

ASSESSING THE COMPETITIVE LANDSCAPE OF TAH-MEE: UNDERSTAND CUSTOMER PREFERENCES IN IDENTIFYING AREAS FOR IMPROVEMENT

ABSTRACT

AUTHORS

Kristal Mae Mamasu
Sumaya Maruhom
Ghay Lourd Matalicia
Sittie Nashiba Mauna
Ashraf Tomambiling

RESEARCH ADVISER

Vinalyn L. Sarzata, MBA

AFFILIATION

Bestlink College of the
Philippines

DISCIPLINE

Business Administration

KEYWORDS

*customer preferences;
customer loyalty; customer
experience; yogurt shop;
brand retention; pricing
strategy*

ARTICLE ID

AASGBCPJMRA-B64512

Tah-Mee Yogurt is a premium dessert shop located in Vertis North Ayala, targeting health-conscious consumers with its high-quality yogurt offerings. Situated in a vibrant commercial hub, the shop benefits from steady foot traffic, especially from cinema-goers. However, it faces notable challenges such as low sales during off-peak hours, overreliance on cinema-driven customer flow, and a prevailing perception of high prices. These issues limit its ability to attract a more diverse customer base and maintain stable, long-term profitability. The study used a quantitative method with a descriptive-comparative research design. Data were collected from 50 randomly selected customers at Vertis North Ayala using convenience sampling. The survey Results indicated that the majority of Tah-Mee Yogurt's customers are young adults aged 18–25 (43.33%), predominantly female (73.33%), and have a monthly income below ₱10,000 (53.33%). This demographic profile suggests that the brand currently appeals to young, budget-conscious female consumers. Nevertheless, there is a clear opportunity to broaden the customer base by developing strategies that attract male patrons and higher-income groups. To strengthen its market position, Tah-Mee Yogurt should prioritize aligning its offerings with customer preferences by introducing a wider variety of flavors and customizable options. Adjusting its pricing strategy—such as offering value deals or tiered pricing—can help attract cost-conscious consumers without compromising quality. Establishing a strong customer loyalty program will encourage repeat visits and foster brand loyalty. Moreover, enhancing the overall customer experience through improved service, comfortable store ambiance, and engaging promotions will play a vital role in attracting and retaining a broader customer base.

RECOMMENDED CITATION

Mamasu, K. M., Maruhom, S., Matalicia, G. L., Mauna, S. N., & Tomambiling, A. (2025). Assessing the Competitive Landscape of Tah-Mee: Understand Customer Preferences in Identifying Areas for Improvement. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(6), 38.