

Management Practices, Customer Loyalty, and Success of Appliance Retail Company

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Abstract--- This research was undertaken to determine if there exists a correlation between management practices, customer loyalty, and the success of Appliance Retail Company. Descriptive- Correlational design was used. Descriptive design was employed to find out the level of implementation of management practices and level of customer loyalty while correlational was to determine if correlation does exist between variables. Stratified random sampling was used in selecting respondents of the study with a total of 138 employees and customers of six branches in the Batangas area. A validated survey questionnaire was the instrument used to gather data. Using weighted mean, level of implementation of management practices was highly evident as fully implemented, customer loyalty was very high and success of the Appliance Retail Company was very successful. The results of the study revealed that management practices were fully implemented while customers were very loyal to the company. Thus, these two confirmed their relationship to the level of success of the company which was very high. Customer service and repeat purchase were observed with the highest implementation while store ambiance, working environment, and facilities with the highest indication of success while store ambiance, working environment, and facilities with the highest indication of the success of the appliance retail company. The relationship between core values and branding perceived the highest level of the significant relationship as well as the stability of company name and advocacy. A strategic action plan was the output of the study.

Key word--- Management Practices, Customer Loyalty, Success, Customer Service, Repeat Purchase

I. INTRODUCTION

Management in businesses nowadays provides a significant role to support its company's growth. In our worldwide trend nowadays, globalization is continuously developed in all fields of activities and urged to promote the great impact of competition which causes problems for many companies to adjust to their external environmental conditions. Performances of management are being observed to deal with such changes and serve as one of the foundations for growing common global environmental goals.

Nordlander (2019) wrote in Forbes that with digitalization and globalization, most companies are experiencing hardships to survive stiff competition among them. That's why, currently, exploring how leadership and management practices change over time to continue to exist is giving importance. She added that it is advisable to give stress to change within leadership and management to achieve goals for innovation and for managers to influence behaviors. If we will compare our current management practices with traditional management, the behavior is more autocratic in terms of controlling employees to bring about the company goals and objectives.

Management alone cannot make the organization survive and prosper without customers. Productive growth of such also relies upon the volume of customers and the volume of transactions with them. Competitions right now are not

about products alone. Instead, services are being considered also by the customers. About this, businesses give importance to customer satisfaction resulting in the loyalty of customers to them.

Kelly (2016) posted that they should be business-focused as they are considered to be the heart of any business. They should be incentivized, protected, nurtured and prioritized to stay loyal and they are the one that provides your income and considers being a valuable asset to the company. As the worldwide development grows along with rigid competition, loyal customers are more profitable. He stressed out also that investing time and energy in promoting customer loyalty is the simplest yet effective way to consider being an important component of marketing strategy.

The study would be of great help to give insight for improvement and consistency of management practices of the company. It is the desire also of the researcher to do further study to identify an effective strategy to sustain and multiply loyal customers and to develop more business and become a great company that serves people in the community.

Theoretical Framework

The study is anchored on different concepts of leadership and management practices. The first one is based on Scientific Management Theory by F. Taylor between the 1880s and 90s. This theory emphasizes standardization,

specialization, assignment based on ability, and extensive training and supervision. Consistency of implementation of Standard Operating Procedures is essential that's why management should undergo training also to provide utmost supervision in any given task to maximize productivity and efficiency.

Another one is the Contingency Management Theory by Fiedler in the 1950s and 60s which promotes effective leadership in different circumstances. Fiedler believed that there was a direct correlation between the traits of a leader and the effectiveness of the leader and their traits. Ideally, businesses have processes and standards which have exceptions depending on a given circumstances. The behavior of how such are being handled reflects also how the whole organization will be managed effectively.

Lastly, the Modern Management Theory highlights the idea that people are complex. The incorporation of this theory in businesses' operations gives integration of technology, mathematical analysis with the human and traditional elements of their organization. Businesses need to adopt to rapid environmental changes and ascertain effective management practices to survive the challenge of competition amongst.

On the other hand, in terms of customer loyalty, there are concepts also on which the study is based. The first one is Expectancy Theory with the objective of motivating customer loyalty with results and Instant Gratification Theory which gives customers what they want at the same time of demand. It is the practice of giving them rewards that starts a bond for a long-term relationship.

We are now in the modern generation and people's behavior and demands within or outside the organization change over time. That's why, managers need to be competent to sustain not only with the help of technology but also, with the talents, skills, and knowledge contributed by managers. The complex changes overtime should always have a competitive approach conduit with effective decision making to manage efficiently all aspects.

Research Paradigm

Research paradigm illustrates the relationship of the two variables; the dependent and independent variables.

Figure 1 below illustrates the independent variables which are the management practices and customer loyalty and the dependent variable which is the success of an Appliance Retail Company.

According to Kaur SP (2013) in an article, it is significant for the researcher to establish a relationship between variables of the study. This indicates to find changes in one variable they measured directly caused changes in the other. With this, the research shows the correlation brought by the management practices and customer loyalty in the success

of Appliance Retail Company.



Figure 1. Research Paradigm

In this study, the researcher sought to investigate whether the level of employee's awareness (independent variable) has a relationship on the effectiveness of ERMP (dependent variable), as shown in Figure 1.

Statement of the Problem

The general aim of this study was to assess the current management practices and customer loyalty of an Appliance Retail Company and determine its relationship to the success of the company.

Particularly, it sought answer to the following questions:

1. What is the level of implementation of management practices in appliance retail company as assessed by employees in terms of: Decision making, Strategic Marketing Management, Customer Service, Review of Existing policies, and Core Values?
2. What is the level of manifestation of customer loyalty in appliance retail company as assessed by customers in terms of: Retention, Advocacy, and Repeat Purchase?
3. What is the level of success of appliance retail company in terms of the following as assessed by employees and customers in terms of: Branding and Stability of the Company Name, Store Ambience, Working environment and Facilities, Growing Professional Network of Employees, and Integration of Technology?
4. Is there a significant relationship between management practices and success of appliance retail company?
5. Is there a significant relationship between customer loyalty and success of appliance retail company?
6. Based on the findings of the study, what strategic action plan may be proposed to further improve the management practices and strengthen customer loyalty for the success of an appliance retail company?

Hypotheses

In this study, the researcher tested the following hypotheses:

1. There is no significant relationship between management practices and success of Appliance Retail Company.
2. There is no significant relationship between customer loyalty and success of Appliance Retail Company.

Review of Related Literature

Numerous literature and studies have been shared and cited which contribute significantly to the present study. Such thoughts and discussions correspond to the goal of the researcher of the study.

The authors, Delbridge (2019), Bloom (2019), and IJEAIS (2017) considered management and their practices to be strategic for the plan to be successful. On the other hand, together with management are employees who also have skills and talents with technology to share with the team. Despite many strategies that need to focus on, it is strategic management that needs to be valued to support the demand of customers and make them satisfied. Its significance towards better business performance depends on the drivers such as structured management practices implementing strategic plans.

Furthermore, other authors, Daffy (2019), Lister (2019), Shaw & Hamilton (2018), Dolan et al., and Nafei (2016) shared the same insights in connection with behaviors, giving value to customers and the experiences of the customers which are big factors for the customer to become loyal. Taking into account different discussions of related studies, it is necessary to value customers and to create a loyal one to the organization who will help you throughout even in the hardest time of the business.

On the other hand, Tartaglione et al., (2019) Ruso & Conference (2017), Watson et al., and Rahi (2016) believed that customer loyalty is the product of strong relationship bonds between the organization and the customers. Loyal customers' interlocks relationships between the marketing of the management and to other customers also who will help the organization acquire positive results of growth in profitability and market share and target markets.

Lastly, Sashi et al., (2019) Hamile (2018), and Machado considered different factors to measure and evaluate the growth of the business. Technology integration, expansion of branches, number of employees, and sales volume are among those factors and are interrelated to consumer's decision-making processing and relationship with the store. On the other hand, Gaardboe & Svarre support this idea but he preferred to compose such into Business intelligence ideas.

Gaps Bridged by the Study

The study endeavors the same as aforementioned citations

from different studies regarding customer loyalty and management practices revealed as contributing factors to the success of an organization. However, to the best of researcher's awareness, there are some amongst which diverge to the researcher's emphasis of having both as essentials in an organization respectively. Most studies focused on branding and management functions while very minimal highlights customer loyalty and their decision making like the study of Saha et al. (2019) and that a present study in a quantitative approach. Comparatively, customer loyalty is now being considered by management of businesses in most of their functions because this is what will make them more competent and more effective.

II. METHODOLOGY**Research Design**

The researcher followed to use the descriptive correlation and quantitative design. According to McCombes (2020), this research design identifies a relationship between two variables to recognize whether there is a positive, negative, or zero correlation. Likewise, this study evaluates the relationship of management practices and customer loyalty as a basis in the successful venture of an Appliance Retail Company.

Research Instrument

The researcher prepared a survey questionnaire instrument to gather data for her study then sought advice from her adviser for further improvement. The questionnaire has consisted of two sets, one (1) for employees of Appliance Retail Company and the other one (1) for customers. Both are composed of three parts.

Part I is composed of indicators to assess the level of implementation of management practices and customer loyalty corresponds to different aspects while Part II is concerned with the level of implementations assessing the success of Appliance Retail Company through contributing factors.

The researcher used the following scale to assess the level of management practices: one (1) if Not Implemented; two (2) if Partially Implemented; three (3) if Implemented and four (4) if Fully Implemented. On the other hand, when it comes to the level of customer loyalty, scoring is based on the scale: one (1) Not Loyal, two (2) Moderately Loyal, three (3) Loyal, and four (4) Very Loyal. Finally, for the level of success, the scale followed was: one (1) Not Successful, two (2) Slightly Successful, three (3) Successful, and four (4) Very Successful.

Respondents/Participants of the Study

The respondents of the study; employees and customers of the Appliance Retail Company came from six (6) branches

of Batangas which includes: Rosario, Lipa, Tanauan, Batangas, Balayan and Nasugbu. The distribution of sample number of employees and customer respondents from selected branches aforementioned above is based on the total population of one hundred eighty-four (184) employees, the sample respondents was one hundred thirty-eight (138), likewise, from three hundred thirty (330) customers, the researcher selected one hundred thirty-eight (138) customers as sample respondents.

Data Gathering Procedure

The data gathering procedure is the process of collating different data concerning the topic. Upon the approval of the research study, the researcher drafted a questionnaire for the approval of the adviser. When approved and checked, such was distributed to respondents. The researcher collated and consolidated answers of respondents and consulted experts for its reliability and evaluation. The data was submitted in tabulated format and endorsed to statistician for a statistical treatment.

Treatment of Quantitative or Qualitative Data

The study used the following statistical treatments:

1. The simple mean was used to compute the level of implementation of management practices, customer loyalty and success of Appliance Retail Company.
2. To establish the significant relationship between management practices and success of Appliance Retail Company, Goodman and Kruskal's Gamma Correlation was employed.
3. To establish the significant relationship between customer loyalty and success of Appliance Retail Company, Goodman and Kruskal's Gamma Correlation was employed.

III. RESULTS AND DISCUSSIONS

The general aim of this the study was to assess the current management practices and customer loyalty of an Appliance Retail Company and determine its relationship to the success of the company.

Based on the gathered data from survey, the following results were noted:

Problem No. 1: What is the level of implementation of management practices in appliance retail company as assessed by employees in terms of: decision making, strategic Marketing Management, customer service, review of existing policies, and core values

1.1 The respondents assessed indicator number 4 stating that "Considers the Standard Operating Procedures (SOP) and

develop and implement a plan of action" is fully implemented as evidenced by the attained highest mean of **3.64**, on the other hand, it appeared that indicator number 5 which states that "Considers all alternatives and identify which one is best" was also assessed as fully implemented by the respondents as proved by the obtained lowest mean of **3.55**. The computed average mean was **3.59** is having been interpreted as **Fully Implemented**.

Table 1.1

Level of Implementation of Management Practices in terms of Decision Making

Indicators	\bar{X}	VI
1 Gives an outright decision especially to urgent concerns.	3.57	FI
2 Provides fast solutions to any problem that arise.	3.59	FI
3 Impacts positively to customers and employees in their decisions.	3.58	FI
4 Considers the Standard Operating Procedures (SOP), develop and implement an plan of action	3.64	FI
5 Considers all alternatives and identify which one is best.	3.55	FI
6 Evaluates and monitor the solution and feedback as often as needed.	3.58	FI
Average Mean	3.59	FI

1.2 According to the respondents, indicator number 1 which states that "Implements and offer quality products and promotions in response to the needs of the customers", is **Fully Implemented**; yielding the highest mean of **3.78** while the same respondents assessed as **Fully Implemented** indicator number 6 stating that "Researches to expand its market and analyze current demands" who got the lowest mean of **3.46**. The calculated average mean was **3.59**; this that the level of implementation of Management practices in Appliance Retail Company in terms of strategic marketing management is **Fully Implemented**.

Table 1.2

Level of Implementation of Management Practices in terms of Strategic Management

Indicators	\bar{X}	VI
1 implement and offer quality products and promotions in response to the needs of the customers;	3.78	FI
2 offer reasonable prices for different mode of payment;	3.62	FI
3 innovate programs that will provide distinct service and complete solution for customers;	3.56	FI

4	consider having a wide range of resources or products to supply the essentials needed by the customer in particular category;	3.57	FI
5	explore and recognize trends and opportunities to increase potential markets in existing or proposed location; and	3.56	FI
6	conduct research in order to expand its market and analyze current demands.	3.46	FI
Average Mean		3.59	FI

1.3 The respondents assessed indicator number 5 stating that “Builds trust to establish the relationship to customers and keeping their commitments” as **Fully Implemented**, acquiring the highest mean of **3.73**, consequently, it appeared that these respondents also give a **Fully Implemented** rating to indicator numbers 1 and 7 which states that “Are complex and open to changes to continuously exploits program to serve customers” and “Maintains an online customer hotline to accept queries of customers, especially if beyond operation hours” as evidenced by the attained the lowest mean of **3.51** respectively. On the value of the average mean of **3.63**, the level of implementation of Management practices in Appliance Retail Company in terms of customer service is interpreted as **Fully Implemented**.

Table 1.3

Level of Implementation of Management Practices in terms of Customer Service

Indicators Managers:	\bar{X}	VI
1 are complex and open to changes to continuously exploits program to serve customers;	3.51	FI
2 attend to the needs of their customers with best treatment whenever their attention is needed;	3.64	FI
3 know how to listen and to apologize to customers to whatever inconvenience experienced;	3.7	FI
4 build a service-minded culture of taking an extra mile to satisfy customers and to convey how they are being valued;	3.64	FI
5 builds trust to establish relationship to customers and keeping their commitments;	3.73	FI
6 Identify and anticipate the needs of customer;	3.68	FI
7 maintain an online customer hotlines in order to accept queries of customers especially if beyond operation hours; and	3.51	FI
8 advocate core values to employees in order to promote a culture of good customer service.	3.62	FI
Average Mean	3.63	FI

1.4 It was presented that indicator number 1 stating that “Provides better services based on consistent effective

systems’ update” has been assessed by the respondents as **Fully Implemented** as proved by the highest mean of **3.59**, on the other hand, indicator number 2 which states that “Encourages all involved stakeholders to revisit the existing policies” was assessed by the same set of respondents fully **Implemented** having the lowest mean of **3.41**. The acquired average mean of **3.51** denotes this practice as **Fully Implemented**.

Table 1.4

Level of Implementation of Management Practices in terms of Review of Existing Policies

Indicators Managers:	\bar{X}	VI
1 provides better services based on consistent effective systems’ update;	3.59	FI
2 encourages all involved stakeholders to revisit the existing policies;	3.41	FI
3 adheres to existing government policies as basis for update of policy;	3.53	FI
4 collects data and analyzes feedback to evaluate existing policies and assess if its effective to current situation; and	3.50	FI
5 implements new system and policies that are aligned to the company’s goals and objectives.	3.52	FI
Average Mean	3.51	FI

1.5 It appeared that indicator number 1 stating that “Based their decision makings on the company core values” has been assessed by the respondents as **Fully Implemented** as evidenced by the attained highest mean of **3.59**. The same group of respondents assessed indicator number 5 which states that “Develops employees’ cognitive skills and competency that is complemented to the formation of core values” as also **Fully Implemented** got the lowest mean of **3.53**. The computed average mean was **3.57** which mean that the level of implementation of Management practices in Appliance Retail Company in terms of core values is assessed as **Fully Implemented**.

Table 1.5

Level of Implementation of Management Practices in terms of Core Values

Indicators Managers:	\bar{X}	VI
1 base their decision makings on the company core values;	3.59	FI
2 implement company policies that are anchored on the core values;	3.58	FI
3 provide employee performance assessments based on the company core values;	3.57	FI

4	conduct awareness programs to strengthen the observance of practicing core values in all activities; and	3.58	FI
5	develop employees' cognitive skills and competency that is complemented to formation of core values.	3.53	FI
Average Mean		3.57	FI

Problem No.2: What is the level of manifestation of customer loyalty in appliance Retail Company as assessed by customers in terms of: retention, advocacy, and repeat purchase?

2.1 Indicator number 5 stating that "Listens to the needs of customers and offers great option to be satisfied" proved that respondents are **Very Loyal** as evident by the highest mean of **3.59**. On the other hand, indicator number 1 which states that "Goes beyond price and selection by utilizing engaged and passionate employees to deliver satisfying customer experiences" confirmed **Very Loyal** respondents as supported by the lowest mean of **3.44**. The computed average mean was **3.52**, meaning the level of manifestation of customer loyalty in Appliance Retail Company in terms of retention was interpreted as **Very Loyal**.

Table 2.1

Level of Manifestation of Customer's Loyalty in terms of Retention

Indicators		—	VI
The Company:		X	
1	goes beyond price and selection by utilizing engaged and passionate employees to deliver satisfied customer experiences.	3.44	VL
2	treats customers like people and appreciates them for choosing the store and is open for constructive feedback.	3.58	VL
3	fosters better relationship with customers to start with.	3.49	VL
4	creates a structure thinking of the customers welfare and gives focus on their entire experience while shopping.	3.52	VL
5	listens to the needs of customers and offers great option to be satisfied.	3.59	VL
Average Mean		3.52	VL

2.2 Indicator number 3 which states that "Is a trusted brand which assures what you see is what you get" was proof that customers are **Very Loyal** as shown by the highest means of **3.61**. Meanwhile, indicator number 4, stating that "Provides opportunity for customers to give feedback at each customer touchpoint", is interpreted as **Very Loyal** and has the lowest mean of **3.42**. The calculated average mean was **3.55** whose verbal interpretation was **Very Loyal**; this

means to say that the level of manifestation of customer's loyalty in Appliance Retail Company in terms of advocacy is interpreted as **Very Loyal**.

Table 2.2

Level of Manifestation of Customer's Loyalty in terms of Advocacy

Indicators		—	VI
The Company:		X	
1	is recommendable to others to purchase items and to experience the service;	3.59	VL
2	offers extending hand to after sales service and other customers' need to provide convenience;	3.55	VL
3	is a trusted brand which assures what you see is what you get;	3.61	VL
4	provides opportunity for customers to give feedback at each customer touch point;	3.42	VL
5	gives customers exclusive information about product launches, new features, partnerships, and other information; and	3.53	VL
6	advocates to check personal appearance or test product (if needed) before it is released or received in delivery.	3.58	VL
Average Mean		3.55	VL

2.3 It can be seen that indicator number 5 which states that "Guaranteed security of information shared by the customers for safety and privacy" proved that the loyalty of the respondents was very high as evidenced by the achieved highest mean of **3.65**. Meanwhile, indicator number 3 which states that "Encourages customers to have repeat purchase because of their service and quality products provided" got the lowest mean of **3.53** which is also interpreted as **Very Loyal**. Finally, the calculated average mean was **3.59** which denote that in terms of repeat purchase, customers of the Appliance Retail Company are **Very Loyal**.

Table 2.3

Level of Manifestation of Customer's Loyalty in terms of Repeat Purchase

Indicators		—	VI
The Company:		X	
1	to make customers satisfy with the purchase;	3.58	VL
2	has competitive price of products and offers different promotions for the purchase to be worth it;	3.56	VL
3	encourages customers to have repeat purchase because of their service and quality products provided;	3.53	VL
4	promotes flexibility of mode of payment for the purchase of customers; and	3.62	VL

5 guaranteed security of information shared by the customers for safety and privacy. 3.65 VL

Average Mean 3.59 VL

Problem No. 3: What is the level of success of an appliance retail company in terms of the following as assessed by employees and customers in terms of Branding and Stability of the Company Name, Store Ambience, Working environment and Facilities, Growing Professional Network of Employees, and Integration of Technology?

3.1 Based on the values of the average means of both sets of respondents, the employees’ rating was **3.52** – interpreted as **Very Successful** while the customers’ rating was **3.53** – interpreted as **Very Successful**. The grand mean was **3.53** meaning that the Appliance Retail Company is **Very Successful** in terms of the branding and stability of the company.

Table 3.1

Level of Success in terms of Branding and Stability of Company Name

Indicators	Employees		Customers		Grand Mean	
	X	VI	X	VI	X	VI
1 provides career growth to employees	3.52	VS	3.4	VS	3.5	VS
2 has managers considering progress against prior performance records and future performance targets	3.53	VS	3.4	VS	3.5	VS
3 coordinates support to assess employees’ health and competitiveness professionally	3.49	VS	3.4	VS	4	VS
4 have consistent programs for trainings to have competent and motivated employees while maintaining company’s productivity	3.54	VS	3.4	VS	3.5	VS
5 continues to encourage, motivate and reward, and to expand, so, number of employees are growing while turnover rate is low	3.56	VS	3.4	VS	3.5	VS
Average Mean	3.53	VS	3.4	VS	3.5	VS

3.2 With the overall result, indicator number 1 stating that “Provides working environment with cleared objectives and decisions communicated by company management” had the highest mean of **3.59** while indicator number 3 which states that “Encourages frequent social interaction to work with

friends in a comfortable environment, to be more productive” got the lowest mean of **3.48**. The employees’ assessment has an average mean of **3.58** – **Very Successful** while the customers’ assessment has an average mean of **3.52** – **Very Successful** and the grand mean was **3.55** interpreted as **Very Successful** Appliance Retail Company in terms of store ambience, working environment, and facilities.

Table 3.2

Level of Success in terms of Store Ambience, Working environment and Facilities

Indicators	Employees		Customers		Grand Mean	
	X	VI	X	VI	X	VI
1 provides working environment with cleared objectives and decisions clearly communicated by company management.	3.6	VS	3.6	VS	3.6	VS
2 develops and implements guidelines in the workplace with regard to dress appearance and behaviors of employees.	3.63	VS	3.5	VS	3.6	VS
3 encourages frequent social interaction in order to work with friends in a comfortable environment, to be more productive.	3.55	VS	3.4	VS	3.5	VS
4 establishes workplace atmosphere that is enticing to employees working and the customers entering the store.	3.57	VS	3.5	VS	3.6	VS
5 promotes open communication and interaction to have more productive activities.	3.58	VS	3.5	VS	3.5	VS
6 provides secured working facilities and environment for customers and employees convenience.	3.57	VS	3.6	VS	3.6	VS
Average Mean	3.58	VS	3.5	VS	3.6	VS

3.3 On the overall result, indicator number 3 stating that “Coordinates support to assess employees’ health and competitiveness professionally” was **Very Successful** with a highest mean of **3.97** while indicator number 1 which states that “Provides career growth to employees” was rated **Very**

Successful having the lowest mean of 3.46.

Table 3.3

Level of Success in terms of Growing Professional Network of Employees

Indicators	Employee		Customers		Grand Mean	
	\bar{X}	VI	\bar{X}	VI	\bar{X}	VI
1 brand goes with the nature of the business, goals and objectives of the company, features, and attributes of the products and services offered.	3.53	VS	3.6	VS	3.54	VS
2 has tone of brand language that conveys stakeholders ranging from sincerity, authority, helpfulness, or customer-centric.	3.49	VS	3.5	VS	3.5	VS
3 brand defines benefits it provides to customers through its offerings of products and services.	3.53	VS	3.5	VS	3.53	VS
4 brand promises offering of high-quality products and services, affordable range of products, and provision of finest levels of customer service experience and after sale services.	3.57	VS	3.6	VS	3.58	VS
5 has brand value that fulfils commitments in the highly dedicated manner on the continuous and consistent basis.	3.49	VS	3.5	VS	3.51	VS
Average Mean	3.52	VS	3.5	VS	3.53	VS

3.4 Indicator number 5 which states that “Integrates technology to cater supply chain, transport, merchandise of products to serve all company branches” was **Very Successful** as supported by the highest mean of 3.57 while indicator number 3 which states that “Has digitized communication tool to be more engaged” had the lowest mean of 3.46 which is interpreted as **Very Successful**.

Table 3.4

Level of Success in terms of Integration of Technology

Indicators	Employee		Customers		Grand Mean	
	\bar{X}	VI	\bar{X}	VI	\bar{X}	VI
1 has computerized process of customer purchase transaction.	3.49	VS	3.6	VS	3.6	VS
2 automates process for easier reporting and compliance.	3.48	VS	3.5	VS	3.5	VS
3 has digitized	3.4	VS	3.5	VS	3.5	VS

communication tool to be more engaged.

4 launches marketing promotions seamlessly and provides instant access for browsing.	3.52	VS	3.5	VS	3.5	VS
5 integrates technology to cater supply chain, transport, merchandise of products to serve all company branches.	3.59	VS	3.5	VS	3.6	VS
Average Mean	3.5	VS	3.6	VS	3.5	VS

Problem No. 4: Is there a significant relationship between Management Practices and Success of Appliance Retail Company?

4.1 In terms of Decision Making and Branding and Stability of the Company Name, it has a **Moderate Correlation (0.603)**, Decision Making and Store Ambience, Working Environment and Facilities, it has a **Moderate Correlation (0.528)**, Decision Making and Growing Professional Network of Employees, it has a **Moderate Correlation (0.495)**, and Decision Making and Integration of Technology, it has a **Moderate Correlation (0.414)**. All results has computed p-value of 0.000 which were too small when compared to the critical p-value of 0.050 then it can be declared that there is a **Significant Relationship** between the two variables, hence the null hypothesis is rejected.

4.2 In terms of Strategic Marketing Management and Branding and Stability of the Company Name, it has a **Moderate Correlation (0.538)**, Strategic Marketing Management and Store Ambience, Working Environment and Facilities, it has a **Moderate Correlation (0.525)**, In terms of Strategic Marketing Management and Growing Professional Network of Employees, it has a **Moderate Correlation (0.547)**, Strategic Marketing Management and Integration of Technology, it has a **Moderate Correlation (0.455)**. All results has the compute p-value of 0.000 which were too small when compared to the critical p-value of 0.050 then it can be declared that there is a **Significant Relationship** between the two variables, hence the null hypothesis is rejected.

4.3 In terms of Customer Service and Branding and Stability of the Company Name, it has a **High Correlation (0.630)**, Customer Service and Store Ambience, Working Environment and Facilities, it has a **High Correlation (0.628)**, Customer Service and Growing Professional Network of Employees, it has a **Moderate Correlation (0.507)**, Customer Service and Integration of Technology, it has a **Moderate Correlation (0.457)**. Since the compute p-value of 0.000 was too small when compared to the critical p-value of 0.050 then it can be declared that there was a **Significant Relationship** between the two

variables, hence the null hypothesis is discarded.

4.4 In terms of Review of Existing Policies and Branding and Stability of the Company Name, it has a **Moderate Correlation (0.607)**, Review of Existing Policies and Store Ambience, Working Environment and Facilities, it has a **High Correlation (0.637)**, Review of Existing Policies and Growing Professional Network of Employees, it has a **Moderate Correlation (0.548)**, and Review of Existing Policies and Integration of Technology, it has a **Moderate Correlation (0.462)**. Since the compute p-value of 0.000 was too small when compared to the critical p-value of 0.050 then it can be declared that there is a **Significant Relationship** between the two variables, hence the null hypothesis is discarded. This means that reviews of existing

policies have some areas of connection also in terms of branding and stability of company name.

4.5 In terms of Core Values and Branding and Stability of the Company Name, it has a **High Correlation (0.643)**, Core Values and Store Ambience, Working Environment and Facilities, it has a **High Correlation (0.657)**, Core Values and Growing Professional Network of Employees, it has a **High Correlation (0.610)**, and About Core Values and Integration of Technology, it has a **Moderate Correlation (0.534)**. Since the compute p-value of 0.000 was too small when compared to the critical p-value of 0.050 then it can be declared that there is a **Significant Relationship** between the two variables, hence the null hypothesis is rejected.

Table 4

Relationship between Management Practices and Success of Appliance Retail Company

Variables	Gamma-Value	Verbal Interpretation	P-Value		Decision	Remarks
			Computed	Tabular		
Decision Making and Branding and Stability of the Company Name	0.603	Moderate Correlation	0	0.05	Reject H0	With Significant Relationship
Decision Making and Store Ambience, Working Environment and Facilities	0.528	Moderate Correlation	0	0.05	Reject H0	With Significant Relationship
Decision Making and Growing Professional Network of Employees	0.495	Moderate Correlation	0	0.05	Reject H0	With Significant Relationship
Decision Making and Integration of Technology	0.414	Moderate Correlation	0	0.05	Reject H0	With Significant Relationship
Strategic Marketing Management and Branding and Stability of the Company Name	0.538	Moderate Correlation	0	0.05	Reject H0	With Significant Relationship
Strategic Marketing Management and Store Ambience, Working Environment and Facilities	0.525	Moderate Correlation	0	0.05	Reject H0	With Significant Relationship
Strategic Marketing Management and Growing Professional Network of Employees	0.547	Moderate Correlation	0	0.05	Reject H0	With Significant Relationship
Strategic Marketing Management and Integration of Technology	0.455	Moderate Correlation	0	0.05	Reject H0	With Significant Relationship
Customer Service and Branding and Stability of the Company Name	0.63	High Correlation	0	0.05	Reject H0	With Significant Relationship
Customer Service and Store Ambience, Working Environment and Facilities	0.628	High Correlation	0	0.05	Reject H0	With Significant Relationship
Customer Service and Growing Professional Network of Employees	0.507	Moderate Correlation	0	0.05	Reject H0	With Significant Relationship
Customer Service and Integration of Technology	0.457	Moderate Correlation	0	0.05	Reject H0	With Significant Relationship
Review of Existing Policies and Branding and Stability of the Company Name	0.607	Moderate Correlation	0	0.05	Reject H0	With Significant Relationship
Review of Existing Policies and Store Ambience, Working Environment and Facilities	0.637	High Correlation	0	0.05	Reject H0	With Significant Relationship
Review of Existing Policies and Growing Professional Network of Employees	0.548	Moderate Correlation	0	0.05	Reject H0	With Significant Relationship

Review of Existing Policies and Integration of Technology	0.462	Moderate Correlation	0	0.05	Reject H0	With Significant Relationship
Core Values and Branding and Stability of the Company Name	0.643	High Correlation	0	0.05	Reject H0	With Significant Relationship
Core Values and Store Ambience, Working Environment and Facilities	0.657	High Correlation	0	0.05	Reject H0	With Significant Relationship
Core Values and Growing Professional Network of Employees	0.61	High Correlation	0	0.05	Reject H0	With Significant Relationship
Core Values and Integration of Technology	0.534	Moderate Correlation	0	0.05	Reject H0	With Significant Relationship

Problem Number 5: Is there a significant relationship between Customer Loyalty and Success of Appliance Retail Company?

5.1 In terms of Retention and Branding and Stability of the Company Name, it has a **High Correlation (0.791)**, Retention and Store Ambience, Working Environment and Facilities, it has a **High Correlation (0.737)**, Retention and Branding and Stability of the Company Name, it has a **High Correlation (0.791)**, Retention and Store Ambience, Working Environment and Facilities, it has a **High Correlation (0.737)**, Retention and Growing Professional Network of Employees, it has a **High Correlation (0.704)**, and Retention and Integration of Technology, it has a **High Correlation (0.648)**. Since the calculated p-value of 0.000 was less than when compared to the tabular p-value of 0.050 therefore it can be said that there is a **Significant Relationship** between the paired variables, thus the null hypothesis is rejected.

5.2 In terms of Advocacy and Branding and Stability of the Company Name, it has a **Very High Correlation (0.833)**, Advocacy and Store Ambience, Working Environment and Facilities, it has a **Very High Correlation (0.813)**, Advocacy and Growing Professional Network of Employees, it has a **High Correlation (0.801)**, and Advocacy and Integration of Technology, it has a **High Correlation (0.753)**. Since the calculated p-value of 0.000 was less than when compared to the tabular p-value of 0.050, therefore, it can be said that there is a **Significant Relationship** between the paired variables, thus the null hypothesis is rejected.

5.3 In terms of Repeat Purchase and Branding and Stability of the Company Name, it has a **high correlation (0.775)**, Repeat Purchase and Store Ambience, Working Environment and Facilities, it has a **High Correlation (0.758)**, Repeat Purchase and Growing Professional Network of Employees, it has a **High Correlation (0.718)**, and Repeat Purchase and Integration of Technology, it has a **High Correlation (0.692)**. Since the calculated p-value of

0.000 was less than when compared to the tabular p-value of 0.050, therefore, it can be said that there is a **Significant Relationship** between the paired variables, thus the null hypothesis is rejected.

Problem Number 6: Based on the findings of the study, what strategic action plan can be considered to further improve the management practices and strengthen customer loyalty for the success of an Appliance Retail Company?

IV. CONCLUSIONS AND DIRECTIONS FOR FUTURE USE

Based on the consolidated findings of the study, here are the following conclusions:

1. That Appliance Retail Company can fully acknowledge and support the needs of customers. This will eventually give more opportunities to help, to satisfy customers until they earn and meet planned goals and objectives.
2. That customers are looking forward to convenience in their whole purchasing journey online or offline transactions and will want to share their experience with others.
3. That customers are more encouraged and comfortable to purchase if the store ambience is enticing with organized and complete display and working facilities while employees can work more productively because of a safe and good working environment.
4. That core values have a big impact on store ambience, working environment, and facilities. Management considered store layout, lightings, and design according to company culture while all employees are putting into practice different core values. It may be more enticing to customers to enter the store and for the employees to appreciate comfortable work setting and facilities.
5. That advocacy plays a certain role in the branding and stability of the Company name. Customers are being persuaded through their experiences how the company handles their needs. They would appreciate more the experience of being valued and satisfied with their essential need.

6. That proposed strategic action plan may be of great help to contribute to appliance retail company in the improvement of existing policies and strengthen retention of customer loyalty.
7. That proposed video presentation may give effective strategies in formulating success of appliance retail company.

Table 5

Relationship between Customer Loyalty and Success of Appliance Retail Company

Variables	Gamma-Value	Verbal Interpretation	P-Value		Decision	Remarks
			Computed	Tabular		
Retention and Branding and Stability of the Company Name	0.791	High Correlation	0	0.05	Reject H0	With Significant Relationship
Retention and Store Ambience, Working Environment and Facilities	0.737	High Correlation	0	0.05	Reject H0	With Significant Relationship
Retention and Growing Professional Network of Employees	0.704	High Correlation	0	0.05	Reject H0	With Significant Relationship
Retention and Integration of Technology	0.648	High Correlation	0	0.05	Reject H0	With Significant Relationship
Advocacy and Branding and Stability of the Company Name	0.833	Very High Correlation	0	0.05	Reject H0	With Significant Relationship
Advocacy and Store Ambience, Working Environment and Facilities	0.813	Very High Correlation	0	0.05	Reject H0	With Significant Relationship
Advocacy and Growing Professional Network of Employees	0.801	High Correlation	0	0.05	Reject H0	With Significant Relationship
Advocacy and Integration of Technology	0.753	High Correlation	0	0.05	Reject H0	With Significant Relationship
Repeat Purchase and Branding and Stability of the Company Name	0.775	High Correlation	0	0.05	Reject H0	With Significant Relationship
Repeat Purchase and Store Ambience, Working Environment and Facilities	0.758	High Correlation	0	0.05	Reject H0	With Significant Relationship
Repeat Purchase and Growing Professional Network of Employees	0.718	High Correlation	0	0.05	Reject H0	With Significant Relationship
Repeat Purchase and Integration of Technology	0.692	High Correlation	0	0.05	Reject H0	With Significant Relationship

Table 6

The Proposed Strategic Action Plan in Formulating Success of Appliance Retail Company

Key Result Area	Objectives	Strategies/ Activities	Time Frame	Person Involved	Budget	Success Indicators
Review of Existing Policies	To update and to enhance processes that will give advancement and more convenience to all customers (internal and external).	1. Collate feedback to implemented policies. 2. Simplify processes for easier understanding and right implementation 3. Integrates technology for its automation.	Quarterly or when it is urgently need	Department Heads	Regular supplier budget for integration	100 % Existing policies provides convenience and it is being implemented righteously.
Retention	To drive growing number of repeat purchases of customers.	1. Market Research of the essential needs of customers 2. Merchandising, Marketing, Operations and Control Team to collaborate for right offers to customers or “Special offers” would be possible as well 3. Collate customer’s feedback from stores	Monthly	Operations Team, Merchandising, and Marketing Team	Allocated Budget based on Marketing needs in a specific branch location	90% Growing Members of Loyal Customers

Based on the drawn conclusions above, the researcher presents the following recommendations for the improvement of management practices and customer loyalty of appliance retail company:

1. The management may implement processes to evaluate essential needs of customer, ensure its availability, conducts more training to employees to properly share knowledge and to establish a strong bond of relationship with customers.
2. The management may provide limited system access to front liners (sales personnel) and assign one authorized department who will only have access to customer private profile for future reference.
3. The management may consider store ambiance, working environment, and facilities. The setting should be secured to which safety of all is the most important. A comfortable and enticing location plus upgraded facilities will contribute to customers' preference.
4. The management may launch re-orientation for alignment and update of Standard Operating Procedures (SOP). The company may develop a reward system program for loyal customers.
5. The management may implement output on strategic action plan and recommended strategies in formulating success of appliance retail company.

The study may be of great help for the improvement of future researches.

Figure 2
Recommended Strategies in Formulating Success of Appliance Retail Company



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