

CUSTOMERS' PERCEPTION ON LE DON'S GARDEN

¹Bawar, Reona Mirajoy L., ²Codizal, Marion N., ³Sildo, Cathrine,
⁴Mr. Deogracias Esplanada

^{1,2,3}Proponents, ⁴Adviser

DE LA SALLE UNIVERSITY – DASMARINAS
College of Tourism and Hospitality Management
Tourism Management Department

Abstract: Customer perception plays a significant role in helping a certain business improve and develop their overall performance, including their products and services. It also creates a balance of cost and benefit for the establishment involved. The study was conducted to determine how the customers' perceived the marketing strategies of Le Don's Garden. Specifically, it identifies if there is a significant relationship among the variables involved; and what marketing strategies can be recommended that can benefit the agritourism establishment, and industry. This study used descriptive design with previous Le Don's Garden's customers' as respondents. A structured set of questionnaires was utilized as a data gathering instrument for this study. The researchers also made use of frequency, percentage, mean, and lastly is the chi-square, as a statistical tool. The current marketing mix strategies of Le Don's Garden came out generally effective. However, the study also shows that the marketing mix strategy also influences the way the customers perceive the establishment, and what improvements must be applied and acted upon for the development of the business, and its marketing aspect.

Keywords: Customer Perception, Agritourism, Marketing Strategy, Agriculture.

1. INTRODUCTION

Over the years, tourism has been one of the biggest contributors in the thriving economy of many different countries. Meanwhile, locals and tourists from various countries such as New Zealand, Australia, and other European and South East Asian countries travel for agriculture-tourism purposes. In the Philippines, tourism and agriculture are two of the most abundant industries that helped the country in maximizing their resources while giving the people a wide array of opportunities in terms of employment, entrepreneurship, and utilization of their own means.

According to the Department of Trade and Industry (2020) the transformation of agricultural farming into a thriving agribusiness-driven sector was brought by the acquisition of advanced farming technologies and refined farming methods that lead to a more established transport and agriculture through investment, research, development and secured reliable property rights regime. These activities not only helped in diversification and enabled the increase of agribusiness outputs but has also contributed to the Philippine government's inclusive growth and rural development agenda. Besides, agritourism helped a lot in preserving and sustaining natural resources, as it provided knowledge to the tourist in terms of agriculture, which helped a lot in the improvement of connection among the tourists and the farmers. Meanwhile, in relation to the emerging development of agritourism businesses in the country, it also exhibited huge potentials especially when the quality of service offered to the customer exceeds their expectations and standards or by means of proper marketing management execution which gave the researchers the curiosity to explore this area of tourism.

This study examined the customers' perception on one of the agritourism establishment situated in the municipality of Silang, Cavite, as it played a fundamental role in assessing their insight towards what the supplier offers, as it increased the value of the products and services while establishing a relationship between the two in the agritourism industry. However, the existing inconsistent factors in the industry does not only create challenges for understanding the customers' perceived value but also difficulty in adding values to tourism services (Shen, 2016).

In spite of the numerous existing studies discussing the agri-tourism of the Philippines, including Batangas, Quezon and other parts of the country, there's been insufficient amount of study available yet that assesses the customers' perception on the marketing mix of the agritourism establishments of Silang.

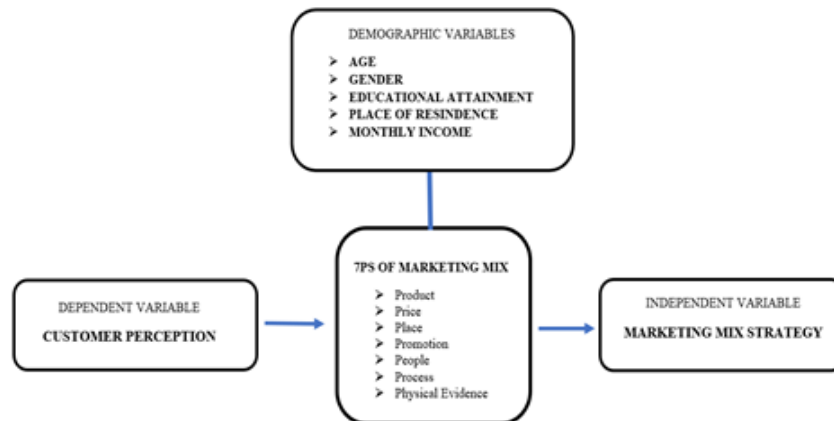
Although the municipality of Silang has a huge potential and is considered rich in agricultural resources aside from its climate and location, most of the agritourism establishments located in the area still often get less attention and require improvement in terms of the marketing strategy operations in order to fully maximize their capabilities. As such, the study was highly relevant in the context of helping develop a marketing strategy that would benefit the agri-farm establishment involved.

The researchers determined the methods that these business owners are utilizing that further discuss what can be improved and enhanced in the marketing strategies that they had which would be subjected for enhancement and development. Promotion is one of the key factors that can provide inspiration for a marketing program's success, Font & McCabe (2017) is a tool used to establish a more stable and good reputation to the customers and other stakeholders involved. Moreover, the researchers assessed the customers' perception towards the existing service marketing strategies. The researchers have determined the types and quality of products and services, its pricing value, the location and advertising or promotion method, the people involved, distribution process and the physical evidence with the use of 7Ps of marketing mix, which is primarily used to establish brand strategies by taking advantage of the business' peculiar features in attracting and increasing the business' profitability and customer visits, Indrayanti, et al. (2020) emphasized the vital role of the seven marketing variables.

This study sought to assess and understand the customers' perception towards the establishment's service marketing mix. It has also determined the types and quality of existing marketing mix that required improvement and promotion. Lastly is to recommend a more efficient marketing mix strategies that will contribute to the marketing aspect and in the development of the agri-farm establishment involved. This study seek to answer the following questions:

- What is the demographic profile of the respondents in terms of:
 - 1.1 Age
 - 1.2 Gender
 - 1.3 Educational Attainment
 - 1.4 Place of Residence
 - 1.5 Monthly Income
- How do the respondents perceive Le Don's Agri farm in terms of?
 - Product
 - Price
 - Place
 - Promotion
 - People
 - Process
 - Physical Evidence
- Is there a significant relationship between the respondent's demographic profile and their perception on the service marketing strategies used by the establishment?
- Based on the findings, what marketing mix strategies can be recommended?

2. LITERATURE REVIEW AND CONCEPTUAL/THEORETICAL FRAMEWORK



This chapter discussed the various insights, suggestions and gaps from previous relevant studies and concepts under the themes of agritourism, marketing strategies and agriculture and tourism sectors. The conceptual framework used involved the demographic variables such as age, gender, educational attainment, place of residence and monthly income that played the mediating role that influenced people in going/visiting to the agrifarm. By means of assessing the customers' perception that served as the dependent variable, with the help of 7ps of Marketing, the researchers can suggest a marketing mix strategy that represents the independent variable.

On the other hand, this chapter is consist of several sections that tackled each part in an organized manner, (1) the significance between agriculture and tourism, (2) the utilization of digital marketing as a tool for marketing strategy, and (3) importance and external factors of customers' perception (4) the 7Ps of marketing mix and its relation to the demographic variables of customer.

According to Ecotourism World (2020) agrifarming is a form of agritourism; it is a symbiotic relationship between tourism and agriculture which activities are focused directly with agriculture and use of the different contributions of rural and agriculture rich area and its people. As such, rural areas brought with them a unique opportunity for tourism. Furthermore, Homestead on the Range (2018) mentioned that agritourism helped to generate additional income for farmers and provides an environment where people can learn about agriculture and creates the opportunity for tourists to explore a better source of food buying that benefits the community at a more local level and not just multinational companies.

Farm and agricultural tourism is a catalyst for inclusive development and sustainable tourism. In fact, the local government of the country created a law that supported the farm and agritourism industry of the country or also known as the Republic Act No. 10816 that acknowledged the value of agriculture in making food and other products available, that are not only required to sustain and develop human life, but has also provided a large portion of the population with livelihoods (Domingo, 2019) as well as providing fiscal incentives towards the individuals and stakeholders venturing into this promising sector in tourism (Inquirer Ph, 2019). The government's goal was to identify or help establish at least one farm tourism camp for the provinces in the Philippines. Whereas, Ocampo (2019) stated that the government has taken advantage of the current tourism boom following reports of foreign visitor arrivals in the country.

Entrepreneurs established websites from which global tourists search for places to visit in order to sell agritourism sites, exhibiting their products and services. Since online availability was important in the social media era. Online websites established credibility as a business, in order to draw more visitors, these sites also provided agriculture training, overnight accommodation and resort facilities. As per Chaffey (2020) mentioned that digital marketing is the use of the internet and other media and technology to support modern marketing that has given rise to a wide range of labels. Wherein, the internet is commonly utilized, and seen as one of the most effective ways to advertise and promote different products and services in the virtual world. Moreover, due to the continuous development of technology and the current state of the globe, digital marketing is considered one of the most rapidly expanding sectors in the world and a viable marketing tool for companies (Rimal, 2019) which helped determine the success and failure of the promotional aspect of a particular company.

Hence, Marketing Schools (2020) discussed that marketing is fundamentally about communicating data to allow the increase of trade for a particular products or services. In order to increase demand, successful marketing needs the ability to evaluate complex market data, use that data to detect demand changes, and create compelling arguments for different audiences. Farm Radio International (2020) and television programs bring farmers up to date with the current agricultural product market prices.

Yu (2017) conceptualized and examined the relationships between farmers, farms and visitors, and their interactions with the external environment which analyzed the nature and practices of farm and agri tourism at small-scale farms. This study found out that farm resources were identified and utilized by farmers or visitors for educational, recreational, cultural, food service, and event purposes consumed by visitors through different levels of engagement. Whereas, the study of De Villa, et al. (2018) determined the awareness of the students and faculty of the College of Tourism and Hospitality Management on farm tourism. It determined the students, faculty and farm owners' relatives' perception towards their ideas of its views and benefits of farm tourism and their level awareness in the agritourism activities and products. While Pal (2020) explored the current marketing strategies for Agri-tourism that shows that farms used fewer marketing methods as compared to other forms of tourism which ensured a mutual satisfaction to customers and the business that implement marketing decisions. In general, the marketing strategies for agritourism businesses in the Luzon area were successful, in particular for food services, educational tours, processed foods and commodity crops, as several businesses tried to shape customer perception that influenced the purchasing decisions by the different elements of marketing mix implemented. In this study, the researchers make use of the 7Ps of marketing mix, which was according to Hanlon (2021) it pertained to product, place, price, promotion and the three added service mix which were the people, process, and physical evidence that helped a particular businesses analyzed and identified the key issues that were affected by the commercialization of their goods and services. Hence, according to a study, development of promotion in agriculture was a significant part of marketing management (Brzozowska & Niedziółka, 2016). Wherein Gitman, et al. (2018) also stated that promotion aimed to raise demand for the products or services of a business as it was intended to educate, reassure or recall certain items to target markets. As well as it raised attention which encouraged people to try products, provide information, retain loyal customers, increase product use, recognize potential customers and even educate potential customers about possible services.

On the other hand, consumer perception is important for business development, it is also believed to have an inevitable significance in operational service quality management as it appears to be a measurement of satisfaction level in any service sector (Abdullah, 2019). In line with customers' perception, guests expressed their encounters with the establishment through positive and negative reviews which were necessary for the marketing aspect of the business. However, along with this is the negative feedback, which appeared to be part a of the customers' perception which was minimized and used in enhancing the quality of the products and services, and therefore considered as an essential tool for the agritourism establishment to maintain their best product and service quality offered (Mmutle & Shonhe, 2017).

Although the literature review exhibited the important pieces of information, it was limited in an integrated process that involved business operations and complex interactions between marketing variables, different approaches that gained competitive advantage in the agritourism entrepreneurship industry and the compilation of long-term data were no longer accurate in relation to the previous version of marketing strategy. Nonetheless, this information was necessary for the purpose of this research.

Understanding the customers' perceptions is necessary as it is considered as the perceived outcome of the researchers in helping the entrepreneurs' business operation that also reflects their manner of execution and for the purpose of improvements. Therefore, the researchers aim to increase the level of understanding in terms of the marketing strategies. However, despite the existence of perceived positive outcomes, there is also an existence of negative perception which affects the goal of the study and the development of the establishment involved.

3. METHODOLOGY

To gather the data needed in this study, the researchers made use of a quantitative method approach. This method includes the data that answers the questions on how the customers' perception can help the establishment's marketing strategy. Descriptive research design was also applied to further gain more reliable information that can supplement the study. The researchers were also able to utilize primary and secondary data.

The participants of the study were the former customers of the Le Don's Garden, with a total population of 100. Due to limited access to information, population, and time to gather some data, considering the current pandemic happening at the moment; this study was done through limited selection of participants, wherein convenience sampling, a non-probability sampling method, took place. In lieu, the study's sampling population consists of former customers.

Online survey questionnaire was used as the main data gathering instrument for the study. The distributed online survey questionnaires were distributed, a structured set of questionnaires which contained a high reliability value of .872 by applying the cronbach's alpha test with the help of Ms. Nelda Nacion, the statistician, meanwhile the secondary data were gathered from available resources online.

The created online survey questionnaire were based on the 7Ps of marketing mix formulated by McCarthy in the 1960's which was later on improved and extended by the (Booms & Bitner, 1981) that will examine the product, price, place, promotion, people, process and physical evidence affecting their service marketing mix and business as a whole.

Considering the restrictions in the new normal, the researchers were able to conduct the online survey through social media platforms, which is safer and more convenient for everyone. The survey lasted around 5-10 minutes and was conducted on a weekend; may it have been a full day, depending on the time availability of the respondent on the day scheduled. To further discuss, the team of researchers used google forms as a medium for online surveys. At the end of each survey process, a quick review would be done to check if all answers were understood correctly by the participants and the researchers.

Afterwards, by the end of the data gathering process, the data that the researchers obtained from the respondents proceeded to the systematic tabulation in order to gather accurate information in relation to the target population. The researchers also made use of frequency and percentage to help determine the percentage for the demographic profile (e.g., age, gender, educational attainment, etc). In addition, the researchers also utilized mean, as a tool to determine the individual scoring of the sets of data; and standard deviation to exhibit the variation of means. Last is the use of chi-square test, in order to examine if the distribution of categorical variables differ from one another. The researcher came up with the statistical tool information with the help of Ms. Nelda Nacion. Moreover, the gathered data were treated using a software called SPSS or Statistical Package for Social Sciences. The researchers made use of a scale to interpret the result of the data gathered: 3.50 – 4.00 = Strongly Agree (SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree (D); 1.00 – 1.49 = Strongly Disagree (SD).

To maintain the confidentiality and restricted nature of this study, the researchers sent the participation a letter of participation via email, and other available contacts provided. The identity of the participants will remain anonymous and only the information or data involved in the study were gathered.

4. RESULTS AND DISCUSSIONS

The results of the study are discussed and divided into four sections. The first part is the demographic profile of the respondents in terms of age, gender, educational attainment, place of residence and monthly income. Second is how the respondents perceive Le Don's Agrifarm in terms of 7Ps. Third is results showing if there is a significant relationship between the respondent's demographic profile and their perception or none on the service marketing strategies used by the establishment. Lastly the findings, pertaining to what marketing mix strategies can be recommended.

Presentation of Results and Discussions for Quantitative Data

Table 1: Demographic Profile of the respondents

Table 1.1 Percentage Distribution of the Respondent's Profile According to Age

Age Bracket	Frequency	Percentage
21 - 30	47	47.0
31 - 40	25	25.0
41 - 50	15	15.0
51 - 60	13	13.0
Total	100	100.0

Table 1. 1 shows that most of the respondents who participated in the study belong to 21 to 30 years old, corresponding to 47 percent of the total number of respondents. On the other hand, the least of the respondents belongs to 51 to 60 years old which corresponds to 13 percent of the total number of respondents.

It shows that the result can be related to the matter that the young adults are more frequent customers of the establishment compared to other age groups. According to the study, the younger generation's interest in agriculture, reconsidered and rejuvenated through these connections and interactions between agriculture and other other industries, including tourism (Yu, 2017). Considering that the younger generation are more outgoing, they tend to visit more new and trendy establishments which includes the growing agritourism industry.

Table 1.2 Percentage Distribution of the Respondent’s Profile According to Gender

Gender	Frequency	Percentage
Female	59	59.0
Male	41	41.0
Total	100	100.0

Table 1.2 shows that most of the customers who visited Le Don’s Garden are females, corresponding to 59 percent. On the other hand, the least of the respondents belongs to males, corresponding to 41 percent of the total respondents.

This result can be related to the fact that the perception of travel for females is a form of self-care and taking a vacation like visiting agrifarms is a shortcut of actualization and wellness, two things which women are investing lots of money and time (Shrikant, 2019). She also mentioned that women have more flexibility and more money, and like millennials at large looking for meaningful experiences. Thus, women play a leading role in agritourism development, which likely grows as women’s participation in agriculture grows as well.

Table 1.3 Percentage Distribution of the Respondent’s Profile According to Educational attainment

Educational Attainment	Frequency	Percentage
College Graduate	55	55.0
College Undergraduate	24	24.0
High School	5	15.0
Master’s Degree	10	10.0
Vocational	6	6.0
Total	100	100.0

Table 1.3 shows that most of the respondents participated in the study belongs to college graduates, corresponding to 55 percent of the total respondents. On the other hand, the least respondents belong to those who took vocational which corresponds to 6 percent of the total number of respondents. This table shows that the majority of our respondents are college graduates as mentioned by Loveless (2021) college graduates earn significantly more money over the course of their lives than those with only a high school diploma. Hence, they have the financial means to travel and spend more money at the various establishments they visit and the products they purchase.

Table 1.4 Percentage Distribution of the Respondent’s Profile According to Place of Residence

Place of Residence	Frequency	Percentage
Outside Cavite	44	44.0
Within Cavite	56	56.0
Total	100	100.0

Table 1.4 shows that most of the customers who visited Le Don’s Garden are from within Cavite, corresponding to 56 percent of the total number of respondents. This result can be related to the fact that the garden is situated within the province, and since the restaurant was close to their homes, many participants choose to dine in at Le Don’s Garden. On the other hand, the least of the respondents belongs to those who are located outside Cavite which corresponds to 44 percent of the total number of respondents. According to Xue (2020) one of the factors that affect the tourist’s behavior is the travel distance which affects the choice of the tourist to visit the place. Thus, the result shows that most of the customers who visited Le Don’s Garden are from within Cavite than from outside Cavite.

Table 1.5 Percentage Distribution of the Respondent’s Profile According to Monthly Income

Monthly Income	Frequency	Percentage
No Response	1	1.0
Above P50,000	10	10.0
Below P10,000	18	18.0
P10,001 to P20,000	32	32.0
P20,001 to P30,000	20	20.0
P30,001 to P40,000	19	19.0
Total	100	100.0

Table 1.5 shows the distribution of respondents according to their monthly income. Ten out of 10 percent are earning above P50,000, and eighteen out of 18 percent are earning below P10,000. While thirty two out of thirty two percent have a monthly income of P10,001 to P20, 000, and other twenty respondents out of 20 percent are earning P20,000 to

P30,000. On the other hand, nineteen out of 19 percent are earning P30,000 to P40,000 a month, while another percent left with no response.

Majority of the respondents or thirty two out of thirty two percent out of the total 100 respondents have a monthly income of P10,001 to P20, 000. The customer’s lifestyle is a crucial factor that affects their buying behavior, Khadka, et al. (2017) meanwhile they also mentioned the economic situation and jobs also influences the consumers buying behavior, which can be applicable due to the current situation today.

Table 2: How do the respondents perceive Le Don’s Agri farm in terms of 7P

Table 2.1 Perception of Respondents about the 7Ps in terms of Product

Item	Mean	Std. Deviation	Verbal Interpretation	Rank
The Agri farm offers a wide range of local agricultural food and products	3.140	.6670	Agree	2
The Agri farm showcases quality of Agri-products and services	3.320	.5664	Agree	1
The Agri farm offers an extent of equal portions of agricultural products	3.040	.6655	Agree	5
The services provided by the Agri farm meet customer expectations	3.090	.6977	Agree	4
The Agri farm offers beneficial seminars and trainings	3.140	.5322	Agree	3
Product Average	3.146	.3683	Effective	

3.50 – 4.00 Strongly Agree, 2.50 – 3.49 Agree, 1.50 – 2.49 Disagree, 1.00 – 1.49 Strongly Disagree

Among the items cited above, agrifarm showcases quality of agri-products and services got the highest mean score of 3.320 and ranked first. Offers an extent of equal portions of agricultural products obtained the lowest rank. Generally, customers’ perception about the 7Ps in terms of product is effective with a mean of 3.146 since according to Eveleigh (2017) a product is something tangible or intangible for which customer is willing to pay money. Hence, the quality of agri-products and services meets a consumer’s need and/or desire.

The result simply means that the essential characteristics of the agricultural products or services designed to meet the expectations, needs, and requirements of customers as mentioned by Transition Support (2018) quality has a long-lasting effect, even after the allure or pain of price and delivery has subsided. However, the extent of products, which has a lowest ranking may be another reason for an agrifarm’s success. Thus, customers’ perception of food and agricultural products would be affected by portion size.

Table 2.2 Perception of Respondents about the 7Ps in terms of Price

Item	Mean	Std. Deviation	Verbal Interpretation	Rank
The products have value for money in terms of quality	3.140	.6516	Agree	1
The products have value for money in terms of quantity	3.080	.7342	Agree	2
The price of the agricultural products of the agrifarm is realistic and accurate	2.990	.6590	Agree	4
The agrifarm offers competitive prices in comparison with other competitors	2.880	.6557	Agree	5
The agrifarm offers services at fair prices	3.060	.5653	Agree	3
Price Average	3.030	.4361	Effective	

3.50 – 4.00 Strongly Agree, 2.50 – 3.49 Agree, 1.50 – 2.49 Disagree, 1.00 – 1.49 Strongly Disagree

Table 2.2 shows the role of price in the customer perception towards the establishment. The respondents agreed that the products of the agrifarm have value for money in terms of quantity, also that the agrifarm offers services at fair price; and even the realistic and accuracy of prices of the agricultural products of Le Don’s Garden. In general, the role of price in the customers’ perception is effective with a mean of 3.030, as Waithaka, et al. (2020), mentioned in their study that price was the most influential aspect that customers observed in purchasing and most likely to relate to the most.

Moreover, as shown in this table, that the products have value for money in terms of quality has ranked the highest with the mean of 3.140. Considering that price is one of the external characteristics of a product or service that customers perceive as a factor in their purchasing decision. This shows that the respondents are observing more the quality than the rest.

However, the results also state that the agrifarm offers competitive prices compared to their competitors, ranked the lowest with a mean of 2.630. In this part, it only indicates that there is a need to focus on the pricing on the current and potential customers and not only on the competitors' pricing.

Table 2.3 Perception of Respondents about the 7Ps in terms of Place

Item	Mean	Std. Deviation	Verbal Interpretation	Rank
The location of the Agri farm is secured and not secluded	3.263	.7226	Agree	2
The Agri farm is environmentally friendly and promotes sustainability	3.600	.4924	Strongly Agree	1
The Agri farm has a accessible entrance/exit	3.030	.7714	Agree	3
The Agri farm has accessible and spacious parking area	2.690	.9178	Agree	5
The establishment is worth the distance travelled	2.970	.7714	Agree	4
Place Average	3.111	.5015	Effective	

3.50 – 4.00 Strongly Agree, 2.50 – 3.49 Agree, 1.50 – 2.49 Disagree, 1.00 – 1.49 Strongly Disagree

Table 2.3 presents the perception of respondents in terms of place. Based on the result shows effective with a mean of 3.11 as per Lake (2021) Place refers to the selling point of a good or service. Among the items cited above, agrifarm is environmentally friendly and promotes sustainability and has the highest rank with a mean of 3.600. This item was strongly agreed by the respondents. According to Farmers Market Coalition (2021) Local farmers supply new, local produce, not only nutritious but environmentally friendly food, to an increasing number of shoppers. But sustainability is another step forward for farmers' markets. They also ensure that farmers can live off sustainably grown food while offering a way of finding and buying their goods for communities. However, the accessible and spacious parking area ranked the lowest with a mean of 2.690 that is interpreted as “agree”. Which the customers’ perception is in place would be affected.

Table 2.4 Perception of Respondents about the 7Ps in terms of Promotion

Item	Mean	Std. Deviation	Verbal Interpretation	Rank
The Agri farm promotes its products and services through newspapers and/or television	3.000	.7914	Agree	2
The Agri farm advertises its products and services through social media platforms (Facebook, Instagram, official website, etc.)	3.280	.5700	Agree	1
The promotional strategy of the Agri farm elicits attention, interest, desire and action	2.800	.9211	Agree	4
The Agri farm exhibits volume of sales campaigns and special offerings	2.630	.8367	Agree	5
The Agri farm exhibits, informative and creative advertising activities in the social media	2.930	.9129	Agree	3
Promotion Average	2.928	.5199	Effective	

3.50 – 4.00 Strongly Agree, 2.50 – 3.49 Agree, 1.50 – 2.49 Disagree, 1.00 – 1.49 Strongly Disagree

Table 2.4 shows the role of promotion in the customer perception towards the establishment. The respondents agreed that the agrifarm promotes their products and services through newspaper or television. As well as that the agrifarm exhibits, informative, and creative advertising activities in social media. They also agreed that the promotional strategy of the agrifarms elicits attention, interest, desire and action. Overall, the role of promotion in the customers’ perception is effective with a mean of 2.929. The product or service offered becomes useless if the consumers are uncertain and unfamiliar with what the establishment is offering, Amofah (2016) as they often purchase a product or services that they are knowledgeable about, therefore through effective and persuasive advertising, it helps the customers be familiar with their offerings.

As shown on the table above, the agrifarm advertises their products and services through social media platforms (facebook, instagram, official website, etc.) ranked the highest in the subjects with the mean of 3.280. Through this method, the scope of the audience becomes wider, as the information spreads rapidly.

On the other hand, it also shows that the volume of sales campaigns and special offerings ranked the lowest with a mean of 2.630. This implies that this is of limited concern to customers. According to Nakarmi (2018) sales practice is considered a prominent feature of the business industry especially in the modern competitive market and other consumers that are much aware of different sales promotional strategies practiced by entrepreneurs and businessmen, which may include the sales campaign and offerings.

Table 2.5 Perception of Respondents about the 7Ps in terms of People

Item	Mean	Std. Deviation	Verbal Interpretation	Rank
The employees interact with customers to understand their needs	3.220	.6448	Agree	1
The Agri farm staff provide a clear explanation of their product and services	3.080	.7612	Agree	2.5
The employees of the Agri farm have technical and social skills	2.940	.6166	Agree	5
The Agri farm has sufficient number of staff for ensuring quality service	3.000	.7654	Agree	4
The Agri farm manager's presence in ensuring quality offering	3.080	.6464	Agree	2.5
People Average	3.064	.5044	Effective	

3.50 – 4.00 Strongly Agree, 2.50 – 3.49 Agree, 1.50 – 2.49 Disagree, 1.00 – 1.49 Strongly Disagree

The relationship between the business and the customers is based on people. People buy from businesses that are handled by people, and the interaction with the customer adds a lot of value to the transaction. In addition, the table above presents the perception of respondents about 7Ps in terms of people. Among the items cited, the employees interact with customers to understand their needs which got the highest mean value of 3.220 and ranked first. This result can be related to the matter as discussed by Fiore (2019) that today's businesses, all workers need to have a strategic, deep understanding of their company and customers. Thus, the manager's presence in ensuring quality offerings was one reason why employees interact with customers which was also ranked second in the table 10, as the manager of Le

Don's Garden prioritized certain workers who don't usually communicate with customers. Generally, the customers' perception about 7Ps in terms of people is effective with a mean of 3.064 as per Acutt (2021) mentioned that the effect of people on the overall experience is evident as giving customers nothing but the best experience when using their goods and dealing with their people is the key to attracting new customers. On the other hand, the employees of the Agri farm have technical and social skills obtaining the lowest mean value of 2.940. This result can be related to the fact that Le Don's Garden places a greater emphasis on technology to allow site functionality and agricultural methods. They have mushroom-growing technology and a process. However, their employees do not use much technology.

Table 2.6 Perception of Respondents about the 7Ps in terms of Process

Item	Mean	Std. Deviation	Verbal Interpretation	Rank
The Agri farm employ the right farming methods	3.250	.5573	Agree	3
The Agri farm pays attention to its agriculture activities	3.280	.5333	Agree	1
The Agri farm provide smooth service process	3.202	.6698	Agree	4
The Agri farm's convenient operating hours	3.260	.4845	Agree	2
The staffs exhibit helpfulness in providing the customers' needs	3.200	.5505	Agree	5
Process Average	3.238	.34026	Effective	

3.50 – 4.00 Strongly Agree, 2.50 – 3.49 Agree, 1.50 – 2.49 Disagree, 1.00 – 1.49 Strongly Disagree

Table 2.6 presents the perception of respondents in terms of process. Based on the result shows effective with a mean of 3.238 as per Focus7 (2018) Process includes all that impacts in the company, from production to customer care, on how the goods or services are managed. Generally, the customers’ perception about 7Ps in terms of Process is effective with a mean of 3.238 as per Among the items cited above, the agrifarm pays attention to its agriculture activities with the mean as 3.280 , ranked as the highest mean interpreted as Agree. According to Ciolac, et al. (2019) Agritourism is seen as a creative and diversified approach for farms with a focus on sustainable, organic, healthy, and environment including recreational and leisure activities for tourists, with a wide range of economic and non - economic benefits for farmers, visitors, and owners. While the staff exhibits helpfulness in providing the customer’s needs with the mean as 3.200, rank as the lowest mean interpreted as Agree.

Thus, the result shows that the agrifarm pays more attention to its agriculture activities than the staff exhibits helpfulness in providing customer’s needs.

Table 2.7 Perception of Respondents about the 7Ps in terms of Physical Evidence

Item	Mean	Std. Deviation	Verbal Interpretation	Rank
The Agri farm’s buildings and facilities is well maintained	3.290	.6079	Agree	1
The Agri farm is clean and well ventilated	2.910	.9000	Agree	5
The Agri farm has good spatial layout and design (interior and exterior design etc.)	3.182	.6447	Agree	4
The Agri farm is equipped with noticeable sign board	3.220	.6127	Agree	3
The Agri farm gives comfort and very relaxing ambiance	3.290	.6079	Agree	2
Physical Evidence Average	3.178	.4366	Effective	

3.50 – 4.00 Strongly Agree, 2.50 – 3.49 Agree, 1.50 – 2.49 Disagree, 1.00 – 1.49 Strongly Disagree

Table 2.7 presents the perception of respondents in terms of physical evidence. Based on the result shows effective with a mean of 3.178 as per Bhasin (2018) Physical evidence includes components that are integrated into service to make it visible and measurable. It also allows us to identify the target market and to attract the right kind of customer. Among the cited above, the agrifarm buildings and facilities are well maintained and have the highest mean of 3.290. According to Ghazi (2016) Maintenance is essential in ensuring customers and employees with a better environment. Maintenance of a building is important because its efficiency might have a significant impact on the quality of services that are directly and significantly affecting the needs and expectations of the customers. On the other hand last in ranking is the agrifarm is clean and well ventilated that obtained the lowest mean value of 2.910.

Table 2.8 Summary Table on the perception of respondents in terms of 7Ps

Indicators	M	VI	Rank
Product	3.146	Effective	3
Price	3.030	Effective	6
Place	3.111	Effective	4
Promotion	2.928	Effective	7
People	3.064	Effective	5
Process	3.238	Effective	1
Physical Evidence	3.178	Effective	2
Overall Mean	3.099	Effective	

Table 2.8 shows the effectiveness of overall mean about perception of respondents in terms of 7Ps which created an impact that resulted in an overall mean of 3.099. It shows that process (3.238), physical evidence (3.178), product (3.146), and place (3.111) reveals a significant relationship with customer perception. However, it also revealed some of the elements have no significant relationship with the customer perception which contains promotion (2.928), people (3.064), and price (3.030). According to Saif, et al. (2016) A core component of business, success is a marketing strategy. It is just as necessary to implement successful marketing strategies as to develop and create. By implementing marketing strategies, companies utilize limited capital through marketing capacity to achieve the goals and objectives. Moreover, Zhang (2019) mentioned that customer perception pertains to the views of the customer in terms of product and business, which describes the way clients perceive your product and their experiences.

Table 3: Is there a significant relationship between the respondent’s demographic profile and their perception on the service marketing strategies used by the establishment.

Table 3 Perception of Respondents about the 7Ps in terms of Price

Demographic Profile	Chi-square value	df	p-value	Interpretation
Age	5.429	.6516	0.49	Not Significant
Gender	1.041	.7342	0.594	Not Significant
Educational Attainment	9.805	.6590	0.279	Not Significant
Place of Residence	3.765	.6557	0.152	Not Significant
Monthly Income	12.939	.5653	0.227	Not Significant

This section discusses the findings on the relationship among independent variables and dependent variables. It reveals that since all the p-values are greater than 0.05, generally there is no significant correlation between the demographic profile of the respondents and their perception on the 7Ps. This implies that no relationship exists between demographic profile and the perception about service marketing strategies. Demographic profile plays a critical role in the planning and execution of service marketing strategies for any organization according to Patel & Bansal (2018). However in this study, it shows that demographic variables are not significant in the customers’ perception in the service marketing aspect of Le Don’s Garden.

5. CONCLUSION

The study attempted to identify the influence of 7Ps of service marketing mix in the customers’ perception. From the results of the study, the researchers found out that the process, physical evidence, products, and place, pertaining to the 7Ps of marketing mix has a significant relationship with customer perception. It means that these factors create a positive influence on the customers of Le Don’s Garden in shaping their perception. However, the study also found out that there is no significant relationship between the rest including the promotion, people and price on customer perception. The result also showed that there is no significant correlation between the demographic profile of the respondents and their perception on the 7Ps.

With the help of this study, Le Don’s Garden would be able to understand the influence of their marketing activities on the customers’ perception. The findings of the study would help them to focus on the elements pertaining to the 7Ps of marketing mix needed to be developed to have a significant positive impact on customers’ perception towards the Agri farm. Moreover, customers can be helpful to get deeper insights of the marketing activities which would help Le Don’s Garden to survive and perform better in the competitive agricultural industry. At the same time, other Agri farms could use this approach for further research to understand customer perception towards their Agri farms which will provide them the opportunity to promote their marketing activities to survive in the competition.

The Le Don’s Garden’s management may create more engaging and informative promotional methods for the potential customers of the establishment to view and interact with. Along with the existence of social media platforms, the management can make use of this as a medium for boosting their sales campaign and special offerings, as well as the promotional activities in general. Through the utilization of digital marketing, and with a great amount of creativity, the management may effectively exhibit their business, products and services online reaching a wider scope of audience. Also, by doing this, it may create a good public relations and publicity not only for the establishment but the agricultural market and agritourism industry. On the other hand, in terms of the physical environment of Le Don’s Garden, the management should consider improving their facilities, especially the maintenance and ventilation of their facility to provide more comfort and satisfaction to their customers. Aside from the proper inspection of the facilities, they can also improve their facilities layout, including their interior and exterior for a better appearance of the establishment. In addition, a good pricing strategy can also help in the development of the establishment wherein the management must put more emphasis on how to strengthen their unique selling points as a great advantage compared to their competitors.

Future researchers may continue this study using a different sampling method. They may also involve other agrifarm establishments, as well as increasing the sample size in order to further determine the arising factors affecting the customers’ perception in terms of Future Future researchers may continue this study using a different sampling method. They may also involve other Agri farm establishments, as well as increasing the sample size in order to further determine the arising factors affecting the customers’ perception in terms of marketing mix aspect. This study involved only the minimum number of participants, pertaining to the establishment’s previous customers; whereas future researchers may include larger and diverse representatives, as well as the recent customers as their respondents in order to expand the data to be acquired.

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APPENDICES

A. Instrumentation

I. SURVEY QUESTIONNAIRE

<p>“Customers’ Perception On Le Don’s Garden”</p> <p>Good day, we are third year students from De La Salle University Dasmariñas, and we are kindly requesting your participation in our research entitled “Customers’ Perception on Le Don’s Garden”. The intention of this study is to examine the customers’ perception of Le Don’s Garden. As well as recommending enhanced marketing mix strategy that will contribute to their marketing aspect and in the establishment’s development. Each and every response in the survey will be recorded anonymously.</p> <p>Your participation in the research will be of great contribution in the study.</p> <p>Sincerely, Bawar Reona Mirajoy L. Codizal Marion N. Sildo Cathrine</p>	<p>“Customer’s Perception On Le Don’s : Basis For Proposed Marketing Mix Strategy”</p>
<p>AGE</p> <p><input type="radio"/> 21 - 30</p> <p><input type="radio"/> 31 - 40</p> <p><input type="radio"/> 41 - 50</p> <p><input type="radio"/> 51 - 60</p> <p><input type="radio"/> 61 y/o & above</p>	<p>PRODUCT</p>
<p>GENDER</p> <p><input type="radio"/> Male</p> <p><input type="radio"/> Female</p>	<p>The agrifarm offers a wide range of local agricultural food and products</p> <p><input type="radio"/> Strongly Agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly Disagree</p>
<p>EDUCATIONAL ATTAINMENT</p> <p><input type="radio"/> Master’s Degree</p> <p><input type="radio"/> College Graduate</p> <p><input type="radio"/> College Undergraduate</p> <p><input type="radio"/> Vocational</p> <p><input type="radio"/> High school</p>	<p>The agrifarm showcases quality of agri-products and services</p> <p><input type="radio"/> Strongly Agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly Disagree</p>
<p>PLACE OF RESIDENCE</p> <p><input type="radio"/> Within Cavite</p> <p><input type="radio"/> Outside Cavite</p>	<p>The agrifarm offers an extent of equal portions of agricultural products</p> <p><input type="radio"/> Strongly Agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly Disagree</p>
<p>MONTHLY INCOME</p> <p><input type="radio"/> Below P10,000</p> <p><input type="radio"/> P10,001 to P20,000</p> <p><input type="radio"/> P20,001 to P30,000</p> <p><input type="radio"/> P30,001 to P40,000</p> <p><input type="radio"/> Above P50,000</p>	<p>The services provided by the agrifarm meet customer expectations</p> <p><input type="radio"/> Strongly Agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly Disagree</p>
<p><input type="button" value="Next"/></p>	<p>The agrifarm offers beneficial seminars and trainings</p> <p><input type="radio"/> Strongly Agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly Disagree</p>

PRICE

The products have value for money in terms of quality

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

The products have value for money in terms of quantity

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

The price of the agricultural products of the agri-farm is realistic and accurate

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

The agrifarm offers competitive prices in comparison with other competitors

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

The agrifarm offers services at fair prices

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

PLACE

The location of the agrifarm is secured and not secluded

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

The agrifarm is environmentally friendly and promotes sustainability

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

The agrifarm has a accessible entrance/exit

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

The agrifarm has accessible and spacious parking area

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

The establishment is worth the distance travelled

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

PROMOTION

The agrifarm promotes its products and services through newspapers and/or television

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

The agrifarm advertises its products and services through social media platforms (facebook, instagram, official website, etc.)

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

The promotional strategy of the agrifarm elicits attention, interest, desire and action

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

The agrifarm exhibits volume of sales campaigns and special offerings

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

The agrifarm exhibits, informative and creative advertising activities in the social media

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

PEOPLE

The employees interact with customers to understand their needs

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

The agrifarm staff provide a clear explanation of their product and services

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

The employees of the agrifarm have technical and social skills

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

The agrifarm has sufficient number of staff for ensuring quality service

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

The agrifarm manager's presence in ensuring quality offering

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree

PROCESS	PHYSICAL EVIDENCE
<p>The agrifarm employ the right farming methods</p> <p><input type="radio"/> Strongly Agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly Disagree</p>	<p>The agrifarm's buildings and facilities is well maintained</p> <p><input type="radio"/> Strongly Agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly Disagree</p>
<p>The agrifarm pays attention to its agriculture activities</p> <p><input type="radio"/> Strongly Agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly Disagree</p>	<p>The agrifarm is clean and well ventilated</p> <p><input type="radio"/> Strongly Agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly Disagree</p>
<p>The agrifarm provide smooth service process</p> <p><input type="radio"/> Strongly Agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly Disagree</p>	<p>The agrifarm has good spatial layout and design (interior and exterior design etc.)</p> <p><input type="radio"/> Strongly Agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly Disagree</p>
<p>The agrifarm's convenient operating hours</p> <p><input type="radio"/> Strongly Agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly Disagree</p>	<p>The agrifarm is equipped with noticeable sign board</p> <p><input type="radio"/> Strongly Agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly Disagree</p>
<p>The staffs exhibits helpfulness in providing the customers needs</p> <p><input type="radio"/> Strongly Agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly Disagree</p>	<p>The agrifarm gives comfort and very relaxing ambiance</p> <p><input type="radio"/> Strongly Agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly Disagree</p>
<p>THANK YOU!!</p>	
<p><input type="button" value="Back"/> <input type="button" value="Submit"/></p>	

B. ETHICAL FORM



De La Salle University
D A S M A R I Ñ A S

Date: March 29, 2021

To whom it may concern:

Good day, we are third year students from De La Salle University Dasmariñas, and we are kindly requesting your participation in our research entitled “**Customers’ Perception On Le Don’s Garden**”. The intention of this study is to examine the customers’ perception of Le Don’s Garden. As well as recommending enhanced marketing mix strategy that will contribute to their marketing aspect and in the establishment’s development.

Each and every response in the survey will be recorded anonymously. Your participation is completely voluntary and you may withdraw from the study at any time. The study is completely anonymous, therefore, the survey will in no way shape or form, collect any identifying information of any respondent. The survey is very brief and will only take about 5-10 minutes to complete.

This survey is to not be responded or answered by minors, persons with disabilities, and indigenous people.

Your participation in the research will be of great contribution in helping the researchers in developing an enhanced marketing mix strategy of Le Don’s Garden and in the development of their overall operation. Feel free to contact us at brl1486@dlsud.edu.ph or +639266149868 if you have questions.

Thank you for your time and participation.

Sincerely,
Bawar Reona Mirajoy L.
Codizal Marion N.
Sildo Cathrine


Mr. Deogracias Esplanada
Thesis Adviser

C. CHRONBACH

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.872	.872	35