

## **PRICING PRACTICES OF SELECTED GROCERY STORE OWNERS IN GENERAL TRIAS CITY, CAVITE**

*Written by Avie Atienza\*, Anna Rosella Manalo\*\*, Vyone Aira Pelenio\*\*\*, Marish Cuenca\*\*\*\* & Steven Jocson\*\*\*\*\**

*\* Graduate of ABM Strand, Samuel Christian College, General Trias City, Cavite*

*\*\* Graduate of ABM Strand, Samuel Christian College, General Trias City, Cavite*

*\*\*\* Graduate of ABM Strand, Samuel Christian College, General Trias City, Cavite*

*\*\*\*\* Associate Professor I/Research Coordinator, Samuel Christian College, General Trias City, Cavite*

*\*\*\*\*\* Associate Professor I/Assistant Department Head, Samuel Christian College, General Trias City, Cavite*

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### **ABSTRACT**

The study was conducted from November 2019 – January 2020, Descriptive quantitative research design was used in the conduct of this study wherein, the researchers used a structured survey questionnaire to collect relevant information from the grocery store owners. The Statistical tool used in analyzing the data gathered were frequency, percentage, and mean to present the survey results.

This study aims to determine the business profile in terms of: location, business status, length of business operations, and estimated monthly net profit; determine the pricing strategies of selected grocery store owners; determine the level of factors that affect the pricing of the products of selected grocery store owners; conduct the pricing performance analysis; i) price cost margin; ii) price enforcement compared to competing products.

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Majority of the participants of this study own the place where the grocery store is located, has 1-5 years of business operation, and has an estimated monthly net profit of above 25,000 php. The ranking of the pricing strategies used by the grocery store owners are, rank 1: mark up pricing, rank 2: perceived value pricing and rank 3: promotional pricing. This study found out that most of the participants seldomly considered factors of cost, consumers/market demand, profit, and competitors before pricing their products with a mean of 2.18. Most of the grocery store owners' have a price cost margin of 8.33% for rice, 5.56% for sardines, 11.54% for instant noodles, 5.00% for powdered milk, 20.00% for instant coffee of its sales can be allocated for other expenses. Majority of the grocery store owners put their selling prices above the suggested retail price.



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# **PRICING PRACTICES OF SELECTED GROCERY STORE OWNERS IN GENERAL TRIAS CITY, CAVITE**

## **INTRODUCTION**

According to Robles (2015) businesses can limit competition in two ways: (1) cooperate with their rivals which is called collusive practices and (2) interfere with their competitive capacity which is called exploitative practices (para. 1). Similarly, Baker (2013) stated that in both cases, their ultimate objective is to raise the price they charge to their consumers for their products or services. Among these exploitative practices, (such as false advertising) the most obvious example is the direct imposition of excessively high prices.

Elgar (2009) defines pricing as the process wherein business sets the price at which it will offer its products and services and may form part of the marketing plan of the business. The business should consider the price at which it can purchase the products, the cost of production, the marketplace, competition, market situation, brand, and product quality when setting prices (29).

In addition, it states that an abuse may consist of “directly or indirectly imposing overpricing purchase or selling prices or other trading conditions” (Treaty on the Functioning of Union, paras. 248 – 249).

In the result of the study of Cseres (2008), it is concluded that imperfect information can result in a market that appears to be competitive and can damage consumers by setting excessive (overprice) prices or other overpricing trading conditions (as cited in Abad et. al, 2012).

With regard to the introductory information, this study mainly focuses on giving a deeper and clearer understanding about the pricing practices. Moreover, the study aims to determine the business profile in terms of their a) location b) length of the business operations c) estimated monthly net profit; determine the pricing strategies; determine the level of factors that affect the pricing of the products; conduct a pricing performance analysis; (i) price cost margin and (ii) price enforcement compared to competing products.

## OBJECTIVES OF THE STUDY

Generally, this study aims to determine the pricing practices of selected grocery store owners in General Trias City, Cavite.

Specifically, it aims to:

1. determine the business profile in terms of:
  - a) location;
  - b) business status;
  - c) length of business operations;
  - d) estimated monthly net profit;
2. determine the pricing strategies of selected grocery store owners;
3. determine the level of factors that affect the pricing of the products of selected grocery store owners;
4. conduct the pricing performance analysis;
  - i) price cost margin;
  - ii) price enforcement compared to competing products;
    - a) rice
    - b) sardines
    - c) instant noodles
    - d) powdered milk
    - e) instant coffee

## SIGNIFICANCE OF THE STUDY

The study will help to determine and assess the pricing practices of grocery store owners in General Trias City, Cavite.

To the consumers, through this study, they will understand the pricing practices of the business and they will be aware of how these businesses price their products. This will give them information about the different pricing of grocery stores with the same products.

To the grocery store owners, this study will give them information about the pricing practices. This can also help them identify how many percent of markup should be added in a certain product.

To the Department of Trade and Industry – Local, this study will help them to assess various businesses in terms of their pricing practices. In addition, they can evaluate the performance or the set of standards of businesses on how they price their products.

To the future researcher/s, this study may be a useful material that will serve as a basis in designing of additional suggestions and recommendations. This study will provide information about the pricing practices of grocery store owners. And this can also serve as a future reference to their study.

## **TIME AND PLACE OF THE STUDY**

The study was conducted in selected 13 barangays of General Trias City, Cavite. namely Barangay Arnaldo, Barangay Bacao II, Barangay Biclatan, Barangay Buenavista II, Barangay Corregidor, Barangay Javalera, Barangay Manggahan, Barangay Pasong Camachile I, Barangay Pasong Camachile II, Barangay Pasong Kawayan II, Barangay Sampalucan, Barangay Santiago and Barangay San Francisco, from November 2019 to January 2020. The list of registered grocery store and its location were given by the Business Permit and Licenses Office of the Municipality of General Trias City, Cavite it helped the study to identify and determine the pricing practices of selected grocery store owners.

## **SCOPE AND LIMITATIONS OF THE STUDY**

The study is limited only to the selected grocery store owners in General Trias City, Cavite namely: Barangay Arnaldo, Barangay Arnaldo, Barangay Bacao II, Barangay Biclatan, Barangay Buenavista II, Barangay Corregidor, Barangay Javalera, Barangay Manggahan, Barangay Pasong Camachile I, Barangay Pasong Camachile II, Barangay Pasong Kawayan II, Barangay Sampalucan, Barangay Santiago and Barangay San Francisco. This study aims to determine the

demographic profile of the participants in terms of highest educational attainment, business status, location, and length of business operations, and monthly net profit; determine the pricing practices of selected grocery store owners.

This study focuses only on identifying the pricing practices of selected grocery store owners. The participants of this research are the grocery store owners from selected barangays of General Trias City, Cavite. The study used non-probability sampling such as convenience with a combination of purposive sampling. The study is only limited to the sample size of 65 participants from the 13 selected barangays in General Trias City, Cavite. Hence, the study did not include the reasons behind the factors chosen by the grocery store owners. Considering that the researchers are focused on the pricing practices with respect to competition issues, only subset of their findings regarding the pricing practices are relevant for our purposes. The comparison of the products is only used for the same brand and measurement. Hence, the study did not include the reasons behind the factors chosen by the grocery store owners and did not also include the relationship of the price cost margin and price enforcement compared to competing products.

## **CONCEPTUAL FRAMEWORK OF THE STUDY**

The figure above presents the conceptual framework of the study which shows the input, process, and output that were used in the data collection. The researchers distributed the survey questionnaires to sixty-five (65) grocery store owners in selected barangays of General Trias City, Cavite. to determine their pricing practices.

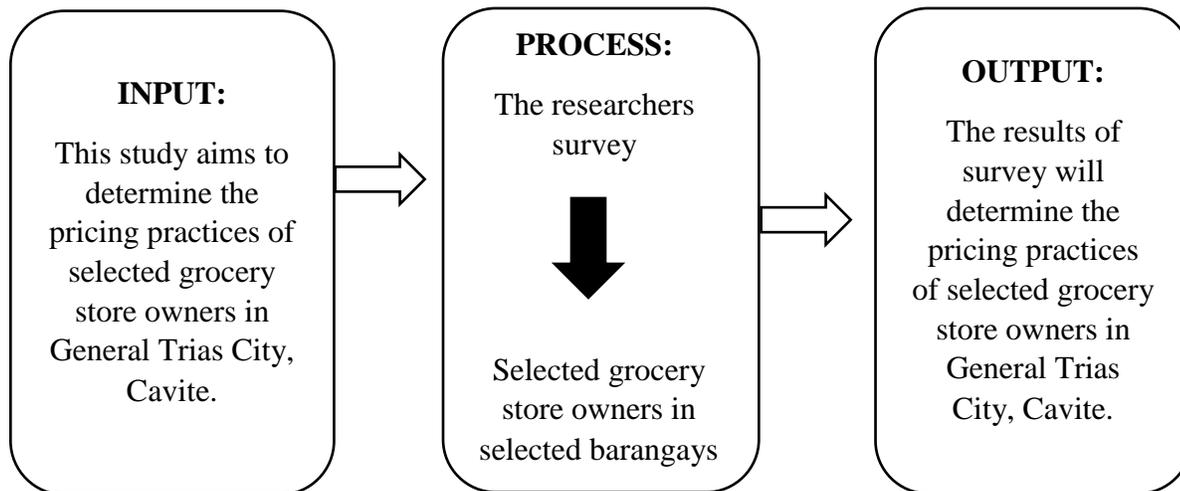


Figure 1. Conceptual Framework of the Study

## DEFINITION OF TERMS

*Business Status.* It refers to the company status whether a company is recorded as registered, amalgamated, removed or in receivership/liquidation (Solomon Island, 2019); Operationally, it is the identification whether the business rent or own the place.

*Consumer Surplus.* Is the difference between the price that consumers pay and the price that they are willing to pay (Pettinger, 2017); Operationally, it is a measurement of consumer benefits.

*Surcharge.* Is added to an existing tax and is not included in the stated price of the good or service (Investopedia, 2019); Operationally, it is an extra fee added to a service or product.

*Trading Conditions.* It is a contractual status of the worldwide freight forwarding business and the liability warrant customer, exemptions, restriction of liability, and fees. (Standard Trading Conditions, n.d.); Operationally, it is a general contract of terms and conditions between two parties.

*Unilateral Market.* It is a term to describe the behavior of certain market participants in wholesale electricity markets occurs (Journal of Competition Law & Economics); Operationally, is one of the most common causes of prices being higher than the competitive equilibrium.

## **REVIEW OF RELATED LITERATURE AND STUDIES**

### **Pricing Strategies**

The study of Wiley & Sons (2014) defines that pricing is one of the major elements of the marketing plan. It allows to differentiate a product or service from one another of similar characteristics (Wiley & Sons, 2014, p. 1).

Bonnici (2015) describes the most common types of pricing strategies, namely mark-up pricing, competition-based pricing, promotional pricing, and price skimming. Other pricing strategies are psychological pricing, loss leader pricing, predatory pricing, going rate pricing, perceived value pricing, and target return pricing.

The researcher stated that mark-up pricing involves markup on the product costs; many businesses compute the cost of producing a product and add a specific margin (p. 1, para. 3). However, competition-based pricing is a form of pricing that prices are decided relevant to those of competitors (para. 6). Promotional pricing is a sales promotion technique in which the prices are reduced extremely for a short period of time (International Journal of Research in Management Science & Technology, 2014, vol. 2). Another pricing strategy is price skimming where a product is originally marketed at a high price but is reduced over time (Dolgui & Proth, 2010, para. 1).

The article “Accounting Tools” (2018) explained that psychological pricing is setting prices lower than a whole number. In addition, loss leader pricing is a pricing strategy that involves a retail outlet that sells desirable products below their cost to attract customers (“Loss Leader Pricing Definition”, n.d.). Another strategy is the predatory pricing, which is an act of setting low prices to eliminate the competition (Boudreaux and Kleit, n.d., para. 3) In contrary, going rate pricing is when the business prices its product at the same level or very close to its competitors’

prices (para. 1). Target return pricing is a pricing method in which a formula is used to calculate the price to be set for a product to return a desired profit or rate of return on investment assuming that the quantity of the product is sold (para. 4). Lastly, perceived value pricing is wherein many businesses base their pricing on perceived value as identified by the buyer; the price is set to maximize the value assigned to the item based on its utility (para. 5).

## **Factors to Consider in Pricing a Product**

Zimbroff (2015) stated that it can be a challenge to set a price for a product or service. Therefore, accurate pricing can be based on principles or values that without extensive research can be difficult to know. As a result, most businesses make expensive mistakes if they try to market a product or service incorrectly (para. 1).

Various pricing strategies are incorporated in determining the price of a product. There are important factors that the businesses should consider before pricing their products (Burnett, n.d.). Pricing product involves considering common key factors (Toftoy, 2019).

Costs, first and foremost, before setting the price, needs to be involved with running a business (Jesnoewski, 2019). The researcher also added that fixed costs is the expenses that will come in every month regardless of the sales while direct costs is the expenses you incur by producing and delivering products and services (Jesnoewski, 2019, para. 1).

According to Collis (2012) emphasized that owners should also have a revenue target for how much of a profit they want their business to make. Revenue target should include prices for manufacturing, marketing, and merchandising the product and the return up with a worth per product that the owner wants to charge (para. 18).

Abey (2019) indicated that one of the factors to consider is the market demand. It measures the number of individuals who want to purchase a good and can afford to purchase the good at a certain price (para. 2). Similarly, demand measures the quantity of product that consumers are willing to buy and able to purchase at a given value (Abey, 2019, para. 1).

Wasserman (2019) argued that consumers is one of the factors to consider in pricing. The owner should understand what their consumers want from their products and services. This information will help them determine whether their cost is correct, the amount of service or inclusions they should be providing and, whether they are targeting the correct market (para. 19).

Lastly, Amanda (2018) emphasized that competitors is one of the factors to consider in pricing the product. Preparing a comparison of the cost of the product(s) to the product(s) of the competitor may even be worthwhile. Comparing net rates, not just the list (or released) price, is the key here. During this phase, the owner should give importance on how the market perceives their business and products and the competition (para. 2).

Many firms consider the cost of production as a base for calculating the price of the goods (Buena, 2015). On the other hand, consumers are always checked by the businesses before pricing the products since they are the ones who purchase it. However, according to the article of Nitisha (2012, whenever a seller is pricing the product, they seldom compute the profit that will be earned at the end of the period. Danielle Corcione (2018) stated that once the owners have a frame of reference on their competitor's prices, you can determine their products prices.

### **Pricing Practice**

The study of Abad, Gonzales, Rosellon & Yap (2012) showed that participants answered with overpricing pricing and for both business and government offices, this was the response with the greatest frequency of the unfair trade practices. The researchers explained that this is not unexpected because changes in pricing can easily be felt as compared to other UTPs (Medalla, 2002).

Article 102 of the Treaty on the Functioning of the European Union (TFEU) regulates unilateral market power in EU competition law. This was used to prohibit excessive prices that are too high in contrary to predatory pricing, the abuse of excessive pricing that has continued to remain conceptually and practically underdeveloped at EU level (TFEU, 2010). Pricing beyond the consumer's desire to pay can also decrease sales (Toftoy, 2019).

In the study of Eyster, Madarasz & Michailat (2017), there are theories that assume that a price is considered fair if it involves a small markup over marginal costs. The researchers argued that due to greater demand, price rises and when the price rises, cost increases (p. 1, para. 3).

According to the European Court of Justice (ECJ) in *United Brands*, the price is excessive if it does not have reasonable connection to the economic value of the product and this can be identified by a twofold test: it should be demonstrated that (i) the price-cost margin is excessive and (ii) the price enforced is excessive it is either overprice in itself or when compared to competing products (para. 250-252). It was argued that even if it were possible to prove that a price-cost margin is excessive, there is little guidance as to whether a price is overpriced when comparisons are drawn, or if it is possible to make such comparisons at all (Akman, n.d., p. 163).

Similarly, Motta and de Streel (2006) discussed the pros and cons of the different indicators that have been used to find excessive prices and recommend that, “*antitrust authorities and courts should carry out excessive pricing tests.*” (p. 10, para. 1) In the Philippines, the Department of Trade and Industry mentioned that there is a law that covers the excessive pricing which is the *Price Act*. It is a policy of the State to ensure the availability of necessities and prime commodities at reasonable prices without denying legitimate business a fair return on investment.

When a price is overpriced relative to another, it is natural to be used to define a price as overprice in the second stage of the *United Brands* test if it is consistent with the aims of an excessive pricing prohibition (Garod, n.d.). Treaty on the Functioning of the European Union (2014) shows that in general, it is aligned with the goals of an effective prohibition of excessive prices, because it states that, other things equal, a higher price is overprice if caused by a lack of competition but it is not if due to the firm’s production costs (TFEU, 2014).

The comparison of the procedure of Treaty on the Functioning of the European Union (2014) with the case law shows that European competition law enforcers have followed similar arguments in their attempts to define prices as overprice when compared to others, but differences occur in attempts to define prices as overprice in themselves. In addition, having the lowest price among the competitors will immediately catch the attention of the consumers to the business (Ward, 2019).

Sampson (2018) defines grocery store as an establishment that exclusively sells food and drink items to patrons. In addition, it is a self-service shop and designed to satisfy a customer's basic needs for dry food, canned food, spices, fruits, and vegetables.

According to Euromonitor International's Grocery Retailers in the Philippines (2017), grocery retailers remain the major source of food and household consumables, and players will strive to adapt to consumers' needs by opening stores in more accessible locations and increasing their presence in underserved markets.

According to the Food Consumption Survey of the Food and Nutrition Research Institute of the Department of Science and Technology (DOST), there are commonly consumed food products among Filipino households such as: rice, canned sardines, instant noodles, powdered milk, and instant coffee (as released by Rappler, 2013). As described by the Department Trade of Industry and Department of Agriculture (2009), these products are classified as necessities. In addition, the Department of Trade and Industry (2018) listed the suggested retail price (SRP) for each product: dinorado local rice (1 kilo costs P47.00), 555 tuna sardines: (155 grams costs P17.85), lucky me pancit canton: original (80 grams costs P7.50), Bear Brand (150 grams costs P50.00), and great taste white coffee twin pack (33 grams costs P7.85)

Under the Implementing Rules and Regulations (IRR) of Republic Act (R.A.) No.7581, otherwise known as the Price Act of 1992, the DA may issue SRP for any or all basic necessities and prime commodities under its jurisdiction for the information and guidance of producers, retailers, and consumers. The Department of Agriculture has also stated in several media interviews that violators of the SRP may be charged with profiteering or "find their shops closed down as well." The Price Act defines profiteering as "the sale or offering for sale at a price grossly in excess of its true worth".

According to the Study of Suggested Retail Price (2015) suppliers could also initiate their own price limits called "resale price maintenance" or RPM. Distinct from the government's SRP, the RPM is a form of a vertical restraint and is generally prohibited in most jurisdictions. If the Department of Trade and Industry released a suggested retail price lists in their products, and the sellers increase 10 percent of its price in the immediately preceding month then it will have a

violation. The prima facie evidence provision shall not apply in the case of agricultural crops, fresh fish, fresh marine products, and other seasonal products.

With this process, the DTI could technically deny, reduce, or modify the proposed price increase, or even set constant the unspecified margins of suppliers and sellers. Aside from a show-cause order, the DTI may also issue a Notice of Violation (NOV) to owners of businesses whose retail prices are more than the government recommended rates. These establishments are directed to comply and adjust their rates and submit a written explanation within 48 hours upon receipt of the NOV.

Setting price control measures is one of the ways a government can directly maintain price levels.<sup>30</sup> It is a form of market intervention on prices of essential commodities and services that are necessary to the survival and well-being of the population or to the continuance of economic activity.

Implementing agencies should continue to monitor the prices of necessities and prime commodities by requesting manufacturers and retailers to regularly submit their retail prices. However, relevant agencies should eliminate any requirement to seek approval prior to price increase since this will discourage manufacturers from freely setting prices according to market dynamics. Rather, they should expand proactive market monitoring actions.

Since manufacturers also issue their own SRP, a pricing practice guide should be developed by the implementing agencies as a means to assist retailers in applying manufacturer's SRP appropriately, including advertisements and product packaging, and to protect the public from misleading information.

There are no adequate rules or guidelines on the imposition of SRP, i.e., no prescribed period, process, standards, bases or conditions to guide an agency in determining SRP, defining reasonable price increase or decrease that is acceptable to the agency.

In the case of DTI, there is an enforcement procedure against noncompliance with SRP, such as the 30-day advance notice to the agency to increase prices, denial or modification of the

proposed price increase, and the issuance of a notice to explain served to business establishments with prices above the government-recommended rates.

According to the DTI, the SRP is actually set by manufacturers. The DTI evaluates the reasonableness of any change or increase in the SRP based on the changes in the prices of raw materials and other production costs. The DTI's published SRP is simply the modal price value of a product in a sampled market. In formulating the SRP, reference is made to the regular price monitoring report on basic necessities and prime commodities which may be collected by regional and provincial price monitoring units through inspection of price tags, interviews of stakeholders and surveys. Moreover, when warranted, the causes of price changes must also be indicated. Thus, suppliers and retailers can also be compelled to provide production and inventory reports.



## **METHODOLOGY**

### **Research Design**

The study utilized quantitative-descriptive research design to describe the demographic characteristics of the participants and to quantify selected pricing practices of the grocery store owners. The researchers used a structured survey questionnaire to collect information about the pricing practices of selected grocery store owners in General Trias City, Cavite.

### **Sources of Data**

The researchers used two types of data. Primary data include the answers of the grocery store owners from the survey questionnaires whereas secondary sources of data are from book, websites, online articles, journals, and other scholarly writings.

### **Participants of the Study**

A total of sixty-five (65) selected grocery store owners were chosen in the selected barangays in General Trias City, Cavite to answer the survey questionnaires.

Barangay Arnaldo, Barangay Bacao II, Barangay Biclatan, Barangay Buenavista II, Barangay Corregidor, Barangay Javalera, Barangay Manggahan, Barangay Pasong Camachile I, Barangay Pasong Camachile II, Barangay Pasong Kawayan II, Barangay Sampalucan, Barangay Santiago and Barangay San Francisco in General Trias City, Cavite were the chosen place to conduct the study.

### **Data Gathered**

The researchers collected the data regarding the pricing practices of the grocery store owners in General Trias City, Cavite. These include the following: first was the demographic

profile of participants in terms of location, length of business operations, and estimated monthly net profit; second was the pricing strategies of selected grocery store owners; third was the level of factors that affect the pricing of products of selected grocery store owners using the 4-point likert scale. The 4-point likert scale; 1- Never, 2- Seldom, 3- Often, and 4- Always and; fourth was to the pricing performance analysis

### **Data Gathering Procedures**

The study used non-probability sampling method specifically convenience sampling and purposive sampling. Convenience sampling was used for selecting the sample participants from a particular group of individuals. Purposive sampling was also used to get information related to the problem from the grocery owners.

1. The researchers made a request letter to the municipality (*Business Permit and Licensing Office*) to acquire the number of registered grocery stores in General Trias City, Cavite.
2. After the lists of registered grocery stores were given, the researchers made questionnaire regarding the pricing practices of selected grocery store owners.
3. The questionnaire was validated by three professionals, Ms. Lynette P. Rue, Dr. Elizabeth Dumlao, and Mr. Leymar Toliba, who is also our accountant validator.
4. The researchers gathered information from 65 participants from 13 different barangays of General Trias City, Cavite.
5. The data gathered was tabulated, organized, analyzed, and interpreted by the researchers. Afterwards, it was checked and validated by the statistician and the accountant.

### **Research Instrument**

The researchers designed a structured survey questionnaire which was used in gathering data about the pricing practices of selected grocery store owners from selected barangays in General Trias City, Cavite. The structured survey questionnaire was self-made. It also served as the basis of the study. Thus, the structure survey was the main source of data of the study. There

was a letter for the participants included in the survey questionnaire, indicating the title of the study, the purpose of the research questionnaire and the name of the researchers. The survey questionnaire used two different languages such as Filipino and English for the convenience of the participants. The participants checked the box that corresponds to their answers, except for their names and location. The first part of the survey questionnaire was the business profile of the participants which sought to identify the participants' name, location, business status, length of business operations, and estimated monthly net profit. The second part sought to determine the pricing strategies used by selected grocery store owners. The third part sought to determine the level of factors that affect the pricing of their product as determined by the factors using the 4-point likert scale: 1-never, 2-seldom, 3-often, and 4-always.

### **Statistical Treatment of Data**

The data was gathered and was carefully evaluated and analyzed by the researchers through the assistance of a statistician.

The statistical tools that were used to treat the data to be gathered were:

#### *Frequency*

This was used to tally the items related to the business profile of the participants such as location, business status, length of business operations, and estimated monthly net profit. It is also a statistical tool that showed the number of times the respondents chose a specific answer from the survey questionnaire.

#### *Mean*

Mean is the representation of the entire data set. It is necessary to be computed to identify the level of awareness of the respondents. The mean range that was used in this study is 1-1.75 for never, 1.76-2.50 for seldom, 2.51-3.25 for often and 3.26-4 for always.

#### *Percentage*

This was utilized to get the value of an item in relation to the business profile of the participants and to get the percentage of the pricing practices of selected grocery store owners. The

data was calculated by taking the frequency in the category divided by total number of the sample size and multiplying it by 100%.

## RESULTS AND DISCUSSIONS

### Business Profile

Table 1 shows the data that was gathered from 65 participants of 13 barangays in General Trias City, Cavite. Barangay Sampalucan has the greatest number of grocery stores.

*Table 1. Distribution in Terms of Location*

BARANGAY	FREQUENCY	PERCENTAGE
Arnaldo	1	1.54
Bacao II	3	4.62
Biclatan	2	3.08
Buenavista II	2	3.08
Corregidor	2	3.08
Javalera	1	1.54
Manggahan	5	7.69
Pasong Camachile I	4	6.15
Pasong Camachile II	4	6.15
Pasong Kawayan II	8	12.31
Sampalucan	18	27.69
San Francisco	8	12.31

Santiago	7	10.77
TOTAL	65	100.00

Table 2 shows that majority (55.38%) of the participants of this study, own the place of their grocery stores and the rest (44.62%) of the participants rent the place of the grocery stores.

**Table 2. Distribution in Terms of Business Status**

RENT OR OWNED	FREQUENCY	PERCENTAGE
Rent	29	44.62
Owned	36	55.38
TOTAL	65	100.00

Table 3 shows that majority (41.54%) of the participants of this study have been operating their business for 1-5 years and the least (10.77%) portion are operating their business below one year.

**Table 3. Distribution in Terms of Length of Business Operations**

LENGTH OF BUSINESS OPERATIONS	FREQUENCY	PERCENTAGE
Below 1 Year	7	10.77
1-5 Years	27	41.54
6-10 Years	15	23.08
Above 11 Years	16	24.62
TOTAL	65	100.00

Table 4 shows that majority (43.08%) of the participants have an estimated monthly net profit of above 25,000 php. The least (10.77) of them have 20,001 php-25,000 php estimated monthly net profit.

**Table 4. Distribution in Terms of Estimated Monthly Net Profit**

ESTIMATED MONTHLY NET PROFIT	FREQUENCY	PERCENTAGE
Less Than 15,000 php	20	30.77
15,000 php–20,000 php	10	15.38
20,001 php-25,000 php	7	10.77
Above 25,000 php	28	43.08
TOTAL	65	100.00

Table 5 shows the pricing strategies used by selected grocery store owners. Majority of the participants used markup pricing strategy with a frequency of 65. This I followed by perceived value pricing with a frequency of 31, promotional pricing strategy with a frequency of 30. On the other hand, Predatory pricing has a frequency of 10, followed by the loss leader pricing with a frequency of 20 and competition-based pricing with a frequency of 21.

Overall, most participants have chosen the strategy of markup pricing, as their strategy in pricing their products.

**Table 5. Ranking in Terms of Pricing Strategies**

PRICING STRATEGIES	FREQUENCY	RANKING
Markup Pricing	65	1
Competition Based Pricing	21	7
Promotional Pricing	30	3

Price Skimming	26	5
Psychological Pricing	25	6
Loss Leader Pricing	20	8
Predatory Pricing	10	9
Going Rate Pricing	27	4
Perceived Value Pricing	31	2

### **Pricing Strategies used by the Owners as Determined by Following Factors**

Table 6 shows that the cost of the commodity, utilities, and administrative and selling cost are seldomly considered the cost factor before pricing the products.

**Table 6. Level of Factors for Cost**

STATEMENTS	MEAN	DESCRIPTIVE RATING
1. Do you consider the cost of commodity in setting your price?	2.49	Seldom
2. Do you consider the cost like utilities, delivery charges, etc. to set up your price?	2.29	Seldom
3. Do you consider administrative and selling cost such as salary to set up you price?	2.26	Seldom
GRAND MEAN	2.35	Seldom

Table 7 shows that the consumers' acceptability for the price of the product, price lowering of products for a short period of time, and price reducing of products are seldomly considered by the participants.

**Table 7. Level of Factors for Consumers/Market Demand**

STATEMENTS	MEAN	DESCRIPTIVE RATING
1. Do you consider consumers' acceptability of the product at a certain price?	3.15	Often
2. Do you consider lowering of prices for a short period of time to increase acceptability rate?	2.20	Seldom
3. Do you consider of setting up the price at its highest and reducing it overtime to increase acceptability rate?	1.86	Seldom
GRAND MEAN	2.40	Seldom

Table 8 shows that the amount of net profit to be earned at the end of the period, addition of variable markup to attain the desired net profit, and setting of fixed mark up across the border to attain the desired pricing are seldomly considered by the participants before pricing their products.

**Table 8. Level of Factors for Profit**

STATEMENTS	MEAN	DESCRIPTIVE RATING
1. Do you consider the amount of net profit to be earned at the end of the period before setting the price?	1.97	Seldom
2. Do you add a variable markup to desired net profit?	2.31	Seldom attain the
3. Do you set a fixed markup across to attain the desired profit?	2.23	Seldom the border
GRAND MEAN	2.17	Seldom

Table 9 shows that the price set by the competitors, the price promotion made by the competitors, and the competitors' capability to supply the product are never considered by the participants before setting up their products.

**Table 9. Level of Factors for Competitors**

STATEMENTS	MEAN	DESCRIPTIVE RATING
1. Do you consider the price set by the competitors before setting up your price?	1.80	Seldom
2. Do you check price promotion competitors before setting up your price?	1.77	Seldom made by the
3. Do you check the competitors' capability to supply the product?	1.52	Never

GRAND MEAN 1.70 Never

### Price Cost Margin

Table 10 shows that 12 participants have a price cost margin of 8.33%, followed by price cost margin of 10.91% and 11.03% with both 4 participants.

Most of the grocery owners selling price has 8.33% of its sales that can be allocated for other expenses.

**Table 10. Price Cost Margin for Rice**

FREQUENCY	COST (Php)	SELLING PRICES (Php)	AMOUNT ADDED (Php)	PRICE MARGIN (%)	COST
1	55.00	59.00	4.00	6.78	
4	51.60	58.00	6.40	11.03	
1	51.00	57.00	6.00	10.53	
1	50.00	56.00	6.00	10.71	
4	49.00	55.00	6.00	10.91	
2	48.50	53.00	4.50	8.49	
1	48.00	52.00	4.00	7.69	
1	47.50	51.00	3.50	6.86	
2	46.00	50.00	4.00	8.00	
1	45.00	49.00	4.00	8.16	
12	48.00	44.00	4.00	8.33	

Table 11 shows that 15 participants set a price cost margin of 5.56%, followed by price cost margin of 8.33% with 14 participants and 4.00% with 12 participants.

Most of the grocery owners selling price has 5.56% of its sales that can be allocated for other expenses.

**Table 11. Price Cost Margin for Sardines**

FREQUENCY	COST (Php)	SELLING PRICES (Php)	AMOUNT ADDED (Php)	PRICE MARGIN (%)	COST
1	25.65	29.00	3.35	11.55	
4	24.75	27.00	2.25	8.33	
3	24.50	26.00	1.50	5.77	
12	24.00	25.00	1.00	4.00	
14	22.00	24.00	2.00	8.33	
9	22.50	23.00	0.50	2.17	
2	20.00	21.50	1.50	6.98	
5	19.00	20.00	1.00	5.00	
15	17.00	18.00	1.00	5.56	

Table 12 shows that 36 participants set a price cost margin of 11.54%, followed by 17 participants with 8.33% price cost margin, and 6 participants with 15.71% price cost margin.

Most of the grocery owners selling price has 11.54% of its sales that can be allocated for other expenses.

**Table 12. Price Cost Margin for Instant Noodles**

FREQUENCY	COST (Php)	SELLING PRICES (Php)	AMOUNT ADDED (Php)	PRICE MARGIN (%)	COST
2	13.00	20.00	7.00	35	
3	12.00	15.00	3.00	20	
6	11.80	14.00	2.20	15.71	
36	11.50	13.00	1.50	11.54	
17	11.00	12.00	1.00	8.33	
1	7.00	9.00	2.00	22.22	

Table 13 shows that 19 participants have a price cost margin of 5.00%, followed by price cost margin of 7.27% with 13 participants and 6.73% with 12 participants.

Most of the grocery owners selling price has 5.00% of its sales that can be allocated for other expenses.

**Table 13. Price Cost Margin for Powdered Milk**

FREQUENCY	COST (Php)	SELLING PRICES (Php)	AMOUNT ADDED (Php)	PRICE MARGIN (%)	COST
1	53.00	58.00	5.00	8.62	
1	52.50	56.00	3.50	6.25	
13	51.00	55.00	4.00	7.27	
3	50.00	54.00	4.00	7.41	
6	49.00	53.00	4.00	7.55	
12	48.50	52.00	3.50	6.73	
4	48.00	51.00	3.00	5.88	
19	47.50	50.00	2.50	5.00	

Table 14 shows that 35 participants have a price cost margin of 20.00%, followed by price cost margin of 18.18% with 20 participants and 18.33% with 10 participants.

Most of the grocery owners selling price has 20.00% of its sales that can be allocated for other expenses.

**Table 14. Price Cost Margin for Instant Coffee**

FREQUENCY	COST (Php)	SELLING PRICES (Php)	AMOUNT ADDED (Php)	PRICE MARGIN (%)	COST
10	9.80	12.00	2.20	18.33	

20	9.00	11.00	2.00	18.18
35	8.00	10.00	2.00	20.00

### Price Enforcement Compared to Competing Products

Table 15 shows that 45.15% or 30 of the participants have their selling prices above the suggested retail price of Php 47.00 for the rice. On the other hand, 53.85% or 35 of the participants do not sell the product.

**Table 15. Price Enforcement for Rice**

FREQUENCY	SUGGESTED RETAIL PRICE (Php)	SELLING PRICES (Php)	VERBAL INTERPRETATION
1	47.00	59.00	Above the Suggested Retail Price
4	47.00	58.00	Above the Suggested Retail Price
1	47.00	57.00	Above the Suggested Retail Price
1	47.00	56.00	Above the Suggested Retail Price
4	47.00	55.00	Above the Suggested Retail Price
2	47.00	53.00	Above the Suggested Retail Price
1	47.00	52.00	Above the Suggested Retail Price
1	47.00	51.00	Above the Suggested Retail Price
2	47.00	50.00	Above the Suggested Retail Price
1	47.00	49.00	Above the Suggested Retail Price

12	47.00	48.00	Above the Suggested Retail Price
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Table 16 shows that all the participants have their selling prices above the suggested retail price of Php 17.85 for sardines.

**Table 16. Price Enforcement for Sardines**

FREQUENCY	SUGGESTED RETAIL PRICE (Php)	SELLING PRICES (Php)	VERBAL INTERPRETATION
1	17.85	29.00	Above the Suggested Retail Price
4	17.85	27.00	Above the Suggested Retail Price
3	17.85	26.00	Above the Suggested Retail Price
12	17.85	25.00	Above the Suggested Retail Price
14	17.85	24.00	Above the Suggested Retail Price
9	17.85	23.00	Above the Suggested Retail Price
2	17.85	21.50	Above the Suggested Retail Price
5	17.85	20.00	Above the Suggested Retail Price
15	17.85	18.00	Above the Suggested Retail Price

Table 17 shows that all the 65 participants have their selling prices above the suggested retail price of Php 7.50 for the instant noodles.

**Table 17. Price Enforcement Instant Noodles**

FREQUENCY	SUGGESTED RETAIL PRICE (Php)	SELLING PRICES (Php)	VERBAL INTERPRETATION
2	7.50	20.00	Above the Suggested Retail Price
3	7.50	15.00	Above the Suggested Retail Price
6	7.50	14.00	Above the Suggested Retail Price
36	7.50	13.00	Above the Suggested Retail Price
17	7.50	12.00	Above the Suggested Retail Price
1	7.50	9.00	Above the Suggested Retail Price

Table 18 shows that 61.54% of the participants have their selling prices above the suggested retail price of Php 43.50 for powdered milk and 29.23% of the participants have complied to the suggested retail price. On the other hand, the remaining 9.23% of the participants do not sell the product.

**Table 18. Price Enforcement for Powdered Milk**

FREQUENCY	SUGGESTED RETAIL PRICE (Php)	SELLING PRICES (Php)	VERBAL INTERPRETATION
-----------	------------------------------------	----------------------------	-----------------------

1	43.50	58.00	Above the Suggested Retail Price
1	43.50	56.00	Above the Suggested Retail Price
13	43.50	55.00	Above the Suggested Retail Price
3	43.50	54.00	Above the Suggested Retail Price
6	43.50	53.00	Above the Suggested Retail Price
12	43.50	52.00	Above the Suggested Retail Price
4	43.50	51.00	Above the Suggested Retail Price
19	43.50	50.00	Above the Suggested Retail Price

Table 19 shows that (100%) of the participants have their selling prices above the suggested retail price of Php 7.85 for the instant coffee.

**Table 19. Price Enforcement for Instant Coffee**

FREQUENCY	SUGGESTED RETAIL PRICE (Php)	SELLING PRICES (Php)	VERBAL INTERPRETATION
10	7.85	12.00	Above the Suggested Retail Price
20	7.85	11.00	Above the Suggested Retail Price
35	7.85	10.00	Above the Suggested Retail Price

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## **SUMMARY, CONCLUSION AND RECOMMENDATIONS**

### **SUMMARY**

The study was conducted to identify the pricing practices of selected grocery store owners in General Trias City, Cavite. Specifically, this study aims to determine (a) the business profile of the participants in terms of location, business status, length of business operations, and estimated monthly net profit; (b) the pricing strategies used by selected grocery store owners; (c) the level of factors that affect the pricing of the products; (d) the price performance analysis (price cost margin and price enforcement compared to competing product)

The study was conducted in General Trias City, Cavite from November 2019 to January 2020.

The study resulted that majority of the participants owned the place where their grocery store is located, has 1-5 years of business operations, and has an estimated monthly net profit of above 25, 000 php. The ranking of the pricing strategies used by the grocery store owners are, rank 1: markup pricing, rank 2: perceived value pricing and rank 3: promotional pricing. On the other hand, they seldomly consider the factors that affect their pricing of products. In addition, the price cost margin for rice (8.33%), sardines (5.56%), noodles (11.54%), powdered milk (5.00%), and instant coffee (20.00%). For the price enforcement compared to competing products resulted that majority of the participants put their selling prices above the suggested retail prices.

Quantitative-descriptive research design was used in this study to collect information about the pricing practices of selected grocery store owners through survey questionnaire.

The statistical tools used to analyze and interpret data were mean, percentage, and frequency. The data gathered were analyzed and interpreted by the researchers to draw the conclusion of the study.

### **CONCLUSION**

Majority of the participants of this study owned the place where their grocery store is located, has 1-5 years of business operation, and has an estimated monthly net profit of above 25,000 php.

The ranking of the pricing strategies used by the grocery store owners are, rank 1: markup pricing, rank 2: perceived value pricing and rank 3: promotional pricing.

This study found out that most of the participants seldomly considered factors of cost, consumers/market demand, profit, and competitors before pricing their products with a mean of 2.18.

In addition, most of the grocery store owners' have a price cost margin of 8.33% of its sales can be allocated for other expenses for rice. On the other hand, most of selected grocery owners' selling price has 5.56% of its sales that can be allocated for other expenses for sardines. For instant noodles, most of the grocery owners selling price has 11.54% of its sales that can be allocated for other expenses. For powdered milk, most of the grocery owners' selling price has 5.00% of its sales that can be allocated for other expenses. Lastly, for instant coffee most of the grocery owners' selling price has 20.00% of its sales that can be allocated for other expenses.

The overall result for the price enforcement compared to the competing products is that majority of the grocery store owners put their selling prices above the suggested retail price.

In conclusion, to determine if there is any increase or decrease to the price of the product, the participants preferred price enforcement compared to the competing products tool over price cost margin.

## **RECOMMENDATIONS**

In line with the findings of this research study, the researchers recommend improving the pricing practices in General Trias City, Cavite to the following:

1. For the Department of Trade and Industry, the institution must conduct a consistent monthly regular monitoring of prices of the products in grocery stores in which they

- can issue certification as an evidence. They may also conduct seminars regarding the information on the suggested retail prices to the grocery store owners.
2. For the grocery store owners, they should be aware of the information on the nature of the suggested retail prices of various products.
  3. For the future researchers, they may conduct a study that identifies the reason/s of the grocery store owner in choosing their pricing strategies. They may conduct study regarding the correlational study between the socio demographic profile of the owners and their pricing practices. In addition, they may conduct a correlational study on the pricing performance analysis such as price cost margin and price enforcement compared to the competing products. They may also conduct study regarding pricing practices in connection to the suppliers.

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## APPENDIX FIGURES



Appendix Figure 1. Data gathering in Barangay San Francisco with our technical critic



Appendix Figure 2. Data Gathering in Barangay Sampalucan



Appendix Figure 3. Data gathering in Barangay Manggahan



Appendix Figure 4. Data gathering in Barangay Santiago



Appendix Figure 5. Data gathering in Barangay Corregidor



Appendix Figure 6. Data gathering in Barangay Corregidor with our research adviser



Appendix Figure 7. Validation of research questionnaire with Dr. Elizabeth Dumlao



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Appendix Figure 8. Validation of research questionnaire with Mr. Leymar Toliba



Appendix Figure 9. Validation of research questionnaire with Ms. Lynette Rue

## APPENDICES

### Appendix 1. Certificate of Validation



#### SENIOR HIGH SCHOOL DEPARTMENT

12 December 2019

#### CERTIFICATE OF VALIDATION

This is to certify that the survey questionnaire of the study entitled "PRICING PRACTICES OF SELECTED GROCERY STORE OWNERS IN GENERAL TRIAS CITY, CAVITE" of AVIE B. ATIENZA, ANNA ROSELLA O. MANALO, and VYONE AIRA H. PELENIO was validated by the undersigned validator.

Further certify that the questionnaire is ready for utilization.

  
LEYMAR TOLIBA, CPA, MBA  
Certified Public Accountant/ SHS Instructor



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Appendix 2. Certificate of Validation



**SENIOR HIGH SCHOOL DEPARTMENT**

06 December 2019

**CERTIFICATE OF VALIDATION**

This is to certify that the survey questionnaire of the study entitled “**PRICING PRACTICES OF SELECTED GROCERY STORES OWNERS IN GENERAL TRIAS CITY, CAVITE**” of **AVIE B. ATIENZA, ANNA ROSELLA O. MANALO,** and **VYONE AIRA H. PELENIO** was validated by the undersigned validator.

Further certify that the questionnaire is ready for utilization.

**LYNETTE P. RUE**

EPS-Mathematics/Curriculum Implementation Division



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Appendix 3. Certificate of Validation



**SENIOR HIGH SCHOOL DEPARTMENT**

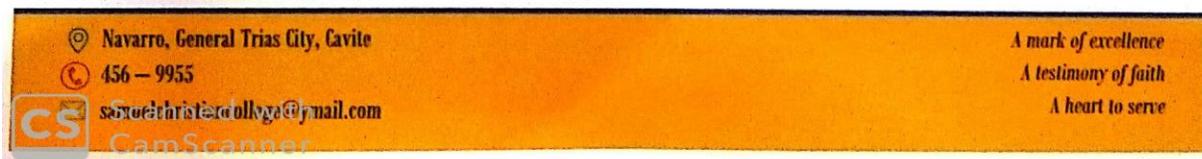
11 December 2019

**CERTIFICATE OF VALIDATION**

This is to certify that the survey questionnaire of the study entitled "PRICING PRACTICES OF SELECTED GROCERY STORE OWNERS IN GENERAL TRIAS CITY, CAVITE" of AVIE B. ATIENZA, ANNA ROSELLA O. MANALO, and VYONE AIRA H. PELENIO was validated by the undersigned validator.

Further certify that the questionnaire is ready for utilization.

  
**DR. ELIZABETH DURLAO**  
Chair Department of Management Studies



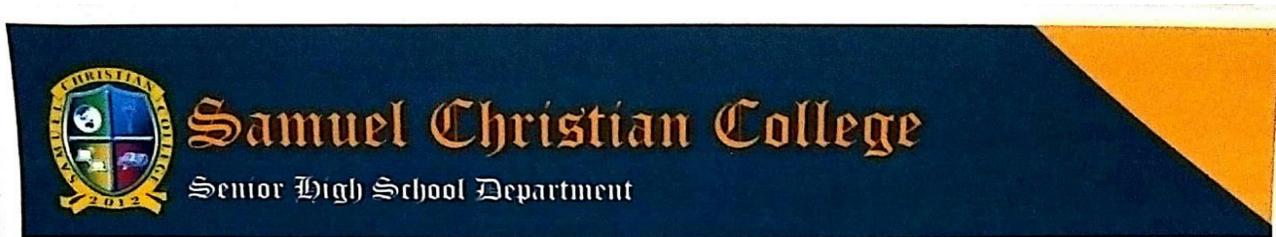
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Appendix 6. Certificate of Accountant



**SENIOR HIGH SCHOOL DEPARTMENT**

7 February 2020

**CERTIFICATE OF ACCOUNTANT**

This is to certify that the research manuscript entitled **PRICING PRACTICES OF SELECTED GROCERY STORE OWNERS IN GENERAL TRIAS CITY, CAVITE** of **AVIE B. ATIENZA, ANNA ROSELLA O. MANALO, and VYONE AIRA H. PELENIO** was edited by the undersigned Accountant Critic.

  
**LEYMAR TOLIBA, CPA**  
Certified Public Accountant



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## Appendix 7. Survey Questionnaires



# Samuel Christian College

Senior High School Department

Dear Participants:  
Warmest Greetings!  
*Pagbabati!*

We, the undersigned grade 12 Accountancy, Business, and Management strand students are currently conducting a research entitled:  
*Kami, na mga mag-aaral na nasa ikalabinsalawang antas ng Accountancy, Business, and Management strand ay karalukuyang nagtatagawa ng pamanalitik na may pamagat na:*  
**“Pricing Practices of Selected Grocery Store Owners in General Trias City, Cavite”**

In this regard, may we request to conduct a survey regarding our study. Your cooperation by simply answering our survey form will help attain the research objectives. Rest assured that the data we will gather will be treated with utmost confidentiality.  
*Kauganap nito, hinihiling po namin na magsagawa ng sarbey nangal sa aming pag-aaral. Ang inyo pong pakikita/pagtasagot ng aming pormularyo ng sarbey ay makahantlang sa pagtamo ng mga layamin sa aming pamanalitik. Matataasa po kayo na ang mga datos na aming makakalap ay mananatiling kompidensyal.*

Thank you and God Bless!  
*Salamat po at patimbayan nawa kayo ng Maykapal!*

**AVIE B. ATIENZA  
ANNA ROSELLA O. MANALO  
VYONE AIRA H. PELENIO**  
*Researchers*

**PART I.**  
**Direction:** Please fill out the following information about your business. Put a check mark (✓) in the box that corresponds to your answer. *(Pakisagutan ang mga sumusunod na personal na katanungan panginal sa iyong negosyo. Lagyan ng tsek ang kahon na tumutukoy sa iyong sagot.)*

**Name of the Owner (Pangalan ng May-ari):** \_\_\_\_\_

**Rent (Nirerentahan)**  **Owned (Pagmamay-ari)**

**Location (Lokasyon):** \_\_\_\_\_

**Length of Business Operations (Haba ng operasyon ng negosyo):**

Below 1 year *(isang taon pababa)*  
 1 year – 5 years *(isang taon – limang taon)*  
 6 years – 10 years *(anim na taon – sampung taon)*  
 Above 11 years *(labing isang taon pataas)*

**Estimated Monthly Net Profit (Tinatayang Buwanang Kita):**

Less than *(mas mababa sa)* 15,000 php       15,000 php-20,000 php  
 20,001 php-25,000 php                       Above *(mas mataas sa)* 25,000 php

📍 Navarro, General Trias City, Cavite  
 ☎ 456 - 9955  
 ✉ [samuelchristiancollege@ymail.com](mailto:samuelchristiancollege@ymail.com)

*A mark of excellence  
A testimony of faith  
A heart to serve*

**PART II.**

**Direction:** Put a check mark (✓) on the box that corresponds your answer. You may choose one or more. (*Lagyan ng tsek ang kahon na tumutukoy sa iyong sagot. Maaaring pumili ng isa o higit pa.*)

1. How do you price your products? (*Paano mo pinepresyohan ang iyong produkto?*)

- Adding a specific margin on your product (Markup pricing)  
(*Pagdadagdag ng ispesipikong halaga sa iyong produkto.*)
- Pricing the product that depends on the competitors' price (*Competition Based Pricing*)  
(*Pagbibigay halaga sa produkto na nakadepende sa presyo ng kakompetensya.*)
- Lowering prices of the product in a short period of time (*Promotional Pricing*)  
(*Pagpapababa ng presyo ng produkto sa maikling panahon.*)
- Putting a high price on your product but reduced over time (*Price Skimming*)  
(*Paglalagay ng mataas na presyo na bumababa habang tumatagal.*)
- Setting prices lower than a whole number (*Psychological Pricing*)  
(*Paglalagay ng presyong mababa pa sa whole number.*)
- Sells product below their cost to attract customers (*Loss Leader Pricing*)  
(*Pagbebenta ng produkto na mas mababa sa gastos para makaakit ng mga mamimili.*)
- Setting of low prices to eliminate the competition (*Predatory Pricing*)  
(*Paglalagay ng mababang presyo para mawala ang kompetisyon.*)
- Prices its product at the same level of very close to its competitors' prices (*Going Rate Prices*)  
(*Pagpresyo sa produkto na kadikit sa presyo ng kalaban.*)
- Prices are set on products that reflect the value of the product. (*Perceived Value Pricing*)  
(*Pagbibigay ng presyo sa produkto na makikita ang halaga ng produkto.*)

**PART III.**

**Direction:** Put a check mark (✓) in the column that corresponds to your answer. (*Lagyan ng tsek (✓) ang hanay na tumutukoy sa iyong sagot.*)

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 samuelchristiancollege@gmail.com

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## Appendix 8. List of the Grocery Stores in General Trias City, Cavite



1. What are the pricing strategies used by the owners as determined by the following factors? (*Anu-ano ang mga estratehiya sa pagpepresyo na ginamit ng mga may-ari na natutukoy sa mga sumusunod na kadahilanan?*)

4 – Always (*Palagi*)  
2 – Seldom (*Bihira*)

3 – Often (*Madalas*)  
1 – Never (*Hindi*)

A. Cost ( <i>Gastos</i> )		4	3	2	1
1.	Do you consider the cost of commodity to set your price? ( <i>Isinasaalang-alang mo ba ang gastos mo sa produkto sa paglalagay ng presyo?</i> )				
2.	Do you consider overhead cost like utilities, delivery charges etc. to set your price? ( <i>Isinasaalang-alang mo ba ang pangkalahatang gastos tulad ng utilities, delivery charges at iba pa sa paglalagay ng presyo?</i> )				
3.	Do you consider administrative and selling costs such as salary to set your price? ( <i>Isinasaalang-alang mo ba ang administrative at selling cost tulad ng sweldo ng mga empleyado sa paglalagay ng presyo?</i> )				
B. Consumer/Market Demand ( <i>Mga mamimili/ Demand sa Merkado</i> )		4	3	2	1
1.	Do you consider consumer's acceptability of the product at a certain price? ( <i>Isinasaalang-alang mo ba ang pagtanggap ng mga mamimili sa presyo ng iyong produkto?</i> )				
2.	Do you consider lowering of prices for a short period of time to increase acceptability rate? ( <i>Isinasaalang-alang mo ba ang pagbaba ng presyo sa maikling panahon upang tumaas ang acceptability rate?</i> )				
3.	Do you consider setting up the price at its highest and reducing it overtime to increase acceptability rate? ( <i>Isinasaalang-alang mo ba ang paglalagay ng pinakamataas na presyo at bawasan ito sa paglipas ng panahon upang tumaas ang acceptability rate?</i> )				
C. Profit ( <i>Kita</i> )		4	3	2	1
1.	Do you consider the amount of net profit to be earned at the end of the period before setting the price? ( <i>Isinasaalang-alang mo ba ang halaga ng kita na iyong makukuha sa pagtapos ng taon bago maglagay ng presyo?</i> )				
2.	Do you add a variable mark up to attain the desired net profit? ( <i>Nagdadagdag ka ba ng variable markup upang makamit ang ninanangal na kita?</i> )				
3.	Do you set a fixed mark up across the border to				

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☎ 456 - 9955  
✉ samuelchristiancollege@gmail.com

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attain the desired profit? ( <i>Ikaw ba ay naglalagay ng mataas na fixed markup upang makamit ang ninanais na kita?</i> )					
<b>D. Competitors (Mga Katunggali)</b>		<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
<b>1.</b>	Do you consider the price set by the competitors before setting your price? ( <i>Isinasalang-alang mo ba ang presyong inilagay ng iyong katunggali bago ka maglagay ng iyong sariling presyo?</i> )				
<b>2.</b>	Do you check price promotion made by competitors before setting your price? ( <i>Sinusuri mo ba ang price promotion na nagawa ng iyong katunggali bago ka maglagay ng iyong presyo?</i> )				
<b>3.</b>	Do you check the competitors' capability to supply the product? ( <i>Sinusuri mo ba ang kakayanan ng iyong katunggali sa pagbibigay ng produkto?</i> )				

**PART IV.**

**Direction:** Indicate the original prices of the products. (*Isaad ang orihinal na presyo ng mga produkto.*)

1. Dinorado Local Rice (1 kilo) \_\_\_\_\_
2. 555 Tuna Sardines (155 grams) \_\_\_\_\_
3. Lucky me pancit canton: Original *Kalamansi* (80 grams) \_\_\_\_\_
4. Bear Brand (150 grams) \_\_\_\_\_
5. Great taste twin pack (33 grams) \_\_\_\_\_

**Direction:** Indicate the selling prices of the products. (*Isaad ang mga presyo ng inyong binebenta na mga produkto.*)

1. Dinorado Local Rice (1 kilo) \_\_\_\_\_
2. 555 Tuna Sardines (155 grams) \_\_\_\_\_
3. Lucky me pancit canton: Original *Kalamansi* (80 grams) \_\_\_\_\_
4. Bear Brand (150 grams) \_\_\_\_\_
5. Great taste twin pack (33 grams) \_\_\_\_\_

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## Appendix 13. Survey Questionnaires



# Samuel Christian College

## Senior High School Department

Dear Participants:  
Warmest Greetings!  
Pagbati!

We, the undersigned grade 12 Accountancy, Business, and Management strand students are currently conducting a research entitled:  
*Kami, na mga mag-aaral na nasa itakabinsulatawang antas ng Accountancy, Business, and Management strand ay kasalukuyang nagtatagawa ng pamamalikik na may pamagat na:*  
**"Pricing Practices of Selected Grocery Store Owners in General Trias City, Cavite"**

In this regard, may we request to conduct a survey regarding our study. Your cooperation by simply answering our survey form will help attain the research objectives. Rest assured that the data we will gather will be treated with utmost confidentiality.  
*Kaugamay nito, hinihiling po namin na magsagawa ng sarbey tungkol sa aming pag-aaral. Ang inyo pong pakikita/pagkasagot ng aming pormularyo ng sarbey ay makakamulong sa pagtamo ng mga layunin sa aming pamamalikik. Makataasa po kayo na ang mga datos na aming makakalap ay mananatiling kompidensyal.*

Thank you and God Bless!  
*Salamat po at paimbabayon nawa kayo ng Maykapal!*

**AVIE B. ATIENZA  
ANNA ROSELLA O. MANALO  
VYONE AIRA H. PELENIO**  
*Researchers*

**PART I.**  
**Direction:** Please fill out the following information about your business. Put a check mark (✓) in the box that corresponds to your answer. *(Pakisagutan ang mga sumusunod na personal na katanungan panglahat sa iyong negosyo. Lagyan ng isek ang kahon na sumasakoy sa iyang sagot.)*

**Name of the Owner** *(Pangalan ng May-ari):* \_\_\_\_\_

**Rent** *(Nirerentahan)*  **Owned** *(Pagmamay-ari)*

**Location** *(Lokasyon):* \_\_\_\_\_

**Length of Business Operations** *(Haba ng operasyon ng negosyo):*

Below 1 year *(isang taon pababa)*

1 year – 5 years *(isang taon – limang taon)*

6 years – 10 years *(anim na taon – sampung taon)*

Above 11 years *(labing isang taon pataas)*

**Estimated Monthly Net Profit** *(Tinatayang Buwanang Kita):*

Less than *(mas mababa sa)* 15,000 php       15,000 php-20,000 php

20,001 php-25,000 php       Above *(mas mataas sa)* 25,000 php

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