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**SOCIO ECONOMIC PROFILE AND EXTENT OF MARKETING STRATEGIES OF DIFFERENT FRUIT GROWERS IN VICTORIA, ORIENTAL MINDORO, PHILIPPINES**

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**ABSTRACT**

The study was conducted to characterize and evaluate the different demographic characteristics and marketing strategies in relation to 7Ps of 354 fruit growers (i.e. babana, durian, lanzones, mangostene and rambutan) at Victoria, Oriental Mindoro, Philippines using stratified random sampling. All data was analyzed using descriptive-correlation and descriptive-comparative methods.

Majority of fruit growers are on the middle age group, more males and married individuals, and did not finish primary education. Fruit growers usually owned, managed and supervised 1-2 ha of land, had the most number of lanzones trees in their orchards, grow fruits within 5 to 10 years, commonly use grafting as a planting method to enhance high quality and quantity of production, and prefer to pack enormous fruit products as one of their post-harvest practices in fruit growing.

Fruit growers employ diverse extent of marketing strategies related to the product, price, promotion, place, public, physical evidence and process. They allow consumers to taste their fruit products, prefer prices on their products which are very affordable and suitable to the

consuming public. In addition, fruit growers feel that they made good and right decision for the consumers with regards on their purchasing power. However, they believe that they spent too much money on transporting and delivering their fruit products in the target place. The consuming public are more aware on the nature of the fruit business by the fruit growers. In relation to facilities, fruit growers maintain their facilities and equipment on harvesting their fruit products and always inspect if there is an unwanted surplus and damage on their fruit products.

In general, results showed significant correlation between the different fruit growers profile and the extent of marketing strategies of fruit growers in relation to the 7Ps as indicators. Results revealed that product had the highest correlation ( $P<0.05$ ;  $r=0.95$ ) on the innovation used by fruit growers while absence of correlation was observed between product, gender and years in growing fruits. On the other hand, promotion indicates a significant and high correlation ( $P<0.01$ ;  $r=0.91$ ) on the farm size while no correlation on the civil status of the fruit growers. Price had a highly significant correlation ( $P<0.01$ ) to the educational attainment ( $r=0.99$ ) and type of fruit products produced and marketed by fruit growers ( $r=0.96$ ). Place has significant and high correlation ( $P<0.01$ ) on the type of fruit products produced and marketed by fruit growers ( $r=0.88$ ) and their age ( $r=0.86$ ). Public indicates a high correlation ( $P<0.01$ ) on the civil status of the fruit growers ( $r=0.86$ ) and age ( $r=0.83$ ). Physical evidence showed a moderate to high correlation ( $P<0.01$ ) to the years in growing fruit products by the growers while process shows a highly significant ( $P<0.01$ ) and high correlation to the fruit growers gender.

Findings provide further evidence that the mechanisms which the extent of marketing strategies using the 7Ps as indicators have a great influence on the fruit grower's profile and vice versa. Results revealed that there is a significant difference between the product and public; product and physical evidence; product and process; promotion and public; promotion and physical evidence; price and place; price and public; price and physical evidence; place and public; and place and physical evidence ( $P<0.05$ ) while the rest mean differences showed not significant differences ( $P>0.05$ ). Findings suggest that the extent of marketing strategies of fruit growers which is offered to the consumers in the market were very diverse

**Key Words:** Geographic characteristics, marketing, strategies, fruit grower, Victoria, Oriental Mindoro

## INTRODUCTION

Today, marketing is one of the booming and difficult jobs in the business industry which is to entice and persuade wise consumers to become more aware on the products and services they purchase to boost their sales and profit in the marketplace. However, other marketing and sales opportunities and privileges should take effectively in order for the fruit growers especially to the marketers and middlemen to think some techniques to boost its confidence. The four stages of agricultural activities are production, postharvest, processing, and marketing and trade (Pabuayon *et al.*, 2013).

There it seems to be consensus that current global food production is adequate to avoid widespread famine and malnutrition, and the overall positive trends that disguise the disparities in production and distribution of foods between regions and sub-regions (Asimov, 2013).

Nowadays, the situation with fruit growing is urging to shift to more advanced techniques, since farmers have to compete with international markets (*Center for Agribusiness and Rural Development*, 2011).

Fruit growers, marketers and middlemen are now competing on each other due to the consumer demand with the same variety of fruits which they need to sell to earn maximum sales and profit to feed their families and make savings for their future. Filipinos have a lot of brilliant ideas to start and produce a business venture, but being swallowed up bigger business industries is a big fear that usually blocks their way to success (Torres, 2015).

Fruits are one of the most important commodities to be sold to meet its quality standards which other fruit competitors in the market do not avail. In order for them to sell out their fruit products to the consumers, sometimes they limit their production and they gave assurance especially to their marketers and middlemen if their fruit varieties can be sold out in just a day.

It always has different kinds of marketing strategy that the businessman used to gain a profit and achieve their goals in selling their product (de Ramos, 2015; Kotler and Armstrong, 2013; *International Institution of Management in Technology Studies*, 2013; Ndubisi, 2013). The extent of marketing strategies of fruit growers are composed of seven (7) Ps such as product, price, promotion, place, physical evidence, public and process. The essence of seven (7) Ps of marketing strategies are very important to the fruit growers to convince and persuade more consumers in the marketplace and to determine what problems and concerns must be taken into consideration to make their business more successful.

Ndubisi (2013) as cited by Warrink (2015) suggests that fruit industries should increase its own transparency throughout its processes to create disclosure of all the information regarding some substantial risks that are associated with the product offered and to increase the reliability of the fruit business practices and promotions that might result into trust among consumers.

The number of fruit growers and its production in the Municipality of Victoria increases as they continue to create job opportunities to their community. Since fruit growers never stop promoting and earning, they become more dedicated and committed in the fruit industry in their locality. Likewise, fruit growers must get reliable workers that will take good care of their fruit trees. Upon the years, the fruit industry in the said municipality become more competitive and successful as they work and show positive outputs and even expanded their business in other communities. Hence, this study was conducted to determine the relationship and correlation of profile (i.e. age, gender, civil status, educational attainment, farm size, type of fruit product, years in growing fruit products, family income from fruit growing, total amount of other income, farm management practices and post-harvest practices) and the extent of marketing strategies (i.e. product, promotion, price, place, public, physical evidence and process) of different fruit growers in Victoria, Oriental Mindoro.

## **METHODOLOGY**

The study used the descriptive-correlation and descriptive-comparative methods to the data gathering. The descriptive-correlation method of research describes the conditions as they exist. It also gives the condition and prevailing practices of the given situation (Fernandez,

2014). On the other hand, Laudencia (2014) mentioned that the descriptive-comparative method of research is designed to compare two or more things with a view of discovering something about one or all of things being compared.

A total of 354 fruit growers in Victoria, Oriental Mindoro, Philippines were interviewed. The respondents were taken from the total number of fruit producers using stratified random sampling at 5% error of tolerance. The sample size was determined with the use of Slovin's formula:

Where:      n      =      sample population  
                  N      =      total number of population  
                  e<sup>2</sup>    =      error

Formula:

$$n = \frac{N}{1 + Ne^2}$$

Solution:

$$n = \frac{3,071}{1 + 3,071(.05)^2}$$

$$n = \frac{3,071}{8.68}$$

$$n = 354$$

The sample population of each fruit commodity was computed using the stratified proportional sampling.

Banana	=	$\frac{552}{3,071} \times 354 = 64$
Durian	=	$\frac{648}{3,071} \times 354 = 74$
Lanzones	=	$\frac{899}{3,071} \times 354 = 103$
Mangosteen	=	$\frac{262}{3,071} \times 354 = 32$
Rambutan	=	$\frac{710}{3,071} \times 354 = 81$

The main instrument used in this study was the self-made questionnaire. The questionnaire was divided into two parts; the fruit growers' profile and the extent of marketing strategies of fruit producers in Victoria, Oriental Mindoro.

Fruit growers profile includes age, gender, civil status, educational attainment, farm size, type of fruit product, years in growing fruit products, family income from fruit growing, total amount of other income, practices in farming, and post-harvest practices. On the other hand, the extent of marketing strategies includes product, promotion, price, place, public, physical evidence, and process. The scales used are as follows:

- 5 - Very High Extent
- 4 - High Extent
- 3 - Moderate Extent

- 2 - Low Extent
- 1 - Very Low Extent

A test and re-test were undertaken to the ten (10) fruit growers in Victoria, Oriental Mindoro about the extent of marketing strategies over one (1) week interval. These fruit growers were not be the respondents of the study.

The reliability test of the study was computed using Pearson’s *r*. The formula is shown below:

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

Where:

- r* is the Pearson’s Product Moment Correlation
- n* is the number of scores
- x* is the first variable
- y* is the second variable
- $\sum$  is the sum of scores or the variable
- $\sum x^2$  is the summation of squared variable *x*
- $\sum y^2$  is the summation of squared variable *y*

A test and re-test were undertaken to the ten (10) fruit growers in Victoria, Oriental Mindoro, about the extent of marketing strategies over one (1) week interval. These fruit growers were not be the respondents of the study.

A test-retest was first conducted by the researcher to ensure that the questions stated in the questionnaire were dependable, and it could be used for the attainment of information necessary for the study. A random group of ten (10) fruit growers in Victoria, Oriental Mindoro were subject to this test.

Data gathered from the said respondents of the test and re-test method were tabulated, computed, analyzed and interpreted with the use of the Pearson’s *r* and showed high reliability (Table 1).

**Table 1. Reliability of the questionnaire**

VARIABLE	R-VALUE	RELATIONSHIP	RESULT
1. product	0.94	Very High Extent	Reliable
2. price	0.92	Very High Extent	Reliable
3. promotion	0.93	Very High Extent	Reliable
4. place	0.91	Very High Extent	Reliable
5. public	0.91	Very High Extent	Reliable
6. physical evidence	0.92	Very High Extent	Reliable
7. process	0.93	Very High Extent	Reliable

A 5-point numerical scale with their description was employed as presented in Table 2.

**Table 2. Numerical scale, statistical limit, and verbal description**

<b>NUMERICAL SCALE</b>	<b>STATISTICAL LIMIT</b>	<b>VERBAL DESCRIPTION</b>
5	4.50 – 5.00	Very High Extent
4	3.50 – 4.49	High Extent
3	2.50 – 3.49	Moderate Extent
2	1.50 – 2.49	Low Extent
1	1.00 – 1.49	Very Low Extent

After finding out the reliability of the research instrument, the researcher requested a permission to conduct the study through request letter and asked for the approval of the Provincial Agricultural Officer of the Department of Agriculture of Oriental Mindoro, the Municipal Mayor of the Municipality of Victoria, Oriental Mindoro attention to the Municipal Agricultural Officer of the Department of Agriculture in Victoria, Oriental Mindoro, and to the Federation President of Upland Farmers Association in Victoria, Oriental Mindoro.

After the approval of the request, the researcher personally administered the set of questionnaires to the fruit growers. The fruit growers especially the enumerators were requested to assist the researcher in administering the instrument to ensure the full cooperation of the respondents. Direction for answering the test was explicitly stated to guide the respondents in answering the test. The researcher ensured that all instruments were returned completely.

Before retrieving of the questionnaire, the researcher tabulated and processed the data manually. Quantitative and qualitative data were used to analyze and interpret the results. Data matrix was based on the dummy tables to organize, summarize, and analyze the data on how variables differ with each other.

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The following statistical tools were used:

- a. Frequencies and percentages were used to determine the profile of the fruit producers in Victoria, Oriental Mindoro.
- b. Weighted mean was used to determine the marketing strategies of fruit producers in Victoria, Oriental Mindoro.
- c. Pearson's (r) correlation was used to determine the relationship between growers profile and the extent of their marketing strategies in terms of the 7Ps

- d. Analysis of Variance (ANOVA) and Scheffe's Test was used to determine differences on the extent of marketing strategies of fruit growers in terms of its indicators, and among independent and intervening variables.

## RESULTS AND DISCUSSION

The personal profile of 354 fruits growers in Oriental, Mindoro was presented in Table 1. A total of 73 fruit growers (20.62%) are aged 46-50 years old, while 59 (16.67%) are aged 56-60, and the other 59 fruit growers are aged 61 years old and above. Fifty-eight fruit growers (16.38%) are aged 41-45 years old, while thirty-two fruit growers or 9.04% are aged 36-40 years old, and the other thirty-two fruit growers or 9.04% are aged 51-55 years old. Thirty fruit growers (8.47%) are aged 31-35 years old, while ten fruit growers (2.82%) are aged 26-30 years old, and only one (1) fruit grower (0.28%) is below 25 years old. Findings imply that most of the respondents are on the middle age group which have engaged in fruit growing for quite a long time.

Two hundred forty-four fruit growers (68.93%) were males and one hundred ten fruit growers (31.07%) were females. This implies that there are more males in the fruit business than females. In addition, male fruit growers are assisted by the females as reflected by the Filipino culture.

Majority (86.44%) of the fruit growers are married, 11.02% are widowed, and 2.26% are single while one (1) fruit grower (0.28%) got separated. This seems to show that the fruit growing business are dominated by married fruit growers who are responsible, hardworking, honest and patient.

Ninety-seven fruit growers (27.40%) did not finish elementary or primary education, while eighty-seven (24.58%) were elementary graduates. Seventy fruit growers (19.37%) were high school graduates, while forty-four (12.43%) did not finish high school or secondary level. Twenty-five fruit growers (7.06%) finished associate course or degree, while nineteen fruit growers (5.37%) finished Baccalaureate degree. Ten (10) fruit growers (2.82%) did not finish college level or degree, while two (2) fruit growers (0.56%) did not finish associate course or degree. One (1) fruit grower (0.28%) never entered or received formal education, while the other one (1) fruit grower is currently taking up master's level.

Results imply that most of the fruit growers in Victoria, Oriental Mindoro indeed acquired basic education. This can be probably due to the fact that basic education program in the Philippines includes and incorporated basic knowledge and skills in agriculture, entrepreneurship and business mathematics which help the fruit growers to learn the fruit growing business.

**Table 3. Personal profile of the 354 fruit growers in Oriental, Mindoro**

Age Bracket	Frequency	Percentage
25-30 years old	11	3.10
31-35 years old	30	8.47
36-40 years old	32	9.04

41-45 years old	58	16.38
46-50 years old	73	20.62
51-55 years old	32	9.04
56-60 years old	59	16.67
61 years old and above	59	16.67
<b>Gender</b>		
Male	244	68.93
Female	110	31.07
<b>Civil Status</b>		
Single	8	2.26
Married	306	86.44
Widowed	39	11.02
Separated	1	0.28
<b>Educational Attainment</b>		
Elementary level	98	15.53
Elementary graduate	87	26.84
High school level	44	18.93
High school graduate	70	22.88
Associate level	2	3.67
Associate graduate	25	4.80
College level	10	3.39
College graduate	19	3.39
Master's level	1	0.28

One hundred forty-six fruit growers (41.24%) managed and supervised 1-2 hectares of farm, while seventy-six fruit growers (21.47%) owned and managed 5-6 hectares of farm. Sixty-three fruit growers (17.80%) owned 3-4 hectares of farm, while thirty fruit growers (8.47%) managed 9-10 hectares of farm land, and eighteen fruit growers (5.08%) monitored and managed 11 hectares and above of farm land which is already huge. Twelve fruit growers (3.39%) owned 7-8 hectares of farm land, while nine (9) fruit growers (2.54%) owned farm below one (1) hectare. Findings revealed that majority of fruit growers owned 1-2 hectares of fruit farm land which required minimal cost of farm inputs. Thus, fruit growing business is manageable to supervise.

Three hundred five fruit growers (34.46%) had already lanzones in their plantation, while two hundred sixty-one (29.49%) had already rambutan in their plantation. One hundred fifty-five (17.51%) had durian in their plantation, while one hundred thirty-six (15.37%) had banana in their plantation, and twenty-eight fruit growers (3.16%) had mangosteen in their plantation. This implies that lanzones had the biggest volume of production for fruit growers sold in the market.

Two hundred fifteen fruit growers (60.73%) grow their fruits within 6-10 years, while seventy-seven fruit growers (21.75%) grow their fruit products within 1-5 years. Thirty-nine fruit growers (11.02%) grow their fruits with 11-15 years, while seventeen fruit growers (4.80%)



grow their fruit products within 16-20 years. Three (3) fruit growers (0.85%) grow their fruit products within 26-30 years, while the another three (3) fruit growers grow their fruit products within 31 years and above, and two (2) fruit growers (0.56%) grow their fruit commodities within 21-25 years. This implies that the waiting span of growing their fruit commodities is six to ten (6-10) years.

Ninety-one fruit growers (25.71%) had their family income below Php 5,000.00, while seventy-eight fruit growers (22.03%) had their family income of Php 5,001.00-Php 10,000.00. Sixty-seven fruit growers (18.93%) had their family income of Php 10,001.00-Php 15,000.00, while forty fruit growers (11.30%) had their family income of Php 20,001.00-Php 25,000.00. Thirty-six fruit growers had their family income of Php 15,001.00-Php 20,000.00, while eighteen fruit growers had their family income of Php 50,000.00 and above. Eight (8) fruit growers (2.26%) had their family income of Php 30,001.00-Php 35,000.00, while five (5) fruit growers (1.41%) had their family income of Php 35,001.00-Php 40,000.00. Another five (5) fruit growers had their family income of Php 45,001.00-Php 50,000.00, while three (3) fruit growers had their family income of Php 25,001.00-Php 30,000.00, and two (2) fruit growers had their family income of Php 40,001.00-Php 45,000.00. This means that the family income of below Php 5,000.00 is sufficient enough to meet the fruit grower's basic standards of living.

**Table 4. Farm characterization of the 354 fruit growers in Oriental, Mindoro**

<b>Farm Size</b>	<b>Frequency</b>	<b>Percentage</b>
Below 1 hectare	9	2.54
1-2 hectares	146	41.24
3-4 hectares	63	17.80
5-6 hectares	76	21.47
7-8 hectares	12	3.39
9-10 hectares	30	8.47
11 hectares and above	18	5.08
<b>Type of Fruit Product</b>		
Banana	136	15.37
Durian	155	17.51
Lanzones	305	34.46
Mangosteen	28	3.16
Rambutan	261	29.49
<b>Years in Growing Fruit Products</b>		
1-5 years	77	21.75
6-10 years	215	60.73
11-15 years	39	11.02
16-20 years	17	4.80
21 years and up	8	2.26
<b>Family Income from Fruit Growing</b>		
	<b>Frequency</b>	<b>Percentage</b>

Below Php 5,000	91	25.71
Php 5,001 – Php 10,000	78	22.03
Php 10,001 – Php 15,000	67	18.93
Php 15,001 – Php 20,000	36	10.17
Php 20,001 – Php 25,000	40	11.30
Php 25,001 – Php 30,000	3	0.85
Php 30,001 – Php 35,000	8	2.26
Php 35,001 – Php 40,000	5	1.41
Php 40,001 – Php 45,000	2	0.56
Php 45,001 – Php 50,000	5	1.41
Php 50,001 and up	18	5.08

### **Farm practices**

Ninety-eight fruit growers (13.73%) used organic pesticides, while seventy-eight (10.92%) used bio-organic pesticides, sixty-two (8.68%) used inorganic pesticides in their fruit trees, and thirty-two fruit growers (4.48%) used balance fertilization in their fruit trees.

One hundred seventy-seven fruit growers (24.79%) used grafted planting material for fast and good quality production, while fifty-three (7.42%) used budding and eighteen (2.52%) used marcotted as their planting tool for fast and good quality production.

Eighty-seven (12.18%) used scion development to grow their fruits during seasonal, while seventy-five fruit growers (10.50%) harvested their fruits, transported and sold in a marketplace, twelve (1.68%) marketed their fruit products to the consumers in the market to boost and earn huge amount of sales and profit, and twenty-two fruit growers (3.08%) made off-season fruiting technology on their plants during off-season to increase profit margin. Findings shows that various practices in fruit farming are very necessary for the fruit growers to apply those skills in order to make their fruit commodities better, increase the quantity of produce, and have high quality of production. Moreover, Collantes (2015) mentioned that different farm management practices and utilization of additional farm inputs and implementation of different technology had indeed a great impact on the overall agricultural performance especially in fruit growing business.

One hundred seventy-five (33.08%) prefer to pack huge number of fruit products in a basket transported from one place to another, while one hundred-two fruit growers (19.28%) used to chop their fruits sold out to the consumers in a retail price or pruning excess to plant another variety. Ninety-three (17.58%) harvested their fruit products, transported in the marketplace where consumers are located, while forty (7.56%) were thinking another innovations used on fruit growing such as application of different pesticides, and other good quality planting materials on their fruits. Thirty-six (6.81%) employed value-adding on their fruit commodities, while nineteen fruit growers (3.59%) used to sort fruits, and fourteen (2.65%) used label for their fruit products in order for the consumers not to be confused. Eight (8) used grading for their fruit products, while seven (7) mixed their fruits in order to make their business more unique. Six (6) fruit growers washed their banana before transportation and delivery to the

marketplace, while the other six (6) used to trim excess or unwanted damage on their fruit products.

Findings revealed that packaging huge number of fruit commodities to be transported is the vast major activity for fruit growers and middlemen as well as part of their post-harvest practices. Vadivelu and Kiran, (2013) reported that there are too many numerous interconnected activities to be implement in order for fruit growers to achieve the desire and positive results namely having planning production, fruit growing and harvesting, grading, packing, transportation, storage, agro and food processing, distribution, advertising and sales.

**Table 5. Farm practices employed by the 354 fruit growers in Victoria, Oriental, Mindoro**

<b>Practices in Farming</b>	<b>Frequency</b>	<b>Percentage</b>
Production inputs (inorganic)	62	8.68
Production inputs (pure organic)	98	13.73
Production inputs (balance fertilization)	32	4.48
Production inputs (bio-organic pesticides)	78	10.92
Production of good quality planting materials (grafting)	177	24.79
Production of good quality planting materials (budding)	53	7.42
Production of good quality planting materials (marcotting)	18	2.52
Scion development	87	12.18
Harvesting	75	10.50
Marketing	12	1.68
Off-season fruiting technology	22	3.08
<b>Post Harvest Practices</b>		
Value-adding	36	6.81
Packaging	175	33.08
Grading	8	1.51
Washing	6	1.13
Trimming	6	1.13
Chopping	102	19.28
Mixing	7	1.32
Labelling	14	2.65
Harvesting	93	17.58
Sorting	19	3.59
Others	40	7.56

## Extent of Marketing Strategies of Fruit Growers in relation to 7Ps

### Product

Fruit growers allows consumers to have free taste on their fruit products to a high extent with mean score of 4.43, while their fruit products maintains its freshness in the market to a high extent with mean score of 4.20, fruit growers expects more positive feedback from the consumers regarding on the taste of their fruit commodities to a high extent with mean score of 4.19, consumers expects different fruit varieties and mixture on their commodities to a high extent with mean score of 4.06, fruit growers always do promote their products to the consumers in the marketplace to a high extent with mean score of 3.98, fruit growers also do check and inspects their products to avoid negative feedbacks and comments made by the consumers in the market to a high extent with mean score of 3.96, fruit growers also maintains the number of fruit quantities, as the number of consumers in the marketplace increases to boost its sales and profit to a high extent with mean score of 3.84, fruit growers also do maintenance on the quality and texture of their fruit commodities to the consumers to a high extent with mean score of 3.83, fruit growers delivers their fruit products early and on time, as number of consumers awaits it to a high extent with mean score of 3.73, and fruit growers never loses its availability of their fruit products sold out to the consumers in the marketplace to a high extent with mean score of 3.62.

Based on the data, with the overall mean of 3.98 described to a high extent, results implies that consumers already knew that the fruit varieties they purchased to the fruit growers in the market provides benefits in terms of health benefits, proper nutrient for healthier body and physical fitness.

**Table 6. Extent of marketing strategies of fruit growers in terms of the product**

ITEMS	MEAN	RANK	DESCRIPTION
Fruit growers deliver their products on time.	3.73	9	High Extent
Fruit growers maintain quality and texture of their products.	3.83	8	High Extent
Fruit growers expect positive feedback from their products purchased by the consumers.	4.19	3	High Extent
Fruit products are always available in the marketplace.	3.62	10	High Extent
Fruit growers always check the damage on their products.	3.96	6	High Extent
Fruit growers promote their products in the marketplace.	3.98	5	High Extent
Fruit growers maintain the number of quantities on their products.	3.84	7	High Extent
Fruit growers have different variety and mixture in their products.	4.06	4	High Extent
Fruit products maintain freshness.	4.20	2	High Extent
Fruit growers have free taste on their fruit products.	4.43	1	High Extent
<b>Overall Mean</b>	<b>3.98</b>		<b>High Extent</b>

## Price

The fruit growers always prefer prices on their products are very affordable and suitable to the consumers in the market to a high extent with mean score of 4.30, prices are still kept monitored by the fruit growers and consumers to a high extent with mean score of 4.27, prices on their products are increasing due to struck of natural calamities to a high extent with mean score of 4.23, fruit growers offers small discounts on their fruit commodities to the consumers in the market to a high extent with mean score of 4.23, prices on fruit products decreases due to seasonality to a high extent with mean score of 4.23, fruit growers follows government preferred prices on their fruit commodities they sell to the consumers in the market for the betterment of their industry to a high extent with mean score of 4.19, fruit growers also decreases their preferred prices on their fruit products if there is no customer demand from the consumers in the market to a high extent with mean score of 4.18, fruit growers increases their preferred prices, if there is already an increasing number of consumers in the marketplace to boost its sales and customer demand to a high extent with mean score of 4.09, preferred prices on their products are good to a high extent with mean score of 3.97, and prices on their fruit commodities are already fixed and well-prepared by the fruit growers to a high extent with mean score of 3.86.

Extent of marketing strategies of fruit growers in relation to the price was high with an overall mean of 4.15 which probably implies that fruit growers had already offer preferred prices on their fruit products to the consumers in the market. Consumers can purchase one of their chosen fruit commodities in a cheaper and affordable price.

**Table 7. Extent of marketing strategies of fruit growers in terms to the price**

Items	Mean	Rank	Description
Prices on their fruit products are good.	3.97	9	High Extent
Prices on their fruit products are fixed.	3.86	10	High Extent
Fruit growers offers discounts to the consumers in the marketplace.	4.23	3.5	High Extent
Fruit growers follows government preferred prices on their fruit products.	4.19	6	High Extent
Prices on fruit products are keep monitored by the consumers.	4.27	2	High Extent
Prices on fruit products are increasing due to natural calamities.	4.23	3.5	High Extent
Prices are increases due to number of demands made by the consumers in the marketplace.	4.09	8	High Extent
Prices on fruit products decrease due to seasonality.	4.23	3.5	High Extent
Prices on fruit products decreases if there is no customer demand.	4.18	7	High Extent
Prices on their products are affordable.	4.30	1	High Extent
<b>Overall Mean</b>	<b>4.15</b>		<b>High Extent</b>

## Promotion

The fruit growers already feel that they made a right decision for the consumers to purchase one of their fruit commodities which is available in their market to a high extent with mean score of 4.33, fruit growers never loses strong relationship to the consumers as they continuously promoting their fruit products to others in the market to a high extent with mean score of 4.31, fruit growers had already generate and produces new ideas about their products they sell in the marketplace to a high extent with mean score of 4.27, as fruit growers promotes their products to the consumers in the market, they also enjoy their workforce to a high extent with mean score of 4.25, as fruit growers promotes their products in the market, they entice and persuade other people to purchase fruit products to boost sales and profit to a high extent with mean score of 4.24, fruit growers offers personal selling to the consumers in the marketplace to a high extent with mean score of 4.21, fruit growers helps and assists consumers in the market when it comes to purchase decision making to a high extent with mean score of 4.17, fruit growers always demonstrate their products to the consumers to a high extent with mean score of 4.09, fruit growers creates marketing strategy to promote their fruit products to the consumers to a high extent with mean score of 3.88, and fruit growers create an advertisement or other strategies to promote their fruit products to the consumers to a high extent with mean score of 3.69.

Results shows an overall mean of 4.14 described to a high extent which may implies that the product promotion and marketing strategies of fruit growers creates a good impression and high acceptance to the consumers.

**Table 8. Extent of marketing strategies of fruit growers in terms on the promotion**

ITEMS	MEAN	RANK	DESCRIPTION
Fruit growers create marketing strategy to promote their products to the consumers in the marketplace.	3.88	9	High Extent
Fruit growers creates an advertisement to promote their products to the consumers.	3.69	10	High Extent
Fruit growers make few demonstration on their products to the consumers in the marketplace.	4.09	8	High Extent
Fruit growers offer personal selling to the consumers in the marketplace.	4.21	6	High Extent
Fruit growers maintain strong relationship to the consumers.	4.31	2	High Extent
Fruit growers persuade the people in the marketplace regarding their products they promote.	4.24	5	High Extent
Fruit growers enjoy promoting their products to the consumers.	4.25	4	High Extent
Fruit growers generate and produces new ideas about their products they sell in the marketplace.	4.27	3	High Extent
Fruit growers help consumers in a fast purchase decision.	4.17	7	High Extent
Fruit growers feel that they made a right decision to the	4.33	1	High Extent

consumers.

**Overall Mean**

**4.14**

**High Extent**

### **Place**

Fruit growers spent too much money on transporting their fruit products in the target place where consumers are located to a high extent with mean score of 4.31, while little number of consumers in their community can go to the target place where fruit products or stalls are located to a high extent with mean score of 4.23, fruit growers always do transport their commodities from one place to another destination to reach other consumers in the market to a high extent with mean score of 4.21, fruit growers can limit the number of fruit products to be sell in the target place where consumers are located to a high extent with mean score of 4.20, fruit growers are getting closer to the consumers in the target place where fruit products are located to a high extent with mean score of 4.18, fruit growers can easily entertain and interact with the number of consumers in the target place regarding on the products they sell in the market to a high extent with mean score of 4.16, fruit products are properly distributed in the target place where fruit growers are able to reach the number of consumers in their community to a high extent with mean score of 4.15, fruit growers promotes more awareness and curiosity to the consumers regarding their fruit products in the target place to a high extent with mean score of 4.14, fruit growers can personally deliver their products to the place where consumers are located to a high extent with mean score of 4.13, and the target place is very accessible in order for consumers to reach their fruit business in their community to a high extent with mean score of 3.92.

Results revealed a high extent (4.16) of marketing strategy in relation to place which implies that fruit growers put up some stalls, in order for them to get nearer and make it more closer to the consumers in their area to make them more aware on the fruit commodities they sell to enhance huge sales and profit.

**Table 9. Extent of marketing strategies of fruit growers in terms on the place**

<b>ITEMS</b>	<b>MEAN</b>	<b>RANK</b>	<b>DESCRIPTION</b>
Place is very accessible in order for consumers to reach their fruit business.	3.92	10	High Extent
Fruit growers promote more awareness on their products in the target place.	4.14	8	High Extent
Consumers can go to the target place where fruit products are located.	4.23	2	High Extent
Fruit products are properly distributed in the target place.	4.15	7	High Extent
Fruit growers can deliver their products to the place where consumers are located.	4.13	9	High Extent
Fruit growers always transport their products from one place to	4.21	3	High Extent

another destination.

Fruit growers spends on transporting their fruit products in the target place.	4.31	1	High Extent
Fruit growers limits the number of fruit products to the target place.	4.20	4	High Extent
Fruit growers are getting closer to the consumers in the target place.	4.18	5	High Extent
Fruit growers can easily interact with the consumers in the target place.	4.16	6	High Extent
<b>Overall Mean</b>	<b>4.16</b>		<b>High Extent</b>

## Public

The public is already more aware on the nature of their fruit business made by fruit growers to a very high extent with mean score of 4.52. Fruit growers always entice and persuade the public to sell their fruit products to the consumers in the market to a high extent with mean score of 4.48, fruit growers are more confident regarding their business they promote to the consumers to a high extent with mean score of 4.46, fruit growers can do more follow-ups regarding their fruit business to the public to a high extent with mean score of 4.45, fruit growers still enjoys promoting their fruit products in front of the public to a high extent with mean score of 4.43, the public can entice and persuade existing and potential consumers to buy little amount of their products in the marketplace to a high extent with mean score of 4.40, fruit growers maintains good customer relationship to the public in the market to a high extent with mean score of 4.39, fruit growers had always promote their fruit business to boost publicity and awareness to a high extent with mean score of 4.35, fruit growers always demonstrate their fruit products to entice and persuade the public to a high extent with mean score of 4.34, and fruit growers promotes public relations to maintain their marketing strategy to the people to a high extent with mean score of 4.33.

Results showed that public are highly aware (i.e. high extent, 4.41) on the marketing strategies of fruit growers. These may implies that fruit growers still continue promoting and demonstrating their fruit products in front of the public, to entice and persuade the public to purchase and to increase huge sales and profit. Fruit growers can also build and maintain good relationship within the public, as they work harder to give the full trust, as long as their fruit business still exist in the market.

**Table 10. Extent of marketing strategies of fruit growers in terms on the public**

	ITEMS	MEAN	RANK	DESCRIPTION
1.	Fruit growers always promote their fruit business in the public.	4.35	8	High Extent
2.	Fruit growers always demonstrate their fruit products in the public.	4.34	9	High Extent



3.	Fruit growers enjoy their fruit products in public.	4.43	5	High Extent
4.	Fruit growers promote public relation to maintain their marketing strategy.	4.33	10	High Extent
5.	The public is aware on nature of the fruit business made by fruit growers.	4.52	1	Very High Extent
6.	Fruit growers always entice and persuade the public to buy their fruit products.	4.48	2	High Extent
7.	The public can entice existing and potential consumers to buy their products in the marketplace.	4.40	6	High Extent
8.	Fruit growers are more confident regarding their business.	4.46	3	High Extent
9.	Fruit growers make some follow-ups regarding their fruit business to the public.	4.45	4	High Extent
10.	Fruit growers maintain customer relationship in the marketplace.	4.39	7	High Extent
<b>OVERALL MEAN</b>		<b>4.41</b>		<b>HIGH EXTENT</b>

### Physical evidence

The fruit growers maintains their facilities and equipment's as they keep harvesting on their fruit products transported from one place to another destination to a very high extent with mean score of 4.51. In addition, with also a high extent, fruit growers can attract more consumers to purchase their fruit products in the marketplace, as they are well-processed to a high extent with mean score of 4.46, fruit growers consumes more products which is available in the marketplace to a high extent with mean score of 4.44, fruit growers had fully maintained the taste of their fruit products in the market to a high extent with mean score of 4.44, fruit growers maintains the full and exact size and weight of their products to be sell out to the consumers in the marketplace to a high extent with mean score of 4.39, fruit growers maintains marketing and good nature of our environment among people in the marketplace even there will be having casualties and damage on their fruit trees to a high extent with mean score of 4.38, fruit growers had already think that their products are also a basic needs to a high extent with mean score of 4.36, fruit growers had maintained good delivery service to the consumers to a high extent with mean score of 4.24, fruit growers also meets consumer satisfaction and good quality of their products from other people in the marketplace to a high extent with mean score of 4.23, and consumers are getting more saturated on the fruit products they purchased to the market to a high extent with mean score of 4.04.

Results showed that physical evidence (i.e. 4.35, high extent) is one of the most important in the seven (7) Ps of marketing strategies for fruit growers to do for the betterment of their business. Before the consumers made a final decision to purchase one of the fruit commodities available in the market, they become keen-observer, very sensitive and judgmental regardless of what is promoted and demonstrated to the public, they are looking for the quality, cleanliness and freshness of their fruit products they sold.

**Table 11. Extent of marketing strategies of fruit growers in terms on the physical evidence**

	<b>Items</b>	<b>Mean</b>	<b>Rank</b>	<b>Description</b>
1.	Fruit growers meet consumer satisfaction in the market.	4.23	9	High Extent
2.	Fruit growers consider that their products are basic needs.	4.36	7	High Extent
3.	Fruit growers consume their products in the marketplace.	4.44	3.5	High Extent
4.	Fruit growers attract consumers to purchase their products in the marketplace.	4.46	2	High Extent
5.	Fruit growers maintain their facilities and equipments on harvesting their fruit products.	4.51	1	Very High Extent
6.	Fruit growers maintain delivery service to the consumers.	4.24	8	High Extent
7.	Fruit growers maintain marketing environment among people in the marketplace.	4.38	6	High Extent
8.	Fruit growers maintain the taste of their products.	4.44	3.5	High Extent
9.	Fruit growers maintain the size and weight of their products in the marketplace.	4.39	5	High Extent
10.	Consumers are getting more saturated on the fruit products they purchase.	4.04	10	High Extent
	<b>Overall Mean</b>	<b>4.35</b>		<b>High Extent</b>

### **Process**

Fruit growers always checked for the damage on their products before they would transport and sell them to the consumers in the market to a high extent with mean score of 4.46, fruit growers also prevents their products from damage before they sold them to the consumers in the marketplace to a high extent with mean score of 4.38, fruit growers assures that their products are well-processed and well-manufactured to a high extent with mean score of 4.33, fruit growers puts their products in a storage and safe area to a high extent with mean score of 4.30, fruit growers always conduct an inspection on their products before its product delivery to other locations where majority number of consumers are located to a high extent with mean score of 4.28, fruit growers also maintain quality control and unwanted excess on their products to a high extent with mean score of 4.27, fruit growers maintains its product design and shape to a high extent with mean score of 4.23, fruit growers delivers their fruit commodities to the consumers in the marketplace on time and when will unexpectedly arrive to a high extent with mean score of 4.20, fruit growers maintains profitability on their products to a high extent with mean score of 4.18, and fruit growers conducts more research, study and expertise on their fruit commodities, its procedures and process before they sell it to the consumers in the marketplace to a high extent with mean score of 4.01.

Results show a high extent (i.e. 4.26) on the marketing strategy in relation to the process of producing fruits by the fruit growers. Before its transportation and delivery of fruit products to the areas where consumers are located, fruit growers still doing their research and study on the products they promote, and what benefits and other contents should consumers get from their fruits they purchase. Moreover, it is very significant to provide more knowledge and awareness on the products to earn enormous amount of sales and profit.

**Table 12. Extent of marketing strategies of fruit growers in terms on the process**

	ITEMS	MEAN	RANK	DESCRIPTION
1.	Fruit growers conduct more research and expertise on their products they sell in the marketplace.	4.01	10	High Extent
2.	Fruit products are well-processed and well-manufactured.	4.33	3	High Extent
3.	Fruit growers maintain quality control on their products.	4.27	6	High Extent
4.	Fruit growers puts their products in a storage and safe area.	4.30	4	High Extent
5.	Fruit growers maintain profitability on their products.	4.18	9	High Extent
6.	Fruit growers always conduct an inspection on their products before its delivery.	4.28	5	High Extent
7.	Fruit growers delivers their products on time.	4.20	8	High Extent
8.	Fruit growers maintains their product design.	4.23	7	High Extent
9.	Fruit growers always check for the damage on their products.	4.46	1	High Extent
10.	Fruit growers prevents damage on their products they sell in the marketplace.	4.38	2	High Extent
	<b>OVERALL MEAN</b>	<b>4.26</b>		<b>HIGH EXTENT</b>

### **Correlation of profile and extent of marketing strategies of fruit growers using 7Ps as indicator**

In general, results showed significant correlation between the different fruit growers profile and the extent of marketing strategies of fruit growers using 7Ps as indicators.

Results revealed that product had the highest correlation ( $P<0.05$ ;  $r=0.95$ ) on the innovation used by fruit growers while absence of correlation was observed between product, gender and years in growing fruits. On the other hand, promotion indicates a significant and high correlation ( $P<0.01$ ;  $r=0.91$ ) on the farm size while no correlation on the civil status of the fruit growers. Price had a highly significant correlation ( $P<0.01$ ) to the educational attainment ( $r=0.99$ ) and type of fruit products produced and marketed by fruit growers ( $r=0.96$ ). Place has significant and high correlation ( $P<0.01$ ) on the type of fruit

products produced and marketed by fruit growers ( $r=0.88$ ) and their age ( $r=0.86$ ). Public indicates a high correlation ( $P<0.01$ ) on the civil status of the fruit growers ( $r=0.86$ ) and age ( $r=0.83$ ). Physical evidence showed a moderate to high correlation ( $P<0.01$ ) to the years in growing fruit products by the growers while process shows a highly significant ( $P<0.01$ ) and high correlation to the fruit growers gender.

Findings provide further evidence that the mechanisms which the extent of marketing strategies using the 7Ps as indicators have a great influence on the fruit grower's profile and vice versa.

**Table 13. Correlation of fruit growers profile in relation to 7Ps used as marketing strategy indicators**

FRUIT GROWERS PROFILE	MARKETING STRATEGIES OF FRUIT GROWERS USING 7Ps						
	Product	Promotion	Price	Place	Public	Physical Evidence	Process
Age	0.87**	0.63**	0.32**	<b>0.86**</b>	<b>0.83**</b>	0.61**	0.68**
Gender	0.11 <sup>ns</sup>	0.65**	0.73**	0.15**	0.78*	0.58*	<b>0.99**</b>
Civil status	0.67*	0.59 <sup>ns</sup>	0.61*	0.74*	<b>0.86**</b>	0.72**	0.34 <sup>ns</sup>
Educational attainment	0.28*	0.59*	<b>0.99**</b>	0.67**	0.60**	0.27**	0.17*
Farm size	0.68**	<b>0.91**</b>	0.66**	0.41**	0.74**	0.41*	0.89**
Type of fruit products	0.36**	0.53*	<b>0.96**</b>	<b>0.88**</b>	0.04*	0.23*	0.54*
Years in growing fruit products	0.11 <sup>ns</sup>	0.52*	0.44*	0.42*	0.36**	<b>0.79**</b>	0.08*
Family income for fruit growing	0.42*	0.02*	0.01*	0.02*	0.01*	0.06**	0.11**
Skills in Farming	0.54**	0.03*	0.03**	0.11*	0.01**	0.02**	0.03**
Innovation used in fruit growing	<b>0.95**</b>	0.67**	0.50**	0.01**	0.04**	0.33**	0.14**

*Legend: \*\* - highly significant ( $P<0.01$ ); \* - significant ( $P<0.05$ ); ns – not significant ( $P>0.05$ )*

#### **Difference on the extent of marketing strategies of fruit growers using the 7Ps as indicators**

Results revealed that there is a significant difference between the product and public; product and physical evidence; product and process; promotion and public; promotion and physical evidence; price and place; price and public; price and physical evidence; place and public; and place and physical evidence ( $P<0.05$ ) while the rest mean differences showed not significant differences ( $P>0.05$ ).

Findings suggest that the extent of marketing strategies of fruit growers which is offered to the consumers in the market were very diverse. These can be due to the presence of significant and non-significant values between the 7Ps as marketing indicators. In addition, the presence of non-significant difference can be probably due to its consumer's perceptions and acceptance to the various marketing strategies implemented by the 354 fruit growers in Victoria, Oriental Mindoro.

**Table 14. Mean difference on the extent of marketing strategies of fruit growers using the 7Ps as indicators**

VARIABLES	MEAN DIFFERENCE	P-VALUE	RESULT
Product versus promotion	-0.17	0.10	Not Significant
Product versus price	-0.16	0.15	Not Significant
Product versus place	-0.18	0.06	Not Significant
Product versus public	-0.43	0.00	Significant
Product versus physical evidence	-0.37	0.00	Significant
Product versus process	-0.28	0.00	Significant
Promotion versus price	0.01	1.00	Not Significant
Promotion versus place	-0.01	1.00	Not Significant
Promotion versus public	-0.26	0.00	Significant
Promotion versus physical evidence	-0.20	0.02	Significant
Promotion versus process	-0.11	0.60	Not Significant
Price versus place	-0.02	1.00	Significant
Price versus public	-0.27	0.00	Significant
Price versus physical evidence	-0.21	0.01	Significant
Price versus process	-0.12	0.48	Not Significant
Place versus public	-0.25	0.00	Significant
Place versus physical evidence	-0.19	0.04	Significant
Place versus process	-0.10	0.71	Not Significant
Public versus physical evidence	0.06	0.96	Not Significant
Public versus process	0.15	0.21	Not Significant
Physical evidence versus process	0.09	0.83	Not Significant

## CONCLUSION

The majority of fruit growers are on the middle age group, predominantly males and married individuals and did not finish elementary or primary education. They owned, managed and supervised 1-2 ha of land, had the most number of lanzones trees in their orchards, they grow their fruit commodities within six to ten years, they use grafting as a planting method for giving good quality of production, and they prefer to pack huge number of fruit products as one of their post-harvest practices in fruit growing.

Fruit growers employ different extent of marketing strategies related to the product, price, promotion, place, public, physical evidence and process, they allow consumers to taste their fruit products, they prefer prices on their products which are very affordable and suitable to the consumers in the market, they already feel that they made good and right decision for the consumers with regards on their purchasing power, they spent too much money on transporting and delivering their fruit products in the target place where consumers are located, the public are more aware on the nature of their fruit business made by them, they keep and maintain their facilities and equipment on harvesting their fruit products, and fruit growers always do inspect if there is a unwanted excess and damage on their fruit products.

In general, results showed significant correlation between the different fruit growers profile and the extent of marketing strategies of fruit growers using 7Ps as indicators. Results revealed that product had the highest correlation on the innovation used by fruit growers while absence of correlation was observed between product, gender and years in growing fruits. On the other hand, promotion indicates a significant and high correlation on the farm size while no correlation on the civil status of the fruit growers. Price had a highly significant correlation to the educational attainment and type of fruit products produced and marketed by fruit growers. Place has significant and high correlation on the type of fruit products produced and marketed by fruit growers and their age. Public indicates a high correlation on the civil status of the fruit growers and age. Physical evidence showed a moderate to high correlation to the years in growing fruit products by the growers while process shows a highly significant and high correlation to the fruit grower's gender.

Findings provide further evidence that the mechanisms which the extent of marketing strategies using the 7Ps as indicators have a great influence on the fruit grower's profile and vice versa. Results revealed that there is a significant difference between the product and public; product and physical evidence; product and process; promotion and public; promotion and physical evidence; price and place; price and public; price and physical evidence; place and public; and place and physical evidence while the rest mean differences showed not significant differences. Findings suggest that the extent of marketing strategies of fruit growers which is offered to the consumers in the market were very diverse

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