

LIVE MUSIC AND RESTAURANT BRAND IDENTITY AT ELYONG'S GRILL AND RESTAURANT

ABSTRACT

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A distinctive market position is important to restaurant branding in Metro Manila. This study examined live-band performances as a branding strategy at Elyong's Grill and Restaurant in North Fairview, Quezon City. It considered customer perceptions of musical atmosphere and the restaurant's brand image. The study used a descriptive research design and surveyed 50 customers of Elyong's Grill and Restaurant through a questionnaire. The study was guided by an Input–Process–Output model. Demographic data and customer perceptions were analyzed using weighted mean and ranking. Most respondents were aged 21–25, female, from lower- to middle-socioeconomic groups, and weekly visitors. Respondents showed a high level of agreement that live bands were important to the restaurant's identity. Poor sound quality or excessive volume was the leading operational concern, followed by lighting and patron-related noise disturbances. Respondents perceived live entertainment as relevant to brand reputation and customer loyalty and reported a positive association between music quality and brand image. Improving sound management and other environmental conditions may help align restaurant operations with the intended experiential brand.

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