

# OMNICHANNEL STRATEGIES AND SATISFACTION OF SELECTED FOOD BUSINESSES: BASIS FOR DEVELOPING CUSTOMER EXPERIENCE MODEL

## ABSTRACT

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This study investigates the relationship between omnichannel strategies and customer satisfaction among selected food businesses in Project 8, Quezon City, with the aim of developing a customer experience model. Grounded in the Omnichannel Customer Experience (OCX) theory by Carlson et al. (2022), the study evaluates whether touchpoints such as mobile applications, social media platforms, and in-store services significantly influence customer satisfaction. The research addresses the growing need for integrated service approaches in the food industry to meet evolving consumer expectations. A descriptive-correlational research design was employed using purposive quota sampling. Data were collected through survey questionnaires distributed to customers from five local food businesses. Statistical tools, including frequency, percentage, weighted mean, Pearson correlation coefficient, and ranking, were used to analyze the data and examine the relationship between the variables. Results revealed that mobile ordering (34%), in-store purchases (31%), and social media (22%) were the most frequently used omnichannel strategies. Respondents reported general satisfaction in terms of delivery accuracy, ease of social media communication, and clarity of return policies, yielding a composite mean of 3.09. However, the Pearson correlation test showed no statistically significant relationship between omnichannel strategies and customer satisfaction ( $r = 0.0462$ ,  $p = 0.750037$ ). This indicates that despite the prevalence of omnichannel strategies, they do not directly translate to increased customer satisfaction. Reported challenges included delayed deliveries, long wait times, and poor customer support. In response to the findings, the study proposes a customer experience model focused on service consistency, operational efficiency, personalized engagement, and enhanced issue resolution across digital and physical channels. The model emphasizes the need for food businesses to go beyond channel integration and prioritize dependable, customer-centric service delivery. Enhancing these aspects is crucial for building customer trust, fostering loyalty, and maintaining competitiveness in the increasingly digital food service landscape.

### RECOMMENDED CITATION

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