

## **ABSTRACT**

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**Mariners' Polytechnic College, City of Naga. "Marketing  
Strategies of Selected Food Chains in Naga City".**

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This study sought to determine the most effective marketing strategies of selected food chains in Naga City. Specifically, this answered the following questions: 1. What are the marketing strategies employed by the 3 food chain in Naga City, and 2. What are the effects of marketing strategies used in patronage.

The study used the descriptive design. It used a self-made questionnaire on the 62 respondents composed of manager and crew of the 3 food chains. Data were analyzed using descriptive statistical tools.

The major findings were: 1.) The common marketing strategies used in selected food chains in a) products b) sales and profit c) customer selected food chain, first in rank was the multi-media advertising which includes print ads, internet, televisions, radio and magazines with a frequency of 62 and last was the other specified strategies such as gift check with a frequency of 15, 2.) The effects of marketing strategies on products at McDonalds. The first in rank was the product being advertised easily sold with a weighted mean of 3.88 and last was the continued research and development of product continuously enhanced/improved with a weighted mean of 3.68, products of McDonalds has an average weighted mean of 3.77 with qualitative descriptive of highly effective c.) sales and profit McDonalds, first in the rank was the multi-media discount cards and discount voucher that increases the sales of the establishment with a weighted mean of 3.92 and last in the rank was the profit able to improve the facilities of the establishment with a weighted mean of 3.8, sales and profit of McDonalds has an average weighted mean of 3.83 with qualitative description of highly effective. d.) customer patronage of McDonalds, first in rank was the used of multi-media advertising increases the number of customers who patronizes your establishment with a weighted mean of 3.88 and last in the rank was the customers spread the goodness of the food chain by word of mouth with a

weighted mean of 3.8, customer patronage of McDonalds has an average weighted mean of 3.84 with the qualitative description of highly effective e.) effects of the marketing strategies on product at KFC, the following ranked first: the products being advertised easily sold, the quality of product continuously enhanced/improved, continued research and development of product offered, product become competitive with other food chain, provide product launch with a weighted mean of 4.0, products of KFC has an average weighted mean of 4.0 with the qualitative description of highly effective. f) sales and profit of KFC the following ranked first: was the company/establishment achieve the sales quota through the use of the marketing strategies, assessment of products if selling or not, the profit improve the facilities of the establishment with the weighted mean of 4.0 and last in the rank was multi-media, discount cards and discount voucher increases the sales of your establishment with a weighted mean of 1.5, sales and profit of KFC has an average weighted mean of 3.37 with the qualitative description of highly effective g) customer patronage of KFC the following ranked first: the used of multi-media advertising increases the number of customers who patronizes your establishment, customers generally satisfied, customers bringing along other customers and customers spread the goodness of the food chain by word of mouth with a weighted mean of 4.0, customer patronage of KFC has an average weighted mean of 4.0 with the qualitative description highly effective, h) effects of marketing strategies on product at Jollibee, first in rank was the product become competitive with other food chain with a weighted mean of 4.0, last in rank was the continued research and development of product offered with a weighted mean of 3.71, products of Jollibee has an average weighted mean of 3.92 with the qualitative description of highly effective. i) sales and profit of Jollibee, first in rank was multi-media, discount voucher increases the sales of the establishment and the profit improves the facilities of the establishment with a weighted mean of 3.95, and the last was the assessment of products if selling or not with a weighted mean of 3.85, sales and profit of Jollibee has an average weighted mean of 3.91 with the qualitative description of highly effective, j) customer patronage of Jollibee, first in rank was the used of multi-media advertising increases the number of customers who patronizes your establishment and customer spread the goodness of the food chain by word of mouth with a weighted mean of 3.95, and last was the customers generally satisfied with a weighted mean of 3.85, customer patronage of Jollibee has an average weighted mean of 3.91 with the qualitative description of highly effective. 3) Among the marketing strategies used by the selected food chains, multi-media advertising is the most employed

strategy because of the effect of these to the products, sales and profit and customer patronage of the three selected food chains.

The study concludes: 1) the common marketing strategy used by the three food chains was the multi-media advertising. 2) Marketing strategies used in McDonalds had a greater effect on products and customer patronage; and in Jollibee, the marketing strategies had greater effect on products. 3) the most effective marketing strategy was multimedia advertising.