

INFLUENCE OF MARKETING MIX TOWARD CUSTOMER PREFERENCE OF MASTER'S JT SHAWARMA IN NOVALICHES, QUEZON CITY

ABSTRACT

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Master's JT Shawarma has been serving the Novaliches, Quezon City community for over two decades, earning recognition for its flavorful shawarma, 24-hour takeout service, and upstairs dining area. The brand has successfully expanded to several branches in Caloocan and Valenzuela City. However, despite its established presence, the business faces challenges in sustaining customer engagement due to limited marketing efforts, minimal product innovation, and accessibility concerns. This study explores the impact of the marketing mix—Product, Price, Place, and Promotion—on customer preferences at Master's JT Shawarma. using a quantitative-correlational research design, data were collected from 50 customers through quota sampling. The analysis considered respondents' demographic profiles, including age, gender, and purchase frequency, alongside their preferences related to the four components of the marketing mix. The results showed that most respondents were aged 18–27 (62%), with an equal gender distribution (50% male, 50% female). The most frequent purchase pattern was once a month (40%). Customers expressed moderate agreement with the business's pricing (mean = 2.53), location (mean = 2.62), promotional strategies (mean = 2.34), and product quality (mean = 2.76). The main factor affecting customer preference was limited promotional awareness (45%), followed by a lack of product innovation and discounts (25%). Statistical analysis revealed that age significantly influenced preferences related to promotion, while price, place, and product showed no significant relationship with demographic factors ($p > 0.05$). The study recommends that Master's JT Shawarma implement targeted marketing strategies tailored to its core customer group, aged 18–27. Suggested initiatives include personalized promotions, student discounts, and customer loyalty programs. To boost engagement and visibility, the business should enhance its social media presence, intensify promotional campaigns, and introduce innovative product offerings. Furthermore, addressing environmental concerns—such as improving air quality, renovating the store, and ensuring consistent cleanliness—can significantly enhance the overall customer experience.

RECOMMENDED CITATION

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