

UTILIZATION OF MARKETING STRATEGIES ON CUSTOMER OF 4J TOPSILOGAN: BASIS FOR IMPROVEMENT

ABSTRACT

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Marketing

KEYWORDS

*marketing strategies; customer
satisfaction; 5ps of marketing;
customer service; 4j
topsilogan; silog business*

ARTICLE ID

AASGBCPJMRA-B57925

Silog businesses are widely popular in the Philippines due to their quick, tasty, and affordable meal offerings, such as tapsilog, tocilog, and cornsilog. One such example is 4J Topsilogan, which offers a variety of silog meals at budget-friendly prices. Given the high demand, the market has become saturated with numerous silog stalls, resulting in intense competition. To thrive in this environment, businesses must implement effective marketing strategies, particularly the 5Ps: Product, Price, Place, Promotion, and People. These elements are essential for attracting and retaining customers. While 4J Topsilogan is known for its delicious food and reasonable prices, it struggles with promotion. Most of its customers discover the business through walk-ins or word-of-mouth, as it lacks substantial advertising efforts and a strong online presence. This study aimed to examine how 4J Topsilogan applies its marketing strategies and how these influence customer satisfaction. Furthermore, it seeks to propose recommendations to enhance the business's competitive advantage in the growing silog market. The researchers conducted a survey involving 100 customers of 4J Topsilogan located in Kaybiga, Caloocan City to evaluate its marketing strategies based on the 5Ps: Product, Price, Place, Promotion, and People. Using a convenience sampling method, the study gathered data on customer demographics and their level of satisfaction with the business. The study revealed that the majority of 4J Topsilogan's customers were young adults, predominantly male, who typically purchased food once a week. Overall, customers expressed high satisfaction with the quality of the food and considered the pricing to be fair. While the location was deemed acceptable, respondents suggested improvements to the facilities. Among the 5Ps, promotion emerged as the weakest area, as the business lacked visible advertising and discount offers. Although the staff provided fast service, customers indicated a desire for greater friendliness and professionalism in customer interactions. The findings indicated that 4J Topsilogan performs well in delivering flavorful meals at affordable prices, which contributes to high customer satisfaction and repeat patronage. However, several areas for improvement were identified. A major concern is the lack of promotional efforts, as the business does not actively advertise or offer attractive discounts, limiting its reach to potential new customers. Additionally, the absence of adequate dining facilities impacts the overall customer experience, with many respondents expressing a desire for a more comfortable environment. While the staff demonstrates service efficiency, enhancing their friendliness and professionalism would further elevate customer satisfaction. In conclusion, while 4J Topsilogan excels in product quality and pricing, focused improvements in promotion, infrastructure, and customer service are essential for sustained growth and competitiveness in the market.

RECOMMENDED CITATION

Bautista, L., Colinares, R., Durna, C., Muega, J., & Vergara, N. J. (2025). Utilization of Marketing Strategies on Customer of 4J Topsilogan: Basis for Improvement. *Ascendens Asia Singapore – Bestlink College of the Philippines Journal of Multidisciplinary Research Abstracts*, 7(6), 127.