships also. Examples would be sending birthday cards and information booklets. Direct marketing is growing at a higher rate than that of retail sales. Even in business-to-business sales, direct marketing is delivering results (Kotler & Keller, 2016).

E-mail Marketing

Email Marketing is a type of direct digital marketing that uses electronic mail (also called email or e-mail) as the marketing communication delivery method. Email marketing is used in a number of ways by organizations and marketers for brand and customer loyalty building, acquiring or converting customers, company advertisements, or for communicating promotional offers and more.

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Email marketing is the targeting of consumers through electronic mail (email). Often associated with data mining, email marketing can be used to impact consumers in a variety of ways. In general, email marketing is a more evolved, digital form of traditional direct mail marketing. Email marketing is also known as direct email marketing.

In a typical email marketing scenario, an organization builds an email list to reach or inform established and prospective customers. An email list may be complemented by a marketing database that allows for customization, data mining, precise targeting, or other purposes. However, ubiquitous and unsolicited email, also known as spam, has made it difficult for ethical email marketers. Most email and Internet service providers (ISP) have significant filters to block spam, so getting legitimate messages across is easier said than done. Given this, email marketing has evolved into a specialized niche in digital marketing.

Email marketing is, quite simply, using the tools of email to deliver advertising messages. The vast majority of Internet users have email accounts, which allow them to receive an almost unlimited number of messages instantly. According to a survey conducted by Pew Internet, 82% of U.S. adults use the Internet, and email is one of the fastest, cheapest, and easiest ways for marketers to connect with customers.

Email is a remarkably flexible tool that can accommodate a wide range of messages. Ads can be quite simple, or they can be flashy, multimedia packages. The aesthetic of the ad will depend on the company and the product for sale. Some ads are only text, while others include images, video, and long lists of links.

Email marketing is used most often by organizations with strong online presences. Competition amongst e-commerce sites is fierce, and email marketing is a proven way to engage with customers and differentiate your company. Online businesses prefer to use email marketing because it makes it easy for customers to link directly from an email to a product page.

However, email marketing isn't used only for selling products online. Nonprofit organizations and political campaigns make use of email to connect with supporters and donors. They have as much to benefit from email marketing as anyone else. It is now standard to ask for an email address when collecting information from interested parties.

The low cost and relative ease of carrying out an email marketing campaign means that it is a tool that is accessible to almost any business. A small mechanic's shop can put together an email list and then send out coupons for oil changes or brake jobs. The scope and sophistication of these campaigns may not be as great as those of larger businesses, but that doesn't mean they won't be effective.

Email marketing is a form of direct marketing that uses electronic mail as a means of communicating commercial or fundraising messages to an audience. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. However, the term is usually used to refer to: Sending emails with the purpose of enhancing the relationship of a merchant with its current or previous customers and to encourage customer loyalty and repeat business; Sending emails with the purpose of acquiring new customers or convincing current customers to purchase something immediately; Adding advertisements to emails sent by other companies to their customers.

Purchase Intention

Customers' future intentions and their decisions to repurchase a service and to engage in positive word-of-mouth depend often on a complete evaluation of the service and supplier, based on the experience of multiple transactions of services with the given supplier (5, 10). Many researchers have determined various factors that influence these intentions. The environment where the service is provided, or the facility and its qualitative features, has a significant influence on the repurchase intention, as they affect the total experience and satisfaction (5, 14, 25, 28, 38, 43 and 45). Similar results have also been found in other studies, where the researchers paid a lot of attention to the environment and quality of services in facilities (13, 46 and 49), as well as the responsiveness of the

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personnel (13, 43). Other researchers found in their studies that the most powerful factor that leads to behavioral intentions is satisfaction (7, 30 and 36). Matsuoka et al. (2003) also asserted that satisfaction predicts the repurchase intention. Yoshida et al. (2010) mentioned that satisfaction can create long-term profits for sport organizations, including positive word-of-mouth, parallel markets, and enhancing customers' loyalty. A plan to buy or purchase a particular good or service in the future has been widely discussed in the literature as a predictor of further purchasing. Researchers suggest that if consumers identify a company or brand, it can result in attitudinal or behavioral outcomes. Aaker and Keller (1990) mentioned that customers are loyal to brands when they have high awareness of the brand and it has a good image. Higher brand awareness enhances consumers' trust and purchase intention. According to the study by Mohammadzadeh (2015) about brand image, if consumers are familiar with companies and brands, they will have higher purchase intention; if a product has higher brand awareness, it will have a higher market share. Well-known brands that have attained higher awareness are more likely to have consumers repurchase that brand and other products than other brands in the future, and they will neither change their loyalty nor switch to another brand under any circumstances, according to some researchers. Consumers' positive feelings about a brand cause purchase intention in consumers. The purchase intention shows customers' preference to purchase the product whose image is very close to the customer. Moreover, customers are well aware of certain brand names through advertising, from their past experience, or information from their friends and relatives (Teng, 2008). The intention of a consumer to purchase a particular brand can be defined as his willingness to buy that brand. After being exposed to a TV commercial, a consumer might be interested in the product, but being interested in a product does not mean that the consumer has the intention to buy the product.

Brand Image

It is easy for a company to define what it wants to be like (brand identity), but the hard part is to mediate the same characteristics and promises to consumers (brand image) (Jyväskylä, 2012). According to Keller K. L. (1993), a brand image is consumers' perception about a brand that reflects brand associations in consumers' memory. It involves consumers' thoughts and feelings toward the brand (Roy, D., & Banerjee, S., 2007), or their mental image about a brand that makes it unique in comparison to other brands (Faircloth, 2005). Brand images include consumers' knowledge and beliefs about various products of the brand and non-product features. They represent the personal symbolism that consumers associate with the brand, which includes all descriptive and evaluative information about the brand (Iversen & Hem, 2008). If consumers have a favorable brand image, their message has stronger influence in comparison to other brands (Hsieh, An-Tien, and Chung-Kai Li, 2008). Therefore, a brand image plays an important role in buyers' behavior (Burmann, 2008). Brand image is the key driver of brand equity, which refers to consumers' general perception and feelings about a brand and has an influence on consumer behavior. A strong brand image is a powerful asset. (Joseph, Jibu P & K Narayanapura, Bangalore & P O Bangalore, Kothanur. (2017) A Study on the Effect of Brand Image on Consumer Preference with Reference to Youth in Bengaluru City Presentation in the International Conference.) Brand image represents the emotional aspects that identify the brand of a company or its products, and has a powerful impact on consumer buying behavior (Arora & Stoner, 2009). Consumers select a product not only for its usefulness but also for the image associated with the product and for the identification of the brand with other users. Being able to identify a brand also reduces the risk of a product being something not wanted, and it also reduces the search costs and time. Brands act as a promise of quality for consumers. Consumers offer their loyalty and trust to a brand possessing a certain understanding of how the brand will act and how its product will perform. If the brand meets these certain assumptions, it most probably leads to consumers 16 using that same brand also in the future. Brand can be a signal of quality. Brands can act as symbolic devices, meaning that through brands people can project their self-image. "Certain brands are associated with certain types of people and thus reflect different values or traits." (Keller, 2008, pp. 6-8).

Product Quality

Product quality is described as "suitability for use" or "commitment capability" (Russell & Taylor, 2006). Customers may repurchase particular brands or shift to other products due to the quality of products. According to the study by Mohammadzadeh (2015) about brand image, researchers believe that product quality determines consumers' perceptions. They have defined product quality as a key trait that consumers use to evaluate products.

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High-quality products delivered to consumers can improve companies' performance in a competitive market. Superior product quality (Besio & Pronzini, 2010; Knudsen, 2010; Tsekeris, 2010; Fetscherin & Toncar, 2009; Wolf, 1986) leads to a good reputation of firms (YenKuandKung-Don, 2009); hence, a great number of CEOs establish strategic goals for quality improvement and performance monitoring to improve product quality (Joanna, Lockee, & Bass, 2008). Therefore, taking corrective actions to improve customer perception of quality changes is of paramount importance because the strategies motivate consumer behaviors to incremental revenue acquisitions (Iyer & Kuksov, 2010). Mowen and Minor (2002: 90) state that "the quality of the products the customer is defined as a comprehensive evaluation of the goodness of the performance of goods or services". Kotler (2002: 272) states that "The product quality is characteristic of a product or service that relies on its ability to satisfy customers' needs, expressed or implied.

Design

A design is a plan or drawing that is produced to show the look and function or workings of a building, garment, or other object before it is built or made, involving lines, shapes, and particular elements affecting consumer awareness toward a brand" (Frings, 2005). Consumers who are fashion conscious are also brand conscious, which is why brands that provide an elegant package attract consumers who are fashion followers. Most fashion followers frequently buy brands or products from stores that are highly fashionable. At its core, a brand is a personality. Thoughtful marketing and good design are tools that can effectively communicate that personality. The products, promotions, and experiences that your company presents should resonate with your target audience and elicit an emotional response that matches your brand. (5-15-2014 An Exploration of the Importance of Design in Branding Claire Turner)

Brand Name

According to the study of Mohammadzadeh (2015) about brand image, to distinguish a brand from another brand, companies need a name, term, design, or other feature that helps one seller's product be differentiated from those of others. Brands are used in business, marketing, and advertising. A good example of a brand name is Pepsi, which belongs to PepsiCo Inc. "Legendary brand names can distribute product profit and guide them to higher rememberability of advertised benefits than non-famous brand names" (Keller, 2003).

Patrons can trust famous brand names; there are many unknown and alternative brand names in the marketplace. According to Kohli, C. & Thakor, M. (1997), a brand name is the conception of a picture or the expansion of a brand character and is a luxurious and time-intensive process. The expansion of a brand name is a very important and absolutely necessary element of the process, while the name is the foundation of a brand's image. A brand name is essential for a firm to attract clients to acquire a product and influence and replicate purchasing behavior. Brand plays an important role in firms and competes with each other to gain significant market share, as most products and services can be copied easily. Kotler, Philip, and Lane KELLER (2005) stated that through product experience and marketing activities, brands offer firms a means of differentiating their product or service from that of their competitor by creating a lasting impression in the minds of individuals and organizations. The affiliation to a brand, referred to as brand loyalty, can result in a willingness by the consumer to pay a price premium, sometimes as much as 20–25% (Kotler, Philip, and Lane KELLER, 2005).

A brand has value; this depends on the quality of its products in the market and the satisfaction or contentment of the customer with its products and services. This provides the trust of the customers in the brand. If customers trust a brand's quality, it makes a positive connection to the brand, and customers will have a reason to become loyal to the brand. Loyalty and trust of the customers are very important for a company because it reduces the chance of attack from competitors (Aaker, 1996). Brands play a very important role in the consumer decision-making process. It is really important for companies to find out customers' decision-making process and identify the conditions that customers apply while making decisions (Cravens & Piercy, 2003). Brand name awareness plays a vital role in the consumer decision-making process; if a customer has already heard the brand name, the customer would feel more comfortable at the time of making a decision. Customers normally do not prefer to buy an unknown brand, especially if it is an expensive product like a motor car, TV, refrigerator, apartment, etc.

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Therefore, a company's strong brand name is a winning track, as customers choose their brand over an unknown brand.

Store Environment

Research reveals that while product and price are most important in retail, ambiance and environment are also key. In a study of consumers' retail preferences by design consultancy Dalziel & Pow, store ambiance was selected by 41 percent of respondents, putting it ahead of location (31 percent), friendliness of staff (30 percent) and customer service (25 percent). The quality of the store environment was the fourth-most important consideration for high street shoppers, the study finds. Ranking first is the range of products in a shop, at 81 percent, followed by value for money (59 percent) and the quality of products (54 percent).

According to the study of Mohammadzadeh (2015) about brand image, many researchers have considered the impact of the store environment on consumer behavior. Many retailers accept the importance of the store environment as a tool for marketing. The store environment and the physical environment of a store are made up of many elements, including music, lighting, layout, directional signage, and human elements, which are divided into the external environment and internal environment. The store environment also affects various stages of consumers' cognitive processes inside a store, including attention, perception, categorization, and information processing. Some features such as store location and store design positively affect brand loyalty. The store environment plays an important role in consumer decision-making.

Service Quality

Service quality is a success in customer service. The definition of service quality is focused on the idea that it is the result of the comparison that customers make between their expectations about the service and their perception of the way in which service has been performed. Customers' service expectations arise from past experiences, word of mouth, and advertising. Customers compare perceived service with expected service, and if their expectations are not met, they are disappointed. If service quality is high, their expectations are met, encouraging them to repurchase a product, which relates to brand loyalty and purchase intention. Providers want to know what customers care about. After extensive research, Zeithaml, Parasuraman, and Berry found five dimensions customers use when evaluating service quality. According to the study by Mohammadzadeh (2015) about brand image, the importance of service quality for business performance has been recognized in the literature through the direct effect on customer satisfaction and the indirect effect on customer loyalty (Al Khattab & Aldehayyat, 2011).

Customers' future intentions and their decisions to repurchase a service and to engage in positive word-of-mouth depend often on a complete evaluation of the service and supplier, based on the experience of multiple transactions of services with the given supplier (5, 10). Many researchers have determined various factors that influence these intentions. The environment where the service is provided, or the facility and its qualitative features, has a significant influence on the repurchase intention, as they affect the total experience and satisfaction (5, 14, 25, 28, 38, 43 and 45). Similar results have also been found in other studies, where the researchers paid a lot of attention to the environment and quality of services in facilities (13, 46 and 49), as well as the responsiveness of the personnel (13, 43). Other researchers found in their studies that the most powerful factor that leads to behavioral intentions is satisfaction (7, 30 and 36). Matsuoka et al. (2003) also asserted that satisfaction predicts repurchase intention. Yoshida et al. (2010) mentioned that satisfaction can create long-term profits for sport organizations, including positive word-of-mouth, parallel markets, and enhancing customers' loyalty.

Promotion

Promotion is related to product sales in marketing or advertising. It entails raising customers' awareness about a product or brand. It is how you let people know what you have for sale, what your product is, what they use it for, and why they should want it. The purpose of a promotion is to find suitable customers for a product. People are looking for a product that meets and satisfies their needs. A promotion is a series of activities that communicate the product brand or service to the customer. It makes people aware of it and attracts and persuades them to buy

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a product over others. It is a permanent process of communication between the company and existing and potential customers. Promotion is most commonly defined as a process of mass communication with customers to increase sales of products or services. Promotion covers all the instruments of communication through which a message can be transmitted to the target group of consumers.

Promotion is the process of communication between the company and the environment (consumers) in order to create positive attitudes about products and services that lead to their favor in the process of buying in the market. Communication can be mass and individual, personal and impersonal, depending on the promotional activity involved in the process of communicating with certain recipients. The company wants to communicate with its current and future customers, the people who sell and offer its products and services, with distributors, their employees, friends, relatives, employees, suppliers, vendors, business partners, creditors, sociopolitical entities, cultural, sports, and other workers, with the public at large - so, by promotional activities, we mean a combination of different activities through which the company interacts with individuals, groups, or the public in the form of personal and impersonal messages to coordinate the mutual interests and needs. Economic propaganda (advertising) is the primary promotional activity. As a form of promotion, advertising is the way mass media companies bundle messages because the company finances the transfer of information about itself and produces it outside its range, which is realized through a variety of communication channels/media (newspapers, magazines, radio, TV, etc.)

It is important to promote a positive influence on consumer awareness and to demonstrate the product and the company in the best possible light, and draw attention to their attributes. It is very important for promotion to pay attention to the target group of consumers. Any modern and successful company has to pay attention to the promotional 510 opportunities because it is the only way to achieve the desired goal of the company - it is the best marketing that product to market. Otherwise, we may fail immediately, waiting around the corner. (David Novak, B.Sc 2011)

Price

A certain amount of money must be paid for services or goods. Price is one of the most changeable marketing elements, after changing a particular product or service. Consumers with high brand loyalty are willing to pay considerable amounts of money for their preferred brand because they think high-priced brands or goods are more valuable than less expensive products. Pricing, on the other hand, is not primarily concerned with creating value. Rather, it could be said to be the marketing activity involved with capturing, or “harvesting,” the value created by the other types of marketing activities. In the words of Philip Kotler, “Price is the marketing-mix element that produces revenue; the others produce costs.” Because it is a marketing activity fundamentally different than the others, it is important that the implications of pricing’s uniqueness be fully understood.

Accommodations in San Pablo City, Laguna

Accommodations used in this research refer to the following definitions: room, group of rooms, or building in which someone may live or stay; Lodgings, sometimes also including board; The available space for occupants in a building, vehicle, or vessel; A convenient arrangement; a settlement or compromise; and the provision of a room or lodgings (Oxford Dictionary, 2019).

According to the records of DOT, there are 14 registered business accommodations in San Pablo City, but only four establishments are accredited by them, and those four accommodations were classified as resorts and tourist inns.

Legal and Regulatory Context

Department of Tourism accreditation. Accreditation means a certification issued to tourism enterprises that have complied with the minimum and progressive levels of operating quality and internationally recognized standards for the operation and maintenance of their tourism facilities and services (Republic of the Philippines, Department of Tourism).

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Rules and Regulations to Govern the Accreditation of Hotels, Tourist Inns, Motels, Apartels, Resorts, Pension Houses, and Other Accommodation Establishments. Pursuant to the provisions of Executive Order No. 120 in Relation to Republic Act No. 7160, otherwise known as the Local government Code of 1991 on the Devolution of DOT's Regulatory function over Tourist Establishments, the following rules and regulations to govern the Accreditation of accommodation establishments are hereby Promulgated.

For purposes of these Rules, the following shall mean:

a. Hotel – a building, edifice or premises or a completely independent part thereof, which is used for the regular reception, accommodation or lodging of travelers and tourist and the provision of services incidental thereto for a fee.

b. Resort – any place or places with pleasant environment and atmosphere conducive to comfort, healthful relaxation and rest, offering food, sleeping accommodation and recreational facilities to the public for a fee or remuneration.

c. Tourist Inn – a lodging establishment catering to transients which does not meet the minimum requirements of an economy hotel.

d. Apartel – any building or edifice containing several independent and furnished or semi-furnished apartments, regularly leased to tourists and travelers for dwelling on a more or less long-term basis and offering basic services to its tenants, similar to hotels.

e. Pension house – a private or family-operated tourist boarding house, tourist guest house or tourist lodging house employing non-professional domestic helpers regularly catering to tourists and travelers, containing several independent lettable rooms, providing common facilities such as toilets, bathrooms/showers, living and dining rooms and/or kitchen and where a combination of board and lodging may be provided.

f. Motorist hotel (Motel) - any structure with several separate units, primarily located along the highway with individual or common parking space at which motorists may obtain lodging and, in some instances, meals.

g. Department or DOT – the Department of Tourism.

h. Accreditation – a certification issued by the Department that the holder is recognized by the Department as having complied with its minimum standards in the operation of the establishment concerned which shall ensure the safety, comfort and convenience of the tourists.

Objectives of the Study

The general objective of this study was to determine the direct marketing and brand image of two accommodations in San Pablo City, Laguna.

Specifically, the study sought to:

1. Describe the profile of the respondents (employees and customers) in terms of:
    1.1 name of the accommodation answered;
    1.2 nature of work/job position;
    1.3 salary range (gross monthly basis);
    1.4 length of service/tenure;
    1.5 educational background;
    1.6 reason for staying/reason of the guest for staying;

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1.7 how they first came to know the services/how the guests first came to know the services; and

1.8 number of times they have visited the establishment/number of times the guests visit the establishment.

2. Determine the direct marketing strategies being used by the two accommodations in terms of:

2.1 direct selling;

2.2 telemarketing;

2.3 mobile marketing;

2.4 social media marketing;

2.5 direct mail; and

2.6 e-mail marketing.

3. Determine the brand image of the two accommodations in terms of:

3.1 purchase intention;

3.2 brand image;

3.3 product quality;

3.4 design;

3.5 brand name;

3.6 store environment;

3.7 service quality;

3.8 promotion; and

3.9 price.

4. Determine the significant relationship between direct marketing and brand image;

5. Determine the significant difference in the responses on direct marketing when grouped according to profile variables;

6. Determine the significant difference in the responses on brand image when grouped according to profile variables; and

7. Propose a marketing plan.

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METHODS

Research Design

The descriptive method of research was used to gather the needed information on direct marketing and brand image of the two accommodations in San Pablo City, Laguna.

Participants of the Study

The participants of the study were the employees and customers of the two accommodations in San Pablo City, Laguna: a Resort and a Tourist Inn.

The researcher used the purposive sampling procedure for the selection of Tourism Accommodations in San Pablo City, Laguna, with the following criteria: duly registered business and accredited by DOT (Department of Tourism). According to LTCATO, there are four registered accommodations in San Pablo City, while the Tourism Attraction Visitor Record from DOT for 2018 provided the data below. The researcher ranked these establishments, and the results are presented in Table 1.

Table 1. Tourism Attraction Visitor Record 2018

Accommodation Ranking	Grand Total Number of Visitors
1	26,546
2	7,646
3	6,496
4	5,444

The researcher gave less priority to rank 1 because of the big difference from its competitors and chose accommodation ranks 2 and 3 instead because of their closeness in number of visitors, while rank 4 declined the researcher's request for this study. Therefore, ranks 2 and 3 were designated as Accommodations A and B.

For respondent selection, the researcher used stratified random sampling for the establishment's guests while convenience sampling was used for the employees. Based on the population of the study, the sample of the study consisted of 143, with an effect size of 0.23, an alpha level of 0.05, and a power probability of 0.95 using G*Power 3.1.9, where the Resort had 50 customers and 26 employees, while the Tourist Inn had 57 customers and 10 employees.

The sampling frame is presented in Table 2.

Table 2. Sampling Frame

Accommodation Classification	Sample Size		Actual Size	
	Employees	Customers	Employees	Customers
Resort	30	40	26	50
Tourist Inn	10	47	10	57
Sub-Total			36	107
TOTAL			143	

Research Instruments

The researcher used three main data-gathering instruments:

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Part 1 was a researcher-made questionnaire on the respondents' profile, which included the name of the accommodation they are answering, nature of work/job position, salary range (gross monthly basis), length of service/tenure, educational background, reason for staying/reason of guest for staying, how they first learned about the services/how their guest first learned about the services, and how many times they have visited the establishment/how many times their guest visits them.

Part 2 covered direct marketing and was a self-made questionnaire.

Part 3 covered brand image and was a standardized questionnaire, modified from the instruments of Gillani, Yousuf and Khan (2013) and Khraim (2011).

The reliability of the instruments is presented in Table 3.

Table 3. Reliability Analysis

Indicators	Cronbach's Alpha	Remarks
Direct Selling	0.976	Excellent
Brand Image	0.988	Excellent

George and Mallery (2003) provide the following rules of thumb: "α > .9 – Excellent, α > .8 – Good, α > .7 – Acceptable, α > .6 – Questionable, α > .5 – Poor, and α < .5 – Unacceptable."

As seen in the table, the computed Cronbach's alpha (α) values are greater than .976. This implies that the questionnaire is excellent and ready for distribution.

Data-Gathering Procedure

A set of questionnaires was used to gather information about the direct marketing and brand image of two accommodations in San Pablo City, Laguna. The researcher sought the assistance of the Department of Tourism and Laguna Tourism Culture and Trade Office (LTCATO) to get the list of accredited accommodations and tourism attraction visitor records for the sampling, as well as to recommend the researcher in conducting and distributing the questionnaires. The researcher also sought the help of a trained statistician to validate results.

Data Analysis

The researcher tallied, tabulated, encoded, and analyzed the results using the following tools: frequency distribution and percentage, weighted mean, and t-test. The researcher also used the following Likert scale and interpretation of weighted means, presented in Table 4.

Table 4. Likert Scale and Interpretation of Weighted Means

Scale	Weighted Mean Range	Verbal Interpretation
4	3.50–4.00	Strongly Agree (SA)
3	2.50–3.49	Agree (A)
2	1.50–2.49	Disagree (D)
1	1.00–1.49	Strongly Disagree (SD)

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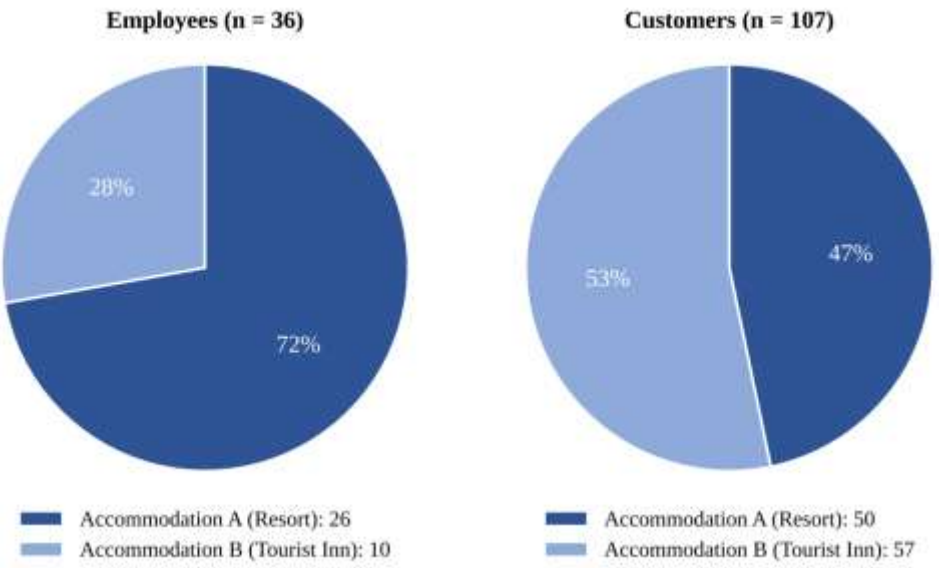
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RESULTS AND DISCUSSION

Profile of the Respondents

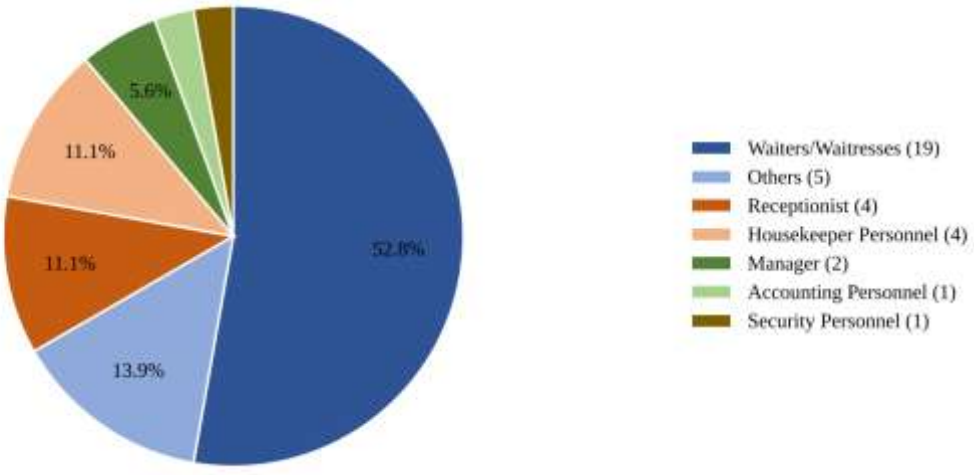
The respondents' profile is presented in Figures 1 to 12.

Figure 1. Percentage Distribution of Respondents According to Accommodation



In terms of the percentage distribution of employees, 26 (72%) were from Accommodation A (Resort) and 10 (28%) were from Accommodation B (Tourist Inn), for a total of 36 (100%) respondents. In terms of the percentage distribution of customers, 50 (47%) were from Accommodation A and 57 (53%) were from Accommodation B, for a total of 107 (100%) respondents.

Figure 2. Percentage Distribution of Employees' Position

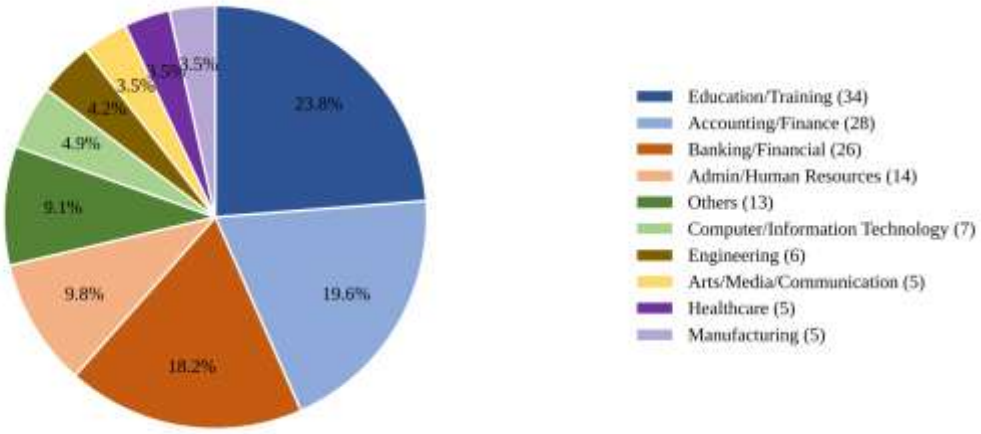


In terms of the percentage distribution of employees' positions, 19 (53%) were waiters/waitresses; 5 (14%) were in other positions; 4 (11%) were receptionists; 4 (11%) were housekeeping personnel; 2 (5%) were managers; 1 (3%) was accounting personnel; and 1 (3%) was security personnel.

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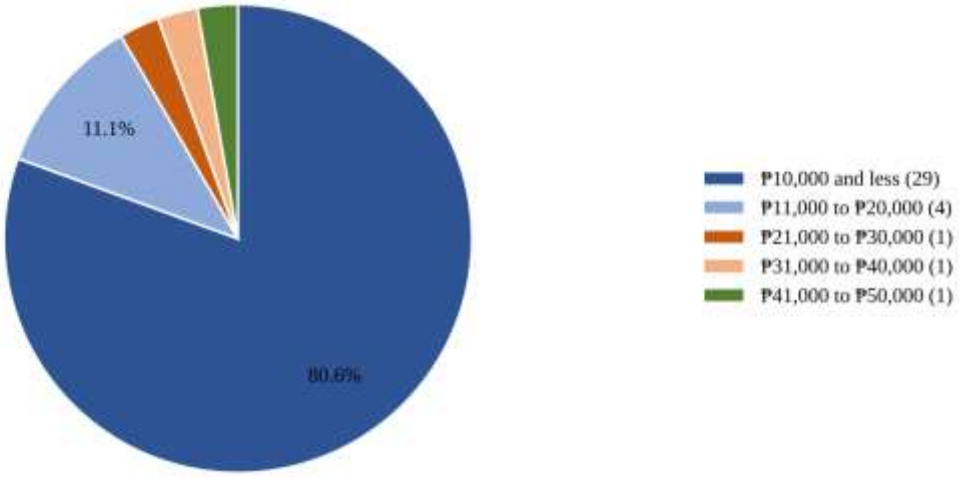
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Figure 3. Percentage Distribution of Customers' Nature of Work



In terms of the percentage distribution of customers' nature of work, 34 (23.8%) were from the education/training department; 28 (19.6%) from accounting/finance; 26 (18.2%) from banking/financial; 14 (9.8%) from admin/human resources; 13 (9.1%) from other fields; 7 (4.9%) from computer/information technology; 6 (4.2%) from engineering; 5 (3.5%) from arts/media/communication; 5 (3.5%) from healthcare; and 5 (3.5%) from manufacturing.

Figure 4. Percentage Distribution of Employees' Salary Range (Gross Monthly Basis)

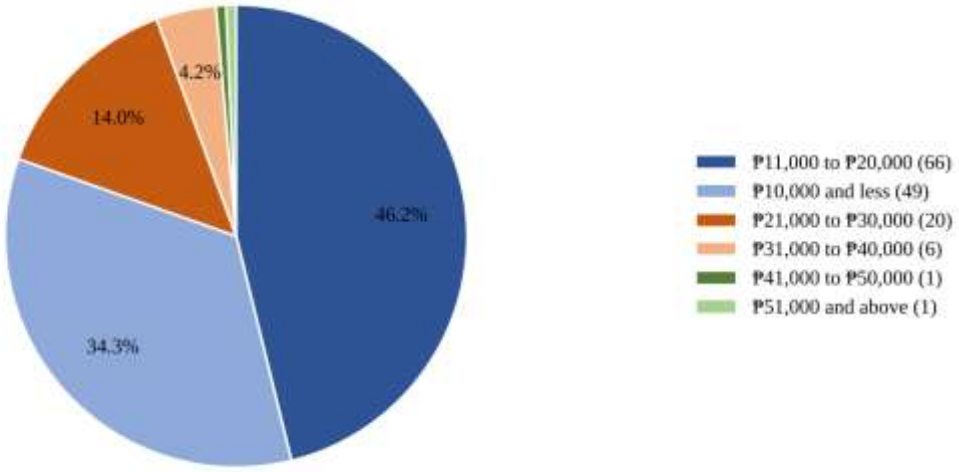


In terms of employees' salary range (gross monthly basis), 29 (80.6%) earned ₱10,000 and less; 4 (11.1%) earned ₱11,000 to ₱20,000; and 1 (2.8%) each earned ₱21,000 to ₱30,000, ₱31,000 to ₱40,000, and ₱41,000 to ₱50,000.

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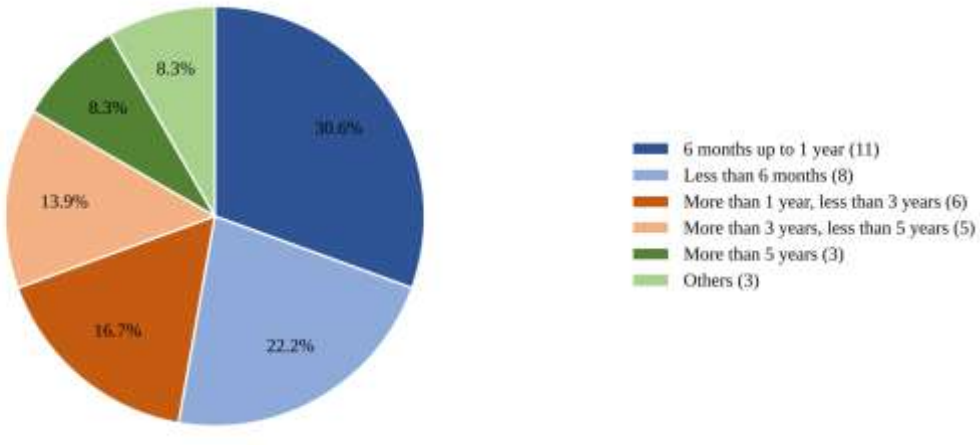
Figure 5. Percentage Distribution of Customers' Salary Range (Gross Monthly Basis)



In terms of the percentage distribution of customers' salary range (gross monthly basis), 66 (46.2%) earned ₱11,000 to ₱20,000; 49 (34.3%) earned ₱10,000 and less; 20 (14%) earned ₱21,000 to ₱30,000; 6 (4.2%) earned ₱31,000 to ₱40,000; 1 (0.7%) earned ₱41,000 to ₱50,000; and 1 (0.7%) earned ₱51,000 and above.

According to the Department of Tourism, based on the Philippine Statistics Authority Occupational Wages Survey as of July 2016, the wages under accommodation and food service activities were as follows: accountants and auditors, ₱21,885; accounting and bookkeeping clerks, ₱13,705; receptionists and information clerks, ₱11,560; service crew, ₱10,841; housekeepers and related workers, ₱10,906; cooks, ₱12,470; waiters/waitresses/bartenders, ₱10,953; helpers and cleaners, ₱10,323; and unskilled workers except janitors, messengers, and freight handlers, ₱9,449.

Figure 6. Percentage Distribution of Employees' Length of Service/Tenure

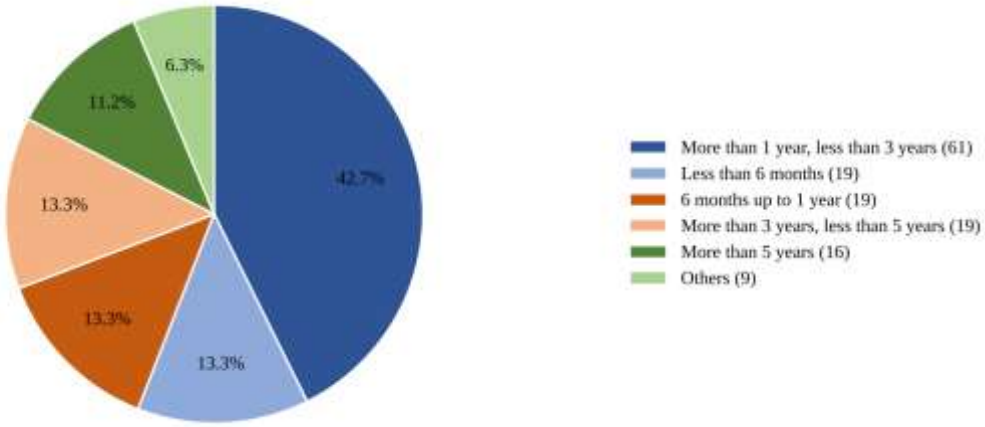


In terms of employees' length of service/tenure, 11 (31%) had served from 6 months up to 1 year; 8 (22%) less than 6 months; 6 (17%) more than 1 year but less than 3 years; 5 (14%) more than 3 years but less than 5 years; 3 (8%) more than 5 years; and 3 (8%) others.

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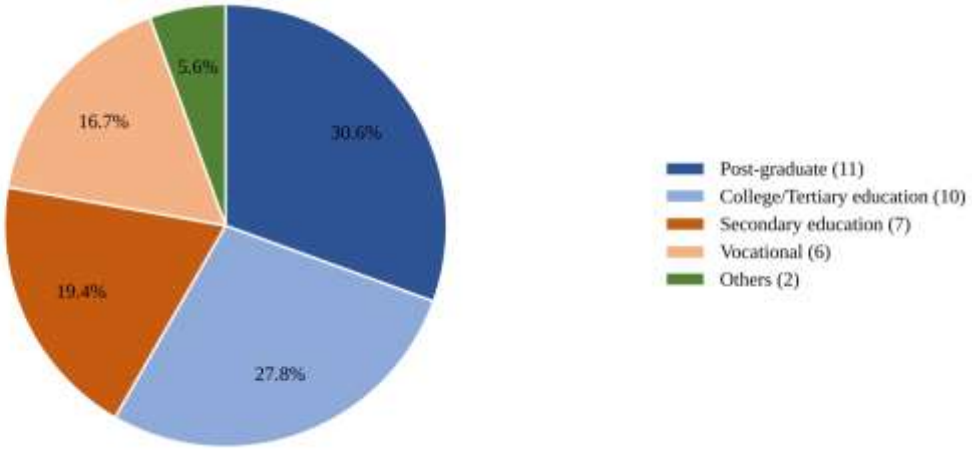
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Figure 7. Percentage Distribution of Customers' Length of Service/Tenure



In terms of customers' length of service/tenure, 61 (42.7%) had more than 1 year but less than 3 years; 19 (13.3%) had less than 6 months; 19 (13.3%) had 6 months up to 1 year; 19 (13.3%) had more than 3 years but less than 5 years; 16 (11.2%) had more than 5 years; and 9 (6.3%) others.

Figure 8. Percentage Distribution of Employees' Educational Background

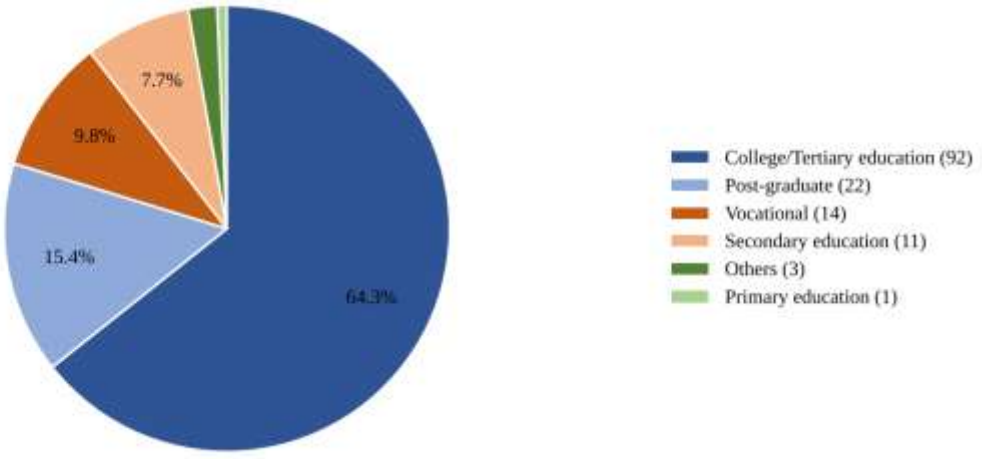


In terms of employees' educational background, 11 (31%) were post-graduates; 10 (28%) had college/tertiary education; 7 (19%) had secondary education; 6 (17%) had vocational education; and 2 (5%) others.

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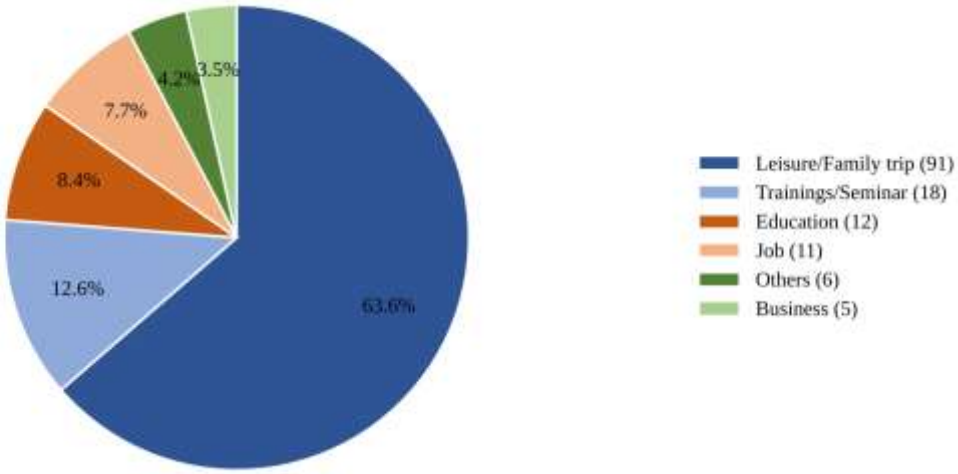
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Figure 9. Percentage Distribution of Customers' Educational Background



In terms of the percentage distribution of customers' educational background, 92 (64.3%) had college/tertiary education; 22 (15.4%) were post-graduates; 14 (9.8%) had vocational education; 11 (7.7%) had secondary education; 3 (2.1%) had other education; and 1 (0.7%) had primary education.

Figure 10. Percentage Distribution of Customers' Reasons for Staying



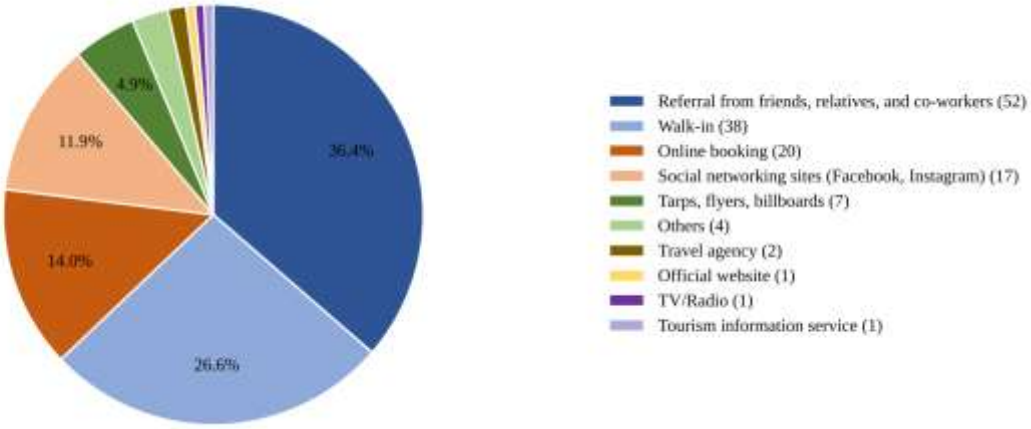
In terms of the respondents' reasons for staying, the majority came for a leisure/family trip with 91 (63.6%), followed by trainings/seminars with 18 (12.6%), education with 12 (8.4%), job with 11 (7.7%), others with 6 (4.2%), and business with 5 (3.5%).

Most of the respondents' nature of work was in the education/training department, and their reason for staying was most often a leisure/family trip. It may be concluded that teachers give high regard to, and enjoy, spending their spare time relaxing with their families.

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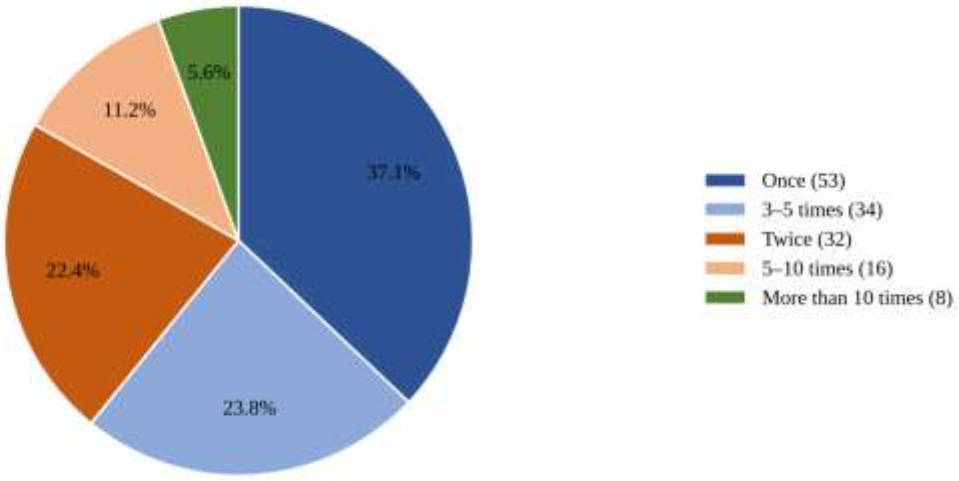
Figure 11. Percentage Distribution of the Respondents' Brand Awareness



In terms of how the respondents first came to know the services, the majority came through referrals from friends, relatives, and co-workers with 52 (36.4%), followed by walk-ins with 38 (26.6%), online booking with 20 (14%), social networking sites such as Facebook and Instagram with 17 (11.9%), tarps, flyers, and billboards with 7 (4.9%), others with 4 (2.8%), travel agency with 2 (1.4%), and official website, TV/radio, and tourism information system with 1 (0.7%) each.

According to Entrepreneur Asia Pacific, word-of-mouth marketing is an unpaid form of promotion in which satisfied customers tell other people how much they like a business, product or service. Referrals from friends, relatives, and acquaintances are important for every business, as each happy customer can steer dozens of new ones your way. And it's one of the most credible and cheapest forms of marketing because a person puts their reputation on the line every time they make a recommendation, and that person has nothing to gain but the appreciation of those who are listening. It is triggered when a customer experiences something far beyond what was expected.

Figure 12. Percentage Distribution of the Respondents' Frequency of Visit



In terms of the respondents' frequency of visit, the majority visited once with 53 (37.1%), followed by 3–5 times with 34 (23.8%), twice with 32 (22.4%), 5–10 times with 16 (11.2%), and more than 10 times with 8 (5.6%).

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In his lecture on Hotel and Resort Operations and Management, Mr. Jimmy Belleza explained that first-time customers often yield higher revenues because they have the tendency to avail themselves of the best services regardless of the cost just to try something new. Furthermore, first-time customers are unlikely to avail freebies and discounts because they do not possess the familiarity that long-time or frequent customers do.

Direct Marketing Strategies Used by the Accommodations

The direct marketing strategies used by the two accommodations were assessed by the employees and customers and are presented in Tables 5 to 11.

Direct Selling

The results for direct selling are presented in Table 5.

Table 5. Direct Marketing Strategies Used by the Resort and Tourist Inn in Terms of Direct Selling

	Employees			Customers			Over-all		
Indicator	**WM**	**VI**	**R**	**WM**	**VI**	**R**	**WM**	**VI**	**R**
1. They send a representative to our office to offer service packages.	3.75	SA	1	2.87	A	1	3.31	A	1
2. They are present in conventions and sponsorship agreements.	3.67	SA	2	2.76	A	2	3.21	A	2
3. They have booths at airports and seaports.	2.72	A	4	2.13	D	4	2.43	D	4
4. They have booths manned by their staff in malls and parks.	3.19	A	3	2.50	A	3	2.85	A	3
Composite Mean	3.33	A		2.57	A		2.95	A	

Legend: 3.50–4.00, Strongly Agree (SA); 2.50–3.49, Agree (A); 1.50–2.49, Disagree (D); 1.00–1.49, Strongly Disagree (SD)

The overall results show that the employees and customers, as respondents of this study, agree with a weighted mean of 2.95. “They send a representative to our office to offer service packages” got the highest rank with a verbal interpretation of agree with a weighted mean of 3.31 second, “They are present in conventions and sponsorship agreements” with a verbal interpretation of agree with a weighted mean of 3.21, third, “They have booths manned by their staff in malls and parks” with a verbal interpretation of agree with a weighted mean of 2.85 and the fourth and last rank “They have booth at airports and seaports” with a verbal interpretation of disagree and weighted mean of 2.43.

Table 5 shows the assessment of direct marketing strategies being used by two accommodations in terms of direct selling. The result shows that respondents of the study agree with the assessment in terms of direct selling, with a composite mean of 3.33 for the employees and 2.57 for the customers. “They send a representative to our office to offer service packages” got the highest rank both for the employees and customers, with a verbal interpretation of strongly agree (WM = 3.75) for the employees and verbal interpretation of agree (WM = 2.87) for the customers, followed by “They are present in conventions and sponsorships” both for employees and customers with a verbal interpretation of strongly agree (WM = 3.67) and agree (WM = 2.76). Third in rank for both employees and customers, “They have booths manned by their staff in malls and parks” had a verbal interpretation of both agree (WM = 3.19) and (WM = 2.50), and the lowest rank, “They have booths at airports and seaports” for both employees and customers with a verbal interpretation of agree (WM = 2.72) and disagree (WM = 2.13).

Crittenden and Crittenden (2004) identified the key distinguishing factor between the two forms of direct selling as personal focus, or face-to-face interaction, through which personal relationships with consumers are created.

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According to Blech (2006), "the direct personal presentation, demonstration, and sale of products and services to consumers, usually in their homes or at their jobs" enables the seller to display wider product expertise and convenience for the prospect (Sanan, 1997).

As cited in Neațu, Alina-Maria & Imbrisca, Cosmin (2016), direct selling favors individual one-to-one sales presentations rather than an indirect course of selling events. Direct selling is marketing and transaction of consumer goods directly to the consumer; it does not depend on direct mail, product advertising, or fixed retail outlets. Self-governing salespeople call on consumers, mainly in their homes, to show and often to prove the products and to obtain orders. The goods are then supplied by the company either directly to the consumer or through the salesperson who obtained the order. Direct selling is suited to High-quality household and personal products which can be conveniently distributed by self-governing salespeople. It is a method of marketing which is particularly suited to products that benefit from detailed explanation or demonstration or even being tried out by the customer. It is a personal approach that is rarely found in high street retail shops (F. Mary Merlin, 2012).

According to the World Federation of Direct Selling Associations (WFDSA), direct selling is defined as "On non-fixed retailing places and through the use of face-to-face way, the product and service are sold directly to the consumers."

Cited in Santiago (2019), in marketing, there are almost endless possibilities of how a business, product, or service can be marketed and presented to the world in order to gain recognition, increase sales, promote special offers, etc. Direct selling is the marketing and selling of products directly to consumers away from a fixed retail location. Modern direct selling includes sales made through the party plan, one-on-one demonstrations, and other personal contact arrangements, as well as internet sales. Direct selling in marketing has been identified as one of the most effective marketing methods because of its purpose to increase the customer's lifetime value. Direct sales are a very common sales method due to its advantages: convenience, time, and money saving (Bobalca, 2014)

Telemarketing

The results for telemarketing are presented in Table 6.

Table 6. Direct Marketing Strategies Used by the Resort and Tourist Inn in Terms of Telemarketing

	Employees			Customers			Over-all		
Indicator	**WM**	**VI**	**R**	**WM**	**VI**	**R**	**WM**	**VI**	**R**
1. Their representative informs me of their service packages through a landline phone.	3.44	A	4	2.93	A	2	3.18	A	3
2. I can inquire through a landline phone at any time of the day or night about the service package and rates of their establishment.	3.69	SA	1	3.22	A	1	3.46	A	1
3. They contact me through a landline about their service packages.	3.50	SA	3	2.77	A	4	3.13	A	4
4. They contact our office for their services and packages.	3.67	SA	2	2.79	A	3	3.23	A	2
Composite Mean	3.58	SA		2.93	A		3.25	A	

Legend: 3.50–4.00, Strongly Agree (SA); 2.50–3.49, Agree (A); 1.50–2.49, Disagree (D); 1.00–1.49, Strongly Disagree (SD)

The overall results show that the employees and customers, as respondents of this study, agree with a weighted mean of 3.25. "I can inquire through landline phone at any time of the day or night about service package and

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rates of their establishment" got the highest rank with a verbal interpretation of agree, with a weighted mean of 3.46. "They contact our office for their services and packages" got the second rank with a verbal interpretation of agree, with a weighted mean of 3.23. "Their representative informs me of their service packages through landline phone" got third rank with a verbal interpretation of agree with a weighted mean of 3.18. "They contact me through landline about their service packages" ranked fourth and last, with a verbal interpretation of agree, with a weighted mean of 3.13.

Table 6 shows the assessment on Direct Marketing Strategies Being Used by the Two Accommodations in terms of Telemarketing. The result shows that employees, as respondents of the study, strongly agree with the assessment in terms of telemarketing, with a composite mean of 3.58, and customers, as respondents, agree with a composite mean of 2.93. "I can inquire through landline phone at any time of the day or night about service package and rates of their establishment" got first rank both for the employees and customers, with a verbal interpretation of strongly agree for the employees (WM = 3.69) and agree for the customers (WM = 3.46). Followed by "They contact our office for their services and packages" for both employees and customers, with a verbal interpretation of strongly agree (WM = 3.67) and agree (WM = 2.93). Third in rank for the employees is "They contact me through landline about their service packages" with a verbal interpretation of strongly agree and a (WM = 3.50). Third for the customers is "They contact our office for their services and packages," with a verbal interpretation of agree (WM = 2.79). Lastly, for the lowest rank for the employees, "Their representative informs me of their service packages through landline phone," with a verbal interpretation of agree (WM = 3.44), and for the customers, "They contact me through landline about their service packages," with a verbal interpretation of agree (WM = 2.77).

The related literature on telemarketing reviewed in the Introduction provides the conceptual context for interpreting these findings.

Mobile Marketing

The results for mobile marketing are presented in Table 7.

Table 7. Direct Marketing Strategies Used by the Resort and Tourist Inn in Terms of Mobile Marketing

	Employees			Customers			Over-all		
Indicator	**WM**	**VI**	**R**	**WM**	**VI**	**R**	**WM**	**VI**	**R**
1. I receive calls or text messages from their establishment about rates and service packages.	3.78	SA	1	2.64	A	3	3.21	A	3
2. I can call them by cellphone at any time of the day or night.	3.61	SA	2	3.07	A	1	3.34	A	1
3. I can access their website via cellphone easily.	3.53	SA	3	3.04	A	2	3.28	A	2
Composite Mean	3.64	SA		2.92	A		3.28	A	

Legend: 3.50–4.00, Strongly Agree (SA); 2.50–3.49, Agree (A); 1.50–2.49, Disagree (D); 1.00–1.49, Strongly Disagree (SD)

Table 7 shows the assessment of Direct Marketing Strategies Being Used by the Two Accommodations in terms of Mobile Marketing. The results show that employees, as respondents of the study, strongly agree with a composite mean of 3.64, and customers, as respondents, agree with a composite mean of 2.92. "I receive calls or text messages from their establishment about rates and service packages" got first rank for the employees, with a verbal interpretation of strongly agree (WM = 3.78), and " I can call them by cellphone at any time of the day or night" also got first rank for the customers as respondents, with a verbal interpretation of agree (WM = 3.07). Second in rank for the employees, "I can call them by cellphone at any time of the day or night," with a verbal interpretation of strongly agree (WM = 3.61), and "I can access their website via cellphone easily" as a second

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rank for the customers, with a verbal interpretation of agree (WM = 3.04). The last rank for the employees was "I can access their website via cellphone easily," with a verbal interpretation of strongly agree (WM = 3.53), and the last rank for the customers was "I receive calls or text messages from their establishment about rates and service package," with a verbal interpretation of agree (WM = 2.64).

According to MarketResearch.com, with so many people in the market using mobile phones for more than just making phone calls, there are many key trends that have emerged that make mobile one of the most interesting industries. In a blog post by Ray Poynter, A Big Picture of the Trends in Mobile Market Research, he outlines 4 key aspects that make the mobile marketing industry one that marketers should be paying attention to. There are four reasons why mobile is so interesting: Ubiquity – 70%-80% of the world's adults own mobile phones, and mobile phones are the most widely owned device on the planet; 24/7 – Because almost everyone has their phone on them at all times, it is easier to get in contact with people, either through phone calls, email, or social media; Smartphones & the Internet – More and more phones are becoming internet-enabled. Marketers can assume that smartphones are connected to the internet, which means that most people with mobile devices are connected. Linked to other data – Mobile devices are capable of more than just surveys, passive data, push notifications, and location-based services. Phones are becoming the window into our lives that marketers want to look into.

On the other hand, Kaplan (2012) defines mobile marketing as "any marketing activity carried out through a ubiquitous network to which consumers are connected constantly using a personal mobile device." This author also proposes a way to classify the applications of mobile marketing into four great typologies. To do this, it uses two variables: (1) the level of identification of consumers and (2) the level of activation of the communication.

As cited in Robayo, Oscar & Montoya, Luz & Rojas-Berrio, Sandra. (2017) among the advantages offered by the use of mobile devices, there is the possibility of having a real consumer identity. This is due to the personal character smartphones have and to the possibility of getting contextual information regarding users' behaviors in different places, even in real time. This has generated research lines in management sciences, in particular

about topics that include mobile advertising, promotions, customer support (Varnali & Toker, 2010), mobile shopper marketing (Shankar et al., 2016), mobile interface usability (Venkatesh, Thong, & Xu, 2012), customer preferences, and decision-making (Pescher, Reichhart, & Spann, 2014), among others. The current importance of the mobile channel is given by the time users spend interacting with applications and web browsing on these devices. It is estimated that about half of the searches performed on Google are being carried out from mobile devices (Graham, 2015). This new consumer reality provides a setting for organizations to develop and invest in mobile marketing campaigns that adapt to new patterns of behavior in terms of web browsing and app usage. According to Berman (2016), these conditions include: 1. Mobile devices are always on, most of them have a mobile internet connection, and are always where the user is located; 2. The possibility to generate marketing activities from the geographical location of users at any given time; and 3. The ability to design and send personalized messages according to the pattern of use and previous consumer preferences.

The related literature on mobile marketing reviewed in the Introduction provides the conceptual context for interpreting these findings.

Social Media Marketing

The results for social media marketing are presented in Table 8.

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Table 8. Direct Marketing Strategies Used by the Resort and Tourist Inn in Terms of Social Media Marketing

	Employees			Customers			Over-all		
Indicator	**WM**	**VI**	**R**	**WM**	**VI**	**R**	**WM**	**VI**	**R**
1. I can learn more about them via their social media account.	3.86	SA	1	3.16	A	1	3.51	SA	1
2. Their social media accounts are updated.	3.69	SA	6	3.05	A	4	3.37	A	4
3. I find posts and updates on their social media account.	3.61	SA	7	3.07	A	2	3.34	A	5
4. I see their ads on social media platforms.	3.56	SA	8	2.95	A	6	3.25	A	7
5. I receive personal messages (Messenger) from their staff via the hotel's social media.	3.72	SA	5	2.63	A	8	3.17	A	8
6. I receive queries from them via social media accounts concerning customer satisfaction.	3.81	SA	2	2.81	A	7	3.31	A	6
7. Their social media accounts (FB page) provide a rating system from customers concerning the service rendered.	3.75	SA	4	3.01	A	5	3.38	A	3
8. I find their social media (FB, Instagram) customer service efficient.	3.75	SA	4	3.06	A	3	3.40	A	2
Composite Mean	3.72	SA		2.97	A		3.34	A	

Legend: 3.50–4.00, Strongly Agree (SA); 2.50–3.49, Agree (A); 1.50–2.49, Disagree (D); 1.00–1.49, Strongly Disagree (SD)

The overall results show that the employees and customers, as respondents of this study, agree with a weighted mean of 3.34. "I can learn more about them via their social media account" got the highest rank with a verbal interpretation of agree and a weighted mean of 3.34. Second, "Their social media accounts (FB page) provide a rating system from customers concerning the service rendered" had a verbal interpretation of agree and a weighted mean of 3.40. Third, "Their social media accounts (FB page) provide a rating system from customers concerning the service rendered" had a verbal interpretation of agree and a weighted mean of 3.38. Fourth, "Their social media accounts are updated" had a verbal interpretation of agree and a weighted mean of 3.37. Fifth, "I find posts and updates in their social media account" with a verbal interpretation of agree and a weighted mean of 3.34. Sixth rank, "I receive queries from them via social media accounts concerning customer satisfaction," with a verbal interpretation of agree and a weighted mean of 3.31. Seventh rank, "I see their ads on social media platforms," with a verbal interpretation of agree and a weighted mean of 3.25. Eighth and lowest rank, "I receive personal messages (Messenger) from their staff via the hotel's social media," with a verbal interpretation of agree and a weighted mean of 3.17.

Table 8 shows the assessment of Direct Marketing Strategies Being Used by the Two Accommodations in terms of Social Media Marketing. The result shows that employees, as respondents of the study, strongly agree with a composite mean of 3.72, while customers, as respondents of the study, agree with a composite mean of 2.97. "I can learn more about them via their social media account" got the first rank both for the employees and customers with a verbal interpretation of strongly agree with (WM = 3.86) and a verbal interpretation of agree for the customers with a (WM = 3.16) followed by "I receive queries from them via social media accounts concerning

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customer satisfaction" for the employees with a verbal interpretation of strongly agree and (WM = 3.81) while "I find posts and updates in their social media account" for the customer as respondents with a verbal interpretation of agree and (WM = 3.07). Second to the last rank for the employees, "I find posts and updates in their social media account" with a verbal interpretation of strongly agree (WM = 3.61); also second to the last for the customers as respondents, I receive queries from them via social media accounts concerning customer satisfaction" with a verbal interpretation of agree (WM = 2.81). Lastly, for the employees as respondents, "I see their ads on social media platforms" with a verbal interpretation of strongly agree (WM = 3.56), and for the customers as respondents, "I receive personal messages (Messenger) from their staff via the hotel's social media" with a verbal interpretation of agree (WM = 2.63).

According to Mangold and Faulds (2009), social media enables firms to communicate with their customers and also allows customers to communicate with each other. Communications between firms and their customers help build brand loyalty beyond traditional methods (Jackson, 2011; Kaplan & Haenlein, 2010), which contribute to the promotion of products and services as well as the setting up of online communities of brand followers (Kaplan & Haenlein, 2010). Furthermore, conversations between customers provide firms with new means of increasing brand awareness, brand recognition, and brand recall (Gunelius, 2011).

As cited in Alves, Helena & Fernandes, Cristina & Raposo, Mario. (2016), social media enables firms to communicate with their customers and also allows customers to communicate with each other. Communications between firms and their customers help build brand loyalty beyond traditional methods (Jackson, 2011; Kaplan & Haenlein, 2010), which contribute to the promotion of products and services as well as the setting up of online communities of brand followers (Kaplan & Haenlein, 2010). Furthermore, conversations between customers provided firms with new means of increasing brand awareness, brand recognition and brand recall (Gunelius, 2011). Researchers such as Castronovo and Huan (2012) maintain that marketing strategies involving marketing intelligence, promotions, public relations, product and customer management, and marketing communications should begin exploring and leveraging social media, not only because there is a growing interest among consumers in internet usage, but also due to the fact that consumers consider information shared on social media as more reliable than information issued directly by firms (Constantinides et al., 2010). According to eMarketer (2013), firms have increasingly adopted social media for various marketing activities such as branding, market research, customer relationship management, service provision, and sales.

As cited in Hajli (2015), the advancements in the internet in recent years have made new systems available to businesses: social media, such as online communities, is a good example (Lu et al., 2010). The general availability of the internet has given individuals the opportunity to use social media, from email to Twitter and Facebook, and to interact without the need for physical meetings (Gruzd et al., 2011). This has been facilitated by Web 2.0 applications. Web 2.0 is a new advancement that has transformed the internet into a social environment by introducing social media, where individuals can interact and generate content online (Lai & Turban, 2008). Web 2.0 has emerged to give users easier interconnectivity and participation on the web (Mueller et al., 2011). With the rise of social media and online communities, individuals can easily share and access information (Chen et al., 2011a). Online communities and social networking sites (SNSs) are an effective web technology for social interactions and sharing information (Lu & Hsiao, 2010). SNSs take center stage in e-commerce in the current environment (Fue et al., 2009), where consumers make social connections and participate in cyberspace (Mueller et al., 2011). Today's consumers have access to many different sources of information and experiences, which have been facilitated by other customers' information and recommendations (Senecal & Nantel, 2004). This is an important point as customer involvement through social media is a key factor in marketing (Do-Hyung et al., 2007). Social media offer different values to firms, such as enhanced brand popularity (de Vries, Gensler &c Leeflang, 2012), facilitating word-of-mouth communication (Chen et al., 2011b), increasing sales (Agnihotri et al., 2012), sharing information in a business context (Lu & Hsiao, 2010), and generating social support for consumers (Ali, 2011; Ballantine & Stephenson, 2011). In addition, the networking of individuals through social media provides shared values, leading to a positive impact on trust (Wu et al., 2010). Today, with the expansion of social media and SNSs, a study of consumer behavior on these platforms is a research agenda (Liang & Turban, 2011) because social media are likely to develop marketing strategies in firms through trust-building mechanisms

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and affect customers' intention to buy online products. With the rise in social networks, a new era of content creation has emerged, where individuals can easily share experiences and information with other users (Chen et al., 2011a). The next generation of online businesses will be based on communities - a good tool for new customer attraction (Bagozzi & Dholakia, 2002; Ridings & Gefen, 2004). Online communities offer organizations an opportunity to have a better customer relationship management system (Ridings & Gefen, 2004), for instance, giving rise to a new development where businesses can improve (p. 389). A study of the impact of social media on consumers' performance. Moreover, on those platforms where consumers have social interaction, members can become familiar with one another, providing a possible source of trust (Lu et al., 2010). This can greatly influence users' intention to buy (Gefen, 2002). Consequently, it is important for companies to have a business model adapted to social commerce (Lorenzo et al., 2007; Liang &c Turban, 2011). Social commerce is a new stream in e-commerce, which encourages the social interaction of consumers through social media (Hajli, 2013). Social media provide opportunities for businesses to become more attractive universally (Chen et al., 2011b). Although social commerce and social media are key phenomena in e-commerce and the marketing literature, few studies, if any, have examined the concepts of trust and users' intentional behavior. In the next section, the literature related to the model of study maps out the theoretical foundation of the research.

The related literature on social media marketing reviewed in the Introduction provides the conceptual context for interpreting these findings.

Direct Mail Marketing

The results for direct mail marketing are presented in Table 9.

Table 9. Direct Marketing Strategies Used by the Resort and Tourist Inn in Terms of Direct Mail Marketing

	Employees			Customers			Over-all		
Indicator	**WM**	**VI**	**R**	**WM**	**VI**	**R**	**WM**	**VI**	**R**
1. I receive their service package by postal mail or courier.	3.61	SA	2	2.51	A	1	3.06	A	1
2. I receive updates about their rates and service package by postal mail or courier.	3.78	SA	1	2.49	D	2	3.13	A	2
3. I receive holiday greetings from them by postal mail or courier.	3.53	SA	3	2.48	D	3	3.00	A	3
Composite Mean	3.64	SA		2.49	D		3.07	A	

Legend: 3.50–4.00, Strongly Agree (SA); 2.50–3.49, Agree (A); 1.50–2.49, Disagree (D); 1.00–1.49, Strongly Disagree (SD)

The overall results show that the employees and customers, as respondents of this study, agree with a weighted mean of 3.07. The highest-ranked item, "I receive their service package by postal mail or courier," has a verbal interpretation of agree and a weighted mean of 3.06, followed by "I receive updates about their rates and service package by postal mail or courier," with a verbal interpretation of agree and a weighted mean of 3.13. Lowest rank, "I receive holiday greetings from them by postal mail or courier," with a verbal interpretation of agree and a weighted mean of 3.00.

Table 9 shows the assessment of Direct Marketing Strategies Being Used by the Two Accommodations in terms of Direct Mail Marketing. The result shows that employees, as respondents of the study, strongly agree with a composite mean of 3.61, while the customers disagree with a composite mean of 2.49. "I receive updates about their rates and service package by postal mail or courier" got the first rank for the employees, with a verbal interpretation of strongly agree (WM = 3.78), and "I receive their service package by postal mail or courier" ranked first for the customers, with a verbal interpretation of agree (WM = 2.51). Followed by "I receive their service package by postal mail or courier" for the employees, with a verbal interpretation of strongly agree (WM

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= 3.61), and “I receive updates about their rates and service package by postal mail or courier” by the customers, with a verbal interpretation of disagree (WM = 2.49). The lowest rank for both employees and customers is “I receive holiday greetings from them by postal mail or courier,” with a verbal interpretation of strongly agree (WM = 3.53) and disagree (WM = 3.07).

According to some research, direct mail has a reputation for being spammy, but in the right situations, direct mail could be a crucial differentiator in a world where your prospects’ email inboxes are becoming increasingly crowded, and their physical mailboxes get emptier. Whether you’re a B2B or B2C business, try using the methods in the blog to make your direct mail more creative, relevant, targeted, and engaging. (Frost, 2018)

“Contrary to popular belief, advertisers will be using direct mail marketing even more in the future,” says an infographic released by the Experian Data Quality group. If you’re wondering how that can be possible, consider these stats noted in the infographic: Some 70% of Americans say physical mail is “more personal” than email; Neiman Marcus says it makes four dollars for every one dollar it spends on creating and mailing catalogs, and the USPS found that customers who receive ad mail spend 28% more than those who don’t. If you’re thinking of exploring direct mail, or if you just want to see some of the benefits and challenges of the practice, check out the infographic (Forer, 2017).

The related literature on direct mail marketing reviewed in the Introduction provides the conceptual context for interpreting these findings.

E-mail Marketing

The results for e-mail marketing are presented in Table 10.

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Table 10. Direct Marketing Strategies Used by the Two Accommodations in Terms of E-Mail Marketing

	Employees			Customers			Over-all		
Indicator	**WM**	**VI**	**R**	**WM**	**VI**	**R**	**WM**	**VI**	**R**
1. I receive e-mails about their rates and service package.	3.69	SA	2	2.54	A	8	3.12	A	6
2. This establishment's e-mail address is easy to remember.	3.64	SA	5	2.79	A	5	3.21	A	5
3. I receive e-mails from them with attached government permits and registration details.	3.61	SA	8	2.60	A	6	3.10	A	8
4. I receive promotional photos and videos from them via e-mail.	3.61	SA	8	2.56	A	7	3.09	A	7
5. I receive e-mails from them that include their complete contact details, FB page, Instagram, and their website/URL.	3.67	SA	3	2.85	A	2	3.26	A	3
6. I immediately receive replies after I e-mail them.	3.64	SA	5	2.79	A	5	3.22	A	4
7. I receive e-mail from them acknowledging/confirming every transaction.	3.75	SA	1	2.80	A	3	3.28	A	2
8. I am giving my personal contact details in their registration forms.	3.64	SA	5	3.03	A	1	3.33	A	1
Composite Mean	3.66	SA		2.75	A		3.20	A	

Legend: 3.50–4.00, Strongly Agree (SA); 2.50–3.49, Agree (A); 1.50–2.49, Disagree (D); 1.00–1.49, Strongly Disagree (SD)

Table 10 shows the assessment of Direct Marketing Strategies Being Used by the Two Accommodations in terms of Direct E-Mail Marketing. The result shows that employees, as respondents of the study, strongly agree with a composite mean of 3.66, while the customers agree with a composite mean of 2.75. "I receive e-mail from them acknowledging/confirming every transaction" got the first rank for the employees with a verbal interpretation of strongly agree (WM = 3.75), and the customers ranked first for "I am giving my personal contact details in their registration forms" with a verbal interpretation of agree (WM = 3.03). Followed by "I receive e-mails about their rates and service package" for the employees, with a verbal interpretation of strongly agree (WM = 3.69) and "I receive e-mails from them which includes their complete contact details, FB page, Instagram and their website/URL" with a verbal interpretation of agree (WM = 2.85). Lastly, "I receive e-mails from them with attached government permits and registration details" and "I receive promotional photos and videos from them via e-mail" for the employees had a verbal agreement of strongly agree (WM = 3.61), and "I receive promotional photos and videos from them via e-mail" and "I receive e-mails about their rates and service package" got the two lowest ranks for the customers, with a verbal interpretation of agree (WM = 2.56) and (WM = 2.54).

According to a survey conducted by Pew Internet, 82% of U.S. adults use the Internet, and email is one of the fastest, cheapest, and easiest ways for marketers to connect with customers.

The related literature on e-mail marketing reviewed in the Introduction provides the conceptual context for interpreting these findings.

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Summary of Direct Marketing Strategies

The summary of the direct marketing strategies used by the two accommodations is presented in Table 11.

Table 11. Summary table on Direct Marketing Strategies Used by Two Accommodations in San Pablo City, Laguna

	Employees			Customers			Over-all		
Direct Marketing Strategy	**WM**	**VI**	**R**	**WM**	**VI**	**R**	**WM**	**VI**	**R**
Direct Selling	3.33	A	6	2.57	A	5	2.95	A	6
Telemarketing	3.58	SA	5	2.93	A	2	3.25	A	3
Mobile Marketing	3.64	SA	3.5	2.92	A	3	3.28	A	2
Social Media Marketing	3.72	SA	1	2.97	A	1	3.34	A	1
Direct Mail	3.64	SA	3.5	2.49	D	6	3.07	A	5
Email	3.66	SA	2	2.75	A	4	3.20	A	4
Composite Mean	3.60	SA		2.77	A		3.18	A	

Legend: 3.50–4.00, Strongly Agree (SA); 2.50–3.49, Agree (A); 1.50–2.49, Disagree (D); 1.00–1.49, Strongly Disagree (SD)

The overall results show that the employees and customers, as respondents of this study, agree with a weighted mean of 3.18. “Social Media” got first rank with a verbal interpretation of agree and a weighted mean of 3.34. Second rank was “Mobile Marketing,” with a verbal interpretation of agree and a weighted mean of 3.28. Third rank was “Telemarketing,” with a verbal interpretation of agree and a weighted mean of 3.25. Fourth rank is “Email” with a verbal interpretation of agree and a weighted mean of 3.20. Fifth rank is “Direct Mail” with a verbal interpretation of agree and a weighted mean of 3.07. Sixth and lowest rank is “Direct Selling” with a verbal interpretation of agree and weighted mean of 2.95.

Table 11 shows the summary table of direct marketing strategies being used by two accommodations in San Pablo City, Laguna. The table indicates that, from the listed sub-variables, social media marketing got the highest rank for both employees and customers, with a verbal interpretation of strongly agree (WM = 3.72) and agree (WM = 2.97). Second rank for the employees was “Email,” with a verbal interpretation of strongly agree (WM = 3.66), and for the customers, second rank was “Telemarketing.” There is a tie for third rank among employees: “Mobile Marketing” and “Direct Mail,” with a verbal interpretation of strongly agree (WM = 3.64). Third rank for the customers is “Mobile Marketing” with a verbal interpretation of agree (WM = 2.92). Fifth rank for the employees is “Telemarketing” with a verbal interpretation of strongly agree (WM = 3.58). Fourth rank for the customers is “Email” with a verbal interpretation of agree with (WM = 2.75). Sixth and lowest rank for the employees is “Direct Selling” with a verbal interpretation of agree (WM = 3.33). Fifth rank for the customers is “Direct Selling” with a verbal interpretation of agree with (WM = 2.57). Sixth and lowest rank for the customers is “Direct Mail” with a verbal interpretation of disagree with (WM = 2.49).

The related literature on direct marketing reviewed in the Introduction provides the conceptual context for interpreting these findings.

Brand Image of the Accommodations

The brand image of the two accommodations as assessed by the employees and customers is presented in Tables 12 to 21.

Purchase Intention

The results for purchase intention are presented in Table 12.

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Table 12. Brand Image Used by the Two Accommodations in Terms of Purchase Intention

	Employees			Customers			Over-all		
Indicator	**WM**	**VI**	**R**	**WM**	**VI**	**R**	**WM**	**VI**	**R**
1. I prefer this establishment rather than any other resort/pension house/boutique hotel available.	3.83	SA	1	3.06	A	3	3.44	A	1
2. I am willing to recommend others to book in this resort/pension house/boutique hotel.	3.67	SA	3	3.16	A	1	3.41	A	3
3. I intend to book this resort/pension house/boutique hotel in the future.	3.78	SA	2	3.08	A	2	3.43	A	2
Composite Mean	3.76	SA		3.10	A		3.43	A	

Legend: 3.50–4.00, Strongly Agree (SA); 2.50–3.49, Agree (A); 1.50–2.49, Disagree (D); 1.00–1.49, Strongly Disagree (SD)

The overall results show that the employees and customers, as respondents of this study, agree with a weighted mean of 3.34. “I prefer this establishment rather than any other resort/pension house/boutique hotel available” got the highest rank with a verbal interpretation of agree and a weighted mean of 3.34. Second rank is “I intend to book this resort/pension house/boutique hotel in the future” with a verbal interpretation of agree and a weighted mean of 3.34. The last and least ranked item by the respondents is “I am willing to recommend others to book in this resort/pension house/boutique hotel,” with a verbal interpretation of agree and a weighted mean of 3.41.

Table 12 shows the assessment of Brand Image Being Used by the Two Accommodations in terms of Purchase Intention. The result shows that employees and customers, as respondents of the study, strongly agree with a composite mean of 3.76, while the customers agree with a composite mean of 3.10. “I prefer this establishment rather than any other resort/pension house/boutique hotel available” received the highest rank for both employees and customers, with verbal interpretations of strongly agree (WM = 3.83) and agree (WM = 3.44). Followed by “I intend to book this resort/pension house/boutique hotel in the future” for both employees and customers with a verbal interpretation of strongly agree with (3.78) and agree with (3.08). Lastly, “I am willing to recommend others to book in this resort/pension house/boutique hotel” had a verbal interpretation of strongly agree (3.67) and agree (3.06).

The related literature on purchase intention reviewed in the Introduction provides the conceptual context for interpreting these findings.

Brand Image

The results for brand image are presented in Table 13.

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Table 13. Brand Image Used by the Two Accommodations in Terms of Brand Image

	Employees			Customers			Over-all		
Indicator	**WM**	**VI**	**R**	**WM**	**VI**	**R**	**WM**	**VI**	**R**
1. In comparison to others, this resort/pension house/boutique hotel has high-quality services.	3.78	SA	1	3.00	A	1	3.39	A	1
2. This resort/pension house/boutique hotel has a rich history.	3.61	SA	3	2.93	A	3	3.27	A	3
3. I can reliably predict how this resort/pension house/boutique hotel performs.	3.69	SA	2	2.96	A	2	3.33	A	2
Composite Mean	3.69	SA		2.96	A		3.33	A	

Legend: 3.50–4.00, Strongly Agree (SA); 2.50–3.49, Agree (A); 1.50–2.49, Disagree (D); 1.00–1.49, Strongly Disagree (SD)

The overall results show that the employees and customers, as respondents of this study, agree with a weighted mean of 3.33. “In comparison to others, this resort/pension house/boutique hotel has high quality services” got the highest rank with a verbal interpretation of agree and a weighted mean of 3.39, followed by “I can reliably predict how this resort/pension house/boutique hotel performs” with a verbal interpretation of agree and a weighted mean of 3.33. The lowest rank is “This resort/pension house/boutique hotel has rich history” with a verbal interpretation of agree and a weighted mean of 3.27.

Table 13 shows the assessment of Brand Image Being Used by the Two Accommodations in terms of Brand Image. The result shows that employees, as respondents of the study, strongly agree with a composite mean of 3.69, while the customers agree with a composite mean of 2.96. “In comparison to others, this resort/pension house/boutique hotel has high quality services” got the highest rank for both employees and customers, with a verbal interpretation of strongly agree (WM = 3.78) and agree (WM = 3.00), followed by “I can reliably predict how this resort/pension house/boutique hotel performs” with a verbal interpretation of strongly agree (WM = 3.69) as answered by the employees and agree (WM = 2.96) by the customers. Lastly, “This resort/pension house/boutique hotel has rich history” got a verbal interpretation of strongly agree (WM = 3.61) answered by the employees and agree (WM = 2.93) answered by the customers.

The related literature on brand image reviewed in the Introduction provides the conceptual context for interpreting these findings.

Product Quality

The results for product quality are presented in Table 14.

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Table 14. Brand Image Used by the Two Accommodations in Terms of Product Quality

	Employees			Customers			Over-all		
Indicator	**WM**	**VI**	**R**	**WM**	**VI**	**R**	**WM**	**VI**	**R**
1. They have been in the business longer than any other resort/pension house/boutique hotel.	3.50	SA	3.5	2.94	A	4	3.22	A	4
2. The materials being used by this resort/pension house/boutique hotel are eco-friendly.	3.58	SA	2	3.15	A	3	3.37	A	2
3. This resort/pension house/boutique hotel has attractive color combinations.	3.50	SA	3.5	3.17	A	2	3.33	A	3
4. This resort/pension house/boutique hotel has good functional quality amenities.	3.64	SA	1	3.22	A	1	3.43	A	1
Composite Mean	3.56	SA		3.12	A		3.34	A	

Legend: 3.50–4.00, Strongly Agree (SA); 2.50–3.49, Agree (A); 1.50–2.49, Disagree (D); 1.00–1.49, Strongly Disagree (SD)

The overall results show that the employees and customers, as respondents of this study, agree with a weighted mean of 3.34. “This resort/pension house/boutique hotel has good functional quality amenities” has a verbal interpretation of agree and a weighted mean of 3.43, followed by “The materials being used by this resort/pension house/boutique hotel are eco-friendly” with a verbal interpretation of agree and a weighted mean of 3.37. Third rank is “This resort/pension house/boutique hotel has attractive color combinations” with a verbal interpretation of agree and a weighted mean of 3.33. Last and least rank is “They have been in the business longer than any other resort/pension house/boutique hotel” with a verbal interpretation of agree and weighted mean of 3.22.

Table 14 shows the assessment of Brand Image Being Used by the Two Accommodations in terms of Product Quality. The result shows that employees, as respondents of the study, strongly agree with a composite mean of 3.56, while the customers agree with a composite mean of 3.12. “This resort/pension house/boutique hotel has good functional quality amenities” got the highest rank for both employees and customers with a verbal interpretation of strongly agree with (WM = 3.64) and agree with (WM = 3.22) followed by “The materials being used by this resort/pension house/boutique hotel are eco-friendly” for the employees respondents with a verbal interpretation of strongly agree and (WM = 3.58) “This resort/pension house/boutique hotel has attractive color combinations” for the customers respondent with a verbal interpretation of agree and (WM = 3.17). “They have been in the business longer than any other resort/pension house/boutique hotel” and “This resort/pension house/boutique hotel has attractive color combinations” got the last rank for the employees’ respondents, with a verbal interpretation of both strongly agree (WM = 3.50) and (WM = 3.50). “The materials being used by this resort/pension house/boutique hotel are eco-friendly” got third rank for the customers with a verbal interpretation of agree (WM = 3.15), and lastly, “They have been in the business longer than any other resort/pension house/boutique hotel” with a verbal interpretation of agree (WM = 2.94).

The related literature on product quality reviewed in the Introduction provides the conceptual context for interpreting these findings.

Design

The results for design are presented in Table 15.

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Table 15. Brand Image Used by the Two Accommodations in Terms of Design

	Employees			Customers			Over-all		
Indicator	**WM**	**VI**	**R**	**WM**	**VI**	**R**	**WM**	**VI**	**R**
1. This resort/pension house/boutique hotel provides a wide variety of designs.	3.64	SA	3	3.15	A	3	3.39	A	4
2. Designs of this resort/pension house/boutique hotel are suitable for me.	3.64	SA	3	3.20	A	2	3.42	A	2
3. Designs of this resort/pension house/boutique hotel have distinctive features.	3.69	SA	1	3.10	A	4	3.40	A	3
4. Designs of this resort/pension house/boutique hotel are trendy and fashionable.	3.64	SA	3	3.25	A	1	3.45	A	1
Composite Mean	3.65	SA		3.18	A		3.41	A	

Legend: 3.50–4.00, Strongly Agree (SA); 2.50–3.49, Agree (A); 1.50–2.49, Disagree (D); 1.00–1.49, Strongly Disagree (SD)

The overall results show that the employees and customers, as respondents of this study, agree with a weighted mean of 3.41. “Designs of this resort/pension house/boutique hotel are trendy and fashionable” has a verbal interpretation of agree and a weighted mean of 3.45, followed by “Designs of this resort/pension house/boutique hotel are suitable for me” with a verbal interpretation of agree and a weighted mean of 3.42. Third in rank is “Designs of this resort/pension house/boutique hotel have distinctive features” with a verbal interpretation of agree and a weighted mean of 3.40, and the fourth and lowest rank is “This resort/pension house/boutique hotel provides a wide variety of designs” with a verbal interpretation of agree and a weighted mean of 3.39.

Table 15 shows the assessment on Brand Image Being Used by the Two Accommodations in terms of Design. The result shows that employees, as respondents of the study, strongly agree with a composite mean of 3.65, and the customers, as respondents, agree with a composite mean of 3.18. “Designs of this resort/pension house/boutique hotel have distinctive features” go the first rank for the employees respondent with a verbal interpretation of strongly agree and (WM = 3.69) while for the customers respondents “Designs of this resort/pension house/boutique hotel are trendy and fashionable” with a verbal interpretation of agree and (WM = 3.25) followed by “This resort/pension house/boutique hotel provides wide variety of designs”, “Designs of this resort/pension house/boutique hotel are suitable for me” and “Designs of this resort/pension house/boutique hotel are trendy and fashionable” for the employees with a verbal interpretation of strongly agree and a (WM = 3.63). “Designs of this resort/pension house/boutique hotel are suitable for me” ranked second for the customer respondents, with a verbal interpretation of agree (WM = 3.20). Third in rank for the customer respondents, “This resort/pension house/boutique hotel provides a wide variety of designs” had a verbal interpretation of agree (WM = 3.15), and lastly for the customer respondents, “Designs of this resort/pension house/boutique hotel have distinctive features” had a verbal interpretation of agree (WM = 3.10).

The related literature on design reviewed in the Introduction provides the conceptual context for interpreting these findings.

Brand Name

The results for brand name are presented in Table 16.

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Table 16. Brand Image Used by the Two Accommodations in Terms of Brand Name

	Employees			Customers			Over-all		
Indicator	**WM**	**VI**	**R**	**WM**	**VI**	**R**	**WM**	**VI**	**R**
1. This resort/pension house/boutique hotel is reputable.	3.72	SA	1.5	3.07	A	2	3.39	A	2
2. This resort/pension house/boutique hotel name and image attract me to avail the services.	3.69	SA	3.5	3.09	A	1	3.39	A	2
3. I will select this resort/pension house/boutique hotel regardless of rates.	3.72	SA	1.5	3.06	A	3	3.39	A	2
4. This resort/pension house/boutique hotel reflects my own personality.	3.69	SA	3.5	2.97	A	4	3.33	A	4
Composite Mean	3.71	SA		3.05	A		3.38	A	

Legend: 3.50–4.00, Strongly Agree (SA); 2.50–3.49, Agree (A); 1.50–2.49, Disagree (D); 1.00–1.49, Strongly Disagree (SD)

The overall results show that the employees and customers, as respondents of this study, agree with a weighted mean of 3.38. Tied for first rank are “This resort/pension house/boutique hotel is reputable”, “This resort/pension house/boutique hotel name and image attracts me to avail the services” and “I will select this resort/pension house/boutique hotel regardless of rates” with a verbal interpretation of agree and a weighted mean of 3.39. The last and least ranked item is “This resort/pension house/boutique hotel reflects my own personality,” with a verbal interpretation of agree and a weighted mean of 3.33.

Table 16 shows the assessment on Brand Image Being Used by the Two Accommodations in terms of brand name. The result shows that employees, as respondents of the study, strongly agree with a composite mean of 3.71, and the customers, as respondents, agree with a composite mean of 3.05. “This resort/pension house/boutique hotel is reputable” and “I will select this resort/pension house/boutique hotel regardless of rates” got the highest rank for employees respondent with a verbal interpretation of strongly agree and (WM = 3.72) while for the customers respondent highest rank, “This resort/pension house/boutique hotel name and image attracts me to avail the services” with a verbal interpretation of agree and (WM = 3.09) and the lowest rank for the employees respondents are “This resort/pension house/boutique hotel name and image attracts me to avail the services” and “This resort/pension house/boutique hotel reflects my own personality” with verbal interpretation of strongly agree and (WM = 3.69). Second rank for the customers' respondents, “This resort/pension house/boutique hotel is reputable” with a verbal interpretation of agree (WM = 3.07) and the lowest rank, “This resort/pension house/boutique hotel reflects my own personality” with a verbal interpretation of agree (WM = 2.97).

According to the study of Mohammadzadeh (2015) about brand image, to distinguish a brand from another brand, companies need a name, term, design, or other feature that helps one seller’s product be differentiated from those of others. Brands are used in business, marketing, and advertising. A good example of a brand name is Pepsi, which belongs to PepsiCo Inc. “Legendary brand names can distribute product profit and guide them to higher rememberability of advertised benefits than non-famous brand names” (Keller, 2003). Patrons can trust famous brand names; there are many unknown and alternative brand names in the marketplace. According to (Kohli, C., & Thakor, M. 1997), a brand name is the conception of a picture or the expansion of a brand character and is a luxurious and time-intensive process. The expansion of a brand name is a very important and absolutely necessary significant element of the process, while the name is the foundation of a brand’s image. A brand name is essential for a firm to attract clients to acquire a product and influence and replicate purchasing behavior. Brand plays an important role in firms competing with each other to gain significant market share, as most products and services

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can be copied easily. (Kotler, Philip, and Lane KELLER, 2005) state that through product experience and marketing activities, brands offer firms a means of differentiating their product or service from that of their competitor by creating a lasting impression in the minds of individuals and organizations. The affiliation to a brand, referred to as brand loyalty, can result in a willingness by the consumer to pay a price premium, sometimes as much as 20–25% (Kotler, Philip, and Lane KELLER, 2005). A brand has value; this depends on the quality of its products in the market and the satisfaction or contentment of the customer with its products and services. This provides the trust of the customers in the brand. If customers trust a brand's quality, it makes a positive connection to the brand, and customers will have a reason to become loyal to the brand. Loyalty and trust of the customers is very important for a company because it reduces the chance of attack from competitors (Aaker, 1996). Brands play a very important role in the consumer decision-making process. It is really important for companies to find out customers' decision-making process and identify the conditions that customers apply while making decisions (Cravens & Piercy, 2003). Brand name awareness plays a vital role in the consumer decision-making process; if a customer has already heard the brand name, the customer would feel more comfortable at the time of making a decision. Customers normally do not prefer to buy an unknown brand, especially if it is an expensive product like a motor car, TV, refrigerator, apartment, etc. Therefore, a company's strong brand name is a winning track, as customers choose their brand over an unknown brand.

Store Environment

The results for store environment are presented in Table 17.

Table 17. Brand Image Used by the Two Accommodations in Terms of Store Environment

	Employees			Customers			Over-all		
Indicator	**WM**	**VI**	**R**	**WM**	**VI**	**R**	**WM**	**VI**	**R**
1. This resort/pension house/boutique hotel has a good location.	3.81	SA	1	3.15	A	4	3.48	A	2
2. This resort/pension house/boutique hotel has sufficient rooms and amenities	3.64	SA	4	3.22	A	2	3.43	A	4
3. The interior design of this resort/pension house/boutique hotel is attractive.	3.72	SA	3	3.20	A	3	3.46	A	3
4. The ambiance inside this resort/pension house/boutique hotel is relaxing.	3.75	SA	2	3.34	A	1	3.54	SA	1
Composite Mean	3.73	SA		3.22	A		3.48	A	

Legend: 3.50–4.00, Strongly Agree (SA); 2.50–3.49, Agree (A); 1.50–2.49, Disagree (D); 1.00–1.49, Strongly Disagree (SD)

For Table 17, the overall results show that the employees and customers, as respondents of this study, agree with a weighted mean of 3.48. "Ambiance inside this resort/pension house/boutique hotel is relaxing" got the first and highest rank, with a verbal interpretation of strongly agree and a weighted mean of 3.54, followed by "This resort/pension house/boutique hotel has good location" with a verbal interpretation of agree and a weighted mean of 3.48. Third rank is "The interior design of this resort/pension house/boutique hotel is attractive" with a verbal interpretation of agree and a weighted mean of 3.46. Last and least rank is "This resort/pension house/boutique hotel has sufficient rooms and amenities" with a verbal interpretation of agree and a weighted mean of 3.43.

Table 17 shows the assessment of Brand Image Being Used by the Two Accommodations in terms of store environment. The result shows that employees as respondents of the study strongly agree with a composite mean of 3.73, while the customers as respondents agree with a composite mean of 3.22. "This resort/pension house/boutique hotel has good location" got the highest rank for the employees, with a verbal interpretation of

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strongly agree (WM = 3.01), while "Ambiance inside this resort/pension house/boutique hotel is relaxing" for the customers, with a verbal interpretation of agree (WM = 3.34), and also ranked second for the employees with a verbal interpretation of strongly agree (WM = 3.75). Second for the customers is "This resort/pension house/boutique hotel has sufficient rooms and amenities" with a verbal interpretation of agree (WM = 3.22). Third rank for both employees and customers is "The interior design of this resort/pension house/boutique hotel is attractive," with a verbal interpretation of strongly agree (WM = 3.72) and agree for the customer respondents (WM = 3.20). "This resort/pension house/boutique hotel has sufficient rooms and amenities" got the lowest rank for the employees as respondents with a verbal interpretation of strongly agree (WM = 3.64), while "This resort/pension house/boutique hotel has good location" got the lowest rank for the customers with a verbal interpretation of agree (WM = 3.15).

Research reveals that while product and price are most important in retail, ambiance and environment are also key. In a study of consumers' retail preferences by design consultancy Dalziel & Pow, store ambiance was selected by 41 percent of respondents, putting it ahead of location (31 percent), friendliness of staff (30 percent) and customer service (25 percent). The quality of the store environment was the fourth-most important consideration for high street shoppers, the study finds. Ranking first is the range of products in a shop, at 81 percent, followed by value for money (59 percent) and the quality of products (54 percent). According to the study of Mohammadzadeh (2015) about brand image, many researchers have considered the impact of the store environment on consumer behavior. According to Omar (1999), the store environment is also an important feature in marketing development and store durability. It is an important element in retailing; 70% of retail purchases were impulse buys or unplanned purchases" (Dunne, P. M., & Lusch, R. F., 2005). The term atmospherics was invented by Kotler in 1973, referring to the conscious space designed for the purpose of creating certain effects in individuals and increasing the possibility of desirable behavioral outcomes. Many retailers accept the importance of the store environment as a tool for market differentiation (Levy, Michael, and Barton A. Weitz, 1995). The store environment and the physical environment of a store are made up of many elements, including music, lighting, layout, directional signage, and human elements, which are divided into the external environment and internal environment. The store environment also affects various stages of consumers' cognitive processes inside a store, including attention, perception, categorization, and information processing. Some features such as store location and store design positively affect brand loyalty. The store environment plays an important role in consumer decision-making.

Service Quality

The results for service quality are presented in Table 18.

Table 18. Brand Image Used by the Two Accommodations in Terms of Service Quality

	Employees			Customers			Over-all		
Indicator	**WM**	**VI**	**R**	**WM**	**VI**	**R**	**WM**	**VI**	**R**
1. Staff of this resort/pension house/boutique hotel is well-trained.	3.69	SA	2	3.11	A	4	3.40	A	4
2. Staff of this resort/pension house/boutique hotel are willing to help.	3.67	SA	3.5	3.20	A	3	3.43	A	3
3. Staff of this resort/pension house/boutique hotel is friendly and courteous.	3.67	SA	3.5	3.21	A	2	3.44	A	2
4. Staff of this resort/pension house/boutique hotel have a neat appearance.	3.81	SA	1	3.22	A	1	3.51	SA	1
Composite Mean	3.71	SA		3.18	A		3.45	A	

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Legend: 3.50–4.00, Strongly Agree (SA); 2.50–3.49, Agree (A); 1.50–2.49, Disagree (D); 1.00–1.49, Strongly Disagree (SD)

The overall results from Table 18 show that the employees and customers as respondents of this study agree with a weighted mean of 3.45. "Staff of this resort/pension house/boutique hotel has neat appearance" got the first and highest rank, with a verbal interpretation of strongly agree and a weighted mean of 3.51, followed by "Staff of this resort/pension house/boutique hotel are friendly and courteous" with a verbal interpretation of agree and a weighted mean of 3.44. Third rank is "Staff of this resort/pension house/boutique hotel is willing to help" with a verbal interpretation of agree and a weighted mean of 3.43, and the last rank is "Staff of this resort/pension house/boutique hotel is well-trained" with a verbal interpretation of agree and a weighted mean of 3.40.

Table 18 shows the assessment on Brand Image Being Used by the Two Accommodations in terms of service quality. The result shows that employees, as respondents of the study, strongly agree with a composite mean of 3.71, while customers, as respondents, agreed with a composite mean of 3.18. "Staff of this resort/pension house/boutique hotel have neat appearance" got the highest rank for both employees and customers with a verbal interpretation strongly agree and agree and a (WM = 3.81) and (WM = 3.22) followed by "Staff of this resort/pension house/boutique hotel are well-trained" with a verbal interpretation of strongly agree and (WM = 3.69) for the employees as respondent and "Staff of this resort/pension house/boutique hotel are friendly and courteous" for the customers as respondent with a verbal interpretation of agree and (3.21). The lowest rank for the employees is "Staff of this resort/pension house/boutique hotel is willing to help" and "Staff of this resort/pension house/boutique hotel is friendly and courteous" with a verbal interpretation of strongly agree (WM = 3.67).

The related literature on service quality reviewed in the Introduction provides the conceptual context for interpreting these findings.

Promotion

The results for promotion are presented in Table 19.

Table 19. Brand Image Used by the Two Accommodations in Terms of Promotion

	Employees			Customers			Over-all		
Indicator	**WM**	**VI**	**R**	**WM**	**VI**	**R**	**WM**	**VI**	**R**
1. Ads of this resort/pension house/boutique hotel are attractive.	3.81	SA	1	3.16	A	1	3.48	A	1
2. Ads of this resort/pension house/boutique hotel attract me to book.	3.75	SA	3	3.02	A	3	3.38	A	3
3. Their window display is attractive.	3.78	SA	2	3.12	A	2	3.45	A	2
Composite Mean	3.78	SA		3.10	A		3.44	A	

Legend: 3.50–4.00, Strongly Agree (SA); 2.50–3.49, Agree (A); 1.50–2.49, Disagree (D); 1.00–1.49, Strongly Disagree (SD)

The overall results show that the employees and customers, as respondents of this study, agree with a weighted mean of 3.44. "Ads of this resort/pension house/boutique hotel are attractive" has a verbal interpretation of agree and a weighted mean of 3.48, followed by "Their window display is attractive" with a verbal interpretation of agree and a weighted mean of 3.45. The last and least ranked item is "Ads of this resort/pension house/boutique hotel attract me to book," with a verbal interpretation of agree and a weighted mean of 3.38.

Table 19 shows the assessment on Brand Image Being Used by the Two Accommodations in terms of promotion. The result shows that employees, as respondents of the study, strongly agree with a composite mean of 3.78, and

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customers, as respondents, agree (WM = 3.10). "Ads of this resort/pension house/boutique hotel are attractive" got the highest rank for both employees and customers, with a verbal interpretation of strongly agree (WM = 3.81) and agree (WM = 316), followed by "Their window display is attractive" for both employees and customers with a verbal interpretation of strongly agree (WM = 3.78) and agree (WM = 3.12). The lowest rank was "Ads of this resort/pension house/boutique hotel attract me to book," with a verbal interpretation of strongly agree (WM = 3.75) and agree (WM = 3.02).

Promotion is related to product sales in marketing or advertising. It entails raising customers' awareness about a product or brand. It is how you let people know what you have for sale, what your product is, what they use it for, and why they should want it. The purpose of a promotion is to find suitable customers for a product. People are looking for a product that meets and satisfies their needs. A promotion is a series of activities that communicate the product brand or service to the customer. It makes people aware of, attracts, and persuades them to buy a product over others. It is a permanent process of communication between the company and existing and potential customers. Promotion is most commonly defined as a process of mass communication with customers to increase sales of products or services. Promotion covers all the instruments of communication through which a message can be transmitted to the target group of consumers. Promotion is the process of communication between the company and the environment (consumers) in order to create positive attitudes about products and services that lead to their favor in the process of buying in the market. Communication can be mass and individual, personal and impersonal, depending on the promotional activity involved in the process of communicating with certain recipients. The company wants to communicate with its current and future customers, the people who sell and offer its products and services, with distributors, their employees, friends, relatives, employees, suppliers, vendors, business partners, creditors, sociopolitical entities, cultural, sports, and other workers, with the public at large - so, by promotional activities, we mean a combination of different activities through which the company interacts with individuals, groups, or the public in the form of personal and impersonal messages to coordinate the mutual interests and needs. Economic propaganda (advertising) is the primary promotional activity. As a form of promotion, advertising is the way mass media companies bundle. Because the company finances the transfer of information about itself and produces it outside its range, which is realized through a variety of communication channels/media (newspapers, magazines, radio, TV, etc.), advertising is usually defined as a paid form of (mass) communication with the market. Advertising is a form of promotion of the creative communication process, in conformity with the interests and needs of consumers, producers, and society as a whole. It is a way of mass communication that is intended to convey information and develop a tendency to incite action in favor of products and services. Advertising is to inform about new products, suggest a new use of the product, inform about changing prices of products, and explain how the product functions. Convincing economic propaganda is important for producing companies that have strong competition from the products of other manufacturers. Recall that propaganda is involved in the maturity stage of products, where consumers continue to think about the product. Promotion is one of the strongest weapons in marketing and product placement services to market. In modern and contemporary society, it is unthinkable for the market to function without well-thought-out promotion; therefore, no serious player would dare to have no promotional activity - promoting the conquering markets. A well-designed promotion is halfway to the success of the company and gaining customers. It is important to promote a positive influence on consumer awareness and to demonstrate the product and the company in the best possible light, and draw attention to their attributes. It is very important for promotion to pay attention to the target group of consumers. Any modern and successful company has to pay attention to the promotional 510 opportunities because it is the only way to achieve the desired goal of the company - it is the best marketing that product to market. Otherwise, we may fail immediately, waiting around the corner (David Novak, B.Sc 2011).

Promotion includes the means taken to inform the customers of the products and services provided, including personal selling, advertising, sales promotions, and public relations. Promotion includes the means taken to inform the customers of the products and services provided, including personal selling, advertising, sales promotions, and public relations. It is said that a product is completed when customers know it exists, know its quality and features, react to it positively, and buy it. Without knowledge, there cannot be demand. Promotion enables product awareness, positive attitudes, and buying decisions. (Arabian Journal of Business and Management Review, 2019)

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Price

The results for price are presented in Table 20.

Table 20. Brand Image Used by the Selected Tourism Accommodations in Terms of Price

	Employees			Customers			Over-all		
Indicator	**WM**	**VI**	**R**	**WM**	**VI**	**R**	**WM**	**VI**	**R**
1. An increase in room rates does not discourage me from availing the service.	3.78	SA	1.5	3.03	A	3	3.40	A	2
2. This resort/pension house/boutique hotel provides reasonable rates.	3.78	SA	1.5	3.11	A	1	3.44	A	1
3. This resort/pension house/boutique hotel charges standard rates.	3.72	SA	3	3.07	A	2	3.39	A	3
4. Comparatively, this resort/pension house/boutique hotel charges low rates.	3.61	SA	4	2.96	A	4	3.29	A	4
Composite Mean	3.72	SA		3.04	A		3.38	A	

Legend: 3.50–4.00, Strongly Agree (SA); 2.50–3.49, Agree (A); 1.50–2.49, Disagree (D); 1.00–1.49, Strongly Disagree (SD)

The overall results show that the employees and customers, as respondents of this study, agree with a weighted mean of 3.38. “This resort/pension house/boutique hotel provides reasonable rates” got the highest rank with a verbal interpretation and weighted mean of 3.44, followed by “Increase of room rates does not discourage me to avail the service” with a verbal interpretation and weighted mean of 3.40. Third rank is “This resort/pension house/boutique hotel charges standard rates” with a verbal interpretation and weighted mean of 3.39. Last and least rank is “Comparatively, this resort/pension house/boutique hotel charges low rates” with a verbal interpretation and weighted mean of 3.29.

Table 20 shows the assessment on Brand Image Being Used by the Two Accommodations in terms of price. The result shows that employees, as respondents of the study, strongly agree with a composite mean of 3.72, and customers, as respondents, agree with a composite mean of 3.04. “Increase of room rates does not discourage me to avail the service” and “This resort/pension house/boutique hotel provides reasonable rates” got the same rank for the employees as respondents, with a verbal interpretation of strongly agree and (WM = 1.5), while “This resort/pension house/boutique hotel provides reasonable rates” got first rank for the customers as respondents with a verbal interpretation of agree and (WM = 3.11). “This resort/pension house/boutique hotel charges standard rates” ranked third for the employees as respondents, with a verbal interpretation of strongly agree (WM = 3.72), while this same statement ranked second for the customers as respondents, with a verbal interpretation of agree (WM = 3.07). “Comparatively, this resort/pension house/boutique hotel charges low rates” got the lowest rank for the employees with a verbal interpretation of strongly agree and (WM = 3.61). “Increase of room rates does not discourage me to avail the service” got third rank for the customers as respondents with a verbal interpretation of agree and (WM = 3.03), and “Comparatively, this resort/pension house/boutique hotel charges low rates” got the lowest rank for the customers as respondents with a verbal interpretation of agree and (WM = 2.96).

Price is defined as the price of the products and services provided. It includes all of the pricing-related matters such as the retail prices, volume discounts, and terms of payment, seasonal discounts, and credit terms. Examining and evaluating prices regularly is key to success. Companies should not be afraid to revise their prices and to recognize that the current pricing structure may not be ideal for the current market (Arabian Journal of Business and Management Review, 2019).

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The related literature on price reviewed in the Introduction provides the conceptual context for interpreting these findings.

Summary of Brand Image

The summary of the brand image of the two accommodations is presented in Table 21.

Table 21. Summary table on Brand Image Used by the Two Accommodations in San Pablo City, Laguna

	Employees			Customers			Over-all		
Brand Image Dimension	**WM**	**VI**	**R**	**WM**	**VI**	**R**	**WM**	**VI**	**R**
Purchase Intention	3.76	SA	2	3.10	A	6.5	3.43	A	4
Brand Image	3.69	SA	6	2.96	A	9	3.33	A	9
Product Quality	3.56	SA	9	3.12	A	4	3.34	A	8
Design	3.65	SA	8	3.18	A	2.5	3.41	A	5
Brand Name	3.71	SA	4.5	3.05	A	7	3.38	A	6.5
Store Environment	3.73	SA	7	3.22	A	1	3.48	A	1
Service Quality	3.71	SA	4.5	3.18	A	2.5	3.45	A	2
Promotion	3.78	SA	1	3.10	A	6.5	3.44	A	3
Price	3.72	SA	3	3.04	A	8	3.38	A	6.5
Composite Mean	3.70	SA		3.11	A		3.40	A	

Legend: 3.50–4.00, Strongly Agree (SA); 2.50–3.49, Agree (A); 1.50–2.49, Disagree (D); 1.00–1.49, Strongly Disagree (SD)

The overall results show that the employees and customers, as respondents of this study, agree with a weighted mean of 3.40. “Store Environment” got the highest rank with a verbal interpretation of agree and a weighted mean of 3.48, followed by “Service Quality” with a verbal interpretation of agree and a weighted mean of 3.45. Third rank is “Promotion” with a verbal interpretation of agree and a weighted mean of 3.44. Fourth rank is “Purchase Intention” with a verbal interpretation of agree and a weighted mean of 3.43. Fifth rank is “Design” with a verbal interpretation of agree and a weighted mean of 3.41. Tie for the sixth rank is “Brand Name” and “Price” with a verbal interpretation of agree and a weighted mean of 3.38. The eighth rank is “Product Quality” with a verbal interpretation of agree and a weighted mean of 3.34. The ninth and lowest rank is “Brand Image” with a verbal interpretation of agree and a weighted mean of 3.33.

Table 21 shows the summary table of brand image used by two accommodations in San Pablo City, Laguna. The table indicates that, from the listed sub-variables, “Promotion” got the highest rank for employees, with a verbal interpretation of strongly agree (WM = 3.78), while the highest rank for the customers is “store environment,” with a verbal interpretation of agree (WM = 3.22). Second rank for the employees is “purchase intention,” with a verbal interpretation of strongly agree (WM = 3.76), while there is a tie for the second rank for the customers: “design” and “service quality,” with a verbal interpretation of agree (WM = 3.18). Third rank for the employees is “price” with a verbal interpretation of strongly agree (WM = 3.72). Fourth rank for the customers is “product quality” with a verbal interpretation of agree with (WM = 3.12). Tie for the fourth rank for the employees is “brand name” and “service quality” with a verbal interpretation of strongly agree (WM = 3.71). Tie for the fifth rank for the customers is “purchase intention” and “promotion” with a verbal interpretation of agree (WM = 3.10). Sixth rank for the employees is “brand image” with a verbal interpretation of strongly agree (WM = 3.69). Seventh rank for the customers is “brand name” with a verbal interpretation of agree with (WM = 3.05). Seventh rank for the employees is “store environment” with a verbal interpretation of strongly agree (WM = 3.73). Eighth rank for the customers is “price” with a verbal interpretation of agree with (WM = 3.04). The eighth rank for the employees is “design,” with a verbal interpretation of strongly agree (WM = 3.65). The ninth and lowest rank for the customers is “brand image,” with a verbal interpretation of agree (WM = 2.96), while the lowest rank for the employees is “product quality,” with a verbal interpretation of strongly agree (WM = 3.56).

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Relationship Between Direct Marketing and Brand Image

The significant relationship between direct marketing and brand image is presented in Tables 22 to 27.

Table 22. Relationship Between Direct Marketing in Terms of Direct Selling and Brand Image Used by the Selected Tourism Accommodations

Variable	r-value	p-value	Interpretation
Direct Selling	.507**	0.000	Highly Significant
Telemarketing	.503**	0.000	Highly Significant
Mobile Marketing	.399**	0.000	Highly Significant
Social Media Marketing	.398**	0.000	Highly Significant
Direct Mail	.442**	0.000	Highly Significant
Email	.445**	0.000	Highly Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

Table 22 shows the significant relationship between direct marketing in terms of direct selling and brand image used by the selected tourism accommodations. It was observed that the computed r-values indicate a moderate positive correlation, and the resulting p-value of 0.000 was less than the 0.01 alpha level. Thus, the null hypothesis is rejected, implying that a significant relationship exists.

The relationship of Direct Selling to Brand Image is highly significant because it greatly affects customers' thinking about the establishment's capability to sell or to offer its services to them. Their front liners, especially their marketing team, play an important role in promoting and increasing the sales of the establishment. Employees should possess the right competencies to promote their services because they carry the image of their establishment. This only proves that the better the brand image of the accommodations, the better the direct selling used.

Table 23. Relationship Between Direct Marketing in Terms of Telemarketing and Brand Image Used by the Selected Tourism Accommodations

Variable	r-value	p-value	Interpretation
Direct Selling	.523**	0.000	Highly Significant
Telemarketing	.446**	0.000	Highly Significant
Mobile Marketing	.432**	0.000	Highly Significant
Social Media Marketing	.453**	0.000	Highly Significant
Direct Mail	.480**	0.000	Highly Significant
Email	.517**	0.000	Highly Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

Table 23 shows the significant relationship between direct marketing in terms of direct selling and brand image used by the selected tourism accommodations. It was observed that the computed r-values indicate a moderate positive correlation, and the resulting p-value of 0.000 was less than the 0.01 alpha level. Thus, the null hypothesis is rejected, implying that a significant relationship exists.

The relationship of Telemarketing to Brand Image is highly significant because the qualities and competencies of the telemarketer carry the name of their establishment and greatly affect sales. This only proves that the better the brand image of the accommodations, the better the telemarketing used.

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Table 24. Relationship Between Direct Marketing in Terms of Mobile Marketing and Brand Image Used by the Selected Tourism Accommodations

Variable	r-value	p-value	Interpretation
Direct Selling	.580**	0.000	Highly Significant
Telemarketing	.568**	0.000	Highly Significant
Mobile Marketing	.513**	0.000	Highly Significant
Social Media Marketing	.513**	0.000	Highly Significant
Direct Mail	.520**	0.000	Highly Significant
Email	.544**	0.000	Highly Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

Table 24 shows the significant relationship between direct marketing in terms of direct selling and brand image used by the selected tourism accommodations. It was observed that the computed r-values indicate a moderate positive correlation, and the resulting p-value of 0.000 was less than the 0.01 alpha level. Thus, the null hypothesis is rejected, implying that a significant relationship exists. This only proves that the better the brand image of the accommodations, the better the mobile marketing used.

The relationship of Mobile Marketing to Brand Image is highly significant because, in this era, everyone has a cellphone and is highly dependent on it. There is a big need for visibility of the establishment on the mobile phone to everyone. The establishment should assign personnel to focus on calling and/or texting, receiving and/or replying to the inquiries of each prospective client. This campaign can bring a huge amount of income to the establishment if used effectively and efficiently. This only proves that the better the brand image of the accommodations, the better the mobile marketing used.

Table 25. Relationship Between Direct Marketing in Terms of Social Media Marketing and Brand Image Used by the Selected Tourism Accommodations

Variable	r-value	p-value	Interpretation
Direct Selling	.549**	0.000	Highly Significant
Telemarketing	.605**	0.000	Highly Significant
Mobile Marketing	.427**	0.000	Highly Significant
Social Media Marketing	.456**	0.000	Highly Significant
Direct Mail	.520**	0.000	Highly Significant
Email	.484**	0.000	Highly Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

Table 25 shows the significant relationship between direct marketing in terms of direct selling and brand image used by the selected tourism accommodations. It was observed that the computed r-values indicate a moderate positive correlation, and the resulting p-value of 0.000 was less than the 0.01 alpha level. Thus, the null hypothesis is rejected, implying that a significant relationship exists. This only proves that the better the brand image of the accommodations, the better the social media marketing used.

The relationship of Social Media to Brand Image is Highly Significant. Social Media is one of the most powerful marketing tools to boost your establishment's visibility and income. Almost everyone has a social media account, and if one needs to find information, they will just search for it and sometimes rely on people's comments based on their personal experiences with the services they received. So, better watch out for the peoples'comments because they can also affect your establishment's reputation negatively. But, if people are really glad and just

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about the services, they can also be a good help in promoting your business for free! This only proves that the better the brand image of the accommodations, the better the mobile marketing used.

Table 26. Relationship Between Direct Marketing in Terms of Direct Mail and Brand Image Used by the Selected Tourism Accommodations

Variable	r-value	p-value	Interpretation
Direct Selling	.466**	0.000	Highly Significant
Telemarketing	.542**	0.000	Highly Significant
Mobile Marketing	.423**	0.000	Highly Significant
Social Media Marketing	.410**	0.000	Highly Significant
Direct Mail	.490**	0.000	Highly Significant
Email	.414**	0.000	Highly Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

Table 26 shows the significant relationship between direct marketing in terms of direct selling and brand image used by the selected tourism accommodations. It was observed that the computed r-values indicate a moderate positive correlation, and the resulting p-value of 0.000 was less than the 0.01 alpha level. Thus, the null hypothesis is rejected, implying that a significant relationship exists.

The relationship of Direct Mail to Brand Image is Highly Significant. If Direct Mail is used properly with targeted customers and can catch their attention, it is not a waste of money after all! Getting their attention sometimes means there is a big chance of availing your services in the future, especially if there is a coupon for discounts and freebies to avail. This only proves that the better the brand image of the accommodations, the better the direct mail used.

Table 27. Relationship Between Direct Marketing in Terms of E-mail and Brand Image Used by the Selected Tourism Accommodations

Variable	r-value	p-value	Interpretation
Direct Selling	.578**	0.000	Highly Significant
Telemarketing	.622**	0.000	Highly Significant
Mobile Marketing	.474**	0.000	Highly Significant
Social Media Marketing	.472**	0.000	Highly Significant
Direct Mail	.523**	0.000	Highly Significant
Email	.486**	0.000	Highly Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

Table 27 shows the significant relationship between direct marketing in terms of direct selling and brand image used by the selected tourism accommodations. It was observed that the computed r-values indicate a moderate positive correlation, and the resulting p-value of 0.000 was less than the 0.01 alpha level. Thus, the null hypothesis is rejected, implying that a significant relationship exists.

The relationship between email and Brand Image is Highly Significant. Electronic mail is still used effectively as a means of communication in the business industry. The establishment should assign an employee to give attention to receiving and replying to emails from customers, target customers, or business alliances. This only proves that the better the brand image of the accommodations, the better the e-mail used.

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Differences in Responses When Grouped According to Profile Variables

Direct Marketing

The differences in the responses on direct marketing when respondents were grouped according to profile variables are presented in Tables 28 to 33.

Table 28. Difference of Responses on Direct Marketing in Terms of Direct Selling When Grouped According to Profile Variables

Profile Variable	F-value	p-value	Interpretation
Category	1.669	0.097	Not Significant
Name of Tourism Accommodation	2.952	0.004	Significant
Nature of Work	3.712	0.000	Highly Significant
Salary Range (gross monthly basis)	1.831	0.111	Not Significant
Length of Service/Tenure	1.586	0.156	Not Significant
Educational Background	2.081	0.071	Not Significant
Reason for staying	0.155	0.978	Not Significant
How did you first know their services?	1.423	0.184	Not Significant
How many times have you visited this establishment?	0.862	0.488	Not Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

Table 28 shows the comparison of responses on direct marketing as to direct selling when grouped according to profile. It was observed that there was a significant difference when grouped according to name of tourism (p-value = 0.004) and nature of work (p-value = 0.000), since the obtained p-values were less than the 0.05 level of significance. This means that the responses vary significantly, and based on the post hoc test conducted, respondents from Accommodation A and Accommodation B, and those with a nature of work in arts/media/communication, have greater assessments compared to the other groups.

Name of Tourism Accommodation was significant when grouped according to profile because the respondents' answers vary depending on which accommodation they particularly pertain to, and their answers consider which direct selling strategy is more active, effective, and reliable.

The variable Nature of Work was highly significant when grouped according to profile because work also contributes a lot to availing services from these accommodations, and it sometimes dictates what standard or class you would like to avail. Direct Selling can bring more profits if you focus on people who have work, positions, and have a big influence on other people to promote your business

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Table 29. Difference of Responses on Direct Marketing in Terms of Telemarketing When Grouped According to Profile Variables

Profile Variable	F-value	p-value	Interpretation
Category	0.827	0.410	Not Significant
Name of Tourism Accommodation	2.675	0.008	Significant
Nature of Work	2.042	0.039	Significant
Salary Range (gross monthly basis)	1.109	0.359	Not Significant
Length of Service/Tenure	1.665	0.134	Not Significant
Educational Background	1.976	0.086	Not Significant
Reason for staying	1.474	0.202	Not Significant
How did you first know their services?	0.712	0.697	Not Significant
How many times have you visited this establishment?	0.179	0.949	Not Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

Table 29 shows the comparison of responses on direct marketing as to telemarketing when grouped according to profile. It was observed that there was a significant difference when grouped according to name of tourism (p-value = 0.008) and nature of work (p-value = 0.039), since the obtained p-values were less than the 0.05 level of significance. This means that the responses vary significantly, and based on the post hoc test conducted, respondents from Accommodation A and Accommodation B, and those with a nature of work under arts/media/communication, have greater assessments compared to the other groups.

Name of Tourism Accommodation was significant when grouped according to profile because the respondents' answers vary depending on which accommodation they particularly pertain to, and their answers consider which telemarketing strategy is more active, effective, and reliable.

The variable Nature of Work was significant when grouped according to profile because it can bring more profits if you focus on people who have work, positions, and have a big influence on other people to promote your business. If people have work, they have the capacity to avail and pay for the services they want; therefore, telemarketing in this scenario is not a waste of time.

Table 30. Difference of Responses on Direct Marketing in Terms of Mobile Marketing When Grouped According to Profile Variables

Profile Variable	F-value	p-value	Interpretation
Category	0.725	0.470	Not Significant
Name of Tourism Accommodation	3.908	0.000	Highly Significant
Nature of Work	1.147	0.335	Not Significant
Salary Range (gross monthly basis)	0.760	0.580	Not Significant
Length of Service/Tenure	1.879	0.089	Not Significant
Educational Background	1.557	0.176	Not Significant
Reason for staying	1.080	0.374	Not Significant
How did you first know their services?	0.859	0.563	Not Significant
How many times have you visited this establishment?	0.350	0.844	Not Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

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Table 30 shows the comparison of responses on direct marketing as to mobile marketing when grouped according to profile. It was observed that a significant difference occurred when grouped according to name of tourism (p-value = 0.000) since the obtained p-values were less than the 0.05 level of significance. This means that the responses vary significantly, and based on the post hoc test conducted, respondents from Accommodation A and Accommodation B have greater assessment compared to the other groups.

Name of Tourism Accommodation was highly significant when grouped according to profile because the respondents' answers vary depending on which accommodation they particularly pertain to, and their answers consider which mobile marketing strategy is more active, effective, and reliable.

Table 31. Difference of Responses on Direct Marketing in Terms of Social Media Marketing When Grouped According to Profile Variables

Profile Variable	F-value	p-value	Interpretation
Category	1.311	0.192	Not Significant
Name of Tourism Accommodation	4.117	0.000	Highly Significant
Nature of Work	1.867	0.062	Not Significant
Salary Range (gross monthly basis)	1.047	0.393	Not Significant
Length of Service/Tenure	1.759	0.112	Not Significant
Educational Background	2.682	0.024	Significant
Reason for staying	3.426	0.006	Significant
How did you first know their services?	0.668	0.737	Not Significant
How many times have you visited this establishment?	0.186	0.946	Not Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

Table 31 shows the comparison of responses on direct marketing as to social media marketing when grouped according to profile. It was observed that there was a significant difference when grouped according to name of tourism (p-value = 0.000), educational background (p-value = 0.024), and reasons for staying (p-value = 0.006), since the obtained p-values were less than the 0.05 level of significance. This means that the responses vary significantly, and based on the post hoc test conducted, respondents from Accommodation A & Accommodation B, those who finished tertiary education, and those who visit the place for work have greater assessments compared to the other groups.

Name of Tourism Accommodation was highly significant when grouped according to profile because the respondents' answers vary depending on which accommodation they particularly pertain to, and their answers consider which social media marketing strategy is more active, effective, and reliable.

The variable Educational Background was significant when grouped according to profile because it is expected for an educated person to make informed decisions in every decision he/she needs to make. He or she can assess if the person who is conducting the direct selling strategy is reliable and can ask additional questions to confirm answers that can be used in availing services which he/she wishes to avail.

The variable Reason for Staying was significant when grouped according to profile because if the customer is happy and satisfied with the services they received, there is a big chance of returning and they will also promote the establishment for free to her/his relatives, friends, and officemates.

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Table 32. Difference of Responses on Direct Marketing in Terms of Direct Mail When Grouped According to Profile Variables

Profile Variable	F-value	p-value	Interpretation
Category	1.665	0.098	Not Significant
Name of Tourism Accommodation	3.734	0.000	Highly Significant
Nature of Work	3.214	0.001	Significant
Salary Range (gross monthly basis)	2.266	0.051	Not Significant
Length of Service/Tenure	1.229	0.295	Not Significant
Educational Background	2.329	0.046	Significant
Reason for staying	0.673	0.645	Not Significant
How did you first know their services?	2.018	0.042	Significant
How many times have you visited this establishment?	1.614	0.174	Not Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

Table 32 shows the comparison of responses on direct marketing as to direct mail when grouped according to profile. It was observed that there was a significant difference when grouped according to name of tourism (p-value = 0.000), nature of work (p-value = 0.001), reasons for staying (p-value = 0.006), and how they knew the services (p-value = 0.042), since the obtained p-values were less than the 0.05 level of significance. This means that the responses vary significantly, and based on the post hoc test conducted, respondents from Resort - Accommodation, visiting the place for work, and knowing the services by means of traps and flyers have greater assessments compared to the other groups.

Name of Tourism Accommodation was highly significant when grouped according to profile because the respondents' answers vary depending on which accommodation they particularly pertain to, and their answers consider which direct mail strategy is more active, effective, and reliable.

The variable Nature of Work was significant when grouped according to profile because it can bring more profits if you focus on people who have work, positions, and have a big influence on other people to promote your business. If people have work, they have the capacity to avail and pay for the services they want; therefore, direct mail in this scenario is not a waste of time.

The variable Educational Background was significant when grouped according to profile because it is expected for an educated person to make informed decisions in every decision he/she needs to make. Therefore, they know the value of receiving direct mail for future reference.

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Table 33. Difference of Responses on Direct Marketing in Terms of E-mail When Grouped According to Profile Variables

Profile Variable	F-value	p-value	Interpretation
Category	1.390	0.167	Not Significant
Name of Tourism Accommodation	4.289	0.000	Highly Significant
Nature of Work	2.106	0.033	Significant
Salary Range (gross monthly basis)	1.195	0.315	Not Significant
Length of Service/Tenure	0.764	0.599	Not Significant
Educational Background	2.460	0.036	Significant
Reason for staying	1.252	0.288	Not Significant
How did you first know their services?	0.496	0.875	Not Significant
How many times have you visited this establishment?	0.798	0.528	Not Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

Table 33 shows the comparison of responses on direct marketing as to e-mail marketing when grouped according to profile. It was observed that there was a significant difference when grouped according to name of tourism (p-value = 0.000), nature of work (p-value = 0.033), and educational background (p-value = 0.036), since the obtained p-values were less than the 0.05 level of significance. This means that the responses vary significantly, and based on the post hoc test conducted, respondents from resorts under arts/media/communication and with finished tertiary education have higher assessments compared to the other groups.

Name of Tourism Accommodation was highly significant when grouped according to profile because the respondents' answers vary depending on which accommodation they particularly pertain to, and their answers consider which e-mail strategy is more active, effective, and reliable.

The variable Nature of Work was significant when grouped according to profile because it can bring more profits if you focus on people who have work, positions, and have a big influence on other people to promote your business. If people have work, therefore they have the capacity to avail and pay for the services they want.

The variable Educational Background was significant when grouped according to profile because it is expected for an educated person to make informed decisions in every decision he/she needs to make. He or she can assess and validate if the email he/she is receiving is not spam or a scam. Therefore, he/she knows the value of receiving direct mail for future reference.

Brand Image

The differences in the responses on brand image when respondents were grouped according to profile variables are presented in Tables 34 to 42.

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Table 34. Difference of Responses on Brand Image in Terms of Purchase Intention When Grouped According to Profile Variables

Profile Variable	F-value	p-value	Interpretation
Category	1.716	0.088	Not Significant
Name of Tourism Accommodation	1.752	0.082	Not Significant
Nature of Work	0.942	0.492	Not Significant
Salary Range (gross monthly basis)	0.524	0.758	Not Significant
Length of Service/Tenure	0.997	0.430	Not Significant
Educational Background	2.325	0.046	Significant
Reason for staying	2.119	0.067	Not Significant
How did you first know their services?	1.817	0.071	Not Significant
How many times have you visited this establishment?	0.527	0.716	Not Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

Table 34 shows the comparison of responses on brand image as to purchase intention when grouped according to profile. It was observed that there was a significant difference when grouped according to educational background (p-value = 0.036), since the obtained p-value was less than the 0.05 level of significance. This means that the responses vary significantly, and based on the post hoc test conducted, respondents who finished primary education have higher assessment compared to the other groups.

The variable Educational Background was significant when grouped according to profile because it is expected for an educated person to have an informed decision in every decision, he/she needs to make specially when in come to purchasing or availing services. He or she can dig more and compare information, and assess which information is fake and which is reliable. They give a high regard to the value of.

Table 35. Difference of Responses on Brand Image in Terms of Brand Image When Grouped According to Profile Variables

Profile Variable	F-value	p-value	Interpretation
Category	1.501	0.136	Not Significant
Name of Tourism Accommodation	3.778	0.000	Highly Significant
Nature of Work	0.630	0.769	Not Significant
Salary Range (gross monthly basis)	0.827	0.533	Not Significant
Length of Service/Tenure	0.321	0.925	Not Significant
Educational Background	1.109	0.359	Significant
Reason for staying	1.756	0.126	Significant
How did you first know their services?	1.674	0.101	Not Significant
How many times have you visited this establishment?	1.259	0.289	Not Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

Table 35 shows the comparison of responses on brand image as to brand image when grouped according to profile. It was observed that a significant difference exists when grouped according to the name of tourism, since the obtained p-value of 0.000 was less than the 0.05 level of significance. This means that the responses vary

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significantly, and based on the post hoc test conducted, respondents from resorts have higher assessments compared to the other groups.

Name of Tourism Accommodation was highly significant when grouped according to profile. It is vital for the establishments to establish a good brand image for customers to avail and/or continue patronizing their services. Having a good image means the customer trusts the name and is willing to avail its services even though he or she doesn't have any idea or it is his or her first time to avail the services. The participating establishments are quite different from each other; if the customer is considering modern building and elegance, you might choose the resort as a participant in the study, but if you want something green, you might choose the tourist inn.

The variable Educational Background was significant when grouped according to profile because it is expected for an educated person to give high regard to availing services from establishments that have a good brand image.

The variable Reason for Staying was significant when grouped according to profile because anyone will avail of the services of the establishments that come first to their mind -the establishments that have a good brand image.

Table 36. Difference of Responses on Brand Image in Terms of Product Quality When Grouped According to Profile Variables

Profile Variable	F-value	p-value	Interpretation
Category	1.393	0.166	Not Significant
Name of Tourism Accommodation	1.608	0.110	Not Significant
Nature of Work	0.695	0.713	Not Significant
Salary Range (gross monthly basis)	0.691	0.631	Not Significant
Length of Service/Tenure	0.871	0.518	Not Significant
Educational Background	0.698	0.626	Not Significant
Reason for staying	1.312	0.263	Not Significant
How did you first know their services?	1.032	0.418	Not Significant
How many times have you visited this establishment?	0.363	0.835	Not Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

As seen from the results, all computed p-values were greater than the alpha level of 0.05; thus, the researcher failed to reject the null hypothesis. This means that there was no significant difference observed and implies that the responses do not differ statistically.

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Table 37. Difference of Responses on Brand Image in Terms of Design When Grouped According to Profile Variables

Profile Variable	F-value	p-value	Interpretation
Category	1.646	0.102	Not Significant
Name of Tourism Accommodation	2.375	0.019	Significant
Nature of Work	0.751	0.661	Not Significant
Salary Range (gross monthly basis)	1.059	0.386	Not Significant
Length of Service/Tenure	0.912	0.488	Not Significant
Educational Background	1.305	0.266	Not Significant
Reason for staying	1.219	0.303	Not Significant
How did you first know their services?	1.35	0.217	Not Significant
How many times have you visited this establishment?	1.654	0.164	Not Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

Table 37 shows the comparison of responses on brand image as to design when grouped according to profile. It was observed that a significant difference occurred when grouped according to the name of tourism (p-value = 0.019), since the obtained p-value was less than the 0.05 level of significance. This means that the responses vary significantly, and based on the post hoc test conducted, respondents who are from a resort have higher assessments compared to the other groups.

Name of Tourism Accommodation was significant when grouped according to profile. The two participating accommodations are different from each other, specifically in terms of design. The participating resort is a modern-style building with a touch of elegance, and every design and decoration follows this theme. The participating tourist inn feels like being in the heart of nature, with greenery and fresh air! Of course, the design follows its theme.

Table 38. Difference of Responses on Brand Image in Terms of Brand Name When Grouped According to Profile Variables

Profile Variable	F-value	p-value	Interpretation
Category	1.565	0.120	Not Significant
Name of Tourism Accommodation	3.083	0.002	Significant
Nature of Work	1.158	0.327	Not Significant
Salary Range (gross monthly basis)	0.724	0.607	Not Significant
Length of Service/Tenure	0.716	0.638	Not Significant
Educational Background	1.013	0.412	Not Significant
Reason for staying	2.153	0.063	Not Significant
How did you first know their services?	1.393	0.198	Not Significant
How many times have you visited this establishment?	0.700	0.593	Not Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

Table 38 shows the comparison of responses on brand image as to brand name when grouped according to profile. It was observed that a significant difference occurred when grouped according to the name of tourism (p-value = 0.002), since the obtained p-value was less than the 0.05 level of significance. This means that the responses vary

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significantly and based on the post hoc test conducted, respondents who are from Accommodation A & Accommodation B have higher assessment compared to the other groups.

The name of the tourism accommodation was significant when grouped according to profile. It is vital for the establishments to establish a good brand image for customers to avail and/or continue patronizing their services. Having a good name means the customer trusts the establishment and is willing to avail its services even though he or she doesn't have any idea or it is his or her first time to avail the services. The participating establishments are quite different from each other; if the customer is considering modern building and elegance, you might choose the resort as a participant in the study, but if you want something green, you might choose the tourist inn.

Table 39. Difference of Responses on Brand Image in Terms of Store Environment When Grouped According to Profile Variables

Profile Variable	F-value	p-value	Interpretation
Category	1.703	0.091	Not Significant
Name of Tourism Accommodation	1.527	0.129	Not Significant
Nature of Work	1.421	0.185	Not Significant
Salary Range (gross monthly basis)	1.034	0.400	Not Significant
Length of Service/Tenure	1.394	0.221	Not Significant
Educational Background	1.257	0.286	Not Significant
Reason for staying	1.544	0.180	Not Significant
How did you first know their services?	1.560	0.134	Not Significant
How many times have you visited this establishment?	1.494	0.207	Not Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

As seen from the results, all computed p-values were greater than the alpha level of 0.05; thus, the researcher failed to reject the null hypothesis. This means that there was no significant difference observed and implies that the responses do not differ statistically.

Table 40. Difference of Responses on Brand Image in Terms of Service Quality When Grouped According to Profile Variables

Profile Variable	F-value	p-value	Interpretation
Category	2.000	0.047	Significant
Name of Tourism Accommodation	2.239	0.027	Significant
Nature of Work	1.210	0.294	Not Significant
Salary Range (gross monthly basis)	0.695	0.628	Not Significant
Length of Service/Tenure	0.825	0.552	Not Significant
Educational Background	1.862	0.105	Not Significant
Reason for staying	1.692	0.141	Not Significant
How did you first know their services?	1.793	0.075	Not Significant
How many times have you visited this establishment?	2.826	0.027	Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

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Table 40 shows the comparison of responses on brand image as to service quality when grouped according to profile. It was observed that a significant difference occurred when grouped according to category (p-value = 0.047), name of tourism (p-value = 0.027), and frequency of visit (p-value = 0.027), since the obtained p-value was less than the 0.05 level of significance. This means that the responses vary significantly, and based on the post hoc test conducted, customers from Accommodation A & Accommodation B who visit the place 3 to 5 times have higher assessments compared to the other groups.

The variable how many times have you visited this establishment was significant when grouped according to profile. Service quality plays a pivotal role in availing services. The customers are willing to pay the price if they receive the same amount of service in return for their payment. They can be your loyal and repeat customers who, from one another, can bring new customers to the business.

Table 41. Difference of Responses on Brand Image in Terms of Promotion When Grouped According to Profile Variables

Profile Variable	F-value	p-value	Interpretation
Category	2.468	0.015	Significant
Name of Tourism Accommodation	2.051	0.042	Significant
Nature of Work	1.707	0.093	Not Significant
Salary Range (gross monthly basis)	0.825	0.534	Not Significant
Length of Service/Tenure	1.088	0.373	Not Significant
Educational Background	2.996	0.013	Significant
Reason for staying	2.288	0.049	Significant
How did you first know their services?	1.839	0.067	Not Significant
How many times have you visited this establishment?	1.694	0.155	Not Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

Table 41 shows the comparison of responses on brand image as to promotion when grouped according to profile. It was observed that there was a significant difference when grouped according to category (p-value = 0.015), name of tourism (p-value = 0.042), educational background (p-value = 0.013), and reason for staying (p-value = 0.049), since the obtained p-value was less than the 0.05 level of significance. This means that the responses vary significantly, and based on the post hoc test conducted, customers from Resort and Tourist Inn, primary education graduates, and those who visit the place for business have higher assessments compared to the other groups.

The variable Category was significant when grouped according to profile variables. Category refers to “who among the respondents is knowledgeable and informative about the promotions of each participating establishment – customers or employees. “

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Table 42. Difference of Responses on Brand Image in Terms of Price When Grouped According to Profile Variables

Profile Variable	F-value	p-value	Interpretation
Category	2.941	0.004	Significant
Name of Tourism Accommodation	1.497	0.137	Not Significant
Nature of Work	1.732	0.088	Not Significant
Salary Range (gross monthly basis)	1.206	0.310	Not Significant
Length of Service/Tenure	1.412	0.214	Not Significant
Educational Background	2.516	0.033	Significant
Reason for staying	1.820	0.113	Not Significant
How did you first know their services?	2.791	0.005	Significant
How many times have you visited this establishment?	1.376	0.246	Not Significant

Legend: Significant at p-value < 0.05 (*); < 0.01 (**)

Table 42 shows the comparison of responses on brand image as to price when grouped according to profile. It was observed that there was a significant difference when grouped according to category (p-value = 0.004), educational background (p-value = 0.0033), and how they know the services (p-value = 0.005), since the obtained p-value was less than the 0.05 level of significance. This means that the responses vary significantly, and based on the post hoc test conducted, customers who are primary education graduates and visit the hotel's official website have higher assessments compared to the other groups.

The variable Category was significant when grouped according to profile variables. Category refers to "who among the respondents is knowledgeable and informative about the price of each participating establishment – customers or employees."

The variable "Educational Background" was significant when grouped according to profile because it is expected that an educated person will give high regard to prices because it is their hard-earned money.

The variable "how did you first know their services" was significant when grouped according to profile because sometimes you can make a wild guess of the price of the establishment by its name and brand image.

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CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the findings of the study, the following conclusions were drawn:

1. The respondent-customers from accommodation B comprise the majority of respondents under the customer category. They mostly derive income through Education/Training as a result of completing college education and have salaries ranging from Php11,000 to Php20,000, and work experience of more than 1 year but less than 3 years. Their initial exposure to the brand came through referrals from friends, relatives, and acquaintances. They mostly visited the establishments once.
2. Social media marketing is the most used determinant for direct marketing strategy, while direct selling is the least used.
3. Store environment is the dominant determinant in brand image while determinant brand image is the least used.
4. There is a highly significant relationship between the determinants of direct marketing in terms of direct selling, telemarketing, mobile marketing, social media marketing, direct mail, e-mail marketing, and brand image.
5. In terms of direct marketing, there was a significant difference in the profile of the respondent-customers when grouped into profile variables. Name of accommodation, nature of work, reason for staying, first exposure to the brand, and educational background are highly significant profile variables for availing Accommodation services.
6. In terms of brand image, there was a significant difference in the profile of the respondent-customers when grouped into profile variables. Educational background, name of tourism accommodation, reason for staying, frequency of visit, and category are highly significant profile variables for availing Accommodation services

Recommendations

Based on the conclusions of the study, the following recommendations are offered:

1. Give customers further incentive to choose the accommodation and to stay. This could be achieved by expanding methods of acquiring brand awareness among customers.
2. Improve direct selling and direct mail to sustain accommodations' competitive advantage.
3. Improve product quality and brand image to sustain accommodations' competitive advantage.
4. Develop and utilize the proposed marketing plan to ensure visibility and increase revenue.
5. Future researchers may do similar research using other variables not included in this research or other variables not utilized in the study.

Output of the Study: Proposed Marketing Plan

Rationale

This proposed program was based on the significant findings of this study.

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Table 43. Proposed Program for Marketing and Increase in Revenue

Key Result Area (KRA)	Program	Activities	Persons Involved
Direct Marketing	Direct Marketing Campaign Increase the number of customers	- Send representatives to various offices - Contact potential customers' through landline - Make a massive text brigade - Always keep social media busy and active - Send multiple e-mails - Upgrade loyalty strategies	Management, Human Resource Manager, Operations Manager, Department Heads
Direct Selling	Enhancing direct selling skills	Develop in-house programs - Send employees to or conduct seminars -Assign or hire personnel to distribute flyers	Management, Human Resource Manager, Operations Manager, Department Heads, Supervisors and employees (Front desk personnel)
Direct Mail	Enhancing direct mail strategies	-Create and maintain mailing list	Management, Human Resource Manager, Operations Manager, Department Heads, Supervisors and employees (Front desk personnel)
Product Quality	Conducting monthly debriefing	- Fast-track skills development and conduct monthly debriefing	Management Human Resource Manager Operations Manager Department Heads, Supervisors and employees (Front desk personnel, Housekeeper, waiters/waitress, maintenance and security personnel)
Brand Image	Brand Awareness Campaign Emphasizing accomplishment	- Emphasize accomplishment and accolades as part of marketing strategy. - Research the history of the area, including folklore and myths and incorporate it as part of the image of the establishment.	Management Human Resource Manager Operations Manager Department Heads, Supervisors and all employees

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