

The Marketing Communication Mix Strategies of a Quick Service Restaurant

Maria Lourdes F. Rebulanan

*Faculty Member
Polytechnic University of the Philippines
Laboratory High School*

mlfrebulanan@pup.edu.ph

ABSTRACT

This study sought to assess the level of effectiveness of the marketing communication mix strategies of a Quick Service Restaurant in selected stores in Sta. Mesa.

This study used the quantitative-descriptive method with a duly validated questionnaire as research instrument. Convenience sampling was employed. Data were drawn from 400 respondents who are consumers of a known Quick Service Restaurant in selected Sta. Mesa branches.

The respondents' assessment on the level of effectiveness of the different Marketing Communication Mix Strategies revealed "Very Effective" in terms of Advertising and Direct Marketing, and "Effective" in areas of Sales Promotion, Publicity/Public Relations, and Personal Selling.

There is no significant difference on the level of effectiveness when grouped according to age and average monthly income. According to sex, there is a significant difference in terms of advertising. Whereas, according to Civil Status, there is a significant difference in Personal Selling; According to Highest Educational Attainment, there is a significant difference in the area of Sales Promotion and Publicity/Public Relations. Lastly, according to Frequency of visit to the store, there is a significant difference in terms of Publicity/Public Relations and Personal Selling.

Majority of the respondents aged 21-30 years old, mostly females, single, earning an average monthly income of 11,000.00-20,000.00, college graduates, and frequents the store once to thrice a month.

It is recommended for this QSR to be more audacious in raising public awareness on the different Public Relations activities to strengthen more its brand image which can lead to brand loyalty.

Keywords: *Quick Service Restaurants, marketing communication mix, advertising, sales promotion, personal selling*

INTRODUCTION

This study aims to unravel the effectiveness of the different Marketing Communication Mix Strategies of a Quick Service Restaurant. The purpose is to discover the reason why this industry remains to be one of the biggest forces to reckon with as far a contribution of our country's economy is concern. The rationale behind their huge success through the way they communicate their products to the market. Through this study, the researcher can somehow be able to shed light on the significant role these marketing communication mixes play in spearheading the quick service restaurant industry to its present position in a very competitive food market. This may also serve as a guide to other possible players who would want to become new entrants in the industry. This can somehow uncover how consumers feel about certain ads they see on TV and the impact it creates on the minds of the consumers.

Organizations are responsive of the ever-changing needs and demands of the market because people are very much aware that companies are continually developing and innovating products to meet these needs. Marketers are constantly battling for the attention of the consumers, that is why, research about how to advertise and promote their brands recurrently takes up an immense portion of any successful organization's financial plan. This justifies the Marketing cliché which states that "Promotion is a necessary evil," because this particular "P" of Marketing gives birth to every successful product there is in the market. Likewise, promotion paves the way for a new product to find its niche in the market. It introduces a new concept, creates fresh demands and boost consumers' knowledge that a new offering exists in the market. It also strengthens market position and fortifies the

competitive advantage of existing products. In fact, an efficient communication strategy does more than that. It serves as an avenue for establishing goodwill and creating a long lasting relationship between the market and the brand.

At present, the concept of marketing is not restrained to just developing a great product. Deeper engagement to present and probable stakeholders is a prerequisite. The efficiency of communication lies on how the companies execute their communication message. Yet, communication gets tougher as companies unceasingly contend for the market's continuous shifting preference. In order to combat this dilemma, marketers are resourcefully engaging in various manners of communication. Hence, marketing communication echoes the voice of the brand and is the very means to establish the bridge between the company and the consumer. Marketers can choose from a variety of communication mix available at hand to serve as the avenue through which customers can establish "touchpoint" with a product.

Nevertheless, Marketing Communication is not as simple as it is before. The trend now is Integrated Marketing Communication. Companies utilize several types of communication strategies to reach the market. They integrate various communication tools and make them work together in perfect harmony for the sake of the company and for the benefit of all stakeholders.

These communication means work best if they are properly integrated with one another. They complement well once an excellent marketer unveils the secret on how to mix and match these devices so they work hand-in-hand rather than in isolation. A great advertisement can complement a relevant publicity or a public relations activity done by a company. For instance, Personal Selling can best supplement an effective Digital Media Advertisement. In addition, powerful a Sales Promotion can boost a brilliant TV commercial. The right fusion of these Marketing Communication Mixes can intensify a brand's market position if the organization can perfectly combine and capitalize on the strength of each. Integrated marketing communications require a lot of effort, but successful organizations still manage to allot valuable time in planning on how to come up with the best possible method in delivering them because, it presents numerous benefits: generates competitive advantage, intensifies sales, escalates profits, and fosters positive relationship with the market. Effective marketing communication wraps customers and facilitates rational thinking as they decide on the best possible option available for them. As the possibility of choice narrows down after each decision, organizations can now nurture the confidence instituted between the market and the brand, which in turn, may result in the conception of a bond of loyalty towards the product. Hence, effective communication protects the brand from the onslaught of competition. The competence to maintain customer's lifetime value will always be a powerful competitive advantage.

Tough challenges are faced by huge companies like those in the Quick Service Restaurant (QSR) Industry or more commonly known as the Fast Food Industry. With this, the researcher wanted to explore on what makes this industry continue to be a dominant force in the economy. Considered to be major players in the business industry, QSR's served as stronghold of the Philippine economy with its enormous impact to the country's Gross Domestic Product (GDP), being part of the Service Industry, through the investment they provide and the employment capacity they deliver. In fact, according to the Department of Trade and Industry (DTI, 2018), the Philippine economy achieved more than 6% growth in the last quarter of 2018, spearheaded by the Services Sector, of which QSR's are a part of. It attained the loftiest contribution to GDP of more than 56%, followed by Construction Sector of 21.3%.

For QSR Players, the world may not be enough. They continue to multiply from the West to the Far East. Here, foreign players flourish because the Philippines is a huge market for such. Change in lifestyle particularly plays an important role in the way people view fast food. Such factor is responsible for the growth and expansion of QSR's in the global society.

THEORETICAL FRAMEWORK

The Marketing Mix is basically the most important concept in the Marketing Process. Composed of the four P's, it is the basic foundation of all buying and selling strategies and the basis into which all marketing schemes evolve.

Neil Borden coined the term "Marketing Mix" in the 1940's. According to him, a marketer follows a specified formula whose being resourceful is evident once components are not obtainable. He improvises them then, applies them even if no one else has tried it before. (Baalbaki, 2015). The Marketing Manager usually weighs behavioral and environmental factors and matches and balances these factors with the companies' resources in order to come up with the best possible strategy for the product. The theory on the 4P's, however, was first advocated by E. Jerome McCarthy in 1960. He suggested product, price, promotion and place as the key domains of the marketing mix. These are the four most important pillars organizations can utilize as they developed their marketing plan. Communication Mix, one of the four major concepts of the 4P's of Marketing centers mainly on how companies relate to the market in terms of persuading, informing and reminding them

Figure 1 :Theoretical Framework



about the product or a service a company delivers. Communication here refers to messages used to connect a companies' product to its target segment with the use of an effective media. Options include advertising, public relations, sales promotion, direct marketing, and personal selling. The importance of these Communication Mixes can never be taken for granted. It typically provides the avenue that serves as the touch points of the market into a product. It also reinforces positive connections among the organization, its macro and micro external environment, and most importantly, its consumers. The inclination now is Integrated Marketing. This perspective seeks to orchestrate the use of all forms of communication mixes to reach customers at different levels in new and better ways.

CONCEPTUAL FRAMEWORK

The Input, Process, Output Pattern was utilized in this study. The Input Stage focused on the different Marketing Communication Mix Strategies used by a Quick Service Restaurant for their products. It treats the importance of these strategies in constantly reminding and reinforcing their customers' steadfastness towards the brand. The Process Stage is the use of Survey/Questionnaire as instrument to gather data pertinent and relative to the conduct of this study. Lastly, the Output Stage is the utilization of findings on which of the different forms of Marketing Communication Mix strategy is the most effective when promoting their products in the market.

Statement of the Problem

This study sought to determine the Level of Effectiveness of the Marketing Communication Mix Strategies of a Quick Service Restaurant.

Specifically, it aimed to answer the following questions:

1. What is the profile of respondents in terms of the following:
 - 1.1 Age;
 - 1.2 Sex;
 - 1.3 Civil Status;
 - 1.4 Highest Educational Attainment;
 - 1.5 Average Monthly Income; and

- 1.6 Frequency of visit to the store?
2. How do the respondents assess the level of effectiveness of the Marketing Communication Mix Strategies of a Quick Service Restaurant in terms of the following viewpoints:
 - 2.1 Advertising;
 - 2.2 Sales Promotion;
 - 2.3 Public Relations;
 - 2.4 Direct Marketing; and
 - 2.5 Personal Selling?
3. Is there a significant difference in the respondents' assessment on the level of effectiveness of the Marketing Communication Mix Strategies of a Quick Service Restaurant when they are grouped according to profile?

RESEARCH METHODOLOGY

Method of Research

This study used the quantitative descriptive method which defines the attributes of a population being studied. Researcher-made questionnaire is the key instrument utilized to collect raw data from the respondents.

Descriptive Method is meant to collect information about current prevailing conditions. Its foremost objective is to depict the landscape of the existing phenomenon during the time of the investigation so as to shed light about particular occurrences. (Sevilla, et. al 2011). The descriptive research method aims to answer questions relating to the present position of the object of research through the gathering of data from qualified respondents. Quantitative research encompasses statistical and numerical exploration of data amassed through various means by utilizing a range of computational techniques. (USC Libraries, 2019).

Population, Sample Size, and Sampling Technique

The study adapted the Convenience Sampling Technique wherein samples were nominated based on the attributes of a population and intention of the study. The primary aim of convenience sampling is to center on the distinctive quality of a population that are of significance, which will best empower the researcher to resolve the research queries. The researcher conducted the survey through the use of an instrument, a research questionnaire, duly validated by panel of experts and had undergone reliability test which was used to gather the raw data. Four Hundred (400) respondents who are regular customers of a Quick Service Restaurant branch in Sta. Mesa area, particularly Pureza, Savemore Nagtahan, and Stop n' Shop were asked to represent the QSR's consumers in Metro Manila. The number of respondents were calculated based on the specified minimum number of respondents if the population size is undetermined, which is 400. Characteristics of the population were taken into consideration according to the demographic profile stated in the problem.

Description of the Respondents

Respondents were selected customers of a Quick Service Restaurant in designated stores in Sta. Mesa area who represented the QSR's customers in the Metropolis. Availability of the customers was taken into consideration. Most of the respondents were helpful enough to assist the researcher with her data gathering. Demographic profile of the respondents in terms of age, sex, civil status, highest educational attainment, average monthly income, and frequency of visit to the store was also taken into consideration.

The Research Instrument

A researcher-made questionnaire purposely constructed for the purpose of this study was exploited. The instrument was duly examined and validated by a panel of examiners and was tested for reliability before administering them to the respondents.

The questions were formulated to achieve the objective of this research. The instrument is composed to two parts: The first part was designated to collect the profile of the respondents in terms of age, sex, civil status, highest educational attainment, average monthly income, and frequency of visit to the store. The second part includes questions that gathered from the respondents' data pertaining to the level of effectiveness of the marketing communication mix strategies of a Quick Service Restaurant which were answered by the respondents on a five-point scale namely: Very Effective, Effective, Somewhat Effective, Less Effective and Not Effective. The researcher personally asked the respondents to answer the questionnaire wherein confidentiality with regard to the data gathered was highly observed. The context and intention of the study were explained thoroughly to the respondents. The respondents however, may refuse to answer if they deemed unnecessary to do so.

Data Gathering Procedures

The instruments were administered to the respondents after undergoing reliability test. The researcher went personally to the main office of a known Quick Service Restaurant in Pasig City to ask permission to administer the research instrument. The brand and PR specialist of the said QSR was very cooperative and helpful enough to allow the researcher to conduct the study within the store premises, however, due to time constraints, and so as not to distract customers who were having their meal and bonding time with families and friends, the researcher beg just to conduct the administration of the questionnaires outside the store premises. Consequently, the researcher was allowed to conduct the survey beyond the store premises. The researcher wasted no time in going to the different barangays that have jurisdiction over these Quick Service Restaurants and asked permission from the respective chairmen to dispense the questionnaire to their constituents. Questionnaires were administered individually by the researcher to the people who were customers of the mentioned QSR with the help of two family members. The rationale of the activity was explained to the respondents on how they can be of help in achieving the purpose of the study. Respondents were willing enough and accommodated the researcher in answering the questionnaires as sincerely as they can. They were assured that each data supplied will be treated with utmost secrecy. It normally took 3 to 5 minutes for each respondent to answer the questionnaire, while the researcher took five days for the entire data gathering procedures among 400 respondents.

Statistical Treatment of Data

The raw data accumulated were tabulated, computed, evaluated and summarized for interpretation and analyzation in order to come up with meaningful conclusions and provide substantial recommendations. For the first part of the questionnaire, Frequency and Percentage Distribution Method was utilized.

For the second part, the Weighted Mean was used for the arithmetical treatment of raw data gathered for the level of effectiveness of the marketing communication mix strategies of a Quick Service Restaurant in their selected outlets in Sta. Mesa area.

Third, Analysis of Variance was utilized to define the significance of the disparities concerning classifications beyond two levels; the ANOVA is set at 0.05 significant level. The Rule is to reject H_0 if computed F ration $>$ F ratio 0.05 where F ratio 0.05 = critical value with d f.

Ranking was also utilized which is purely descriptive and suited for relatively small groups, this consists or arranging numbers in a decreasing or increasing order. Normally, the highest score is written first and so on until the lowest score is reached. This is also called distribution of points of an ungrouped series.

RESULTS AND DISCUSSIONS

1. The profile of the respondents according to Age, Sex, Civil Status, Highest educational attainment, Average monthly income and Frequency of visit to the store

Table 1

Frequency and Percent Distribution of the Respondents According to Age

Age	Frequency	Rank	Percent
20 years old and below	82	3	20.5
21-30 years old	130	1	32.5
31-40 years old	93	2	23.3

41-50 years old	57	4	14.2
50 years old and above	38	5	9.5
TOTAL	400		100.0

Table 1 indicates that of the 400 respondents 130 or 32.5% aged 21-30 years' old got the highest frequency and 50 years old and above obtained the lowest frequency of 38 or 9.5%.

These results specify that most of QSR's customer are young people who are mostly young professionals. According to the article "Five Ways Millennials' Dining Habits Are Different From Their Parents," by Lutz (2015), enticing the young professionals group is of prime consideration due to their increased buying power. Because of this factor, there is a radical change in their dining habits from that of their parents. They dine-out more frequently than the Gen Xer's and Boomers and most favor QSRs such as McDonalds or Subway. They addressed these QSRs as "fast casual" restaurants since they offer express value meals. Likewise, analysts are certain that QSRs are on the forefront because consumers feel they are getting their money's worth.

Table 2

Frequency and Percent Distribution of the Respondents According to Sex

Sex	Frequency	Rank	Percent
Male	163	2	40.8
Female	221	1	55.2
LGBTQA+	16	3	4.0
TOTAL	400		100.0

Table 2 indicates that female customers obtained the highest frequency of 221 or 55.2% and the lowest frequency was acquired by LGBTQA+ at 16 or 4%. This shows that majority of the customers were female. The article, "*Men and Women Don't Have the Same Fast Food Habits—See the Key Difference*," Benshosan (2018), states that male and female eat differently as far as fast-food eating habit is concerned. Men frequent fast food restaurants during lunch time, in contrast to women who tend to visit fast food restaurants for snacks and dinner.

Table 3

Frequency and Percent Distribution of the Respondents According to Civil Status

Civil Status	Frequency	Rank	Percent
Single	260	1	65.0
Married	140	2	35.0
TOTAL	400		100.0

Table 3 implies that 260 or 65% of the respondents were single and 140 or 35% were married. The results revealed that most of QSR's customers are single. According to the article of Zagorsky (2015) entitled: "*We All Want Fries With That: Debunking Myths About Fast Food*," unmarried individuals living in urban areas tend to dine at fast food restaurants more because of its convenience and accessibility. This is especially true with people who tend to devote more of their time at work than those that spend most of theirs' at home.

Table 4

Frequency and Percent Distribution of the Respondents According to Highest Educational Attainment

Highest Educational Attainment	Frequency	Rank	Percent
Doctorate Degree	8	6	2.0
Master's Degree	35	3	8.8
College Graduate	187	1	46.7
High School Graduate	145	2	36.2
Elementary Graduate	15	4	3.8
Vocational Course Graduate	10	5	2.5
TOTAL	400		100.0

Table 4 exhibits the frequency and percentage distribution of the respondents by educational attainment. As indicated in Table 4, the highest frequency was obtained by college graduates at 187 or 46.7% and doctorate degree got the lowest frequency of 8 at 2.0%.

This denotes that most of QSR's customers are College and High School Graduates. According to Jenkins (1985), in her article *"For Many Young Professionals, The Way to Eat is on the Run,"* people are always on the go and spend less time doing meal preparations. Cultural changes that took place in the 21st century, wherein more women are obliged to work to help augment family income has contributed much to this phenomenon. Consumers are very much willing to embrace any offering that appears to help them save precious resources such as time.

Table 5

**Frequency and Percent Distribution of the Respondents
According to Average Monthly Income**

Average Monthly Income	Frequency	Rank	Percent
P10,000 and below	105	2	26.3
P11,000-P20,000	122	1	30.5
P21,000-P30,000	85	3	21.2
P31,000-P40,000	34	4	8.5
P41,000-P50,000	21	6	5.3
P50,000 and above	33	5	8.2
TOTAL	400		100.0

As presented in Table 5 out of the 400 respondents, the highest frequency was acquired by those earning P11,000.00-P20,000.00 at 122 or 30.5% and the lowest frequency was earned by those receiving P41,000.00-P50,000.00 at 21 or 5.3%.

The results suggest that most of the customers belong to the lower and lower-middle class. According to the article by Melnick (2011) "Fast Food Biggest Consumers: Not the Poor but the Middle-Class," describes the typical fast-food consumer as those that are in the lower-middle income bracket, normally working, but because of tight circumstances, they do not have much time concocting household dishes. They are enticed by the convenience and affordability of fast food compared with other food hubs.

Melnick (2011) further added that there may be a correlation between having low income and obesity, although eating fast food may not be the only reason why there is rising percentage of obesity among this group, relatively, being overweight can also be attributed to poor eating habit.

Table 6

**Frequency and Percent Distribution of the Respondents
According to Frequency of Visit to the Store**

Frequency of Visit	Frequency	Rank	Percent
Everyday	25	4	6.3

Once to thrice a week	155	2	38.7
Once to thrice a month	190	1	47.5
Once to thrice a year	30	3	7.5
TOTAL	400		100.0

Table 6 reveals the customers' frequency of visit to the store. It shows that 190 respondents or 47.5% visits the store once to thrice a month obtained the highest frequency, while those who visit the store every day ranked the lowest at 25 or 6.3%. In the article by Yudan Li (2018) "*How Often Do You Eat Fast Food?*" research shows that the ratio of young people dining-in at fast food restaurants two times a week is one out of six. When asked about their opinion on fast food, they said that fast food is very convenient and can be eaten or taken-away quickly. The National Center for Biotechnology Information linked obesity, diabetes, and other heart-related diseases to the consumption of fast food at least more than once a week.

Despite of the supposed ill-effect of eating too much fast food on the health of individuals, the BBC Good Food Nation survey discovered that quite a number of consumers ate fast food twice a week on the average. Especially those that belong to the adolescent group and the young professional bracket aged 16-20 and 21-34 respectively.

2. Respondents Assessment on the Level of Effectiveness of the Integrated Marketing Communication Mix Strategies of a Quick Service Restaurant in terms of Advertising, Sales Promotion, Public Relations/Publicity, Direct Marketing, and Personal Selling

Table 7

Respondents' Assessments on the Effectiveness of the Marketing Communication Mix Strategy of a Quick Service Restaurant in Terms of Advertising

Advertising	Weighted Mean		Verbal Interpretation
The company ads are family-oriented	4.52	1	Very Effective
The ads visualizes its product attributes vividly	4.30	4	Very Effective
Emotional appeal is used create a connection with the target market	4.39	3	Very Effective
It shows a store setting perfect for family bonding	4.40	2	Very Effective
It utilizes testimonials to entice the market	4.12	5	Effective
GRAND MEAN	4.35		Very Effective

Legend: 4.20 – 5.00 = Very Effective 3.40 – 4.19 = Effective 2.60 – 3.19 = Somewhat Effective
1.80 – 2.59 = Less Effective 1.00 – 1.79 = Ineffective

Table 7 exhibits that in terms of Advertising, the statement "The company ads are family-oriented received the highest weighted mean of 4.52 followed by "It shows a store setting perfect for family bonding" with a weighted mean of 4.40, while "The ads visualize its product attributes vividly," received second to the lowest weighted mean of 4.30 and, "It uses testimonials to entice the market," received the lowest weighted mean of 4.12."

The output signifies the importance of cultural heritage to Filipinos, one of which is value for the family. Even in this digital age, companies still find worth in bringing simple joys to their customers by emphasizing the value of an age-old tradition of "love for family" through their ads. Ads that depict real-life situations resonate more powerfully because of the impact it creates. On the other hand, testimonials of famous people may still carry its influence with the market although it may not be as deep anymore because the market now is wiser and is already aware on how to spend their precious earnings by purchasing the right brand may it be endorsed by a famous celebrity or not.

Greenwald (2014) discloses that winning brands combine powerful, meaningful messages delivered in ways that touch their audiences. Great ad campaigns are often founded on deep psychological insight, they relate how the product was conceptualized specifically to meet their needs and expectations and to help them find contentment with its use. Great ads bring more than just satisfaction, more importantly, it helps customers realize that they have played a big part on why it exists in the first place. One of the ads that portrays this view is something with family as its central theme.

Moreover, as per an Adespresso Blog (2017), customer testimonials can confer trust when marketers are advertising for their company, but even with the warm and positive association of customer testimonials, it is still unclear if they are a great way to get people to buy what a company is selling.

Table 8
Respondents' Assessments on the Effectiveness of the
Marketing Communication Mix Strategy of a Quick Service Restaurant
in Terms of Sales Promotion

Sales Promotion	Weighted Mean	Rank	Verbal Interpretation
It promotes a tie-up partnership arrangement with other companies	4.06	4	Effective
Company offers a variety of product at discounted prices	4.14	3.5	Effective
Special incentives were provided to customers for every purchase of combo meals	4.14	3.5	Effective
It offers frequency program cards that earn points which can be used for future purchases	4.15	2	Effective
The company offers discount coupons to invite customers to visit the store	4.27	1	Very Effective
GRAND MEAN	4.15		Effective

Legend: 4.20 – 5.00 = Very Effective 3.40 – 4.19 = Effective 2.60 – 3.19 = Somewhat Effective
1.80 – 2.59 = Less Effective 1.00 – 1.79 = Ineffective

Table 8 shows that in the aspect of Sales Promotion, “The company offers discount coupons to invite the customers to visit the store”, received the highest weighted mean of 4.27, followed by “It offers frequency program cards that earn points which can be used for future purchases,” with a weighted mean of 4.15. On the other hand, “Company offers a variety of product at discounted prices,” and “Special incentives were provided to customers for every purchase of combo meals” both received second to the lowest weighted mean of 4.14. Moreover, “It promotes tie-up arrangement with other companies” got the lowest weighted mean of 4.06.

It can be inferred from the findings that the use of discount coupons are very effective means to invite customers to visit the store. Customers are very fond of being given discounts in their purchases no matter how small. Discount coupons not only entice people to visit the store, more so, it makes them feel they are valued and are an important part of the organization if they are given these kinds of incentives. Meanwhile, promotional tie-up arrangements with other companies are internal in nature. The market may not be mindful of this kind of settings companies engaged into. This may be the reason why, the market has low preference for such, although, they do patronize such promotional activities unconsciously like when they purchase a meal with a character toy inside the box and alike.

According to Hudson (2017), a coupon is a sales promotion device in paper form which can be used in exchange for a price reduction of goods and services. They can be disseminated to the consumers through several ways. A coupon will feature a specific savings amount or other special offers to persuade consumers to purchase specific goods or services or to purchase from specific retailers.

Coupons turn out to be an integral part of retail and customers are insisting them now from trade channels. Today, they can be stored digitally and allow customers instant access. In addition, coupons add attraction to the brand as it enticed customers that they can purchase a quality product or can avail of a quality service for less. However, limitations should be stated clearly in coupons issued to customers.

On the other hand, as per Wikipedia (2013), tie-ups can be considered link-ups or co-associations with two or more companies to capitalize on the strength of each. Also called brand partnership, these companies work hand-in-hand to create a coalition whose primary purpose is to conjoin the intensity of each brand in order to empower its image and to have the product become more resilient to replication by private labels. This may be an internal arrangement in which other stakeholders may not be conscious of.

Table 9
Respondents' Assessments on the Effectiveness of the
Marketing Communication Mix Strategy of a Quick Service Restaurant
in Terms of Public Relations

Public Relations	Weighted Mean	Rank	Verbal Interpretation
Company uses print media to update customers about company activities.	4.23	1	Very Effective
The company builds goodwill through educational TV Programs for kids.	4.21	2	Very Effective
Company awareness is built through various Corporate Social Responsibility Programs	4.15	3	Effective
Scholarship Programs are given to deserving students	4.05	4.5	Effective
The company has standard practices or concern when it comes to environmental protection	4.05	4.5	Effective
GRAND MEAN	4.13		Effective

Legend: 4.20 – 5.00 = Very Effective 3.40 – 4.19 = Effective 2.60 – 3.19 = Somewhat Effective
1.80 – 2.59 = Less Effective 1.00 – 1.79 = Ineffective

Table 9 indicates that in terms of Publicity/Public Relations, the statement “Company uses print media to update customers about company activities,” received the highest weighted mean of 4.23, trailed by “The company builds goodwill through educational TV Programs for kids,” with a weighted mean of 4.21. On the other hand, “Company awareness is built through various Corporate Social Responsibility Programs,” got the second to the lowest mean of 4.15. Lastly, “Scholarship programs are given to deserving students,” and “The company has standard practices or concern when it comes to environmental protection,” both received the lowest weighted mean of 4.05.

Through the outcome, it could be insinuated that despite the advancement of technology, print media still plays an important role in communicating information about the organization and its product to the market. Not all people are into social media, there are also those who still prefer to secure news reports from reputable broadsheets or any other forms of print media where needed information are available. On the contrary, Corporate Social Responsibility programs of the companies such as Scholarship grants and standard practices for environmental protection may not be popular to the public because of lack of news hype about them. QSR Companies engaged in doing these kinds of socio-civic activities should be more profound in informing the public about such activities. Public information about such benevolent undertakings can enhance their customer’s understanding that the company cares for the welfare of the community as well. In turn, this can create great public image for the company and build continuous trust and brand loyalty in the long run.

As stated by Kotler (2009), marketers are considering other means for drawing devotions to their brands. These encompass Public Relations and Press Releases where brands can reap a lot of responsiveness from various media sources.

In Sponsorship for instance, products get a lot of mileage without directly promoting the brand. Trade shows also epitomize unlimited opportunities to foster brand appreciation, recognition and familiarity. Whereas, Events Marketing posed countless ways to introduce new products. Furthermore, Social Responsibility Marketing is also an excellent channel to nurture company goodwill following benevolent activities to charities and other worthwhile causes. Many of these tools describe efforts to build a brand through “brand experiences” or “experiential communications.”

Table 10

Respondents’ Assessments on the Effectiveness of the Marketing Communication Mix Strategy of a Quick Service Restaurant in Terms of Direct Marketing

Direct Marketing	Weighted Mean	Rank	Verbal Interpretation
The company uses catalogs and flyers to persuade the market.	4.18	3.5	Effective
They have website that embodies their purpose, history, products, Vision and Mission	4.25	1	Very Effective
Telemarketing serves as a means to inform customer about product promos and company activities	4.15	4	Effective
Interactive/Digital Marketing is used to get customer feedback about products offerings	4.23	2	Very Effective
Blogs or Online Journals are used to spread news feeds about the company	4.18	3.5	Effective
GRAND MEAN	4.20		Very Effective

Legend: 4.20 – 5.00 = Very Effective 3.40 – 4.19 = Effective 2.60 – 3.19 = Somewhat Effective
1.80 – 2.59 = Less Effective 1.00 – 1.79 = Ineffective

Table 10 suggests that as far as Direct Marketing is concerned, “They have website that embodies their purpose, history, products, Vision and Mission,” obtained the highest weighted mean of 4.25, followed closely by “Interactive/Digital Marketing is used to get customer feedback about products offerings,” with a weighted mean of 4.23. On the other hand, “The company uses catalogs and flyers to persuade the market,” together with, “Blogs or Online Journals are used to spread news feeds about the company,” both obtained the second to the lowest weighted mean of 4.18. Finally, “Telemarketing serves as a means to inform customer about product promos and company activities,” obtained the lowest mean of 4.15.

It could be interpreted from the outcome that the market turns to websites of organizations if they want to get more information about a particular organization or product. Companies cannot discount the effectiveness of websites in promoting a company’s product. Moreover, organizations should design their websites in such a way that the market will be able to derived from it, the real purpose on why the company exists other than being just a medium to promote their product. Websites should embody an organizations long-term goals and the steps taken by the company to achieve those goals. On the other hand, the use of telemarketing, though effective, may not be well appreciated anymore. The reason for such may be the fast-phased lifestyle of the people who do not have much time anymore to entertain sales calls from companies, except for Inbound telemarketing, where the customers themselves call the company if ever they want to obtain information about a product or service.

As per the article, “*The Importance of Quality Website*,” (Prolific Marketing.org, 2018), websites often create a positive favorable first impression to the market. This is where consumers turn to when they want to find out some information about a brand. In today’s digital era, the fastest way to communicate is through social media. The time-saving feature of modern technology has taken its toll on phones and other similar devices which has become an obsolete means to secure information about a particular product. People surf the net as a means to educate themselves on almost all aspects of their existence, that includes company offerings. It is important that company’s design their sites in such a way as it will entice customers to look deeper on what it can offer. It will be an organization’s first point of contact with the people. Before people even see the store or talk to the staff, they will see an organization’s website and every business wants that first impression to be a good one.

According to the article, “*Is Telemarketing Still Effective?*” (2018), businesses that makes use of people-centered services still thrives up to these modern times. Human relation and interaction is still prevalent in the field of sales. In such case, telemarketing is still very much alive, however, it should be directed to a very specific market segment to take full advantage of the investment. Possibility of sales is great once calls are targeted to prospects who are actually engross in the company offering.

Table 11

Respondents’ Assessments on the Effectiveness of the Marketing Communication Mix Strategy of a Quick Service Restaurant in Terms of Personal Selling

Personal Selling	Weighted Mean	Rank	Verbal Interpretation
The company utilizes an effective drive-through selling programs for customer satisfaction	4.31	1	Very Effective
Employees are being motivated to give an effective suggestion for new product development	4.06	4	Effective
The customers are given opportunity for open suggestions	4.02	5	Effective
The company has developed an efficient pre-approach and approach for effective selling	4.11	3	Effective
Salesmanship Training Programs are given to all staff for manpower development	4.23	2	Very Effective
GRAND MEAN	4.14		Effective

Legend: 4.20 – 5.00 = Very Effective 3.40 – 4.19 = Effective 2.60 – 3.19 = Somewhat Effective
1.80 – 2.59 = Less Effective 1.00 – 1.79 = Ineffective

Table 11 denotes that in terms of Personal Selling, the statement “The company utilizes an effective drive-thru selling programs for customer satisfaction,” got the highest weighted mean of 4.31, trailed closely behind by “Salesmanship Training Programs are given to all staff for manpower development,” with a weighted mean of 4.23. Furthermore, “Employees are being motivated to give an effective suggestion for new product development,” acquired the second to the lowest mean of 4.06. Likewise, “The customers are given opportunity for open suggestions,” obtained the lowest weighted mean of 4.02.

Such outcome indicates that drive-thru services are a must for QSR companies. It gives customers who are always on the go much satisfaction by the quality of food and the excellence of service they provide. QSR customers appreciate these type of Personal Selling approach because of its convenience especially for people whose daily schedule demands most of their time. Whereas, customers of a QSR may not be very keen on their right to give open suggestion about the kind of service given to them because they believe that QSR personnel and staff do receive appropriate training programs already because of the nature of their work. They are very certain that these personnel can handle all the concerns of their customers in a very efficient way. In turn, they are already well-satisfied with the services given to them so suggestions on how to improve it may not be necessary anymore as far as most QSR’s customers are concern.

Moreover, Ingram, et.al. (2007) mentions that Personal Selling revolves around enriching a company’s Relationship Marketing effort. Instead of achieving just a one-time sale, marketers are now more focus on identifying possible opportunities to add value to their offerings for unceasing customer gratification over a long period of time. Modern Personal selling calls for more than just selling a company’s product face-to-face, it is bent on establishing long-term relationship with the target market. One way of doing it is valuing feedback from satisfied or dissatisfied customers so areas of weaknesses can be further improved to achieve absolute customer satisfaction.

Significant Difference in the Respondents’ Assessment on the Level of Effectiveness of the Marketing Communication Mix Strategies of a Quick Service Restaurant by Profile

Table 12

Significant Differences in the Respondents' Assessments on the Level of Effectiveness of the Marketing Communication Mix Strategy of a Quick Service Restaurant by Age

Aspects	Age	Mean	F-value	p-value	Decision	Remarks
Advertising	20 and below	4.3122	0.191	.943	Accept Ho	Not Significant
	21-30	4.3508				
	31-40	4.3720				
	41-50	4.3544				
	50 and above	4.3211				
Sales Promotion	20 and below	4.1122	1.754	.137	Accept Ho	Not Significant
	21-30	4.1031				
	31-40	4.2430				
	41-50	4.2456				
	50 and above	4.0316				
Publicity/Public Relations	20 and below	4.0854	0.801	.525	Accept Ho	Not Significant
	21-30	4.0985				
	31-40	4.2108				
	41-50	4.2000				
	50 and above	4.0842				
Direct Marketing	20 and below	4.2341	2.356	.053	Accept Ho	Not Significant
	21-30	4.1169				
	31-40	4.2731				
	41-50	4.3228				
	50 and above	4.0211				
Personal Selling	20 and below	4.1854	1.677	.155	Accept Ho	Not Significant
	21-30	4.0631				
	31-40	4.2559				
	41-50	4.1684				
	50 and above	4.0263				

Table 12 reveals that when the respondents were grouped according to age, their assessment on the level of effectiveness of the Marketing Communication Mix Strategies of a Quick Service Restaurant in terms of Advertising, Sales Promotion, Publicity/Public Relations, Direct Marketing, and Personal Selling were all similar.

Table 13

Significant Difference in the Respondents' Assessments on the Level of Effectiveness of the Marketing Communication Mix Strategy of a Quick Service Restaurant by Sex

Aspects	Sex	Mean	F-value	p-value	Decision	Remarks
Advertising	Male	4.2503	6.338	.002	Reject Ho	Significant
	Female	4.4235				
	LGBTQA+	4.2375				
Sales Promotion	Male	4.1301	2.430	.089	Accept Ho	Not Significant
	Female	4.1864				
	LGBTQA+	3.8750				
Publicity/Public Relations	Male	4.0883	1.701	.184	Accept Ho	Not Significant
	Female	4.1819				
	LGBTQA+	3.9625				
Direct Marketing	Male	4.1460	2.458	.087	Accept Ho	Not Significant
	Female	4.2516				

	LGBTQA+	3.9750				
Personal Selling	Male	4.0969	0.888	.412	Accept Ho	Not Significant
	Female	4.1828				
	LGBTQA+	4.1000				

Table 13 exhibits that when the respondents were grouped according to sex, their assessment on the level of effectiveness of the marketing communication mix strategies of a Quick Service Restaurant were alike in terms of Sales Promotion, Publicity/Public Relations, Direct Marketing, and Personal Selling all and vary in Advertising.

Perhaps the reason for such is that women tend to be more receptive to ads than men do. Typically, women are more affirmative in attitude and are often more responsive when they see ads flashed on the screen or read them in print media, because majority of women have higher emotions than men.

As mentioned by Cramphorn, M.F. (2018), in his study, “Gender effects in Advertising,” women are more sensitive to ads with emotional appeals. Those that they can relate themselves to, in contrast to men who tend to be more open to ads which intends to picture them as somebody who is distinct. In addition, women are more drawn to ads that showcase celebrity endorsers than men.

Table 14

Significant Difference in the Respondents’ Assessments on the Level of Effectiveness of the Marketing Communication Mix Strategy of a Quick Service Restaurant by Civil Status

Aspects	Civil Status	Mean	F-value	p-value	Decision	Remarks
Advertising	Single	4.3385	-0.410	.682	Accept Ho	Not Significant
	Married	4.3586				
Sales Promotion	Single	4.1169	-1.633	.103	Accept Ho	Not Significant
	Married	4.2143				
Publicity/Public Relations	Single	4.1031	-1.493	.136	Accept Ho	Not Significant
	Married	4.1943				
Direct Marketing	Single	4.1777	-0.916	.360	Accept Ho	Not Significant
	Married	4.2343				
Personal Selling	Single	4.0992	-2.051	.041	Reject Ho	Significant
	Married	4.2286				

Table 14 reveals that when bracketed according to civil status, the respondents’ assessment on the level of effectiveness of the marketing communication mix strategies of a Quick Service Restaurant were identical in terms of Advertising, Sales Promotion, Publicity/Public Relations, and Direct Marketing, and vary in the aspect of Personal Selling.

Personal Selling is a very effective way of communication not just as a selling tool but as a “building customer’s trust and goodwill” device as well. Single individuals may be more receptive to “sales talks,” or oral communication with a sales person because they are mostly the ones who are in the stage of exploration than married individuals. Moreover, they have more time and to gather information and learn new things which are of interest to them. On the other hand, married individuals already have different set of priorities other than listening to some news feed or gathering information about a particular item or issue.

Table 15

Significant Difference in the Respondents’ Assessments on the Level of Effectiveness of the Marketing Communication Mix Strategy of a Quick Service Restaurant by Highest Educational Attainment

Aspects	Highest Educ Attainment	Mean	F-value	p-value	Decision	Remarks
Advertising	Doctorate	4.4000	1.641	.148	Accept Ho	Not Significant
	Master’s	4.4057				
	Bachelor’s	4.3786				

	High School	4.2621				
	Elementary	4.5467				
	Vocational	4.3800				
Sales Promotion	Doctorate	4.1000	2.745	.019	Reject Ho	Significant
	Master's	4.3200				
	Bachelor's	4.2043				
	High School	4.0234				
	Elementary	4.3200				
	Vocational	4.2000				
Publicity/Public Relations	Doctorate	4.3500	2.264	.048	Reject Ho	Significant
	Master's	4.2457				
	Bachelor's	4.1733				
	High School	4.0124				
	Elementary	4.2933				
	Vocational	4.4000				
Direct Marketing	Doctorate	3.8250	2.098	.065	Accept Ho	Not Significant
	Master's	4.3086				
	Bachelor's	4.2417				
	High School	4.1048				
	Elementary	4.3200				
	Vocational	4.4400				
Personal Selling	Doctorate	4.2250	2.012	.076	Accept Ho	Not Significant
	Master's	4.2686				
	Bachelor's	4.1465				
	High School	4.0552				
	Elementary	4.4533				
	Vocational	4.4400				

Table 15 demonstrates that when classified according to highest educational attainment, the respondents' assessment on the effectiveness of the marketing communication mix strategies of a Quick Service Restaurant are alike in terms of Advertising, Direct Marketing and Personal Selling and differ in the aspect of Sales Promotion and Publicity/Public Relations.

People who have attained higher level in their education may not be very enthusiastic anymore to avail promotional incentives from the products they buy. They discern that companies engaged in promotional activities because it is a form of marketing strategy so they can lure people to patronize their products. They are more hostile on the incentives they can get, but are more mindful on having their expectations met every time they purchase the product or avail of its services. On the contrary, people who have not attained much in terms of education are very sensitive as to what more they can get out of their purchase. In addition, they are very much engaged and attracted to sales promotional activities done by companies which they think can give them additional value as far as their money's worth is concern.

Same is true with regard to Publicity/Public Relation. People who have attained much in their level of education are not sensible anymore about news feeds done by organizations. Most of their concerns are work-related and other issues which are of worth than organizational activities employed by companies that builds goodwill to the society. On the contrary, those who have not attained much as far as education is concerned may be more eager to know news feeds or publicity gimmicks done by organizations. They are the ones who were mostly excited if there are upcoming events and they always anticipate propaganda releases so they can keep up with the trend.

Table 16

**Significant Difference in the Respondents' Assessments on the
Level of Effectiveness of the Marketing Communication
Mix Strategy of a Quick Service Restaurant
by Average Monthly Income**

Aspects	Average Monthly Income	Mean	F-value	p-value	Decision	Remarks
Advertising	P10,000 and below	4.2885	0.660	.654	Accept Ho	Not Significant
	P11,000-P20,000	4.3371				

	P21,000-P30,000	4.3976				
	P31,000-P40,000	4.3647				
	P41,000-P50,000	4.3714				
	P50,000 and above	4.4121				
Sales Promotion	P10,000 and below	4.1377	1.365	.237	Accept Ho	Not Significant
	P11,000-P20,000	4.0476				
	P21,000-P30,000	4.2447				
	P31,000-P40,000	4.2412				
	P41,000-P50,000	4.1714				
	P50,000 and above	4.1818				
Publicity/Public Relations	P10,000 and below	4.1131	1.650	.146	Accept Ho	Not Significant
	P11,000-P20,000	4.0419				
	P21,000-P30,000	4.1506				
	P31,000-P40,000	4.2706				
	P41,000-P50,000	4.1048				
	P50,000 and above	4.3515				
Direct Marketing	P10,000 and below	4.1721	0.478	.793	Accept Ho	Not Significant
	P11,000-P20,000	4.1581				
	P21,000-P30,000	4.1953				
	P31,000-P40,000	4.3000				
	P41,000-P50,000	4.2381				
	P50,000 and above	4.2909				
Personal Selling	P10,000 and below	4.1164	1.223	.297	Accept Ho	Not Significant
	P11,000-P20,000	4.0495				
	P21,000-P30,000	4.2141				
	P31,000-P40,000	4.1882				
	P41,000-P50,000	4.1619				
	P50,000 and above	4.3152				

Table 16 denotes that when grouped according to average monthly income, the respondents' assessment on the effectiveness of the marketing communication mix strategies of a Quick Service Restaurant were all the same in terms of Advertising, Sales Promotion, Publicity/Public Relations, Direct Marketing, and Personal Selling.

Table 17
Significant Difference in the Respondents' Assessments on the
Level of Effectiveness of the Marketing Communication
Mix Strategy of a Quick Service Restaurant
by Frequency of Visit

Aspects	Frequency of Visit	Mean	F-value	p-value	Decision	Remarks
Advertising	Everyday	4.4133	1.197	.310	Accept Ho	Not Significant
	1-3 times a week	4.3768				
	1-3 times a month	4.3284				
	1-3 times a year	4.2000				
Sales Promotion	Everyday	4.2133	1.188	.314	Accept Ho	Not Significant
	1-3 times a week	4.1884				
	1-3 times a month	4.1337				
	1-3 times a year	3.9760				

Publicity/Public Relations	Everyday	4.2800	3.190	.024	Reject Ho	Significant
	1-3 times a week	4.1794				
	1-3 times a month	4.1189				
	1-3 times a year	3.8080				
Direct Marketing	Everyday	4.2333	2.469	.062	Accept Ho	Not Significant
	1-3 times a week	4.2813				
	1-3 times a month	4.1537				
	1-3 times a year	3.9680				
Personal Selling	Everyday	4.2467	3.153	.025	Reject Ho	Significant
	1-3 times a week	4.2232				
	1-3 times a month	4.1032				
	1-3 times a year	3.8480				

Table 17 shows that when clustered according to frequency of visit to the store, the respondents' assessment on the effectiveness of the marketing communication mix strategies of a Quick Service Restaurant are identical in terms of Advertising, Sales Promotion, and Direct Marketing, and different in the aspects of Publicity/Public Relations and Personal Selling.

Moreover, this implies that people have different perceptions on why they become loyal to a particular company or brand. Corporate social responsibility practices and the way they conduct face-to-face interactions with customers through personal selling approaches are two of the most significant factors why brand loyalty is established.

Part of being loyal to a product or brand is the frequency of purchase or trip to a particular product or store. Some people pay more attention as to how companies conduct their businesses, if they are doing it in such a way as they also give importance to the society and not just for the expansion of their commerce. Customers perceived these companies as caring and sensitive to their and the society's needs if they practice such activities. They often visit stores that do not only offer them great service and superior products but those whom they knew care for the community as well. Companies which people know practices such undertakings command high level of loyalty, because people are aware that if they patronize these stores, they somehow also become instruments of benevolence. In addition, customers also remain loyal to a brand because of the warm and excellent service they receive every time they visit. There are customers who are very sensitive to the kind of treatment given to them by store personnel. The type of service that gives them so much importance and makes them feel "at home," are great reasons why people keep coming back and patronize a product. On the other hand, there are customers who are not sensitive to company practices such as these, rather, they patronize a store not because of anything else, but because they like the product. In case of a Quick Service Restaurant, customers often pay a visit because of the lifestyle that people are used to nowadays. They do not have much time to prepare food for the family especially now that women are used to having careers of their own to help the men augment the income of the family.

According to a study in Researchgate (2011) entitled, "*The Effects of Brand Image and Perceived Public Relation on Customer Loyalty*," customer loyalty is relative to having positive public relations by a company to its stakeholders. This association is directly linked to having an explicit brand image. When brand image is satisfactory, it creates a ripple effect on customer's assessment towards the product. The long-term result therefore, is brand fidelity. Hence, loyalty to a brand means frequent purchase and repeated business by a customer.

Muchina & Okello (2015), in their study "Influence of Personal Selling on Brand Performance states that the salesperson plays a crucial role in Personal Selling. If the customer feels genuine concern and sincerity, they tend to place their full confidence on the salesperson. This can bring about favorable impact on the Personal Selling process with regard to service performance, quality of presentation, and successful selling in the process. How a customer feels about the sales agent portrays a very crucial role in increasing customer satisfaction, which in turn will escalate to repeat purchase by the buyer.

Conclusions

The following conclusions were derived based on the findings of the study:

1. Majority of the respondents aged 21-30 years old, mostly females, single, earning an average monthly income of P11,000.00-P20,000.00, college graduates, and frequents the store once to thrice a month.
2. The overall perception of the respondents in terms of Advertising is Very Effective, for Sales Promotion, Effective; for Publicity/Public Relation, Effective; for Direct Marketing, Very Effective; and for Personal Selling, Effective.
3. There is no significant difference on the respondents' assessment on the level of effective of the Marketing Communication Mix strategies of a Quick Service Restaurant when grouped according to age and average monthly income, as a result, the null hypothesis was accepted. When grouped according to sex, the respondents' perception was significant in terms of Advertising, and not significant in the aspects of Sales Promotion, Publicity/Public Relation, Direct Marketing, and Personal Selling hence rejecting and accepting the null hypothesis respectively; Meanwhile, when grouped according to civil status, respondents' assessments were significant in terms of Personal Selling, thereby, rejecting the null hypothesis. In the aspects of Advertising, Sales Promotion, Publicity/Public Relations, and Direct Marketing, the results are insignificant, thus, accepting the null hypothesis. On the other hand, when grouped according to highest educational attainment, respondents' assessments were significant in terms of Sales Promotion and Publicity/Public Relations, hence, rejecting the null hypothesis. There is no significant difference in Advertising, Direct Marketing, and Personal Selling, hence accepting the null hypothesis. Lastly, when grouped according to the frequency of visit to the store, respondents' perceptions were significant in terms of Publicity/Public Relations and Personal Selling, so the null hypothesis was rejected. However, it is not significant on Advertising, Sales Promotion, and Direct Marketing where the null hypothesis was accepted.

Recommendations

Based from the summary of findings and conclusions of the study, the following recommendations were formulated.

1. It is recommended for this QSR to be more audacious in raising public awareness about the different Publicity/Public Relations activities they are engaged into. People would not be mindful of such activities if they will not search the internet. The company may utilize all possible channels not just Social media but Mass and Print media as well, together with other outdoor, and mobile ads as avenues for drawing public appreciation of their Corporate Social Responsibility activities because not all people are used to surfing the net especially those who do not belong to the millennial era. This can strengthen more its brand image which in the long run can result to brand loyalty as far as different segments of the market is concern.
2. It is similarly suggested that the company should not only limit their Sponsorship Programs to huge and known charitable institutions, but also reach out and sponsor certain barangay or community projects which are smaller in magnitude such as a sports league and alike since majority of their customers are these people who are in the lower and lower-middle income class or group.
3. It is furthermore endorsed that the company itself may be its own testimonial in their advertisement. Though the use of emotional ads is an effective strategy for the company, creating a short ad that shows the company's history from its humble beginnings into what it is today may prove to generate more than just emotion; Rather, continuous inspiration for Filipinos of all generation. This kind of testimonial ad will undoubtedly produce an impact to the market.
4. It is also proposed for the company to continually maintain agreeable relationship with the press because they have the capacity to easily publish and distribute press releases. Press Releases have now become a formidable marketing device especially positive ones in unceasingly building brand image of the company. Perhaps the press people should be given incentives like a social gathering once a year where they can get some incentives from the company.
5. In addition, it is advised that in every store branch, there should be a feedback counter where customers can answer feedback form or give suggestions as to what they perceived can still be improved about the company's product and services. It is also urged that management should encourage this by making this endeavor some sort of a promotional tool where customers can earn points every time they give their feedback. This kind of undertaking is like an inexpensive form of "marketing research" for the company that will reap its harvest in due time.
6. It is likewise recommended, for the company to create ads that are gender-sensitive, meaning those ads that do not portray one gender as above or better than another. This would be an ad that shows equality where one is given importance regardless of his sexual preference.
7. Moreover, the company may take into consideration the value of bonding time married individuals spend with their families by being sensitive enough not to do their "sales talk" during bonding moments. Proper time may be after the family had already been done with their meal.
8. The company may try to offer healthier menu line up to reach the elder market segment as Filipinos value older members of the family who are often joining them every time they dine out.
9. Lastly, it is proposed for the company to continue to enhance Relationship Marketing Strategies not just to external stakeholders but also unceasingly practice Internal Marketing within their organization by providing unrelenting training programs to their personnel for their advancement opportunity in order to always give them reasons to continue being great ambassadors for the company which will result to further growth and expansion in the long run.

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