

CUSTOMER PREFERENCES AND TRENDS IN BIGBREW MILKTEA AT KINGSPPOINT QUEZON CITY

ABSTRACT

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This study aimed to evaluate consumer preferences and emerging trends related to Big Brew Milk Tea in Kingspoint, Quezon City. To gain a better understanding of consumer behavior and satisfaction in the milk tea market, the study focuses on key marketing variables such as flavor, price, add-ons, packaging, accessibility, product quality, customer service, and promotional strategies. This research used a descriptive quantitative approach to collect data from 100 respondents. A structured questionnaire was administered to assess the perceived importance of various marketing factors. Additionally, a z-test was conducted to determine if significant differences existed in consumer preferences based on gender. The results revealed that price (composite mean = 3.73) and flavor (composite mean = 3.61) were the most influential factors in consumer satisfaction. Packaging and add-ons also contributed positively to consumer experience. The z-test analysis showed no significant difference in preferences between male and female respondents ($p = 0.88$), suggesting a consistent trend in consumer behavior regardless of gender. Although overall customer satisfaction was high, the study identified areas requiring improvement. These included inconsistent customer service during peak hours, limited promotional offerings, and issues related to online accessibility. In response, the researchers proposed a development strategy focused on enhancing accessibility, service quality, marketing efforts, and environmentally friendly packaging. This study underscores the importance of aligning marketing strategies with consumer expectations to maintain competitiveness and customer loyalty in the milk tea industry.

RECOMMENDED CITATION

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