# ABSTRACT

Israel, Jessica U., Cado, Christopher V., Paglinawan, Haboman. 2013. Mariners' Polytechnic Colleges. Naga City. CUSTOMER SEGMENTS: THEIR PREFERENCES ON FOOD AND TYPE OF RESTAURANTS

This study aimed to determine the preferences on food and restaurant type of each customer segment in selected restaurants in Naga City. Specifically, it answered the following questions: 1.)What is the profile of respondents? 2.)What is the level of preferences of the customer segments in terms of: a) food b)service c)accessibility d)facilities/amenities e)types of restaurants ?, and 3.)What are the factors that will likely make customers to return and eat in the restaurant again?

Descriptive research design was used in the study. A total of 100 respondents were randomly selected from the four customer segments on children, teenagers, adult, and elderly. Each segment had 25 respondents each. Data were subjected to frequency count, percentages, ranking, and weighted mean.

Findings revealed that in terms of sex, 63 or 63% were female and the rest were male. As to age, group was consisted of 1-12 years old as children, 13-18 years old as teenagers, 19-55 years old as adults and 56 above as elderly. In terms of the respondents' occupation, 14 or 14% were private employees, and 12 or 12% were government employees. The 56 respondents who were gainfully employed had a salary ranging P15-001-20,000 and P20,001-25,000 a 10 or 17.86%. Along the type of restaurants, the customer segments preferred to eat in fast food restaurant with a mean of 3.57 and interpreted as Highly Preferred. Along food, the customer segments preferred fast food restaurant with an average mean of 3.57 and a qualitative descriptive rating of Highly Preferred. They did not prefer the coffee shop with an average mean of 1.21 and a qualitative descriptive of Not Preferred. Along services, customer segments preferred the fast food with a mean of 3.64 interpreted as Highly Preferred. Along accessibility, the customer segments preferred the fast food

restaurant with a mean of 3.68 and interpreted as Highly Preferred. For facilities/ amenities the customer segments preferred the fine dining restaurant with a mean of 3.69 interpreted as Highly Preferred. Findings shows that the most important factor that can make customer to return in a restaurant is the quality of food with 97 respondents at rank 1. Ambiance is not a very important factor with 87 respondents at rank 5.

The study concludes that majority of the respondents eating in restaurants were female. There were 25 respondents in all age brackets. Majority of respondents were government employees and gainfully employed. Across the four segments, Fast food is preferred along food, services and accessibility and Fine dining is preferred along facilities/amenities. Food is the biggest factor that can motivate the customers to go back. The quality of food in selected restaurants met the customers' needs, food taste, menu variety, food freshness and food presentation.