

Marketing Strategies of Selected Restaurants in the Four Cities of Pangasinan

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Abstract — This study aimed to determine the marketing strategies of selected restaurants in the four cities of Pangasinan. Specifically, it sought to answer the profile of the managers in selected restaurants in the four cities of Pangasinan in terms of Age, Sex, Highest Educational Attainment, Number of years of experience in restaurant management, relevant trainings attended; the marketing strategies being implemented by the restaurant managers and how extensive along with advertising, social media, loyalty programs, pricing strategy, and amenities; the significant relationship between the profile of the restaurant managers and the marketing strategies of the selected restaurants that are being carried out; the level of effectiveness of the marketing strategies by the selected restaurant as perceived by the top management; challenges faced by the selected restaurants and their degree of seriousness.

Under Advertising, the respondents used very extensive billboards and signages. Facebook was the social media tool broadly utilized by the Restaurant Businesses in the four cities in Pangasinan as a marketing strategy. Giving of complimentary cakes were among the strategies that was extensively used by the Restaurants in the four cities of Pangasinan in contrast with loyalty application. Bundle pricing was utilized extensively by the restaurant businesses. The selected Restaurant Businesses in the four cities of Pangasinan offer free wi-fi access to all customers.

The null hypothesis was rejected with the acceptance of the alternative hypothesis which states that there is a Significant Relationship Between the Profile of the Respondents and the Marketing Strategies of the Selected Restaurant that are being carried out.

In the Significant Relationship Between the Profile of the Respondents and the Marketing Strategies of the Selected Restaurants that are being carried out using Chi-Square, the χ^2 value for relevant training and sex is higher than the critical value and interpreted as Not Significant. Thus, the null hypothesis was accepted.

In terms of Advertising, billboards and signages were the very effective marketing strategies that was used by the selected restaurants. Youtube under Social Media as a Marketing Strategy was effective as the survey indicated. In terms of Loyalty programs, giving of cakes is effective way of marketing a restaurant businesses. Under Pricing strategy, discounted pricing was very effective. In terms of amenities, the augmented services provided by the restaurants was very effective.

The selected restaurants in the four cities of Pangasinan faced adversities in the extent of marketing strategies they used. Such problem with a very serious note was the stiff competition in research and development.

Based on the results of the study, the following conclusions were drawn; the findings revealed that the restaurants in the four cities of Pangasinan were mostly managed by males under 35-44 years old, and are College Graduates with 4-6 years of experience in managing restaurants who attended trainings in food safety and food waste training under partnership form of business organization and are earning P 30,000 and above monthly.

The Marketing Strategies of Selected Restaurants in the Province of Pangasinan are very extensive.

There is no significant relationship and moderate relationship between the profile of the respondents and the extent of the marketing strategies.

Keywords — Advertising, Social Media, Loyalty Programs, Pricing Strategy, Amenities

I. Introduction

Restaurants are important components of the hospitality industry, which can both provide and influence the business sector. The Hospitality Industry is a broad term that encompasses a variety of sectors connected to customer service and happiness, as well as the creation of tangible and intangible goods. These businesses focus on food procurement, preparation, and distribution or sale to their clients or visitors.

Food service is a major segment of the hospitality industry that represents a significant proportion of the economy. The restaurant industry is approximately an \$800 billion dollar industry. The average household spends nearly 50% of its food dollars in restaurants. Food service is also significant when it comes to providing employment. Approximately, there are fifteen million individuals who are employed under the food service establishments, and 10% of the United States workforce is employed in restaurants. It is estimated that over one million food service establishments exist in the United States. This statistic is noteworthy in and of itself, but also in comparison to the 53,000 United States lodging establishments. (<https://psu.pb.unizin.org/hmd329/chapter/ch1/>)

Restaurants nowadays are not only focusing on profits but as well as maintaining sustainable development in their operations, thereby achieving sustainability. (Garcia, et. Al 2021)

In Malaysia, specifically Kumar, Konar, and Balasubramian (2020), discovered that over the years, the dynamic advancement of technology has shaped the food and beverage industry in Malaysia. The huge shift in the industry has resulted in consumers seeking readily accessible information. The results of their study proves that the electronic word of mouth (E-WOM), social media advertisement and online ordering system significantly determined customer's purchasing behavior.

According to the study of Thabit and Raewf (2018), marketing has a very high level of impact to increase sales of products, the good distribution of products can positively affect on customer satisfaction, and lastly, the company's policy for marketing has a very good reflection on increasing the sales of products.

A restaurant should develop marketing mix plan based on budget allocation, objectives and marketing channels selected for the same. It can be online or offline improving the chances of its success. It is very essential for restaurant business in today's competitive market to develop and implement a long-term marketing mix plan even if it is well established brand or a new entry in the market. (Randhave and Sathe, 2020)

Literature Review

A thesis submitted by Long Thanh Nguyen (2017), highlights that just making good quality food is not enough to stand out from the huge competition in the food and beverage industry. Pricing, location, and promotions are other elements of marketing mix for business owner or the restaurant's marketing team to consider.

In the study of Jenkins (2015), he found out that there are five marketing strategies that emerged, namely; word of mouth and social media marketing, limited financial resources, product differentiation and atmosphere, blogging and using of point of sale (POS) system, and employee engagement and upselling. In this study, the respondents stated that the word of mouth and social media were powerful marketing strategies that small independent restaurant owners should use to retain customers and gain new customers. The implications for positive social change include business development opportunities, opening resource centers for training programs, and free webinars associated with marketing and brand equity strategies.

According to the study conducted by Shcherbakova (2021), Every organization needs to consistently adjust operations and marketing strategies in order to perpetually satisfy consumers and reinforce dedication to the vision and mission of the food service establishments. As the economies of countries worldwide show signs of crisis, food service industry players need to adjust their marketing strategies in order to overcome the competition within new circumstances.

Restaurants should strive to build their customer base by retaining customers and use social media to encourage word-of-mouth, which helps to turn customers into advocates ([Sashi et al., 2019](#)). Investing in social media can improve firm value if consumers reactive positively to a firm's social media activity ([Kim et al., 2015](#)). The number of reviews a restaurant receives can have a positive impact on sales, the number of guests and the size of checks, which suggests that restaurants should strive to generate buzz, encourage interactivity and be active online to encourage customers to post reviews ([Kim et al., 2015](#)).

As cited by the Philippine Statistics Authority (PSA) in the Census of Philippine Business and Industry released in 2021, the total number of establishments for the accomodation and food service activities section increased by 67.5 percent with 44,487 establishments in 2018 from 26,557 in 2012. Most of the establishments were engaged in restaurants and mobile food service activities with 33,451 establishments or 75.2 percent of the total establishments. Across regions, the National Capital Region (NCR) registered most of the establishments with 9,706 (21.8%). This was followed by CALABARZON with 5,001 establishments (11.2%) and Central Luzon with 4,544 establishments (10.2%).

The competition among restaurants is fierce, and owners need to give their all to be successful. In order for a restaurant firm to stay ithe industry owners should have some new fresh ideas. Restaurant owners must be vigilant on their marketing so that they will be able to survive competition. (Marrs, 2015)

According to the study conducted by Domingo (2018), the restaurant owners should use other promotional techniques like social media in order to make the product more popular in the minds of existing and prospect customers.

A study conducted by Heide, et. al. (2021) found out that there is potential for using pricing strategies as a strategic tool for revenue enhancement. The findings of the study revealed that there is potential for increased use of several pricing strategies such as price discrimination, peak-load pricing and bundling. In another study about marketing strategy, it was found out that the packaging of the product is complimenting and extending the imagery created by the advertising.

In the study conducted in Isabela by Alvarez (2020), she found out that marketing strategies used by the managers in the five(5) foodservice establishments, with respect to the product and services, prices, place of distribution and sales promotion proved to be the main 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 marketing of food service establishment.

II. Methodology

RESEARCH DESIGN

The proposed study was “Marketing Strategies of Selected Restaurants in the Four Cities of Pangasinan”. The researcher employed Descriptive Research Design through survey questionnaire as a main data instrument for this study to identify, evaluate, and analyze the gathered data.

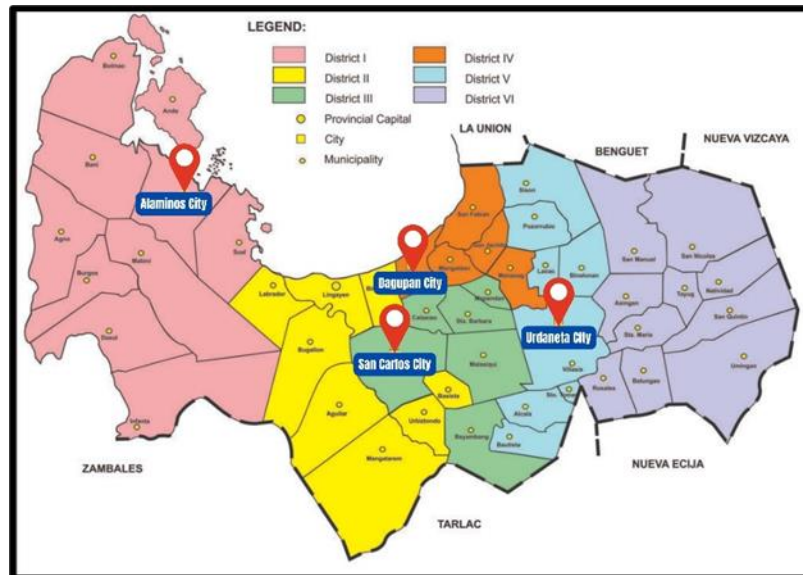
The researcher used survey questionnaire to collect the data needed for this study, which was designed based on the proposed variables and inputs that were identified for support the proposed study.

The study is beneficial to the different entities as presented in the significance of the study.

Purposive Sampling was used to randomly select and identify participants in the subset of population.

SOURCES OF DATA

The respondents for this study were the selected restaurants in the four(4) cities in the Province of Pangasinan in order to determine their marketing strategies.

Figure 2. Pangasinan Map


Source: ppdo.pangasinan.gov.

The data being collected will be kept with utmost confidentiality.

According to VYMaps.com(2021), there are 223 restaurants in the four(4) cities in the province of Pangasinan.

Table 1
Number of Restaurants in Pangasinan

Cities in the Province of Pangasinan	Number of Restaurants
Alaminos City	43
Dagupan City	85
San Carlos City	32
Urdaneta City	63
Total	223

POPULATION SIZE

Purposive sampling, also known as judgmental, selective, or subjective sampling, is a form of non probability sampling in which researchers rely on their own judgment when choosing members of the population to participate in their surveys.

In selecting the respondents for this proposed study, the proponent selected the managers among the restaurants in the four cities of Pangasinan.

Table 2
Number of Respondents

City	Number of Respondents
Alaminos City	25
San Carlos City	25
Urdaneta City	25
Dagupan City	25
Total	100

INSTRUMENT AND DATA COLLECTION

The researcher floated the survey questionnaire to gather data from the respondents. A validated questionnaire was utilized to gather data for this study.

Prior to the distribution of the survey questionnaire, the researcher first asked permission from the management of the restaurant for the conduct of the administration of the survey questionnaire. The researcher also briefed the respondents regarding the coverage of the study and the objectives of the study and encouraged them to ask questions for further clarification. Furthermore, the researcher made sure that the responses of the respondents was kept with utmost confidentiality as part of ethical consideration in conducting research.

The survey questionnaire was monitored by the researcher for analysis and interpretation. There are four (4) parts of the survey questionnaire which composed of the following;

Part I- It focuses on the profile of the managers of the selected restaurants in the four cities of Pangasinan in terms of age, sex, highest educational attainment, relevant trainings attended, years of restaurant management.

Part II- It refers to the marketing strategies of selected restaurants and its degree of extensiveness in terms of Advertising, Social Media, Loyalty Programs, Pricing Strategy, and Amenities.

Part III- It refers to the level of effectiveness of the marketing strategies of the selected restaurants in the four cities of Pangasinan as perceived by the Top Management.

Part III- It deals with the challenges faced by the selected restaurants and their degree of seriousness.

A survey questionnaire was created by the researcher for this investigation. Then, based on the outcomes of this study, Enhanced Innovative Marketing Strategies will be written to solve the obstacles faced by the selected restaurants in implementing marketing strategies.

VALIDITY AND RELIABILITY OF THE INSTRUMENT

Since the research survey questionnaire was drafted by the researcher, consultation with the research adviser and experts was necessary in establishing the questionnaire's content, validity and reliability.

In this method, the researcher had determined the extent of marketing strategies, level of effectiveness, and the challenges faced by the selected restaurants in the four cities of Pangasinan, and consequently, an enhanced innovative marketing strategies were proposed to enhance further the operations of the selected restaurants.

TOOLS FOR DATA ANALYSIS

The data collected in the study was tallied, segmented, collated and tabulated, and presented in tables to ensure accuracy, order, and systematic analyses of the processed data.

For problem number 1, the researcher was used percentage and frequency distribution to determine the profile of the respondents. The frequency distribution and percentage are computed as follows:

Formula: $\text{Percentage (\%)} = \frac{x}{n} \times 100$

Where x = is the number of absolute frequencies

n - is the number of all frequencies

For the problem 2, used average weighted mean and used a four-point likert scale were used for interpretation of the extent of marketing strategies implemented in the identified variables.

Point Value	Scale Range	Descriptive Rating
4	3.50-4.00	Very Extensive (VE)
3	2.50-3.49	Extensive (E)
2	1.50-2.49	Moderately Extensive (ME)
1	1.00-1.49	Not Extensive (NE)

The formula for the Average Weighted Mean is:

$$AWM = \frac{\sum fx}{N}$$

Where:

AWM= Average Weighted Mean

Fx= Total Frequencies

N= Number of Classes

For problem number 3, Pearson-R and Chi-square was used to assess the significant relationship between the profile of the managers and the extent of marketing strategies of the selected restaurants. Pearson-R was used because the data are in ordinal like the highest educational attainment, number of years of experiences in managing restaurants while Chi-square was used for the data that are in nominal such as relevant trainings and sex of the respondents.

For problem number 4, the researcher used average weighted mean and four-point likert scale for interpretation of the effectivity of the implemented marketing strategies as perceived by the top management.

Point Value	Scale Range	Descriptive Rating
4	3.50-4.00	Very Effective (VE)
3	2.50-3.49	Effective (E)
2	1.50-2.49	Moderately Effective (ME)
1	1.00-1.49	Not Effective (NE)

The formula for the Average Weighted Mean is:

$$AWM = \sum fx/N$$

Where:

AWM= Average Weighted Mean

Fx= Total Frequencies

N= Number of Classes

To answer the challenges faced by the selected restaurants and their degree of seriousness in problem 5, the researcher used average weighted mean and four-point likert scale.

Point Value	Scale Range	Descriptive Rating
4	3.50-4.00	Very Serious (VS)
3	2.50-3.49	Serious (S)
2	1.50-2.49	Slightly Serious (SS)
1	1.00-1.49	Not Serious (NS)

The formula for the Average Weighted Mean is:

$$AWM = \sum fx/N$$

Where:

AWM= Average Weighted Mean

Fx= Total Frequencies

N= Number of Classes

The proposed data collection is to determine the innovative marketing strategies of the selected restaurants in the four cities of Pangasinan. The data collected was used to come up with enhanced innovative marketing strategies of the selected restaurants.

III. Results and Discussion

Profile of the respondents. These are the background characteristics that the researcher believes to be essential to the research project. The researcher included age, sex, highest educational attainment, relevant trainings attended, years of experience in restaurant management. This was used by the researcher to describe the respondents and better analyze the data.

Table 3
Demographic Profile of the Respondents
N=100

Profile	Ranges	F	%
Age	18-24 years old	12	12
	25-34 years old	27	27
	35-44 years old	39	39
	45-54 years old	17	17
	55 years old and above	5	5
Sex	Male	52	52
	Female	48	47
Highest Educational Attainment	High School Level	2	2
	High School Graduate	11	11
	College Level	13	13
	College Graduate	41	41
	Vocational/TVET	2	2
	With Master's Degree Units	13	13
	With Master's Degree	10	10
	With Doctorate Degree Units	5	5
	With Doctorate Degree	3	3
Relevant Trainings Attended	Food Safety and Food Waste Training	32	32
	Management Information Systems	18	18
	Food and Beverage Costing	8	8
	Marketing and Customer Service	20	20
	Leadership Skills Training	9	9
	Inventory and Cash Management	11	11
	None	2	2
Number of Years of Experience in Restaurant Management	1-3 years	27	27
	4-6 years	35	35
	7-9 years	23	23
	10 years and above	15	15

Age. As derived from table 3, the ages of the restaurant managers range along the bracket 35-44 years old or 39% and 5% of them are at the age of 55 years old and above.

This implies that most of the respondents are in the middle age capable of managing restaurant business. According to Elias, et.al (2018), the age of owner-manager of a restaurant is very important in explaining how competent the manager-owner is in terms of managing the business.

Sex. In terms of Sex, 52% of the restaurant managers are males while 48% are females.

This means that most of the respondents are males who are managing restaurant businesses. In the study conducted by Wu (2018), demographic significance was identified for gender and managerial position among restaurant managers where male managers viewed “work place knowhow” to be significantly more important than female managers did on “interns”.

Highest Educational Attainment. As shown in table 3, preponderance of the respondents has a bachelor’s degree or college comprising 41%. While only 2% attained High School Level and Vocational/TVET, respectively.

This implies that most of the Restaurant Businesses in the Cities of Pangasinan are being managed by degree holders or college graduates. In the study conducted by Pham (2020) educational background deeply affects the ability and willingness to start a business.

Relevant Trainings Attended. Restaurant Managers need relevant trainings to manage the restaurant business to update their knowledge and skills with the latest trends in the industry. As obtained from the result of the survey in Table 3, majority of the respondents attended Food Safety and Food Waste Training with 32% while only 2% of them has no relevant training yet.

This conveys that Restaurant Businesses in the Cities of Pangasinan focus their training on food safety practices and food waste management. In Zimbabwe there is a need to prioritize improvement of the food safety knowledge and attitudes of food handlers, through measures such as the provision of basic and advanced food safety training programmes, in order to enhance the use of safe food handling practices.(Kanda, et.al ,2020)

Number of years of experience in restaurant management. In terms of number of years of experience in restaurant management in the four Cities of Pangasinan, greater number of respondents are within the bracket of 4-6 years with 35%, while those with 10 years and above experience are only 15%.

Thus, most of the respondents gained experiences in managing restaurant. In restaurant industry, being a professional has traditionally been equated with being a craftsperson who has acquired practical experience during many years of hard labour. (Woodhouse, 2016)

Table 4
Marketing Strategies being implemented by the restaurant managers
and how extensive it is
n-100

Strategies	Indicators	WM	DE
Advertising	1. The restaurant decided to advertise on television.	1.28	NE
	2. The restaurant decided to advertise through radio.	1.55	ME
	3. The restaurant has a newspaper/magazine advertisement.	1.70	ME
	4. Billboards/signages are used to promote the restaurants.	3.55	E
	5. Transit Advertising (Signs on Public Transportation) was utilized to promote the restaurant's products and/or services.	2.31	ME
	MEAN	2.08	E
Social Media	1. The restaurant has a Facebook page where they may publish updates or guest's reviews.	3.88	VE
	2. The twitter used to post updates.	3.10	E
	3. For promotional videos, the restaurant has a YouTube channel.	2.17	ME
	4. The restaurant has instagram account where they may publish updates.	2.67	E
	5. The restaurant has a tiktok account where they can promote their services.	2.11	ME
	MEAN	2.79	E
Loyalty Programs	1. The restaurant offers loyalty card to the guest.	2.51	E
	2. The restaurant is giving away a free t-shirts, mugs, hats, and other souvenir.	2.36	ME
	3. The restaurant offers free delivery to their guests.	2.42	ME
	4. For a memorable occasion, complimentary cakes were provided.	3.66	VE
	5. Guests were also given access to a smartphone loyalty application.	1.14	NE
	MEAN	2.42	ME
Pricing Strategy	1. Their pricing strategy included cost-based pricing.	3.50	VE
	2. The restaurant used psychological pricing to price the product/services.	2.39	ME
	3. The pricing strategy of the restaurant is based on Competition-based pricing.	2.79	E
	4. The restaurant implemented discounted pricing.	2.33	ME
	5. The bundle pricing is implemented in the restaurant.	3.56	VE

	MEAN	2.91	E
Amenities	1. The restaurant provides spacious parking space for the guests.	3.20	E
	2. For special occasion and event, function/event hall is available.	2.29	ME
	3. The restaurant offers innovative equipment and facility design to its guests.	2.78	E
	4. Guests have access to complimentary WiFi.	3.81	VE
	5. The restaurant offers both indoor and outdoor dining options.	2.95	E
	MEAN	3.01	E
	Total AWM	2.64	E

Point Value	Scale Range	Descriptive Rating
4	3.50-4.00	Very Extensive (VE)
3	2.50-3.49	Extensive (E)
2	1.50-2.49	Moderately Extensive (ME)
1	1.00-1.49	Not Extensive (NE)

Marketing Strategies implemented by the restaurant managers and how extensive it is. Marketing strategy refers to a business's overall game plan for reaching prospective consumers and turning them into customers of their products or service. The researcher determines selected marketing strategies that are implemented and how extensive it is in the four cities of Pangasinan that was used by Restaurant Businesses such as, Advertising, social media, Loyalty Programs, Pricing Strategies and Amenities.

Advertising. As drawn from the result of the survey conducted in terms of advertising tool, the respondents used very extensive billboards and signages, contrary to television.

This indicates that signages and billboard are the most common marketing strategy used extensively by the Restaurant Businesses in the four cities of Pangasinan.

A research conducted by Umor (2017) concluded that signage displays which are properly located have enhanced the delivery of advertisements, and have also ensured patronage that is capable of ensuring patronage by advertisers as it is the media of note with the current trend of technology.

Social Media. Facebook was the social media tool that is broadly utilized by the Restaurant Businesses in the four cities of Pangasinan as a marketing strategy while TikTok faced moderately.

This indicates that among the social media tools that was used by the Restaurant Businesses in Pangasinan, Facebook was widely utilized

The growth of social media has empowered consumers, and they are now not only having conversations online with other consumers but are demanding to have conversations and interactions with the brand. A study conducted by Fullerton (2021) aims to establish the impact of social media on organizational marketing strategy. A thorough examination of the extant literature

shows that marketing is being challenged, experiencing difficulty in value creation, a loss of influence, media fragmentation, and commoditization of the marketing mix. However, the literature also suggests that social media may assist in overcoming these challenges, facilitating the creation of the value and innovation needed for growth and competitive advantage.

Loyalty Programs. Giving of complimentary cakes were among the strategies that was extensively used by the Restaurants in the Province of Pangasinan in contrast with loyalty application.

This means that the giving of complimentary cakes is an efficient and effective of Restaurant businesses in the province.

A study conducted by Fook and Dastane (2021) states that loyalty program is part of a marketing strategy that aims to maintain a long-term relationship with customers; to increase profitability and used by small and big organizations to help to predict future improvement activities. The loyalty program emphasizes services and products that can be easily customized and be effectively market the products according to customers' needs and wants. This study aims to assess the impact of loyalty programs on customer retention. It then seeks to investigate the mediating effect of brand association and customer satisfaction. This explanatory, quantitative research adopts a questionnaire as a survey instrument. Multiple mediation analysis was then conducted, and results were confirmed through bootstrapping.

Pricing Strategy. Bundle pricing was utilized extensively by the restaurant businesses in the province as compared to discounted pricing that is moderately extensive.

As cited in the research conducted by Fang et. Al (2017) Bundling is an efficient method to achieve business objectives in many industries. However, decisions of bundle selection and pricing are complicated when multiple products are involved. In this paper, we investigate a bundle-pricing decision model for multiple products. With the objective to maximize the retailer's profit, an integrated bundle-pricing model for multiple commodities is formulated as a Non-Linear Mixed Integer Program based on the framework of Stackelberg game.

Amenities. The selected restaurant businesses in Pangasinan offer free wi-fi access to all customers. This brings an exceptional augmented service to the food industry.

According to the research entitled The Impact of Wi-Fi Service in Restaurants on Customers' Likelihood of Return to a Restaurant by Cabanoglo et.al (2018). There is a great impact of free wireless internet (Wi-Fi) service on customers' likelihood of returning to a restaurant. Data was collected via an online structured questionnaire from randomly chosen 1000 restaurant customers in the U.S. The results showed that (1) Wi-Fi access has become an important amenity in restaurants and cafes in the United States; (2) Technology-savvy customers prefer restaurants or cafes with Wi-Fi service; (3) Customers prefer free Wi-Fi in restaurants over paid models; and (4) A multiple regression model supported that Wi-Fi service availability, Wi-Fi service quality,

price of Wi-Fi service, perceived risk of using Wi-Fi service, and perceived value of Wi-Fi are predictors of likelihood of a customer's return to a restaurant. The research findings highlight the importance of internet amenities in restaurants. It shows that providing Wi-Fi service in a restaurant is a predictor of the likelihood of customers returning to a restaurant.

Table 5
Significant Relationship Between the Profile of the Respondents and the Marketing Strategies of the Selected Restaurant that are being carried out using Pearson-r
N=100, df-13

Profile	Advertising	Social Medial	Loyalty Programs	Pricing Strategies	Amenities	P value	description
Highest Educational Attainment;	.25	.91	.38	.54	.87	0.51	Moderate Relationship
Number of experiences in managing restaurant	.12	.44	.066	.33	.61	0.58	Moderate Relationship
Age	.18	.69	.49	.48	.55	0.45	Moderate Relationship

Legend:

0	no relationship
0.01-0.20	slight relationship
0.21-0.40	low relationship
0.41-0.60	moderate relationship
0.61-0.80	high relationship
0.81-1.00	very high relationship

From the hypothesis testing conducted in testing the Significant Relationship Between the Profile of the Respondents and the Marketing Strategies of the Selected Restaurants that are being carried out using Pearson-r, it found out that there is a moderate relationship across all profiles.

Thus, the null hypothesis was rejected and the alternative hypothesis was accepted stating that there is a Significant Relationship Between the Profile of the Respondents and the Marketing Strategies of the Selected Restaurants.

Table 6
Significant Relationship Between the Profile of the Respondents and the Marketing Strategies of the Selected Restaurant that are being carried out using Chi-Square
N=100

Profile	x^2	Df	CV	Description
Relevant Training	8.291	3	7.81	Not Significant
Sex	13.294	6	12.59	Not Significant

LEGEND:

x^2 - chi square

df- degree of freedom

CV- critical value

α = level of significance 0.05

In the Significant Relationship Between the Profile of the Respondents and the Marketing Strategies of the Selected Restaurant tested using Chi-Square, the x^2 value for relevant training and sex is higher than the critical value and interpreted as Not Significant. Therefore, the researcher accepted the null hypothesis.

Table 7
Effectiveness of Marketing Strategies Implemented by Selected Restaurants in the Four Cities of Pangasinan
N=100

Strategies	Indicators	WM	DE
Advertising	1. The restaurant decided to advertise on television.	1.26	NE
	2. The restaurant decided to advertise through radio.	1.55	SE
	3. The restaurant has a newspaper/magazine advertisement.	2.27	SE
	4. Billboards/signages are used to promote the restaurants.	3.78	VE
	5. Transit Advertising (Signs on Public Transportation) was utilized to promote the restaurant's products and/or services.	2.38	ME
	MEAN	2.25	ME
Social Media	1. The restaurant has a Facebook page where they may publish updates or guest's reviews.	3.95	VE
	2. The twitter used to post updates.	2.40	ME
	3. For promotional videos, the restaurant has a YouTube channel.	2.56	E

	4. The restaurant has instagram account where they may publish updates.	3.34	E
	5. The restaurant has a tiktok account where they can promote their services.	3.09	E
	MEAN	3.07	E
Loyalty Programs	1. The restaurant offers loyalty card to the guest.	2.94	E
	2. The restaurant is giving away a free t-shirts, mugs, hats, and other souvenir.	2.60	E
	3. The restaurant offers free delivery to their guests.	2.56	E
	4. For a memorable occasion, complimentary cakes were provided.	3.11	E
	5. Guests were also given access to a smartphone loyalty application.	1.48	NE
	MEAN	2.54	E
Pricing Strategy	1. Their pricing strategy included cost-based pricing.	2.98	E
	2. The restaurant used psychological pricing to price the product/services.	2.59	E
	3. The pricing strategy of the restaurant is based on Competition-based pricing.	2.36	ME
	4. The restaurant implemented discounted pricing.	3.61	VE
	5. The bundle pricing is implemented in the restaurant.	3.26	E
	MEAN	2.96	E
Amenities	1. The restaurant provides spacious parking space for the guests.	3.63	VE
	2. For special occasion and event, function/event hall is available.	2.24	ME
	3. The restaurant offers innovative equipment and facility design to its guests.	3.00	E
	4. Guests have access to complimentary WiFi.	3.87	VE
	5. The restaurant offers both indoor and outdoor dining options.	2.66	E
	MEAN	3.08	E
	Total AWM	2.78	E

Point Value	Scale Range	Descriptive Rating
4	3.50-4.00	Very Effective (VE)
3	2.50-3.49	Effective (E)
2	1.50-2.49	Moderately Effective (ME)
1	1.00-1.49	Not Effective (NE)

Effectiveness of Marketing Strategies Implemented by Selected Restaurants in the Four Cities of Pangasinan. Marketing effectiveness is measured by how well a company's marketing strategies increase its revenue while decreasing its costs of customer acquisition. You will always win the day if your marketing continually lowers the costs of finding and winning business, while also increasing the value of that business. The researcher determines the effectiveness of the marketing strategy used such as Advertising, social media, Loyalty Programs, Pricing Strategies and Amenities.

In terms of Advertising, billboards and signages are very effective marketing strategies that used by the selected restaurants in the province.

Youtube under Social Media as a Marketing Strategy is effective as was indicated in the survey conducted on table number 7.

In terms of Loyalty programs, giving of cakes is effective way of marketing a restaurant businesses.

Under Pricing strategy, discounted pricing was very effective as gleaned in the result of the level of Effectiveness of Marketing Strategies Implemented by Selected Restaurants in the Province of Pangasinan.

In terms of amenities, the augmented service provided by the restaurants was very effective.

This implies that marketing strategy in general is effective. Morgan et al (2018) states that marketing strategy is a construct that lies at the conceptual heart of the field of strategic marketing and is central to the practice of marketing. It is also the area within which many of the most pressing current challenges identified by marketers. Morgan develops a new conceptualization of the domain and sub-domains of marketing strategy and use this lens to assess the current state of marketing strategy research by examining the papers in the six most influential marketing journals over the period 1999 through 2017. The research uncovers important challenges to marketing strategy research—not least the increasingly limited number and focus of studies, and the declining use of both theory and primary research designs. However, it also uncover numerous opportunities for developing important and highly relevant new marketing strategy knowledge—the number and importance of unanswered marketing strategy questions and opportunities to impact practice has arguably never been greater. To guide such research, It will also develop an innovative enhanced marketing strategy for restaurant business in the Four Cities of Pangasinan.

Table 8
Challenges faced by the selected restaurants and their degree of seriousness
N=100

Challenges Faced	WM	DE
There is a stiff competition among the food service establishments in the area.	3.57	VS
The restaurant has outdated equipment and facility design.	2.56	S
When raw components are needed, there is a shortage.	1.4	NS
There is no product development or research involved.	3.54	VS
Specialty products and services are proving difficult to develop.	2.84	S
Minimizing overhead costs has an issue.	2.64	S
There is a price variation influenced by competitor's price.	2.28	MS
There is not price CCTV for the security of the guests.	1.93	MS
There is a limited access of transportation in the vicinity.	1.38	NS
There is a limited parking space.	2.11	MS
The restaurant is far away from its target market.	2.21	MS
There is an insufficient seating capacity to accommodate the guests.	1.83	MS
There is a need to improved the physical structure of the restaurant.	2.29	MS
The restaurant is understaffed.	2.44	MS
The restaurant has an insufficient budget for promotional activities.	3.02	S
Average Weighted Mean	2.40	SS

Point Value	Scale Range	Descriptive Rating
4	3.50-4.00	Very Serious (VS)
3	2.50-3.49	Serious (S)
2	1.50-2.49	Slightly Serious (SS)
1	1.00-1.49	Not Serious (NS)

The selected restaurants in Pangasinan faced adversities in the extent of marketing strategies they used. Such problem with a very serious note was that the stiff competition in research and development.

A research conducted by Dube et al (2017) states that Competitive positioning has become an important facet of any 21st century contemporary organization that seeks for not only survival but be sustainability. There is a fierce competition from the business environment both locally and globally and those organizations that position themselves well will thrive. The research also recommended that management of the three restaurant outlets should act without further delay to ensure that its food quality and speed of service are prioritized as key drivers of competitive positioning and that focus should also be placed on employee engagement.

Traitler (2018) states that the strong and influencing role of marketing and operations is an important example how Research and development is often almost put under the tutelage of other groups. Marketing, especially operations, are tightly knit communities in every food company, and it is not easy for Research and development to make its marks and play the role of an equal partner.

Enhanced Innovative Marketing Strategies of Selected Restaurants in the Four Cities of Pangasinan

1. e-Loyalty Program

Customers can earn points or prizes for their purchases and continuous loyalty using this E-Loyalty program, which is an online smartphone application. Since we are currently in the midst of the pandemic, this will be a huge help in reducing contactless transactions in restaurants. Customers must first register for membership in the application. Customers can win complimentary meals, special birthday gifts, and even bonus benefits by becoming a member. In this sense, this will be the most effective marketing plan for increasing restaurant sales. Furthermore, the higher your level and hence your rewards are, the more you have.

2. Hibachi Dining: The Pangasinan Way

Hibachi is a Japanese term that means "fire bowl." This is a wonderful marketing technique in the Province of Pangasinan if guests are searching for an unforgettable dining experience where cooks prepare in front of them. It is a culinary or dining experience in which guests select food and watch a chef prepare it in front of them. This will also allow the cooks to demonstrate their culinary abilities and talents in front of the guests. Because Filipinos, particularly those from

Pangasinan, enjoy eating grilled dishes, the researcher suggested this enhanced innovative marketing strategies ne adopted by the restaurants in the Province.

3. Content Creation Marketing

Content marketing is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media. This approach establishes expertise, promotes brand awareness, and keeps your business top of mind when it's time to buy what you sell.

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. Like other forms of digital marketing, content marketing involves the strategic use of engaging, high-quality content. However, content marketers use content to serve the distinct purpose outlined above. Rather than replacing techniques like traditional marketing, public relations, or search engine optimization, content marketing is most effective when it's applied in tandem with them. (contentmarketinginstitute.com)

This model represents the element of the Suratos CCM Model Enhance Innovative Marketing Strategies of Selected Restaurants in the Province of Pangasinan. It includes segmentation. Targeting and positioning, promotional tactics, monitoring and evaluation and marketing plan.

Suratos CCM Model

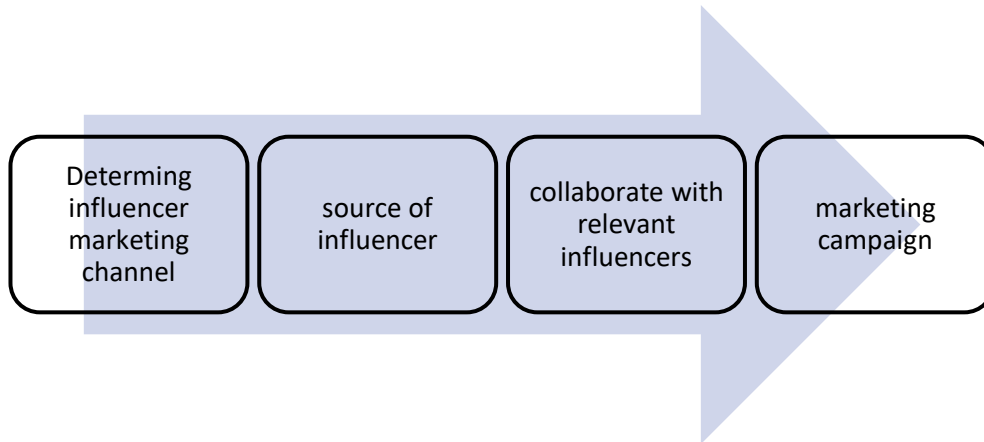
Figure 3



4. Influencer Marketing

Same as with endorsing celebrity, this is an avenue where brands use influencers for their marketing campaigns through social media platforms like TikTok and Instagram. It's by no means a new trend but has acquire notable grip these recent years for its simplicity. Influencers (including micro-influencers) post content in which they interact with a brand, either by using one of its products or services or engaging with employees. Influencer marketing usually yields better results than traditional celebrity endorsements given the “engagement factor”: people interact with influencers, and so are more likely to react to the marketing campaign. Influencer marketing also plays on consumer behavior and psychology, such as recommendations. Market research firm Nielsen found that 83% of consumers trust personal recommendations more than traditional digital advertising, so influencers are the perfect way for brands to create persona recommendations this *en masse*. Social media influencers also specialize in a particular niche and have followers with certain types of interest. For marketers, this means more targeted advertising, which helps reduce ad spend. (projectcor.com,2022).

Figure 4
Flow Chart



Brands should determine marketing channel like tiktok, ig, twitter, fb etc to be used in posting content related to their product or industry for the best results. Restaurants may look for influencers themselves through different social media platforms or work with influencer agencies and collaborate with them. As with all marketing campaigns, brands should define their objectives and target audience before contacting influencers. Influencers who post photos and videos of themselves using a brand's product or service is the most popular type of influencer marketing content.

IV. Conclusion

Based on the findings the following conclusions were attained.

1. The selected Restaurants in the four cities of Pangasinan were mostly managed by males under 35-44 years old and are College graduates with 4-6 years of experience in managing restaurants who attended trainings in food safety and food.
2. The marketing Strategies of Selected Restaurants in the four cities of Pangasinan are Extensive.
3. There is no significant relationship and moderate relationship between the profile of the respondents and the extent of the marketing strategies.
4. The Marketing Strategies of the Selected Restaurants in the four cities of Pangasinan are Effective.

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