

TRENDS ON MARKETING STRATEGIES: ANALYZING COMPETITIVE ADVANTAGE OF SELECTED BARBERSHOPS ALONG QUEZON CITY

ABSTRACT

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In today's era, where male grooming and self-care are increasingly prioritized, barbershops hold significant social and economic importance by offering services that enhance physical appearance and reflect current hairstyle trends. This study aimed to examine the effectiveness of marketing strategies as a source of competitive advantage among selected barbershops in Quezon City, focusing on the elements of service, price, place, promotion, and people. While previous research has emphasized the modernization of barbershops—particularly through technological innovations and the use of social media—a gap remains in understanding how these advancements contribute to measurable competitive advantages in localized settings. Existing literature broadly underscores the relevance of marketing and trend responsiveness, but lacks specific insights into their practical impact on barbershops operating within distinct communities. This study employed a correlational quantitative research design and used purposive sampling to gather data from customers of Johnrory, Friendly Blessing, and Inye Barbershops through structured surveys. The collected data were analyzed using Analysis of Variance (ANOVA). Findings indicated significant differences in customer perceptions among the three barbershops across the five key marketing elements: service, price, place, promotion, and people. Based on the findings, most respondents visit barbershops on a monthly basis, with the primary reason for their visit being to get a haircut. The results indicated that Johnrory Barbershop received a weighted mean of 2.8 in terms of service, while Friendly Blessing Barbershop had a weighted mean of 3.1 for the price customers pay for a haircut. Inye Barbershop achieved the highest rating, with a weighted mean of 3.43, for its promotional efforts on social media aimed at attracting customers. The null hypothesis for each variable was rejected, as the p-values were found to be less than the standard significance level of 0.05. This suggests that there are statistically significant differences among the selected barbershops in terms of service, price, and promotional strategies. Enhancing social media presence provides a powerful platform for barbershops to showcase their expertise, highlight services, and attract potential customers. Creating a comfortable and engaging in-shop atmosphere significantly improves the customer experience, fostering satisfaction and loyalty. Personalizing services helps build stronger customer relationships, while transparent pricing and clear communication of value contribute to trust and long-term patronage. Leveraging digital marketing and localized advertising strategies can expand market reach and draw in new clients. Establishing a professional website enhances credibility and strengthens brand identity. Additionally, expanding manpower can increase service capacity and reduce customer wait times. Finally, regularly monitoring and responding to customer feedback through online platforms supports continuous service improvement and customer engagement.

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