

ASSESSING THE LEVEL OF BRAND PROMOTION AT THE CRUNCH IN BATASAN, QUEZON CITY

ABSTRACT

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This study examined the effectiveness of brand promotion strategies employed by The Crunch, a boneless fried chicken business in Batasan, Quezon City. Grounded in Keller's Brand Equity Model, it assesses how promotional activities influence brand awareness, brand differentiation, and customer engagement. It explores the current mix of traditional and digital marketing tactics to determine their role in shaping consumer perceptions and driving repeat patronage. A quantitative survey design was employed to gather data from 100 purposively sampled customers of The Crunch. The questionnaire measures perceptions of brand awareness, differentiation, competitive advantage, promotional processes, and loyalty initiatives, using a four-point Likert scale. Demographic information and satisfaction ratings are collected to analyze variations across age and gender. Data analysis includes frequency distributions, percentages, weighted means, z-tests, and ranking to identify strengths and areas for improvement. Respondents were predominantly female (68 percent) and aged 21–30 years (51 percent). High scores were recorded for brand awareness (mean = 3.45), differentiation (mean = 3.42), competitive advantage (mean = 3.40), and feedback responsiveness (mean = 3.38), indicating strong customer perceptions in these areas. However, promotional processes (mean = 2.88) and loyalty initiatives (mean = 2.74) received lower ratings, revealing inconsistencies in campaign execution and reward mechanisms. Z-test results confirmed that these weaknesses were statistically significant relative to overall satisfaction. The findings indicated that while The Crunch successfully established a clear brand identity and competitive edge, its digital marketing presence and customer retention programs were underutilized. As a result, opportunities were identified to expand social media activity, introduce welcome promotions for new customers, and implement a regular loyalty rewards scheme. A targeted action plan was proposed to enhance digital campaigns, streamline promotional timing, and strengthen loyalty programs, with the aim of increasing customer engagement and sustaining brand growth.

RECOMMENDED CITATION

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