

AN ANALYSIS OF EXISTING MARKETING STRATEGIES UTILIZED BY FOOD STALL OF UGBO, TONDO MANILA: INSIGHT AND OPPORTUNITIES FOR GROWTH

ABSTRACT

AUTHORS

Justin Ray Kenneth Arivan
Kate Basaca
Angeleen Bunagan
Ma. Patricia Grapeza
Marianne Joy Payumo
Samantha Vinluan

RESEARCH ADVISER

Dana Rae B. Baotis, LPT

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

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Ugbo Street in Tondo, Manila, has become a culinary hotspot, featuring a diverse array of food vendors. Notable among these are Pooh-Bah Seafood, Ribs and Steak, and Tondo Ave Mukbang Seafood, each distinguished by their flavorful menus and innovative promotional tactics. This study examines the marketing strategies employed by these two stalls and evaluates their effectiveness in attracting and retaining customers, building brand awareness, and supporting growth. A causal-comparative design is employed to explore differences in marketing outcomes between the two food stalls. Purposive sampling identifies customers of each stall, who complete a structured survey assessing demographic profiles, marketing exposures, and perceived strategy effectiveness. Data analysis uses descriptive statistics—frequency distributions and weighted means—to compare customer engagement, brand visibility, and sales indicators across the two vendors. The survey revealed that Pooh-Bah Seafood, Ribs, and Steak attracts predominantly female customers aged 21 to 25, while Tondo Ave Mukbang Seafood draws an equal gender mix within the same age group, accounting for 43 percent of visits. Social media marketing and content marketing proved highly effective for both stalls, enhancing brand awareness through media features and increasing customer engagement via responsive service. Consistent customer traffic and profitable social media interactions demonstrated strong sales performance. Space constraints and limited parking were noted as significant operational challenges. Marketing strategies such as word-of-mouth promotion, social media campaigns, print advertisements, and content marketing drove customer attraction and loyalty, helping both Pooh-Bah Seafood and Tondo Ave Mukbang Seafood maintain competitive advantages in a crowded market. These findings suggest that a diversified marketing mix, paired with operational improvements in space management, can further strengthen the growth prospects of small food stalls on Ugbo Street.

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