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Implementation of Inventory Control Management and Repeat Purchase in Right Goods Philippines Incorporated: Inputs to Policy Reformulation

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Abstract

The main objective of this study was to determine the level of implementation of inventory control management of RGPI as assessed by sales executives and the level of repeat purchases on products of RGPI to its customers. The proposed policy reformulation was the output of the study. This study followed the descriptive correlational research design. Through simple random sampling, the respondents of the study were 42 sales executives of RGPI. The researcher made a survey instrument and was used for data gathering.

Using the 4-point Likert Scale and simple mean, the level of implementation on RGPI inventory control management as assessed by sales executives in terms of 4Ps, was fully implemented while the level of repeat purchases on RGPI of products to its customers was always to repeat purchase. Through the Pearson-r correlation coefficient, findings revealed that there was a significant relationship. Since both had significant relationships, regression analysis was applied to test if singly or in combination the level of implementation on inventory control management significantly impacted repeat purchases on products of RGPI. Based on the findings, promotion significantly impacted the level of repeat purchases on products of RGPI by 27.4%.

The proposed policy formulation, based on the study's findings and intended to improve current processes will be presented to RGPI's top management. Therefore, the success of inventory control management implementation was through efforts from all departments, as well as, collaboration with customers to improve product handling and raise awareness about the importance of inventory management.

Keywords: Implementation, Inventory Control Management, Repeat Purchase, 4 Ps, Promotions.

1. Introduction

Inventory control is a dynamic process for a warehouse and enterprise to function properly. It ensures the maintenance of an appropriate inventory inflow and outflows through better stock management choices, warehousing capacity management, avoiding overspending, and cost reduction through optimal capital use.

As it is, inventory management has the power to make or break a company. Inventory issues can lead to losses and even failures in business. On the other hand, the proper management of the supply chain enables a company to succeed. Good inventory management balances the amount of inventory that enters and exits. It monitors the timing and costs of non-capitalized assets and stocks to achieve optimal profitability for businesses.

As mentioned in the study of Verma (2018), inventory management was a component of supply chain management that plans, implements, and controls the efficient, effective, forward, and reverse flow and storage of goods, services, and related information between the point of origin and the point of consumption to meet the needs of customers. Inventory management was defined as "the ongoing process of planning, organizing, and controlling inventory to minimize inventory investment while balancing supply and demand." The process entailed monitoring the supply, storage, and accessibility of items to ensure an adequate supply without excessive oversupply.

The annual number of inventory management articles has increased dramatically since the

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mid-1990s. Researchers conduct pertinent research in a variety of ways. For starters, traditional inventory control models are the focus of the majority of publications in logistics journals. These papers assess traditional inventory control models under specific conditions or incorporate new considerations into existing models. Another popular theme is developing approaches to reduce the amount of inventory that a warehouse must have, which refers to reducing safety stock through warehouse centralization.

According to Kosorukov (2020), only a few major Russian companies used logistics modeling to increase efficiency and performance by reducing inventory and costs. In their inventory management, most commercial companies were guided by average demand and delivery period indicators. This criterion was taken as efficiency to minimize integral costs, took excess inventory into account, and understand costs. The distribution law of a random amount of demand was regarded as a triangular distribution because it was a method that was most applicable if statistical data were not sufficiently adequate. Based on statistical data on delivery terms for the previous period or expert estimates, this economic and mathematical model allowed optimizing the date of delivery to minimize risks if such data was not available. The distribution of probabilities for a random volume of demand can thus be established and the delivery date of the new batch of goods can be determined in the necessary volumes and conditions in which to minimize risks using analytic methods for a random delivery time represented by a triangular distribution.

In traditional inventory control management, many Philippine small and medium enterprises have developed their inventory controls. The examination of Philippine small, and medium enterprises has shown various process innovations to meet the needs and satisfaction of final customers. The marketing mix is identified as a helpful tool to market products.

Meanwhile, Išoraitė, (2016) described the marketing mix as one of the principal objectives for setting the marketing mix elements, marketing budget objectives, and actions. Not only did the company and its activities, but competition and time were the important elements of every element. Every marketing element was interrelated and should be seen in its entirety. Some things may be more important than others; they depended mainly on the strategy and activities of the company. Marketing mixes provided businesses with added value. Elements of marketing: products, prices, locations, and promotions were used for marketing purposes. These tools worked best when all elements were combined and worked together.

Specifically, this study identified the focal area point of the study to be the inventory control management implementation practice of Right Goods Philippines Incorporated (RGPI), an official distributor of Procter and Gamble products through a sales executive. Most RGPI customers are concerned with their capital and wisely decide where they can invest their money with fast returns. As a turning point, RGPI decided to conduct a study and offer the best inventory control practices to its customers in terms of fast move- out of stocks, lessening the stock overages, avoiding non-performing products, and lower inventory of returns resulting to repeat purchases. It also assesses and improves how Sales executives deal with their customers. Because the majority of RGPI customers are unaware of inventory control management, many of them

are dealing with excess inventory, which leads to income losses or slow working capital turnover. If sales agents and owners do not collaborate on the status of warehouse inventory and the impact analysis on end-user purchasing behavior, which causes them to be confused about which product to purchase or even identify which are fast-moving or slow-moving, the business may go bankrupt.

Methods

This study utilized quantitative research, specifically the descriptive correlational research design. The study of Tankersley (2015) discussed that the correlational method was intended to investigate the correlation between the implementation of inventory control management and repeat purchase of RPI as assessed by sales executives to its customer. In addition, McCombes (2019) explained a correlational research design that examined the relationship between the implementation of inventory control management and repeat purchase of RPI as assessed by sales executives to its customer without allowing the researcher to manipulate either of them. It sought to determine whether both exist, to determine whether or not there was a relationship between the implementation of inventory control management and repeat purchase of RPI as assessed by the sales executive on its customer but did not expect to find a causal relationship between them. There was a causal relationship between the implementation of inventory control management and repeat purchase of RPI as assessed by sales executives on its customer, but conducting experimental research that manipulated one of the variables was impractical or unethical.

The research study was conducted at Right Goods Philippines Incorporated for both sites, South (Calamba Branch) and GMA (Pasig Branch) to its Sales Executive. The company was located at Southern Textile Mills, Incorporated (STMI) Compound Warehouse 30-31, Lawa Calamba City, Laguna (South Branch) while (GMA) was located at 2M De Leon Street, Santolan, Pasig City.

As the quantitative method of research was used, simple random sampling was chosen as the means of selecting the respondents of the study. This sampling method was conducted where each member of a population has an equal opportunity to become part of the sample. As all members of the population have an equal chance of becoming a research participant, this is said to be the most efficient sampling procedure. The researcher chose the sales executives of RGPI as the respondents. The respondents were 106 sales executives in both GMA and South branches. Using a Raosoft calculator with a 95% confidence level, 5% margin of error, and 50% response distribution, it determined that the total recommended samples for the study was 84 sales executives as respondent.

The study utilized a researcher-made questionnaire as an instrument of the study. The first part included the respondents' assessment of the level of implementation of RGPI inventory control management, as assessed by the operations managers and sales account executives. The second part deals with the level of repeat purchases on products of RGPI to its customers. To determine the level of implementation of RGPI inventory control management and repeat purchases to its customers, the following 4-point Likert Scale was used. To determine the level

implementation on RGPI inventory control management the following 4-point Likert Scale will be used: Rating of 4 with Numerical Range of 3.25 – 4.00, Categorical Response of Strongly Agree, and a Verbal Interpretation of Fully Implemented; Rating of 3, with Numerical Range of 2.5 – 3.24, Categorical Response of Agree and a Verbal Interpretation of Implemented; Rating of 2 with Numerical Range of 1.75 – 2.49, Categorical Response of Disagree and a Verbal Interpretation of Partially Implemented; Rating of 1 with Numerical Range of 1.00 – 1.74, Categorical Response of Strongly Disagree and a Verbal Interpretation of Not Implemented. While to determine the level of repeat purchase on the product of RGPI, the following 4-point Likert Scale will be used: Rating of 4 with Numerical Range of 3.25 – 4.00, Categorical Response of Always, and a Verbal Interpretation of All the time; Rating of 3, with Numerical Range of 2.50 – 3.24, Categorical Response of Frequently and a Verbal Interpretation of again and again; Rating of 2 with Numerical Range of 1.75 – 2.49, Categorical Response of Sometimes and a Verbal Interpretation of Occasionally; Rating of 1 with Numerical Range of 1.00 – 1.74,

Categorical Response of Rarely and a Verbal Interpretation of not very often.

The following statistical treatments were applied using Statistical Package for Social Sciences (SPSS), the mean and the four-point Likert Scale were used to describe the level of implementation of RGPI inventory control management as assessed by sales executives. The mean and the four-point Likert Scale were used to describe the level of repeat purchases of RGPI products to its customers. Pearson R (correlation coefficient) was utilized to analyze the significant relationship between the level of implementation of RGPI inventory control management and the level of repeat purchase of RGPI products to its customer. To test if the implementation of inventory control management singly or in combination significantly impact the level of repeat purchase on products of RGPI, Regression Analysis was use.

Results and Discussion

Discussion per problem and per table/thematic chart followed by discussion, interpretation/reflection, and supporting literature.

Table 1.1: Level of Implementation on RGPI Inventory Control Management as assessed by a Sales Executive in Terms of Product.

Indicators	Mean	Interpretation
I consider the store size/format when I list the new products/SKUs.	3.65	Fully Implemented
I always ensure and measure the share of shelves vs. the value share of my store.	3.44	Fully Implemented
I review weekly the performing and non-performing Skus based on off-takes of my store.	3.38	Fully Implemented
I consider Inventory control management when suggesting orders.	3.52	Fully Implemented
I observe Proper product handling guidelines per product form.	3.56	Fully Implemented
I observe Proper product handling guidelines per product size.	3.50	Fully Implemented
I observe Proper product handling guidelines per bad Orders/returns.	3.52	Fully Implemented
Weighted Mean	3.51	Fully Implemented
Legend: 3.25-4.00 Fully Implemented	2.50-3.24 Implemented	
1.75-2.49 Partially Implemented	1.00-1.74 Not Implemented	

Table 1.1 shows the level of implementation of RGPI inventory control management as assessed by sales executives in terms of Product.

The weighted mean was 3.51 interpreted as Fully Implemented. The indicator “The sales executives considered the store size/format when listing the new products/SKUs” had the highest mean which was 3.65 interpreted as Fully Implemented. On the other hand, the indicator “The sales executives reviewed weekly the performing and non-performing Skus based on off-takes of the store” had the least mean which was 3.38 interpreted as Fully Implemented.

It implies that the sales executives always consider the store size/format when listing new products/SKUs in their store. Historically, as mandated by the principal distributor (P&G), all products, regardless of size, form, or brand, has to be carried by all RGPI-managed stores, regardless of customer store format. With this practice, most RGPI customers realize that some of the products are not moving and will eventually become part of non-performing products, resulting in bulk inventory and a negative impact on the customers' capital.

Due to time constraints and a plethora of competing priorities, including the target productive calls and volume per day, the majority of sales agents fail to review the weekly performing and non-performing SKUs-based on off-takes of the store. It also implies that RGPI has stores that use frequency four (F4) when ordering some items,

stores that use manual ordering, and stores that refuse to share data off-takes from their daily transactions. Total inventories of product goods are very critical company investment. It is expensive to acquire, but businesses do so with the expectation of reselling it for a profit.

Inventories of products that are left on a shelf, on the other hand, lose their value. If it is expected to make a profit but does not, it may run into working capital and cash flow issues. Good inventory management can help solve these complex issues in the business. The key to proper inventory management and control is a thorough understanding of customer demand for the product. Once customers understand their buying power, they can start making smart purchasing and storage decisions.

Ban (2019) mentioned that given the relevance of inventories to organizations as valuable strategic resources, inventory management has always been one of the dominant research areas in operational management. A slim inventory philosophy that viewed excess inventories as waste and emphasizes the encouragement of inventory efficiency in companies was the most extensive methodology in recent decades for managing inventories. Similarly, inventory checks relied heavily on future demand forecasts, while literature assumed that distributions of demand were known.

In addition, the study of Turgut et al. (2018) explained how differentiated inventory management was applied. Some companies had a large number of items in the warehouse

and therefore inventory information were needed to be identified and processed. In terms of logistics, the general rule to minimize inventory volume and the principle of minimizing any unnecessary waste should be taken into account. The objective of the paper was to demonstrate the potential for increasing some of the company's aspects by implementing inventory management. Analyzing the records of a logistics company included parameters like the number of deliveries, delivery speed, and the number of quantities distributed before and after following implementation of the differentiated inventory management model.

Furthermore, Malindzakova and Zimon, (2018 stated that the inventory system with deterministic demand and defective items was controlled by the stock policy. Considering the numerous advantages of selling high-quality products, a full inspection of the order quantity was carried out. While full inspection reduced returns, ensured products of high quality, and improved customer satisfaction, a considerable inspection time was needed. As such, a non-zero likelihood of unwanted (unplanned) shortages was present during this time. This ensured that the reorder level and the order quantity were determined which minimized the average inventory system total costs.

Moreover, Rehmani (2021) mentioned that because of inherent uncertainties in demand and supply, it was difficult for supply chains to achieve optimal inventory replenishment, resulting in loss or keeping excessive inventories. Organizations must maintain excessive inventory levels to meet erratic demand, which can consume up to one-third of an organization's annual budget. The two most pressing issues in inventory management were determining how much to order and when to order. As a result, an organization must make correct and timely decisions based on precise demand information to avoid excessive inventory accumulation and gain a competitive advantage.

Additionally, Vukasović (2021) cited that appropriate logistics implementation and organization greatly contributed to the creation of a better business environment in companies. This was reflected in increased business efficiency, cost reduction, increased productivity, and overall quality improvement. The link between the marketing logistics system and other logistics subsystems was especially important for a company's business sustainability and competitiveness. As a result, proactive management with a focus on key resources was required.

Table 1. 2: Level of Implementation on RGPI Inventory Control Management as assessed by a Sales Executive in terms of Place and Distribution.

Indicators	Mean	Interpretation
I consider a Warehouse status check every store visit.	3.64	Fully Implemented
I observe the maximum capacity of shelves with prioritization in the replenishment of product goods.	3.56	Fully Implemented
I monitor and observe the maximum capacity of the check-out counter with a full display of product goods.	3.48	Fully Implemented
I monitor and observe the maximum capacity of multisport with a full display of product goods.	3.46	Fully Implemented
I ensure to have a promo area in my store to display bundled and promo stocks.	3.51	Fully Implemented
I ensure to have an Island display in my store to display products well for easy access of consumers.	3.20	Implemented
I monitor and observe the maximum capacity of clip strips with a full display of product goods to remind consumers.	3.17	Implemented
Weighted Mean	3.43	Fully Implemented
Legend: 3.25-4.00 Fully Implemented	2.50-3.24	Implemented
1.75-2.49 Partially Implemented	1.00-1.74	Not Implemented

The table shows the level of implementation of RGPI inventory control management as assessed by sales executives in terms of Place and Distribution.

It had a weighted mean of 3.43 interpreted as Fully Implemented. The indicator “The sales executives considered warehouse status check every store visit as part of the basic call procedure” had the highest mean which was 3.64 interpreted as Fully Implemented. Meanwhile, the indicator “The sales executives monitored and observed the maximum capacity of clip strips with a full display of product goods to remind consumers” had the least mean of 3.17 interpreted as Implemented.

Every store visit has the highest mean for sales executives, who consider warehouse status checks because it is part of the basic call procedure. It implies that this is today's company's business focus on efficiency, as well as some processes that are part of the SOP in selling products or dealing with customers. In warehouse check, it also determines the capacity of each store's orders, as well as reviewing product handling and implementing the company's one core value, cleanliness. Proper product handling may occur once warehouse checks were properly implemented. It can help the store owner keep the store level in order and can easily suggest warehouse management improvements.

The sales executives monitor and observe the maximum capacity of clip strips with a full display of product goods to remind consumers to have the least mean. The majority of stores take fewer risks and are more concerned with the value of the product. Some of the products featured in these displays are not popular among consumers. Many stores require assistance when recommending this type of display to the store because this type of program has a small share of the volume target of the total section. Besides, most sales agents refuse to sell to the customers because of low support from P&G.

Place and distribution are a component of a company's marketing mix that focuses on where the company sells its products for the target market to easily access and identify. Because placing products inside stores incur a rental fee, sales executives must maximize total space in promoting a product for easy access in purchasing P&G products as compared to other brands. Some competitors are also aggressive in obtaining large spaces inside the store to promote their products and win the product war. Having a large portion of the store's shelves can result in increased sales and higher offtake.

Likewise, Milliken (2020) revealed that inventory management was typically the responsibility of the Supply Chain function. They should ensure that this included new

product inventory management and collaborated with Marketing to develop inventory plans. Demand planning and supply chain management were responsible for connecting actual demand patterns to safety stock decisions. They must also conduct inventory analyses regularly (e.g., slow-moving, excess, obsolete) to identify priorities and the need for change.

As mentioned by Priniotakis and Argyropoulos (2018), inventory management has evolved into one of the most important aspects of supply chain management, and it has a significant impact on a company's performance. Traditional decision-making approaches based on manager instincts and hunches were no longer sufficient in today's increasingly competitive environment. This was a common way of thinking in small to medium-sized businesses. The significance of forecasting demand employed the Root Mean Square Error (RMSE) as a useful measure of forecast error, which later became a key driver for inventory management. The Service Level (SL) was a performance metric and stressed the significance of Safety Stock (SS). Finally, the Reorder Point (ROP) was an effective indicator for triggering production replenishment and proposed a simple technique for prioritizing production orders.

Additionally, Sebatjane and Adetunji (2021) stated that dates of expiration had an important impact on the buying behavior of goods by the customer. Marketing theory has

also shown that increased inventory levels on display can stimulate customer demand. Customer requests were supposed to depend on inventory levels and the date of expiry at the retail end of the supply chain. There was an investigation of the effectiveness of the profit improvement mechanism that loosened the traditional zero-end inventory policy at the retail end of the supply chain. In these circumstances, the retailer will always retain stock and started a new refill cycle once the stock level was decreased to some minimum value. To clear up the ending stock, the retailer had a clearance sale at the end of the cycle. This policy performed better than the traditional zero-end inventory policy in terms of increasing profitability.

Likewise, Benrqya (2015) cited that to achieve the required performance from their supply chain, companies must now look to develop new distribution strategies. These strategies were based on the characteristics of products and/or impact on the performance of the supply chain. The supply chain studied three levels: suppliers, distributors, and retailers. The macro cost model can be used to evaluate the impact on supply chain cost performance of the distribution strategies. This model permitted a more dynamic simulation of the system over a long period and identified the right strategy for each product, based on its characteristics and performance impacts.

Table 1.3: Level of Implementation on RGPI Inventory Control Management as assessed by a Sales Executive in terms of Pricing.

Indicators	Mean	Interpretation
I always observe and check the SRP of my store.	3.39	Fully Implemented
I always remind and send a copy of the updated price list to my Store.	3.61	Fully Implemented
I always ensure the proper discounting matrix deploy by RGPI.	3.58	Fully Implemented
I consider the status of my store and review the price mark-ups per segmentation.	3.31	Fully Implemented
I always remind and send a copy of the Temporary Price Increase/Reduction for the planning of inventory.	3.50	Fully Implemented
Weighted Mean	3.48	Fully Implemented
Legend: 3.25-4.00 Fully Implemented	2.50-3.24	Implemented
1.75-2.49 Partially Implemented	1.00-1.74	Not Implemented

Table 1.3 shows that the weighted mean was 3.48 interpreted as Fully Implemented. The indicator “The sales executives always remind and send a copy of the updated price list to the store” had the highest mean which was 3.61 and was interpreted as Fully Implemented. “The sales executives consider the status of my store and review the price mark-ups per segmentation” indicator had the least mean which was 3.31 and was interpreted as Fully Implemented.

The sales executives always remind and send a copy of the updated price list to the store to avoid price differences. Sales agents are responsible and obligated to share the most recent price list with the customer. It results in the reconciliation of short payments to stores without sending updated price lists when P&G declares price increases and decreases of products. Customers' Purchase Order approvals may be impacted if they are enrolled in credit terms with hanging balances due to price differences.

The sales executives consider the store's status and the price mark-ups per segmentation that has the lowest mean. This was part of the job of the finance team. The price mark-ups are at the discretion of the Finance Managers, Operations Managers, and Owners.

Pricing is an important aspect of business distribution.

Every business owner's purchasing power can be influenced by price. It determines how much the product will be marked up to sell in the market. The purchasing power of end-users is influenced by price in some areas. Discounts and price-off promotions help to flush out stocks quickly and may result in high sales. If pricing is not properly monitored, it will have an impact on the company's working capital.

As mentioned Işoraitè (2016) by Işoraitè (2016), price was the leading marketing mix, and many scientists saw it as one of the most important market elements, which not only raised profits but also increased market share. However, not only the price was one of the key factors of a competitive situation that affected the profitability indicators of the company directly, but also one of the most flexible marketing mix components that can quickly accommodate changes in the environment. The price was therefore seen as the only element in the mix of marketing and revenue generation, and as the main factor of customer satisfaction and loyalty. The price included a fair product evaluation, for example, a good product price.

Moreover, the study of Işoraitè (2016) pointed out that the cost of the product, marketing strategy, distribution costs, advertising costs, or changing the price nature of this

market was a very significant factor in pricing. Pricing was dependent on market volume so the reverse relationship

always occurred: the higher the price, the decline in the sales.

Table 1.4: Level of Implementation on RGPI Inventory Control Management as assessed by a Sales Executive in terms of Promotion.

Indicators	Mean	Interpretation
I observe and check ICO for regular SKUs counterparts of SKUs with bundle packs.	3.37	Fully Implemented
I consider Floor stocks protection rebate for SKUs with price off.	3.25	Fully Implemented
I plan and ensure the move-out plan applicable to the store for stock flush-out.	3.39	Fully Implemented
I always consider incentives for accounts that hit the given volume target.	3.40	Fully Implemented
I negotiate and ensure displays for the product in my store.	3.55	Fully Implemented
I customized promotions drafted according to the need and Effectiveness of schemes applicable to the target market.	3.37	Fully Implemented
I ensure to influence the customers and give product awareness on the Merchandising contest to generate.	3.30	Fully Implemented
I compute the Regular SKU offtake + buffer as a reference when Ordering promotions are practiced.	3.31	Fully Implemented
Weighted Mean	3.37	Fully Implemented
Legend: 3.25-4.00 Fully Implemented	2.50-3.24	Implemented
1.75-2.49 Partially Implemented	1.00-1.74	Not Implemented

Table 1.4 shows that the weighted mean was 3.37 and was interpreted as Fully Implemented. “The sales executives negotiate and ensure displays for the product in the store” indicator had the highest mean which was 3.55 and was interpreted as Fully Implemented. “The sales executives consider floor stocks protection rebate for SKUs with price off” indicator had the least mean which was 3.31 interpreted as Fully Implemented. Negotiating and ensuring the full display of products in the store is part of RGPI's standard operating procedure. The majority of RGPI customers request additional support for the display inside the selling area. It is necessary to sign a contract for all supports to trade, indicating the types of displays, mechanics, and rental budget. The contract will serve as the basis for the accounting department's review as proof of the customers' support for the deductions allowed on their purchases.

When it comes to floor stock protection rebates for SKUs with price reductions, P&G sometimes fails to provide support because they prefer Sales Incremental Volume. Price reduction programs are designed for slow-moving products that are not preferred by end-users. Not all brands support price reductions; instead, they may opt for a move-out assistance program to generate additional sales. When products are not controlled for orders, it results in NPIs.

All promotions have a budget to support trade programs. Every program has a fund that can be offered to customers and used to supplement their working capital. It may result in faster flushing out of inventories to trade, which will aid in the generation of sales. It will also assist the sales agent in easily achieving the volume target by giving promotions and by providing additional income to the business owners for promotional activities such as volume incentives, rewards, price offs, and discounted prices.

Furthermore, Zhang et al. (2021) examined how the consumer estimated product size by leaving space between products. Empirically confirmed that if the space between products was left (i.e. the display was interspaced), consumers can better differentiate the product from the environment, thus giving a greater focus to the product and then an even greater estimate of the product size. It also demonstrated downstream results (i.e. consumer decisions, buying intentions) of the effect of the display of interstitial products on product size estimates. This meant that consumers responded better to products displayed at an interstitial product display when their product usage targets

required large-scale products. However, when the consumers held a consumption goal-oriented to the small size of a product, non-interspatial product displays were preferred.

Additionally, Song (2020) cited the digital era today. Many companies used dynamism to influence demand to match operating conditions, especially in the industries with shorter product cycles, with advanced information technologies and analytical tools including internet and data mining. In the article "Demand Shaping by Bundling and Product Configuration: a dynamic multi-product inventory price model" a study was published to analyze the impact of inventory dynamics on a bundling strategy and how the bundling approach affected the stock decisions of the company. It also characterized how the optimal decision on bundling depended on items, cost structures, inventory levels, uncertainty in demand, and response to supply. In today's digital age, many companies used vertically differentiated product bundling to influence demand to meet inventory status, especially in industries with short product life cycles, through the internet and data mining.

Furthermore, Xue (2020) stated that despite this practice the exact impact of stock dynamics on the bundling strategy and, in turn, how the bundling strategy affected the inventory choices of the company was not very clear. To fill the gap, a dynamic model for the optimum over-time regeneration, prices, and consolidation decisions was presented. A new demand model that translated the discreet bundling decision and the corresponding price decision into a continuous decision on market share was a major facilitator of analysis. It showed that in every period the optimal policy was dictated by no order.

Table 2: Level of Repeat Purchase on Products of RGPI as assessed by Sales Executives to its Customer.

Indicators	Mean	Interpretation
Laundry	3.90	Always
Fabric Enhancer	3.86	Always
Dish care	3.85	Always
Haircare	3.63	Always
Personal Cleansing Care (PCC)	3.76	Always
Skincare	3.06	Frequently
Baby Care	3.25	Always
Feminine Care	3.18	Frequently
Oral Care	3.37	Always

Air Care	2.70	Frequently
Health Care	3.19	Frequently
APDO	2.75	Frequently
Grooming	3.35	Always
Weighted Mean	3.37	Always

Legend: 3.25-4.00 All the time/ Always, 2.50-3.24 Again and Again Frequently, 1.75-2.49 Occasionally/ Sometimes, 1.00-1.74 Not very often Rarely

As shown in Table 2, the weighted mean was 3.37 and was interpreted as Always/All the time. "The Laundry product" indicator got the highest mean of 3.90 interpreted as Always/All the time. "The Air Care Product" indicator had the least mean which was 2.70 and was interpreted as Frequently/Again and again.

Laundry is a major business control in P&G Products. It is the most popular brand among end-users. Laundry brands are involved in promotional activities and advertising. In comparison to other laundry products, P&G Laundry products have proven to be less expensive, with higher quality in terms of cleaning and fragrant ingredients. P&G is well-known and its long-lasting product is Laundry.

P&G's Air Care is a slow-moving Stocks Keeping Unit (SKU). It lacks promotional activities and advertising. The end-user is unfamiliar. When compared to other brands, the price is exorbitant. The majority of buyers do not prefer this brand.

Some of the P&G products affect the repeat purchase of other brands because of many factors. Lots of products nowadays are imitations. Consumers of P&G products are wiser now, the cheaper the product with the same quality and satisfaction of results the better. Price dictates the purchasing behavior of end-users. Lots of product promotions capture the attention of the buyers.

The study by Wu and Zhang (2015) investigated problems with ordering and pricing for new products for repeat purchases. They considered two models of decision: a two-stage model for the division to choose a gross profit price, in which a procurement division decided the best ordering decisions to subsequently minimize overall costs based on a specific demand, and a joint decision model, wherein the company made simultaneous ordering and pricing decisions to maximize profit. First, joint pricing and decision-making had more substantive benefits than pricing and sequential ordering. Secondly, a major initiative in adopting prices and profit significantly increases. In conclusion, the optimal price showed a U-shape (i.e., first declines and then increases), and profit gradually increased when the purchasing rate was not very high yet.

Likewise, Hsu et al. (2015) cited that online purchasing success depended on repeated purchases by customers. This showed that the strong predictors of repeated purchase intentions were trust and satisfaction. Satisfaction had an important influence on trust, while the value, confirmation, and quality of the website perceived were significant reasons for fulfillment. Perceived values had a stronger influence on customers' repeating buying intentions for high-speed customers, whereas confidence and satisfaction influenced customers' repetitive buying intentions.

In contrast, Sarwar (2020) studied and looked at the behavior of consumers in buying back and regrets in the context of a strategy to steadily increase the discount and support. In the context of the theory of regret, a quantitative study approach was adopted based on a comprehensive administrative survey. The findings of the study suggested

that validation, price awareness, and alternative attractiveness substantially harmed repurchase intention.

In the study by Nguyen (2021), it was cited that marketing mix elements of consumer brand equity were defined and measured. It showed that brand awareness, brand associations, quality perception, brand confidence, and brand loyalty affected brand ownership, while brand awareness and brand confidentiality affected brand loyalty. Brand awareness, brand associations, perceived quality, and brand confidence had an impact on product sales, while distribution intensity had an impact on brand awareness, brand associations, and brand confidence.

Moreover, as mentioned by Ye (2021), it was widely acknowledged that data can be viewed as a type of asset. However, accounting for data assets and pricing data transactions remained difficult due to a lack of reasonable dataset or data product measurements. Data pricing literature primarily focused on traditional pricing models, such as models based on data content, market demand, data quality, and so on. The above models cannot, however, coincide with the theory of measurements due to their specialty and therefore have some problems. For instance, it did not consider pricing datasets that shared common content; paying for repeated purchases, and formally defining peak valley rate for usage price-based pricing. Price data was a natural addition to that through the integration of the unit price function. By contrast, current models were directed at determining total prices, by taking into account many factors such as data content, market demand, etc.

Table 3: Test of Significant Relationship between the Level of Implementation on Inventory Control Management and the Level of Repeat Purchase on Products of RGPI

Implementation on inventory	r value	p value	Remarks	Decision
Product	.412**	.000	Significant	Reject Ho
Place and Distribution	.425**	.000	Significant	Reject Ho
Pricing	.488**	.000	Significant	Reject Ho
Promotion	.450**	.000	Significant	Reject Ho

** . Correlation is significant at the 0.01 level * . Correlation is significant at the 0.05 level (2-tailed).

The table shows that the probability values were all less than the level of significance at .05 thus rejecting the null hypothesis. It can be concluded that there was a significant relationship between the implementation of inventory control management and the level of repeat purchases on products of RGPI.

It implies that the higher the implementation of inventory control, the better the level of repeat purchases on products of RGPI because it helps the sellers and customers in assessing, managing, and counter checking the status of P&G products in terms of sales distribution, and its impact to end users which was used as a basis in projections of income and funds for product development activities or marketing programs. Maintaining and improving the implementation of inventory control gives a better opportunity to identify factors affecting product repeat purchases and achieve company goals and objectives in line with mandated guidelines by the principal distributor (P&G).

Similarly, Bhatt and Gupta (2018) mentioned that everything in marketing a product or service, such as

human expertise, service attitude, and information resource, was brought closer to the customer. The strategy and principles of service must be interconnected to its users. Marketing connected products and users through the use of various promotional techniques such as product and service-oriented programs, book talks, book exhibitions, study circles, and the use of social media, among others. Marketing information entailed acquiring, displaying, and storing the appropriate information to the appropriate reader at the appropriate time in the manner and format desired by the users while saving their valuable time. Thus, marketing tools and techniques played a critical and pivotal role in identifying, anticipating, and disseminating user needs to end-users.

As mentioned by Bijakšić et al. (2017) the marketing mix was a set of elements that tended to achieve several strategic goals by designing the organizational system. The product, price, promotion, and place were included. Price was a complex mixing part of marketing that guaranteed an organizational system with a certain level of revenue, while at the same time influencing customer decisions about the

purchase of a product, the competitiveness, and position of the organization system on the market. It was thus important that the price was estimated realistically and the appropriate calculation method was chosen.

Furthermore, Krisnawati (2018) described the interchanging role of digital marketing and traditional marketing as the key marketing strategy and marketing mix of the SME. It was the significant role of digital technology in assisting Small Medium Enterprise distribution channels to expand the business. By balancing online and offline activities, digital marketing, as a new concept and perspective, was changing the role of traditional marketing. The changing role of digital marketing and traditional marketing demonstrated a shift in marketing strategy, from segmentation and targeting to customer community confirmation, brand positioning, and differentiation to brand character clarification and codification, tactical marketing mix (product, place, price, and promotion) to the connected marketing mix (co-creation, communal activation, currency and conversation).

Table 4: Regression Analysis on the Implementation of Inventory Control Management to the Level of Repeat Purchase on Products of RGPI.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Remarks	Decision
	B	Std. Error	Beta				
(Constant)	1.642	.344		4.767	.000		
Product	-.009	.171	-.009	-.052	.959	Not Significant	Accept Ho
Place	.062	.179	.066	.345	.731	Not Significant	Accept Ho
Promotion	.284	.124	.327	2.297	.024	Significant	Reject Ho
Pricing	.167	.132	.201	1.265	.210	Not Significant	Accept Ho

Table 4 shows the regression analysis on the implementation of inventory control management to the level of repeat purchases on products of RGPI.

Based on the table, promotion significantly impacted the level of repeat purchases on products of RGPI. The probability value of .024 was less than the level of significance at .05, thus rejecting the null hypothesis. The promotion significantly impacted the level of repeat purchases on products of RGPI by 27.4%.

Promotion is an important part of every distributor's business drive because it highlights the product that P&G marketed. It contributes to consumer awareness and convenience. It is part of the distribution industry's competition to have a full massive display, ensuring that all brands are properly executed and well-known to end-users. It may result in faster flushing out of inventories to trade, which will aid in the generation of sales and additional support for P&G. All P&G promotions have a budget to support trade programs. Every program has a fund that can be offered to customers and used to supplement their working capital.

As mentioned by Thabit and Raewf (2018), they examined the impact on the effectiveness of product promotion and its role in reducing the problems within an organization, by marketing mix (MM) elements (product, price, or distribution and promotion). The promotion had an extremely high impact on the product. Good product distribution can have a positive impact on customer satisfaction. The company's promotion policy reflected very well on the increase in the product. In its activities and departments, the company needed to strengthen its promotion levels and it was extremely important to increase

outlets, thus enhancing its distribution policies.

As cited by Isoraite (2016) distribution channel is defined as an integral part of the service involving the supplier, agents, and the same user. There are two ways for direct distribution: by its own offices, employees, and independent brokers. In short, the distribution – these are marketing mix elements, including decisions and measures relating to goods movement.

Additionally, Effiong (2018) mentioned that the global market has changed rapidly, and promotion strategies for market success had become increasingly unavoidable. It examined the strategic management of promotional techniques for products in selected retail stores.

Conclusions

Sales executive must perform a warehouse check and a wall-to-wall inventory audit to identify products that are fast or slow-moving to avoid non-performing inventories. Furthermore, trade marketing department is responsible for counting the number of displays inside the store and categorizing free and rented displays by a brand to ensure that all rented spaces within the selling area are generating sales programs and all necessary supplies and advertising materials are available for the execution of product highlights and promotional activities within the selling area in which it resulted to repeat purchase on the product of RGPI.

Moreover, the higher the implementation of inventory control by sales executives, the better the level of repeat purchases on products of RGPI.

Additionally, promotion is an important element of every distributor's business drive. It helps to highlight the P&G

products and gives awareness to all end users by creating strong advertising and promotional activities to recall the benefits of the products and their company brands and reputations. It also generates additional income for customers through support for promotional activities made by product brands.

Therefore, proposed policy improvements are useful tools for the company reference and implementation to RGPI customers and promotional activities for future trade marketers.

Recommendations

Collaboration among sales executives, store owners, and all department heads may be done to study and improve product handling and increase awareness of the importance of inventory management and the impact of poor working capital handling.

Sales agents and marketing departments in partnership with store owners may conduct training in response to a faster replenishment of inventory by studying market behavior, product reviews, and promotional activities in promoting P&G products to end-users.

The entire organization, through the help of the operation manager and general manager, may work together to review and improve processes and eventually implement better inventory control management for the organization to succeed.

The trade marketing department may create promotional activities that will be beneficial to the RGPI sales executive to generate high sales, faster replenishment of stocks, and to easily move out of inventories in customers' warehouses and selling areas by satisfying the needs and wants of end-users for the products of RGPI.

On the other hand, the proposed policy improvements based on the result of the study in terms of Non-performing inventory policy/programs, product displays and highlights, customer profiling, and marketing research programs may be offered and implemented to RGPI for better inventory management.

Likewise, future researchers may think about re-evaluating and recommending better inventory control management, which may help other companies in the distribution industry.

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