

EFFECTIVENESS OF THE MARKETING STRATEGIES ON SALES PERFORMANCE AT POTATO CORNER OUTLETS IN QUEZON CITY

ABSTRACT

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This study investigates the effectiveness of marketing strategies employed by Potato Corner, a globally recognized flavored fries franchise, in enhancing sales performance within a competitive market. The franchise utilizes a range of tactics such as data-driven promotions, social media engagement, loyalty programs, affordable pricing, seasonal discounts, and strategic store placement. Additionally, the brand capitalizes on franchising and food delivery partnerships to fuel rapid expansion. The study focuses on how these marketing strategies contribute to Potato Corner's sustainable growth, customer retention, and brand differentiation in Quezon City. A descriptive quantitative research design is adopted to assess the effectiveness of the marketing strategies. Data are collected from 50 respondents across five Potato Corner branches in Quezon City using a structured survey. The study examines key elements of the marketing mix—product, price, place, and promotion—and their relationship with customer retention and brand awareness. Convenience sampling is employed, targeting young adults, particularly females, to ensure demographic diversity. Data analysis includes frequency and percentage for demographic profiling, weighted mean for evaluating strategy effectiveness, and Pearson r correlation to determine the relationship between marketing strategies and sales performance. Findings indicate that the majority of customers are young adults aged 24 and below, with a female majority. Respondents reported occasional purchases and expressed satisfaction with the brand's affordable pricing, wide flavor selection, engaging promotions, and accessible store locations. Nonetheless, challenges such as limited promotional reach and inadequate visibility at certain branches were identified. Statistical analysis confirms a positive correlation between marketing strategies and sales performance, suggesting that effective marketing significantly enhances both customer loyalty and overall business outcomes. The study concludes that Potato Corner's marketing strategies are effective in boosting customer satisfaction and driving sales. Key components such as pricing, product variety, promotional activities, and strategic placement of outlets play a vital role in attracting and retaining customers. However, areas for improvement remain, particularly in increasing branch visibility and promotional engagement. The study recommends strengthening digital marketing initiatives, expanding targeted promotions, and enhancing store presence to further improve customer reach and ensure continued business growth.

RECOMMENDED CITATION

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