

MARKETING STRATEGY OF DJ CRISPY AND ANYHOW AT BARANGAY STA. LUCIA NOVALICHES QUEZON CITY: BASIS FOR A PROPOSED MARKETING PLAN

ABSTRACT

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Established in 2022 during the COVID-19 pandemic, DJ Crispy and Anyhow is a small restobar located atop a residential property in Barangay Sta. Lucia, Novaliches, Quezon City. The business offers pulutan-style dishes such as grilled pork, crispy pata, and French fries, alongside beverages and desserts. The venue features videoke and accommodates private gatherings. However, as traditional marketing strategies like word-of-mouth and in-store promotions become less effective in a digitally driven market, there is a need to explore enhanced and adaptive marketing approaches. This study evaluated the effectiveness of DJ Crispy and Anyhow's marketing mix—Product, Price, Place, Promotion, and People—and investigates how customer preferences vary according to demographic profiles. A descriptive quantitative research design was used, involving 100 purposively selected respondents. Data were gathered through a structured survey questionnaire. The responses were analyzed using frequency distribution, percentage, weighted mean, and non-parametric tests (Mann-Whitney U and Kruskal-Wallis H tests) to determine significant differences in customer preferences based on age, gender, socio-economic status, and purchase frequency. Findings revealed that the majority of respondents were female students aged 16–25. Respondents rated the business positively in terms of product satisfaction, transparent pricing, venue layout and ambiance, promotional reach, and staff accommodation. Notable concerns included limited parking, underdeveloped marketing strategies, and lack of product innovation. Statistical analysis indicated no significant differences in customer preferences based on gender, socio-economic status, or frequency of visits. However, a significant difference was observed based on age in relation to promotional preferences. The study recommends implementing age-specific promotions, budget-friendly menu options, loyalty programs, and improved customer-staff engagement to boost satisfaction and patronage. Additional suggestions include offering happy hour deals, hosting themed events, and introducing loyalty cards. The results underscore the importance of aligning marketing strategies with customer demographics and preferences to strengthen service quality and business performance.

RECOMMENDED CITATION

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