



USING PROMOTIONAL MIX STRATEGY FOR INVOLVING OIL COMPANY SALES VOLUME IN TUY BATANGAS

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ABSTRACT

This study aimed to analyzed the Promotional Mix Strategy for Involving Oil Company Sales Volume in Tuy Batangas. The study utilized the descriptive method.

The participants in the study are (30) employees of gasoline station. Purposive sampling was utilized based on specific criteria: Respondents must be within the relevant demographic and must have purchasing experience related to oil products.

The researcher conducted a survey to gather significant data on how respondents perceive the effectiveness of promotional mix strategies, advertising, sales portfolio, and personal selling.

The study yielded the following findings: it shows that most respondents are between the ages of 21-30, the majority of respondents are male, many respondents are married, and most have attained a high school education. Among the one significance between promotional mix strategy for involving oil company sales volume, personal selling had the greatest significance. Thus, with the marketing strategies crafted it can guide to developed of effective marketing strategies.

Keywords: *Promotional Mix Strategy, Advertising, Sales Portfolio, Personal selling and Marketing Strategies*

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