

Marketing Strategies of Food Service Industry in the Province of Isabela, Philippines

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Article Info

Volume 83

Page Number: 1736 - 1749

Publication Issue:

May - June 2020

Abstract:

The importance of food service in the industry plays a vital role in our society. This study would like to find out the implications of the marketing strategies focusing on the marketing variable mix, and the importance of other factors like training, benefits of the manager, sales force and customer service in the realization of the companies' goals and objectives and the problems involved in the operation of franchise food service establishments. This study chosen the five giant food services in the Province of Isabela. There are enumerated indicators of marketing strategies as identified by the managers during the survey and these were the basis of analysis as it tries to evaluate the effectiveness of marketing strategies used by the food service as perceived by the managers and customers and to find out its impact to the present market status. To further evaluate the hypotheses posed in the study, Analysis of Variance (ANOVA) and F- test were used to test the differences of the five food service industry. Based on the result of the study, marketing strategies with respect to product and services, prices, place of distribution and sales promotion proved to be the main concern of the food service. Also, all food service establishments observed the importance of training to improve sales force and work efficiency, benefits, as driving forces to motivate the employee and crew to do exemplary work and the significance of achieving customer satisfaction in the overall performance of the food service store.

Keywords: food service industry, marketing strategy, marketing variable mix, Philippines

Article History

Article Received: 11 August 2019

Revised: 18 November 2019

Accepted: 23 January 2020

Publication: 10 May 2020

Introduction

The food service industry is one of the backbone of Philippines business today because it plays a vital role in the society as well as in the Philippine economy. As stated by Recordati (2014) The sources of food have increased dramatically and continued to change over time. This type of business has made it one of the most viable businesses in the country, so much so that there is eatery, food service, fast food or center wherever one goes. Also, Kotler & Armstrong (2004) in their book states that marketing is a societal and managerial process by which individuals obtain what they need and want through creating and exchanging products and values with others, thus a successful food outlets are like to be more creative, they depart from some of the standard procedures and perhaps even the principles of some cases. However, in food service industry, it will require an element of service in order to reach the customers.

In Isabela, Philippines food service outlets proliferate. Each outlet has its own competitive strategies and these food chains perform well in the highly competitive local market. Popular fast food corporation like Jollibee, Greenwich Pizza, McDonald's and Mang Inasal (MI) are present in the province that cater to the Filipinos. Putting on the market the same array of products, these major food chains get themselves into stiff competition. To dispel it, each chain consciously developed unique offers. The customer consequently has a wider range of choices where to put their money's worth. The competitive points in the industry have been largely focused on raising quality standards and improving service. To project this image to a wide audience, the major players have invested so much in advertising to create brand awareness and loyalty among target customers. In the fast food industry, it is imperative for decision-making authorities to be attuned to their customers so that the customers' needs are adequately served and that

management response times to changes in the environment can be addressed in the shortest possible time. For any food service to be successful, no other task of marketing management is more important than identifying the marketing strategies, evaluating them and selecting those the business would pursue to be unique and frequented by customer. In the world of strong market competition today, no business can stand still for long, if it does not aim to go aggressively it slips back. Realizing the importance of strategy in pursuing organizational objectives to attain and sustain success, the researcher found it relevant to make a study of the competitive strategies used by the food service establishments. The result and findings of the study furnished the insights and consequently provided the proposed strategies for success in business.

Objectives of the Study

Generally, this study attempts to identify the marketing strategies of five food service industry giants – Jollibee, Greenwich Pizza, Chowking, McDonald's and MangInasal – in the province of Isabela, Philippines

Specifically it aimed to:

1. Determine the profile of the respondent managers and customers in terms of:
 - 1.1. Gender
 - 1.2. Age
 - 1.3. Civil status
 - 1.4. Educational attainment
 - 1.5. Position in the company
2. Determine, analyze, and evaluate the marketing strategies of the food service industry to:
 - 2.1. Product
 - 2.2. Price
 - 2.3. Promotion
 - 2.4. Place
 - 2.5. Training
 - 2.6. Benefits of the employees
 - 2.7. Effective sales force
 - 2.8. Customer service
3. Determine the relationship between marketing strategies with increase in market share, quality products and services, and customer satisfactions; and,
4. Identify the problems and current issues faced by the food service industry and offer possible solutions.

Literature Review

In Isabela, food service outlets proliferate. Each outlet has its own competitive strategies and these food chains perform well in the highly competitive local market. Popular fast food Corporation like Jollibee, a local brand, is a run-away leader in the industry, come off well with its image as provider of food products that meet the basically oriental taste of Filipinos. It promoted an image of being all- Filipinos in taste, target market or ownership. It specialized in fried chickens, hamburger, and spaghetti pasta in which Filipino loves to eat. Its branches are generally located at population centers or near shopping malls and centers, center point or junctions, near schools, offices and cater to today's "eat and run" society.

Moreover, Greenwich Pizza, a subsidiary of Jollibee Corporation, is the first Filipino pizza, in which the formulation was tailored to the Filipino palate, boasts of express delivery of pizza and other food serving in phone-in orders. A fleet of motorcycles manned by young men in a neat uniform bring the goods right to the customers' doorsteps. They cater to the Filipinos' hunger and cravings for pasta and other Italian dishes. Also, Chowking offers mix of oriental and Chinese foods. It specializes in offering different kinds of dumplings, noodles of its kind, siopao and other Chinese cuisine. It was able to capture the Filipino target market because of its product uniqueness and its ability to handle Filipinos' cravings for food.

McDonalds is the world's biggest fast food chain. Thousands of its outlets worldwide had been franchised and operated by local business people adopting its proven operating system. A key factor contributing to the rapid and successful growth of McDonalds was the manner in which aside from it came from the western country, they were able to adopt the Filipino palate. The serving of McDonalds was simply adjusted to the Filipino culture thus capturing and manipulating vast of Filipino buyers.

MangInasal on the other hand, a faster growing food corporation also captures the Filipino market because of its good authentic Filipino cuisine, which most of our kababayan's still longing to eat. A centralized system by way of point of sale (POS) machine helps in the operation of the store also strict implementations of guidelines to ensure quality of product and service are some of the strategies of MangInasal to be more competitive.

Putting on the market the same array of products, these major food chains get themselves into stiff competition. To dispel it, each chain consciously developed unique offers. The customers consequently have a wider range of choices where to put their money's worth. The competitive points in the industry have been largely focused on raising quality standards and improving service. To project this image to a wide audience, the major players have invested so much in advertising to create brand awareness and loyalty among target customers.

Marketing strategy plays a vital role in the identification, anticipation, and correction of these likely changes of the market behavior. It involves the management skills of identifying opportunities of satisfying the customers required needs and by so doing maximizing the long term profit of the company. Once the company has decided upon its positioning strategy, the marketing mix consists of everything the firm can do to create the demand for its products and to influence the markets to buy the products.

In the fast food industry, it is imperative for decision-making authorities to be attuned to their customers so that the customers' needs are adequately served and that management response times to changes in the environment can be addressed in the shortest possible time. For any food service to be successful, no other task of marketing management is more important than identifying the marketing strategies, evaluating them and selecting those the business would pursue to be unique and frequented by customer. In the world of strong market competition today, no business can stand still for long; if it does not aim to go aggressively it slips back.

Realizing the importance of strategy in pursuing organizational objectives to attain and sustain success, the researcher found it relevant to make a study of the competitive strategies used by the food service establishments. The result and findings of the study furnished the insights and consequently provided the proposed strategies for success in business.

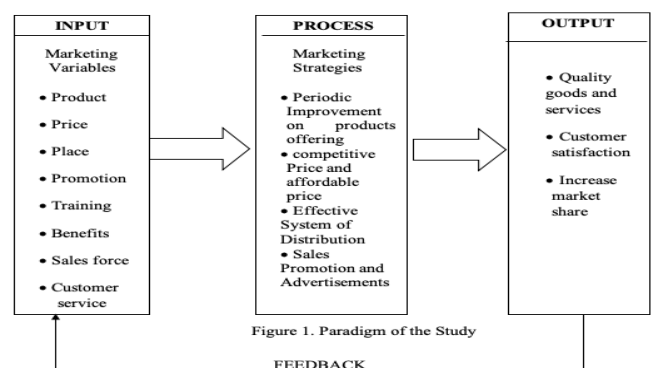
Conceptual framework

The fast food industry in the Province of Isabela is a successful business operation. Food being the primary need can be the main factor why many customers patronize this type of business. The fast food chain establishments proliferated as a

result of the problem on time management and change in lifestyle of the busy and the career-oriented individuals. Hence, the operation of these food chains in a way has helped to lessen time pressure.

The study is based on the theory of Marketing Mix which states that success in marketing depends on the development of a sound program covering everything the firm can do to create demand for its products and services to influence the markets to buy the products. Marketing strategies are structured around the four P's namely, product, price, place and promotion.

As shown in Figure 1, in order to achieve the company's objective in increased market share, improved quality services/products, and satisfied customers, one should employ a sound marketing strategy using the marketing mix as the instrument in employing such activity that could be seen clearly in this figure. Moreover, strategy formulation is dominated by ideas that sink their roots deeply into the discipline of marketing.



Research Methods

Research Design

The descriptive method of research was employed in this study since the primary purpose of the study was to determine the profile of the food service industry and the viability of the marketing strategies in relation to the Marketing Mix. Furthermore, inferential method was used to determine the difference in the marketing strategies to draw conclusion about the study.

Sampling Method

Purposive sampling was used in the selection of fast food service establishments, while total enumeration was used for the respondents representing the managers and supervisors.

The respondents of the study consists of the following:

1. Managers – this category of respondents includes the group of product managers, promotion managers etc.

2. Shift managers/ lower level managers – these are the sales and shift manager.

3. Customers – these are the direct buyers of the product who were at the establishments at the time of actual survey.

Table 1. Distribution of Respondents form Selected Establishments in Isabela.

Name of Company	Code	Managers /shift managers	Customers
Jollibee	JB	20	50
Greenwich Pizza	GP	5	25
McDonald's	MD	10	32
Chowking	CK	8	32
MangInasal	MI	8	32
TOTAL		51	171

Data Gathering

Primary data were collected through a survey questionnaire formulated for the respondents to be able to find sources of information for the study. A trained enumerator conducted the research gathering. Secondary data, were collected through the use of the following sources such as books, newspaper, magazines and other conducted studies in line with Marketing Strategies and listings and permits of the fast food companies available in the region from Department of Trade and Industry and Business Permit and Licensing Office of the Local Municipalities.

Statistical analysis

To derive valid and reliable results and interpretation of data generated, the following statistical techniques and methods were employed. The data were processed using the Statistical Packages for Social Sciences (SPSS) software to

determine the percentages and weighted means, as well as to perform regression analyses and F-tests.

The answer to the questionnaire of the marketing strategies dimension factor used the Likert's Scale, which are strongly agree (SA), agree (A), average (A), and dis agree (D) and strongly disagree (SD).

Results and Discussion

Socio Economic and Demographic Profile of Managers and Customers

The profile of the respondents in terms of gender, age, civil status, highest educational attainment and years of stay of managers in the company were determined. Majority of the respondents were female (64.71%), young (20-25 y.o., 47.06%), single (66.67%), has a Bachelor's degree (86.27%) and in the Middle-level management of the company (64.71%). On the other hand, majority of the fast-food customer respondents were male (50.30%), young (20-25 y.o., 39.18%), single (68.42%), and were non-degree holders (63.16%).

Perception of Manager on Products, Prices, Promotional tools, Employee trainings, Benefits received, Sales force, and Customer service in relation to the Marketing Strategies of the Food Service Industry

The perception of managers on product in relation to the marketing strategies of the food service industry were evaluated by survey of the impact of these product marketing strategies: a) special features; b) high quality food products; c) completeness of the meal; d) uniqueness of the food; e) variation of portions; f) variety of choices; g) competitor influence; h) availability of the food products; i) value-added products; j) *dramatic touch* of the products; k) research and development involvement in the product; l) expanding and adding choices and options in the menu; m) specialization of the products for a particular market; n) hygienical processing and packaging; o) creating value and convenience; and p) developing specialty products and services. Out of the 16 items the managers responded "Strongly Agree" on five items namely: creating value and convenience; special features that attract customer; offering high quality products; developing special product and

service and product are serve in many choices with mean values of 4.73, 4.70, 4.66, 4.65 and 4.61, respectively. All the other items were rated “Agree” with mean values falling within the range of 4.03 to 4.46. For each establishment, the managers responded that they “Agree” (Mean value of 4.42) that the product is very important marketing strategy in increasing market share and improving consumer satisfaction.

The perception of managers on price in relation to the marketing strategies of the food service industry were evaluated by survey of the impact of these price marketing strategies: a) lowering price to increase market share; b) minimizing overhead cost; c) reasonable and fair prices compared to competitors; d) unified prices in all outlets of the fast-food chain; e) variation in prices according to target market (customer status); f) variation in prices based on prevailing market rates; g) prices affected by law of supply and demand; h) variation in prices affected by competitor’s price; i) variation in prices anticipate inflation cost; j) changing the price without prior notice; k) prices determined by higher management; l) price cuts offered to dominate the market; m) price modification strategies per geographical location, promotion, discriminatory price or new product price; n) price cuts; o) price in line with government control price; and p) market status of price such as leader or follower. Of the 16 items the managers “Strongly Agree” on the five strategies. These include lowering prices to increase market share, minimizing overhead cost through standardization the prices of the products are reasonable and fair as compared to other and prices are uniformly sold in all outlet with mean values of 4.62, 4.59, 4.51 and 4.51, respectively. All other items were rated “agree” with mean values of falling within the range of 3.61 to 4.39. Per establishment, the highest grand mean value rating was reported by the manager of GP with 4.36 and followed by JB with 4.35, MD, MI and CK rated with grand mean values of 4.33, 4.16 and 4.03, respectively. All the mean values rated “Agree” (Mean value of 4.21), denoting that managers all “agree” that price is an important marketing strategy in improving market share and consumer satisfaction.

The perception of managers on place (location) in relation to the marketing strategies of the food service industry were evaluated by survey of the impact of these place marketing strategies: a)

near the target market; b) situated strategically; c) innovative equipment and facility design; d) within the reach of the crowd; e) most convenient place; f) accessible through transportation; g) spacious parking space; h) within the heart of the city; i) security for the customers; j) cozy ambience for the delight of the customers; k) good venue for every occasion; l) sufficient seating capacity; and m) good physical structure. Of the 13 indicators, the managers “Strongly Agree” in almost all strategies with mean values falling within the range of 4.50 to 4.65. Indicating thereof, the importance of Place that it should be strategically located within the reach of the customers, convenient, accessible by any means of transportation, innovative equipment and well- designed facility, spacious parking lots, customer security and nearness to target market. While the remaining indicators were rated “Agree” with mean value ranging from 4.30 to 4.48. As a whole, the establishments rated the various strategies with a grand mean of 4.55 or an equivalent descriptive rating of “Strongly Agree” implying the significance of Place being one of the simplest but very crucial part of marketing strategy in establishing a good business especially in achieving consumer satisfaction and improve market share.

The perception of managers on promotion in relation to the marketing strategies of the food service industry were evaluated by survey of the impact of these promotion marketing strategies: a) sufficient budget for advertising; b) effective advertising programs such as television, radio, newspaper, billboard, internet advertising; c) promotional strategies such as trade fairs, sports sponsorship, major sponsorships; d) promotional factors such as advertising, personal selling, premiums, public relations; e) heavy reliance on advertisement; f) strong and effective promotional strategies; g) brand identification and customer loyalty; h) good promotion in relation to sales; i) adopting unique selling propositions; j) promotional budget based on sales; k) *value meal* as promotional tool; l) word of mouth promotion; m) TV celebrities as endorsers; n) catchphrase/motto for easy buyer’s recall; o) sponsoring summer kid’s activity. Among these 17 parameters the manager “Strongly Agree” on seven strategies namely: Television; sponsoring summer kids activity; good promotion that are reflected in their volumes of sales; use of good sounding phrase and themes for customer’s easy recall; and the use of streamers, posters and

billboards for promotion including the use of word of mouth as a medium of promotion. All of the strategies has a mean values of 4.76, 4.66, 4.63, 4.58, 4.56 and 4. 53, respectively as the most effective advertising program including as a mean of promotion. All the other parameters are rated qualitatively as “Agree” with mean value falling within the range of 3.66 to 4.49. As a whole, the five food service establishments rated the various strategies with an average of 4.36 or an equivalent descriptive rating of “Agree” denoting that managers “agree” that promotion is very important as part of marketing strategy in improving market share and attain consumer satisfaction.

The perception of managers on training in relation to the marketing strategies of the food service industry were evaluated by survey of the impact of these marketing strategies: a) provide training for the employees; b) rare occurrence of trainings; c) selectivity on who to train; d) training is necessary for good service; e) improve employee productivity through training; f) sufficient budget to conduct trainings; g) training during business expansion only; h) give training only to successful managers; i) strong impact of proper training in effective management; j) effect of training on sales force turn-over, sales volume, customer relations, and staff absenteeism; k) regular occurrence of monthly meeting or seminars for its employees. Of these items, the managers “Strongly Agree” in almost half of the strategies identified namely; training as the best way to improve employee productivity, that the company provides training for its employees, acknowledging the necessity of training for good service, the best way to handle customer complaints and compliments, trained sales managers has strong impact in their management strategy, lessen absenteeism and increase sales productivity with mean value of 4.80, 4.78, 4.77, 4.66, 4.55 and 4.54, respectively. While the other items are rated qualitatively as “Agree” with mean value ranging from 3.76 to 4.46. The five establishments, rated the various strategies with a grand mean value of 4.36 or an equivalent description rating of “Agree”. This denotes that managers “agree” that training is important marketing strategy in increasing market share and improve consumer satisfaction.

The perception of managers on benefits given to employees in relation to the marketing strategies of the food service industry were evaluated by survey of the impact of these

marketing strategies: a) benefits given are essentially the same with the competitors; b) benefits given selectively but satisfactorily to qualified employees; c) benefits given according to rules set by the government; d) amount and nature of benefits are the same in all levels of management; e) benefits given are based on employee performance (merit-based); f) no specific policy regarding employee benefits; g) benefits given are determined by higher management; h) benefits are granted only due to a labor union; i) benefits are willingly granted to deserving employees; j) benefits provided such as cash incentives, social security system (SSS) benefits, medical and hospitalization, Christmas bonus (Holiday bonus), maternal/paternal leaves, vacation/sick leaves, meal allowance, social activities/team building exercises, profit sharing, etc. Based on the results reported, the managers “Strongly Agree” on the strategies with mean value ranging from 4.50 to 4.66, highlighting the Benefits Received by the manager which includes SSS, medical and hospitalization, Christmas Bonus, maternal/paternal leave, meal allowances and social activity with mean value of 4.66, 4.60, 4.56, and 4.55 respectively. All the other indicators were rated “Agree” with mean value falling within the range of 3.70 to 4.48. The item, food company that has no specific policy regarding benefits for employee is insignificant with mean value of 3.18 and qualitatively rated as “not sure”. As a whole, the food service stores rated the various strategies with the grand mean of 4.25 or an equivalent descriptive rating of “Agree” denoting that managers “agree” that benefits is also important marketing strategy in improving market share and consumer satisfaction.

The perception of managers on sales force in relation to the marketing strategies of the food service industry were evaluated by survey of the impact of these price marketing strategies: a) courteous sales crew and personnel; b) immediate response to customer queries; c) attentive sales crew to customer needs; d) kind and respectful sales force; e) prompt sales crew representation; f) encouraging employee creativity for customer benefit; g) awareness of changes in the food industry; h) personal treatment of each customer; i) hiring of qualified personnel; and j) rewarding sales personnel to encourage better performance. 11 items that were measured and rated by the managers

of the food service industry. Of the 11 items, the managers “Strongly Agree” in almost all of the strategies mentioned. These includes very polite sales crew; kind and respectful crew; courteous sales crew and personnel; attentive to customer’s basic needs; immediate response to query; personal treatment for each customer; prompt sales crew representation; rewarding sales force to encourage maximum performance and awareness of changes in the food industry with mean value ranging from 4.50 to 4.84. The other items were rated “Agree” with average mean value of 4.46 to 4.48 accordingly. As a whole, the food establishments rated the various strategies with grand mean value of 4.61 or an equivalent descriptive rating of “Strongly Agree”. This denotes that managers “strongly agree” that sales force are important marketing strategies in increasing market share and improving consumer satisfaction.

The perception of managers on customer service in relation to the marketing strategies of the food service industry were evaluated by survey of the impact of these marketing strategies: a) Internet/WiFi service; b) home delivery/free delivery; c) delivery reliability; d) clean bathroom/toilet; e) good and comfortable ambience; f) discount cards for senior citizens; g) discount cards for regular customers; h) patronage discounts; i) premiums and freebies for valued customers; j) good service; k) *selling with a smile* philosophy; l) fast accommodation of customer complaints; m) well-trained sales crew and personnel; n) information systems employed to reduce costs in analysing customer needs; and o) quality control in overall production operation. Of the total 15 indicators, the manager “Strongly Agree” on 6 strategies. These include selling philosophy with smile, fast accommodation of complaints by customer, offering good service and classy ambience, having clean comfort rooms and emphasize quality control in the overall operation of the food establishments. These have a mean value of 4.64, 4.61, 4.59, 4.55 and 4.54, respectively. In general, the food service establishments rated the various strategies with the grand mean of 4.32 or an equivalent descriptive rating of “Agree” denoting that managers “agree” that customer service is important marketing strategy in improving market share and consumer satisfaction.

Manager’s Perception on the Relationship Between Marketing Strategies and Quality Products and Services of Food Service Industry

It is evident in Table 2 that the relationship between marketing strategies and quality products and services of the five food service industry in Isabela shows significant differences in almost all aspects of marketing mix and other related factors such as trainings, benefits, sales force and customer service. The Analysis of variance (ANOVA) was used to test the difference.

Regarding the effect of Product, the computed F-value is 3.31 with probability of 0.014. This means that there is a significant relationship on the marketing strategies with regards to quality products and services. The null hypothesis is rejected which indicates that marketing strategies like product has a significant contribution to the improvement of quality of products and services, consumer satisfaction and increase in market share. The product plays a key role in the food industry. Among the five company respondents, it shows tremendous effect of the product to the company in terms of increasing the market share by producing quality products and good service.

For the effect of price, the computed F-value is 5.87 with probability of 0.000. This leads to the conclusion that there is a highly significant relationship on the marketing strategies through prices with regards to quality products and services. Therefore, the null hypothesis is rejected that there is no significant difference regarding the marketing strategies among the respondent food service establishments which indicates that marketing strategies like Price has a significant contribution to the improvement of quality of products and services, consumer satisfaction and increased in market share. Price is considered as the most avoidable word in the business sector, but for those in the food service industry, this could mean a way to meet companies’ objectives. Offering a competitive price are encouraged to ensure patronage and customer loyalty. Thus, offering a competitive price is one of the key. The result of the study rejected the assumption that there are no significant differences on the marketing strategies through with regards to quality products and services.

Table 2. Relationship between Marketing Strategies and Quality Products and Services of Food Service Industry, Isabela– Manager’s Observation

Marketing Strategies	Jolli bee	Green which	McDonald’s	Chowking	Mang Inasal	F value	p-value
Product	4.47 (Agree)	4.22 (Agree)	4.48 (Agree)	4.45 (Agree)	4.49 (Agree)	3.31*	0.014
Price	4.35 (Agree)	4.36 (Agree)	4.33 (Agree)	4.03 (Agree)	4.16 (Agree)	5.87**	0.0100
Place	4.61 (Strongly agree)	4.52 (Strongly agree)	4.61 (Strongly agree)	4.54 (Strongly agree)	4.68 (Strongly agree)	1.29 ^{ns}	0.285
Promotion	4.57 (Strongly agree)	4.20 (Agree)	4.48 (Agree)	4.36 (Agree)	4.19 (Agree)	7.41**	0.0000
Training	4.62 (Strongly agree)	4.04 (Agree)	4.26 (Agree)	4.40 (Agree)	4.45 (Agree)	2.17 ^{ns}	0.082
Benefits	4.36 (Agree)	3.74 (Agree)	4.37 (Agree)	4.38 (Agree)	4.27 (Agree)	3.20*	0.017
Sales Force	4.70 (Strongly agree)	4.00 (Agree)	4.70 (Strongly agree)	4.90 (Strongly agree)	4.83 (Strongly agree)	31.32*	0.0000
Customer Service	4.48 (Agree)	4.05 (Agree)	4.40 (Agree)	4.49 (Agree)	4.10 (Agree)	2.66**	0.040

**Significant @ 1% level

*Significant @ 5% level

^{ns}Not Significant

For Place, the computed F-value is 1.29 with probability of 0.285. This means that there is no significant relationship on the marketing strategies through Place with regards to quality products and services. The null hypothesis is accepted.

For Promotion, it is evident in the table that majority of the respondents have agreed in the importance of promotion. The computed F value of 7.41 with probability of 0.0000 means that there is highly significant relationship on the marketing strategies through promotion with regards to quality products and services. The null hypothesis is rejected which indicates that marketing strategies

like Promotion has a significant contribution to the improvement of quality of products, consumer satisfaction and increase in market share. This reveals that the acceptance of a food service store in the market can be reflected on their market share which may be measured through their promotional strategy and marketability. Through proper handling of promotion this could seize up the opportunity to conquer the entire market for food industry. Promotion indeed is one of the secrets in order to penetrate the market. This could be in any kind of advertising medium or in any type of promotional activity directed at convincing and motivating buyers to at least consider buying the product. Among the food store outlets, there is highly significant relationship so the result of this study rejected the assumption that there is no significant differences on the marketing strategies through promotion with regards to quality products and services.

As revealed in the table, the results of ANOVA for Training with the computed F values for training at 2.17 with probability of 0.082. This means that for the food service industry, there is no significant relationship on the marketing strategies through training with regards to quality products and services. Thus, the null hypothesis is accepted.

Regarding Benefits, the computed F value of 3.20 with probability of 0.017 means that there is a significant relationship at 5 percent level on the marketing strategies through benefits with regards to quality products and services. The null hypothesis is rejected which indicates that marketing strategies like benefits has a significant contribution to the improvement of quality of products, consumer satisfaction and increase in market share. This signifies that benefits are motivational factor that can be utilized to encourage and persuade manager or personnel to do what is expected of them. A person who is properly motivated can do an extra ordinary job in a simple ordinary work environment. Due to benefits, you can expect overrated output and goals. Thus, the result of the study rejected the assumption that there is no significant relationship on the marketing strategies through benefits with regards to quality products and services.

As evident in the table, most of the respondents agreed that philosophy of “smile while serving” is very effective as well as service crew who are very polite and courteous including those who are sensitive with customers’ complaints and

query. For Sales Force, the computed F value of 31.32* with probability of 0.0000 means that there is a significant relationship on the marketing strategies through sales force with regards to quality products and services. Thus, the null hypothesis is rejected which indicates that marketing strategies like sales force has a significant contribution to the improvement of quality of products, consumer satisfaction and increase in market share. This indicates that sales force represent the company; they are the front liners. It is expected of them to be courteous, polite and being friendly. Sales Force constitutes the man power of the store which contribute for the attainment of companies goals and mission. Through them they make it possible that customer may feel at ease, enjoy their hang-out with friends and feeling at home while dining. The atmosphere of being treated especial constitutes a bigger slice in the market share of customers. The success of every company depends on their sales force, as observed, training is very important, teaching them the very basic requisites of customer relations, considering that buyer or customers are the life blood of the business.

For Customer Service, the computed F value 2.66* with probability of 0.040 means that there is a significant relationship on the marketing strategies through customer service with regards to quality products and services. The null hypothesis is rejected which indicates that marketing strategies like customer service has a significant contribution to the improvement of quality of products, consumer satisfaction and increase in market share. This concludes that customer service constitute the add-ons of the food service store that offers product and services. These are in lines with providing good ambience and amenities such as spacious parking lot, clean comfort rooms, special services like free delivery with delivery reliability, Wi Fi/ internet zone and offering freebies for patronage. These add-ons are attention- catcher and come on for a certain store considering the vast arrays of food stores available in the region.

Perception of Customer on Products, Price, Place, Promotio tools, Sales force and Customer service in relation to the Marketing Strategies of the FoodService Industry

The perception of customers on product in relation to the marketing strategies of the food service industry were evaluated by survey of the

impact of these marketing strategies: a) special features to attract customers; b) high-quality products; c) completeness of food products; d) unique and distinctive food products; e) variation in food portions; f) variation in food choices; g) regular availability of food products; h) value-added products; i) *dramatic touch* to products; and j) sufficient products to serve every order. Of the 10 items presented, only JB was rated as “Strongly Agree” with average mean value of 4.51, while all the other items were rated “Agree” with mean values falling within the range of 4.08 to 4.34. As a whole, the five food establishments with regards to various marketing strategies were being rated by the customers with a qualitative rating of “Agree” grand mean of 4.23. This signifies that customers “agree” that Product is very important marketing strategy in improving consumer satisfaction. This denotes that product features is one of the main considerations of the customers in a food service establishments.

The perception of managers on price in relation to the marketing strategies of the food service industry were evaluated by survey of the impact of these marketing strategies: a) reasonable and fair price compared to competitors; b) unified and uniform prices in all outlets of the fast-food chain; c) fixed price in all outlets; d) price varies according to target market; e) price based on prevailing market rates; f) price varies according to competitor’s price; g) price subject to change without prior notice; h) price dictates status in market as leader or follower. Based on the results reported, all of the 8 indicator strategies were rated “Agree” with average mean values ranging from 3.83 to 4.27. As a whole, the food service establishments rated the various strategies with the grand mean of 4.05 or an equivalent descriptive rating of “Agree”. This denotes that customers “agree” that price is important marketing strategy in improving consumer satisfaction.

The perception of managers on place in relation to the marketing strategies of the food service industry were evaluated by survey of the impact of these marketing strategies: a) near the target market; b) situated strategically; c) innovative equipment and facility design; d) serve customer’s best at most convenient place; e) accessible through transporation; f) spacious parking space for customers; g) located within the heart of the city; h) security for the customers; i) cozy ambience; j) good venue for every occasion; k) sufficient seating

capacity; and l) good physical structure. All of the 12 strategies were rated “Agree” with average mean values ranging from 4.16 to 4.46. The overall rating of customers regarding the various strategies for the food service establishments are rated with a grand mean of 4.31 or an equivalent descriptive rating of “Agree”. This denotes that customers “agree” that place is important marketing strategy in improving consumer satisfaction.

The perception of managers on promotion in relation to the marketing strategies of the food service industry were evaluated by survey of the impact of these marketing strategies: a) effective advertising programs such as television, radio, newspaper, billboard and internet advertising; b) promotional factors utilized in promotion such as advertising, personal selling, premiums and public relations; c) heavy reliance on advertisement for product promotion; d) strong and effective promotional strategies; e) brand identification and customer loyalty; f) freebies and other giftables to customers; g) *value meals* as promotional menu; h) *word of mouth* medium of promotion; i) TV celebrities as endorsers; j) catchphrases and mottos for easy buyer’s recall; k) streamers, posters and billboards for promotion; and l) sponsoring summer kid’s activities. Of the 12 strategies the customers “Agree” with mean values ranging from 3.99 to 4.40. The overall rating of customers regarding the various strategies for the food service establishments were rated with a grand mean of 4.19 or an equivalent descriptive rating of “Agree”. This denotes that customers “agree” that promotion is very important marketing strategy in improving consumer satisfaction.

The perception of managers on sales force in relation to the marketing strategies of the food service industry were evaluated by survey of the impact of these marketing strategies: a) courteous sales crew and personnel; b) immediate response to customer queries; c) attentive sales crew to customer’s basic needs; d) kind and respectful sales force; e) very polite sales crew; f) prompt sales crew representation; g) encourage employee creativity for customer benefits; h) awareness of changes in the food industry. Among the 9 strategies, the customers of the five food service establishments “Agree” with average mean values ranging from 4.06 to 4.40. The overall rating of customers regarding the various strategies for the food service establishments were rated with a grand mean of 4.30 or an equivalent descriptive rating of

“Agree”. This denotes that customers “agree” that sales force are important marketing strategy in improving consumer satisfaction.

The perception of managers on customer service in relation to the marketing strategies of the food service industry were evaluated by survey of the impact of these marketing strategies: a) Internet/WiFi zone; b) home delivery/free delivery; c) delivery reliability; d) clean bathroom/toilet; e) good and cozy ambience; f) discount cards for senior citizen; g) discount cards for regular customers; h) patronage discount; i) premiums and freebies for valued customers; j) good service; k) *selling with a smile* philosophy; l) fast accommodation of complaints from customers; m) well-trained sales crew and personnel; and n) quality control in production operation. Among those strategies, the customers “Agree” in almost all of the items identified with an average mean values ranging from 3.67 to 4.33. While item Internet/WiFi zone with mean value 3.13 which has a qualitative description of “Average”. The overall rating of customers regarding the various strategies for the food service establishments are rated with a grand mean of 4.02 or an equivalent descriptive rating of “Agree”. All the rated mean values are qualitatively rated as “Agree” with an over-all grand mean value of 4.02. This denotes that customers “agree” that customer service is an important marketing strategy in improving consumer satisfaction.

Customers Perception on the Relationship Between Marketing Strategies and Quality Products and Services of Food Service Industry

It is evident from the Table 3, that the relationship between marketing strategies and quality products and services of the five food service industry in Isabela as observed by customers shows a significant difference in all aspects of Marketing Mix and other related factors such as sales force and customer service. The Analysis of Variance (ANOVA) was used to test the difference.

Table 3. Relationship between Marketing Strategies and Quality Products and Services of Food Service Industry, Isabela, – Customer’s Observation

Marketing Strategies	Jollibee	Greenwich	McDonald’s	Chowking	Mang Inasal	F value	Probability
Product	4.17	4.00 (Agree)	4.47 (Agree)	4.15 (Agree)	4.31 (Agree)	8.6	0.000

	(Agree))	e)	ee)	e)	5**	0
Price	4.01 (Agree)	3.93 (Agree)	4.23 (Agree)	4.00 (Agree)	4.07 (Agree)	3.83*	0.0100
Place	4.32 (Agree)	4.12 (Agree)	4.53 (Strongly agree)	4.19 (Agree)	4.38 (Agree)	17.53*	0.0000
Promotion	4.27 (Agree)	4.02 (Agree)	4.42 (Agree)	3.95 (Agree)	4.16 (Agree)	21.32*	0.0000
Sales Force	4.33 (Agree)	4.06 (Agree)	4.40 (Agree)	4.19 (Agree)	4.40 (Agree)	14.66*	0.0000
Customer Service	4.05 (Agree)	3.85 (Agree)	4.19 (Agree)	3.93 (Agree)	4.06 (Agree)	1.76 ^{ns}	0.0000

**Significant @ 1% level

*Significant @ 5% level

^{ns}Not Significant

For the impact of Product, the computed F-value is 8.65 with probability of 0.0000. This implies that there is a highly significant relationship on the marketing strategies by Product with regards to quality products and services as observed by the customers. The null hypothesis is rejected which indicates that marketing strategies like Product has a significant contribution to the improvement of quality of products, consumer satisfaction and increased in market share. Marketing styles of the food store has evolved into a truly dynamic production and development of high quality products making it visible and readily available to target market. Customers crave for delicious, sometimes fancy kind and not traditional type of foods. Products offered by the food store must constitute the taste and preferences of each buyer and must continue to undergo R&D to meet the continued search for finest products and services in which the customer craves for. In order for a food store to continuously win the market, they should not stop developing products and services that could satisfy their clientele and all of these are evidently pursued by the five food store respondents.

For Price strategy, the computed F-value is 3.84 with probability of 0.0100 which is highly significant. This means that there is a significant relationship on the marketing strategies through Price with regards to quality products and services as observed by the customers. The null hypothesis

is rejected which indicates that marketing strategies like price has a significant contribution to the improvement of quality of products, consumer satisfaction and increased in market share. Pricing scheme as perceived by customers is crucial for the price positioning of the food store. Acceptable pricing structure is encouraged for the benefit of both the company and the customers.

Regarding the Place, the computed F-value is 17.53 with probability of 0.0000. This means that there is a highly significant relationship on the marketing strategies through Place with regards to quality products and services as observed by the customers. Thus, the null hypothesis is rejected which indicates that marketing strategies like Place has a significant contribution to the improvement of quality of products, consumer satisfaction and increased in market share. This denotes that place is a vital ingredient of a sound marketing mix, that ensure the product availability to the right target market, at the right quantity, at the right condition, at the right cost, at the right time, anytime at all the time. Same is true with the observation of customer where they give preference to the accessibility of the food store with any means of transportation, offers spacious parking lot, cosy ambiance and offers security considering the location of the food stores where it can serve best their customers.

For Promotion, the computed F-value is 21.32 with probability of 0.0000. This means that there is a highly significant relationship on the marketing strategies through Promotion with regards to quality products and services as observed by the customers. The null hypothesis is rejected, which indicates that marketing strategies like promotion has a significant contribution to the improvement of quality of products, consumer satisfaction and increased in market share. This means that marketing nowadays has become so complex, sophisticated and innovative. Every peso invested or spent on promotion or whatever marketing activity undertaken to reach target market should deliver the expectation in terms of desired resources and profit for the company and guaranteed satisfaction for each customer.

The computed F value for Sales Force strategy was 14.66 with probability of 0.0000 means that there is highly significant relationship on the marketing strategies through sales force with regards to quality products and services as observed by the customers. Thus, the null hypothesis is rejected which indicates that marketing strategies

like sales force has a significant contribution to the improvement of quality of products, consumer satisfaction and increased in market share. This indicates that personnel and sales crew of a food store holds a vital position in respect to the implementation of company's goal. Since they are the frontlines of the store, it is expected that they are liable for whatever they do or act in front of the customer. The attainment of goals for the food company solely relies on how they function in front of their most important clientele, the customer.

The computed F value for Customer Service strategy of 1.76^{ns} with probability of 0.0000 means that there is no significant relationship on the marketing strategies through customer service with regards to quality products and services as observe by customer. The null hypothesis is accepted. This shows that customers are always looking for a place where they could have some fun, chat on social net on a not so public place, enjoy good cosy ambience, amenities such as spacious parking lot with security, clean comfort rooms, special services like free delivery with delivery reliability, and offering freebies for patronage. These add-ons are attention-catcher and come on for a certain store considering the vast arrays of food stores available in the region.

Problems and Current Issues Encountered by the Food Service Industry

There are various problems encountered by the key food service store in the Province of Isabela as perceived by the manager of each store. There is a stiff competition among the food service stores with 4.68 since this type of business proliferate in the industry now a day. Food service stores are considered by most of the investors to be money-maker considering everyone eats. And among the respondents, they have the same nature of target market.

Emphasize marketing strategies to increase market share with 4.61 which implies the presence of so many competitors that pop out in the market whether direct or indirect food service competitor that greatly affects the market share of each food service company. Direct and indirect competitors have bearing on the performance of a food service store, since it may divide the market share of each customer.

The need to provide a more spacious establishments including parking lots which are preferred by most customers are being encouraged

with a 4.56 and 4.48 for the high capitalization for this type of business.

Problems in the implementation of promotional strategies which does not have variations like giveaways/freebies, card premiums, as well as giving discounts to card holders with 3.77, 4.01 and 3.96 respectively. The grand mean of 4.20 means that this issues and problems are relatively significant for all food service stores.

Conclusion

The demand for our products, goods or services revolves around the four P's of the marketing mix, namely: Product, Prices, Place, Promotion. Each group of variables employs strategies depending on the decision that company or businesses make. Today, understanding customer is crucial, but it's not enough. Under the marketing concept, company's gain competitive advantage by satisfying the needs better than competitors do. Thus, marketing strategy must consider not only the needs of target consumers, but also the strategy of competitors. Go further stressed various steps, the first step is competitor analysis, the process of identifying, assessing and selecting key competitors. To plan effective competitive marketing strategies, the company needs to find out all it can about its competitors. It must constantly compare its product, prices, channels and promotion with those of close competitors. In this way the company can find areas of potential competitive advantage and disadvantage. The second step is developing competitive marketing strategy that strongly position the company against competitors and give it the greatest possible competitive advantage. Having identified and evaluated its major competitors the company must now design broad competitive marketing strategies by which it can gain competitive advantage by grouping superior customer value.

Based on the result of the perception of managers and customers on the marketing strategies applied and practiced by the five giant food service establishments in Isabela, all of them recognize the importance of developing high-quality products as part of their product strategy. Since customer consider fast food as a second home away from home, it is suggested then that food offerings should have some variations as to serving, product attributes such as product quality, features, good packaging and continues R&D to cope up with the changes in customers taste and preferences. The

food service company should focus on product specialization which aims at building a competitive edge and carving out a market position by catering to the special needs of a particular group of customers. These factors influence the consumers buying behavior. The food service stores should adopt acceptable and diverse pricing structure and methods in response to the customers' demands. They should maintain price uniformity in all its branches and outlets so as to establish consistency of prices in all its area of concern and establish long run dominant market position. The marketing strategy must try to achieve maximum effectiveness at a minimum cost. Place is a vital ingredient of the total marketing mix, that ensures the products availability to the right target market, at the right quantity, at the right condition, at the right cost, at the right time, anytime and all the time. There should be easy accessibility of the food store outlets, added spacious store and ample parking lots with security for the interest of those who have cars, providing cozy and comfy ambience, proposed kiddy playgrounds for the kids, well sanitized comfort rooms/ rest rooms and access to internet connections. They should also develop distribution system that will be suited to meet their long term objectives thus maximizing market penetration of larger market coverage. Marketing strategy to capture market acceptance and maintain the company position, against actual anticipated competition by offering a diverse advertising medium using sponsorships through events and activities, improve specialized freebies to be given as a form of promotion, modified card premiums and the like. thus, having a sound and practical promotion that buyers may be encourage to buy the products and services offered for sale. Importance on the sales force is enjoined since they are the key players in the company then, there should be a more aggressive sales training programs to be undertaken to improve the competitiveness of their manager or shift manager and to upgrade their level of awareness and exposure of the marketing strategies adopted by their store and to maximize work efficiency. The food company should further review their guidelines in giving compensation and social rewards as benefits to each employee, they should consider the human factor of providing benefits that could encourage their sales force to ensure maximum productivity and exemplary services. Since sales force are the front liner of the food industry, it is further recommended that they

should often undertake frequent sales training/ seminars to be more responsible and more sensitive to customers' needs and wants. Furthermore, to achieve market penetration and market acceptance, there should be a sound marketing mix that includes product, price, place and promotion that could be applied in order to deliver better customer service that could measure the marketability of the food store. The indicators on the issues and problems by the food service stores reflected the need to meet and improve their products and services. These are relevant to the buying preference of the customer, therefore, it is deemed necessary to understood and give priority on how to improve and offer quality products and services, that are necessary in achieving customer satisfaction. A future study may be further conducted, and also this may be replicated on a regional level to determine factors affecting the marketability of the food service industry.

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