

## **Brand Awareness of Selected Residents of Talisay Batangas to NDN Resort and Events Place: Basis for Continuous Improvement**

Rocky Q. Dizon, Mary Rose P. Natanauan, Joanna Marie P. Rempillo, Ma. Leonora V. Alusen  
*Bachelor of Science in Business Administration in Marketing Management*

### **ABSTRACT**

*Brand awareness is the process of creating your image and using it to inform customers about your company. By establishing a strong brand through marketing and advertising, more people will be aware of your existence, resulting in increased sales and even repeat business. (2013) (Business Achievers). The goal of this survey is to measure the brand awareness of Talisay, Batangas citizens toward NDN Resorts and Events Place. It also aspires to describe brand recall and recognition via social media and conventional advertising, which will serve as the foundation for ongoing progress. It is not widely recognized among the locals of Talisay, Batangas because it was only founded in 2017. Therefore, the researchers considered this study. To acquire primary data, the researchers employed the quantitative technique. This research had 125 respondents. According to the findings, most respondents were females between the ages of 26 and 45, with most of them working. Data sets were examined, constructed, encoded, and analyzed utilizing frequency and percentage distributions, weighted mean, analysis of variance (ANOVA), and regression analysis. Significant findings revealed that respondents are familiar with the NDN Resorts and Events Place, and that between social media and traditional advertising, the latter is more effective in increasing resort awareness among respondents.*

**Keywords:** brand awareness, brand recall, brand recognition, regression analysis, social media, and traditional advertising.

### **INTRODUCTION**

Regardless of the size of your company, you should use every tool in your arsenal to promote your products and services. Brand awareness is one of the most important of these tactics; it has been shown to be essential in encouraging clients to know and recall your image. Branding as a concept is applied not only to goods and businesses but also to the tourism sector. Brand recognition is essential when building a resort since the goal of branding is to ensure consumers will return and even recommend your business to others. Brand awareness does not have a monetary value on its own, but it is part of the overall marketing effort that promotes consistent deals.

NDN Resort & Events Place is one of the greatest resorts in Talisay, Batangas. Its contemporary design is appropriate for formal occasions such as weddings and debuts. It is not widely recognized among the locals of Talisay, Batangas, because it was only founded in 2017. This is why the researchers considered this study. The researchers want to discover if NDN Resorts & Events Place is known to the locals of the region where the resort is located or if they are aware of the resort and its services. Through this study, the owners may understand how many people are aware of the resort and plan accordingly.

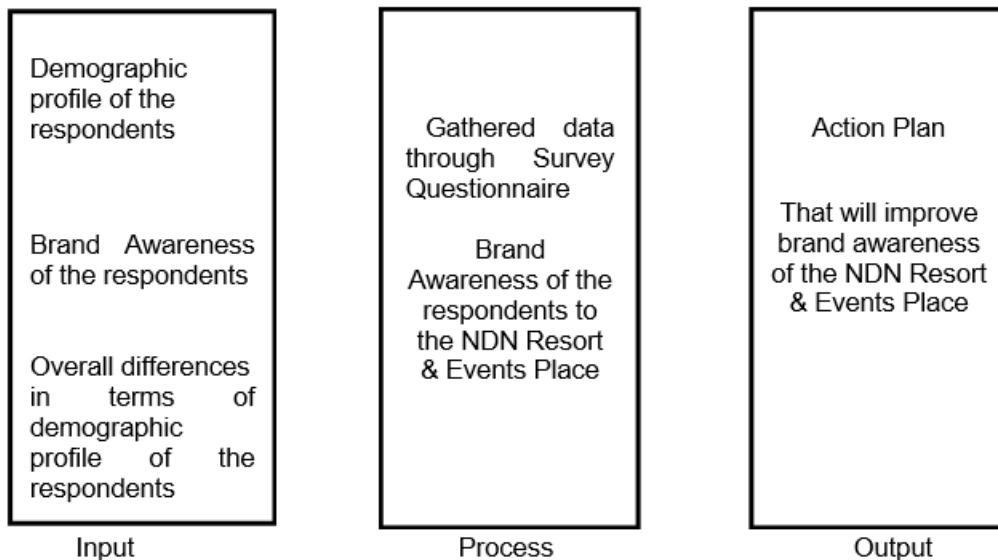
## Review of Literature

In general, a brand has been viewed primarily as a product and business identifier that enables organizations to distinguish their items or administrations from competitors. For example, the American Marketing Association (AMA) characterizes a brand as "a name, term, sign, image, structure, or blend of them that is expected to distinguish the products and enterprises of one vendor or gathering of dealers and to separate them from those of contenders." (Keller 2013)

"The intensity of a brand stays in the brains of clients." (Keller, 2011) A brand is "a name, term, sign, image, or plan, or a mix of them, that is proposed to recognize the goods or services of one seller or a group of merchants and to separate them from those of competitors." A brand is an incentive for clients and organizations. The role of brands has changed over time. They were a structured way to get and monitor clients. In any case, brands play a much more significant role in the purchase of an item these days. (Hakala et al., 2012).

A set of business definitions has been established that enable a location to be reliably named a resort. A proper resort, presenting these models, offers their patrons something like a signature facility, which is unique as the main activity the guests can appreciate. Likewise, there is the incorporation of somewhere around five optional encounters, for example, spa treatments, sports exercises, and climbing trails that can be abused. Finally, they should provide their visitors with rooms throughout the evening and a feasting opportunity. (Rotundos)

## Conceptual Framework



**Figure 1. Conceptual Framework**

Figure 1 depicts the study's conceptual structure. The chart shows that the first box comprises the respondents' demographic profile, such as age, gender, civil status, job status, and monthly family income. The second box is about determining the respondents' brand awareness through the survey questionnaire. The brand awareness of the respondents, which demonstrated brand recall and brand identification, was validated to determine whether there may be variances according to their profile. The researchers then proposed an action plan for

promotional actions to increase brand awareness of the NDN Resorts & Events Place, which served as the study's input.

### **Objectives of the Study**

The goal of this study is to determine the brand awareness of chosen citizens of Talisay, Batangas, towards NDN Resorts and Events Place, and to use this information to guide future improvements. It also aims to determine the demographic profile of respondents in terms of age, gender, employment status, and family income; to describe the respondents' brand recognition through social media and traditional advertising (tarpaulin); to confirm the significant differences in brand awareness of respondents when grouped according to their demographic profile; and to propose an action plan for promotional activities that will improve brand awareness.

### **METHODOLOGY**

The quantitative method was utilized by the researchers to obtain primary data. This type of research involves obtaining data to answer questions regarding the respondents' demographic profile and brand awareness among chosen inhabitants of Talisay, Batangas, to the NDN Resort & Events venue. The respondents were composed of the residents of Talisay, Batangas and were given the survey questionnaire as a tool of the study. The questionnaire was composed of two parts – part one is the demographic profile in terms of age, gender, employment status and family's monthly income while the part two is about the brand awareness – brand recall and brand recognition. Respondents were provided options from which to choose their responses in the brand recall test. The survey questionnaire's Cronbach's alpha score was .979, indicating that it was adequate and reliable. Cronbach's alpha is a critical notion in the assessment and questionnaire evaluation processes (M. Tavakol & R. Dennick, 2011).

### **RESULTS AND DISCUSSIONS**

The demographic profile of the respondents according to gender, age, employment status and Family's monthly income is shown in Table 1. According to the data collected, people aged 26 to 45 are more engaged in answering the survey and are also more likely to be female, which is consistent with the findings of Buil et al. (2011), who discovered that female respondents always outnumbered male respondents. The majority of respondents were employed, and the majority of respondents reported a family monthly income ranging from P41,000 to P50,999.

Table 1. Demographic profile of the respondents

	Category	Frequency	Percent
Age	Less than 25	37	29.6%
	26-45	60	48%
	46-60	20	16%
	Over 60	8	6.4%
Gender	Female	65	52%
	Male	60	48%
Employment Status	Employed	92	73.6%
	Unemployed	33	26.4%

Family Monthly Income		
Below P21,000	7	5.6%
P21,000-P30,999	27	21.6%
P31,000-40,999	41	32.8%
P41,000-50,999	43	34.4%
P60,000 and above	7	5.6%

Table 2 displays NDN Resort and Events Place's brand awareness and recognition. Based on the data acquired, the results demonstrate that all respondents strongly agreed and are aware of the NDN Resort and Events Place in Talisay, Batangas.

Table 2. Level of Satisfaction and Verbal Interpretation in terms of ranking

Levels of Satisfaction	Weighted Mean	Verbal Interpretation
I will recommend the NDN Resorts and Events Place	1.43	Strongly Agree
Among the three resorts in Talisay Batangas I am most familiar with NDN Resorts and Events Place	1.53	Strongly Agree
I often hear the NDN Resort and Events Place from my neighbors compare to other resort	1.48	Strongly Agree
I know NDN Resort and Events Place has many amenities	1.53	Strongly Agree
The NDN Resort has function rooms that can be used as an event venue	1.55	Strongly Agree
The NDN Resort often recommend in the community	1.49	Strongly Agree
It has the classy ambience	1.47	Strongly Agree
I can hear from other that the resort has function rooms that they often use during company and family occassions	1.49	Strongly Agree
I came to know the resort because I often hear it from other	1.53	Strongly Agree
Msot of my neighbors tell me good things about NDN Resorts	1.42	Strongly Agree
The industry partners of LPU – Laguna encourage me to finish my studies in the institution.	3.67	Strongly Agree
Weigthed Mean	1.49	Strongly Agree

Notes: 1.00 – 1.99 Strongly Disagree; 2.00 – 2.99 Disagree; 3.00 – 3.99 Slightly Agree; 4.00 – 4.99 Agree; 5.00 – 6.00 Strongly Agree

Table 3 shows that there is a significant difference on the brand awareness of the respondents when grouped according to age. This implies that the respondent's awareness to NDN Resort & Events Place in Talisay, Batangas differ significantly when grouped according to age. When there is an effective brand recall and brand recognition, there is possibility that the brand will be remembered and make it in the market. However, the result of the study of Plummer et al, (2012) suggested that the age group that have the same brand awareness are those in the age bracket 18- 26 years old and those in ages 27-40 years old.

Table 3. Significant Relationship of brand awareness according to the demographic profile

Analysis Variance	f-value	p-value	Interpretation
Gender	0.01	.0923	Not Significant
Age	3.34	0.022	Significant
Employments Status	1.32	0.253	Not Significant
Family's Monthly Income	1.32	0.253	Not Significant

*Notes: Significant if p-value < 0.05 level of significance*

## CONCLUSIONS

Findings show that most respondents' feedback on brand awareness was positive, resulting in a strongly agreeing verbal interpretation during the regression analysis process. In regression analysis, both social media and traditional advertising (tarpaulin) contributed to improving the respondent's awareness. Most of the awareness from the respondents comes from traditional advertising, making the brand more identified and more useful.

The NDN Resort and Events Center in Talisay, Batangas was found out to be one of the least advertised resorts in the Philippines. The researchers recommend that they focus on advertisement and other platforms for highlighting the place for a deeper connection with their customers. A marketing slogan is also highly recommended, such as "NDN Hotel: Where Hospitality, Generosity, and Serenity are Our Priorities" should be included on all the resort's signage and billboards.

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