A MARKET ANALYSIS REPORT: BASIS FOR CUSTOMER ENGAGEMENT IN FUTURE LYCEUM OF THE PHILIPPINES- CLARK

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ABSTRACT

The study focused on studying the market by its market segmentation, brand awareness and how the market could possibly engage in the future LPU-Clark. In-depth surveys and interviews were used to obtain all the data needed for the study. The respondents of the study were composed of 150 students in junior and senior high from different schools around its 50-km market in Central Luzon, such as San Fernando to Clark, Pampanga. This study proved that branding plays a vital role in creating awareness in the market. Also, it was one of the qualifications that most markets were looking for in seeking for their future growth in the industry. Furthermore, the purpose of this paper was to study and identify the potential market for the future Lyceum of the Philippines-Clark and to create a marketing research to recommend possible marketing strategies in order for Lyceum of the Philippines Clark to be known by the market.

Keywords: *Institutions, Market Segmentation, Awareness, Customer Engagement, Branding*

INTRODUCTION

Educational status is every bit essential to the progress of a country's economy. At its most basic level, education is very important because it gives people the skills to survive life and provides opportunities for their career growth (Van Hilten, 2015).

Lyceum of the Philippines University is best known for its academic excellence through the legacy of its founder, Dr. Jose P. Laurel. (Lyceum of the Philippines University, 2015) LPU is mainly located at Intramuros, Manila and builds a Law School which is the LPU-Makati until the legacy of Dr. Jose P. Laurel has been spread to

the CALABARZON areas, which are the LPU-Laguna, Cavite, and Batangas. These campuses have been rising through its high level of quality education and excellence through various activities, such as sports, competitions, and much more. This academic year 2018, the LPU Davao is near to open its new branch to serve the Davao community.

Additionally, LPU Institutions will also tap the Region III, wherein they will be inaugurating another branch of LPU. Furthermore, the future LPU-Clark will be located 80 km north of Metro Manila, and strategically located next to the Clark International Airport. Global Gateway Clark is said to be a multimillion-dollar Aeropark mainly known for 177-hectare Global Gateway Logistics City (GGLC) inside the Clark Freeport Zone. It is expected to become a major symbol of Central Luzon's rise to economic prominence in the Philippines and in Asia. Hence, Mark William (2015), CEO of KGL Investment Company (KGLI) who manages the GGLC believed that "Over the next 10 years, these 177 hectares of land will create over 300,000 jobs, and will impact over 1.5 million Filipino lives". (TheManila Times, 2015).

METHODOLOGY

This study used the descriptive research design, since the researchers aimed to determine if there is a significant relationship between demographic profile and intention of the market to partake in LPU Clark. The researchers conducted the research in Pampanga, Province wherein LPU-Clark is located. The researchers used quota sampling, since researchers were still not aware of the place and its culture, and also the researchers wanted to know about the preferences and characteristics of the market. In addition, the researchers used the purposive sampling since the researchers aimed to study the future possible market of LPU-Clark and that is from the group of students basically in junior high school and senior high school. The researchers used survey questionnaire as the primary data gathering tool. The questionnaire consisted of items on respondent's demographic profile, psychological and behavioral variables, and customer preference.

The research instrument was divided into two parts. The first part was about the market segmentation categorized into demographic, geographic, psychological, and behavioral, and customer preferences.

The second part of the questionnaire was constructed in a Likert scale method. This part dealt with the respondents' level of importance in choosing a school or university to engage with and awareness towards the brand of LPU, their likeliness and intention to partake in LPU-Clark. The researchers used a four-point rating scale with 1 as the lowest and 4 as the highest. The statistical treatment used to analyze the data included weighted mean, t-test, and ANOVA.

RESULTS AND DISCUSSION

The resuts shown on Table 1 show that 50.7% of the respondents reported that family status affected their decision -making in choosing a school. This was followed by by financial status (46%). It can gleaned on Table 1 that very few respondents cited quality of school's performance as a factor affecting their choice of school.

Table 1. Criteria affecting their decision making in choosing a school

	Frequency	Percent
Family Status	76	50.7%
Financial Status	69	46%
Personal	3	2%
Quality of school's Performance	2	1.3%
Total	150	100%

Table 2 presents that 57.3% of the respondents answered that they decide for themselves in terms of the choice of school. Peer pressure (2%) was the least factor influencing their decision on where to study.

Table 2. Response to the question on who decides on choice of school

	Frequency	Percent
Parents	56	37.3%
Self	88	57.3%
Relatives	5	3%
Peer Pressure	3	2%
Total	150	100%

As shown in Table 3, majority of the respondents stated that their parents gave them the financial support. The least answered self (0.7%) and scholarship grants (0.7%).

Table 3. The profile of the respondents as to their preferences in terms of financial support

	Frequency	Percent
Parents	134	89.3
Self	1	0.7%
Relatives	12	8.0%
Scholarship	1	0.7%
Sibling	2	1.3%
Total	150	100

On the other hand, Table 4 indicates that majority have chosen the STEM track and the least chose ABM.

Table 4: Preferred academic track

	Frequency	Percent
STEM	63	42%
GAS	20	13.3%
LIVELIHOOD	23	15.3%
HUMSS	26	17.3%
ABM	18	12%
Total	150	100%

Table 5 likewise shows that majority of the respondent chose Engineering, Architecture, and IT course and least of them (0.7%) chose automotive course.

Table 5. Respondents' preferences in in terms of courses and curriculum offered

	Frequency	Percent
Communication and Arts	34	22.7%
Business and Accountancy	21	14%
Engineering, Architecture and IT	62	41.3%
Tourism and Hospitality Management	21	14%
Education	7	4.7%
Medicine	4	2.7%
Automotive	1	0.7%
Total	150	100%

Results on Table 6 revealed that most of the respondents agreed that one of the important things that every school must have is the safety and the least factor of their preference in choosing a school or university is the uniform.

Table 6. The attitudes of the respondents towards their preferences in choosing a school or universities.

	N	Mean	SD	CV	Rank
Quality Education	150	3.78	0.53	14%	1
Uniform	150	2.92	0.90	31%	5
Facilities	150	3.57	0.66	18%	2
Tuition fees	150	3.33	0.86	26%	4
Level of accreditation (ISO/PACUCOA/PAAS CU)	150	3.39	0.75	22%	3

Meanwhile, Table 7 shows that most of respondents were slightly aware of the brand of the LPU Institutions, and some of them were really not totally aware.

Table 7. The level of awareness of the respondents in LPU brand

	N	Mean	SD	CV
Level of awareness about LPU	150	2.00	0.84	43%
How aware are them for the offerings and brand of the LPU Institutions	150	1.90	0.85	45%
Weighted Mean		2.21		7%

Table 8 presents the respondents' level of intention to be part of LPU Community, whether they are willing to enroll or they just want to refer it to other people. As shown in table, the level of intention to enroll and referral has a composite mean of 2.50 with a coefficient variant of 30%.

Table 8. Level of intention to enroll in LPU-Clark

	N	Min	Max	Mean	SD	CV
Enrollment	150	1	4	2.50	0.73	30%
Referral	150	1	4	3.00	0.71	28%
Weighted Mean				2.75		29%

Table 9 shows that demographic variables were not significantly related to awareness to LPU; however, family member was one variable probably significant to awareness about LPU.

Table 9. Relationship between demographic profile and level of awareness on LPU

Variables	Pearson	P. Value (sig)	Interpretation
Age	-0.096	0.242	Not Significant
Sex	0.242	0.234	Not Significant
Educational Classification	-0.098	0.61	Not Significant
Living Arrangement	0.234	0.58	Not Significant
Living Situation	0.153	0.505	Not Significant
Family Income	0.061	0.916	Not Significant
Family Member	-0.046	0.087	Probably Significant

Comparing results on Table 9, Table 10 shows that age, sex, and educational classification were significant with the level of awareness of the respondents when it comes to the brand of LPU.

Table 10. Relationship between demographic profile and awareness on the Brand of LPU

Variables	Pearson	P. value (sig)	Interpretation
Age	-.201	0.013	Significant
Sex	-.208	0.011	Significant
Educational Classification	0.131	0.011	Significant
Living Arrangement	0.023	0.734	Not Significant
Living Situation	0.023	0.777	Not Significant
Family Income	0.054	0.514	Not Significant
Family Member	0.039	0.632	Not Significant

Table 11 shows that only the living arrangement and family income had a significant relationship in terms the respondent's intention to enrollment in LPU. The result shows that in terms of enrollment of the respondents, it always depends on their living status and family income in choosing a school. Having a p.value of (α) 0.050 and 0.048, living arrangement and family income is an important matter to be prioritized.

Table 11. Relationship between demographic profile and intention to enroll in LPU

Variables	Pearson	P. value (sig)	Interpretation
Age	-0.058	0.484	Not significant
Sex	-0.001	0.986	Not significant
Educational Classification	-0.083	0.315	Not significant
Living Arrangement	-.162	0.048	Significant
Living Situation	0.065	0.431	Not Significant
Family Income	-163	0.050	Significant
Family Member	-0.016	0.847	Not Significant

CONCLUSION

The findings showed that family status was a major factor in the respondents' decision to enroll in a particular schools. This was supported by the fact that most respondents were financially supported by their parents. Majority of the respondents wanted a school that offers a course of engineering, architecture and information technology. They onsidered the quality education as the most important factor for them in choosing a university. As to the level of awareness, majority of the respondents were not aware of both the brand and possible existence of the Lyceum of the Philippines-Clark. Thus, they were unlikely to decide to enroll in and refer the institution to others. The study further concludes that age, sex, and educational classification were significantly related with the level of awareness of the respondents

when it comes to the brand of LPU. Meanwhile, some of them were totally aware about LPU.

RECOMMENDATIONS

Building a relationship to its potential market is one way to entice the market to engage in the business. Making the public knowledgeable about the brand is now easier since there are convenient ways to promote the business by having some point-of-purchase, creating advertisement via social media, posters, publicity, flyers and such in order to tap the untapped market.

Furthermore, the management should continue with its effort of promoting the school to make its brand and image stronger as compared to other competitors by creating distinguishable insignia to put the brand in the memory of the customers in public. Also they must create a smooth and convenient working environment by adapting to the culture and data that has been gathered and proposed by the researchers. The management may also reset their further policy and start a fresh school policy, regulation, rules, course offering, and even enrollment fees based on data gathered.

Moreover, the institution may continuously invest in its industry partners around the area of Pampanga by adapting the information from this research they can now possibly formulate ideas that they must develop the linking partners for the future LPU-Clark.

Lastly, making possible threats as an opportunity may become a competitive advantage of the institution since they were new entrants in the market of North.

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