MARKETING STRATEGIES OF HERITAGE RESTAURANTS IN CAVITE IN TIME OF PANDEMIC

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Abstract: **Covid-19 pandemic rapidly affects millions of lives around the world and lead the people to easily adopt in the new normal. Especially, the heritage restaurant industry in the Philippines whereas aggressively change their marketing strategy to comply in government's protocols, for their business survival and for gaining customers patronization even pandemic occurs. Therefore, this research studied the (5) heritage restaurants around Cavite had close similar menu and offerings- a classic Filipino dishes: Josephine's Restaurant, RSM Restaurant, Aristocrat Restaurant, Diner's Original Bulalo Tagaytay, and Casa de Celo of Marcello, to determine of what and how effective their marketing strategies as a remarkable restaurant and lend this as a benchmark to the others. In the help of researchers-made online survey that contains descriptive questions to test the marketing strategies of the heritage restaurants and demographic profile of the 203 customer-respondents whose experienced the offerings of these chosen restaurants. And the gathered qualitative data were statistically analyzed and interpreted. The result presented the level of effectiveness of the 4P's: Product, Price, Place and Promotional used by the studied heritage restaurants. As a benefit of this study, the researchers composed a marketing strategy that can be used not limited to the other heritage restaurant rather by the broad beneficiaries of this study.**

Keywords: **Heritage Restaurant, Marketing Strategy, Pandemic, 4P's.**

1. INTRODUCTION

A marketing strategy is the game plan of a company to reach future buyers and turn them into customers or clients of their goods, products, and services (Barone, 2021). On this time, it is different as the world struggling to survive and earn an edge in the business while corona virus outbreak still exists. The limitation occurs and people seeking for actions to take. The companies, food chains, restaurants and small businesses are aiming to sustain their capabilities by having new approach and strategy.

To comply and survive in this state of pandemic, restaurants cope up in the government's protocol and follow new standards in food service. It begins from implementing limit capacity of customer or staff per area and age limit authorized to enter outside the residence. In terms of providing service- the dining protocol, cleaning, sanitizing, having barriers, signage, personal protective equipment, and curfews that limit business hours. For additional, the establishments track the people entering their premises using health declaration form which needs to fill-out upon entering. Aside from fighting the pandemic, restaurants are also struggling to grow their financial edge in the market while looking for a marketing strategy to be used in retaining and gaining more customers, considering the limitation of workforce and the

additional expenses needed to execute the high safety procedures from the start of catering the customers, providing food, and serving it.

According to (Scheinkman, 2020) "43% of businesses due to global pandemic were temporarily closed or shut down". The reasons of economic drop-off are not limited in countries economic status, buying power of the customers, and the limitation rather people tend to stay at home for their safety. Restaurants by itself are one of the greatly affected in this state, struggling to develop marketing strategy that may be applicable. Heritage restaurants in the Philippines are also trying to overcome the challenges to continue its legacy. They are considering heritage restaurants because they inherit and grow a local culture by the years of serving classic foods; therefore, they obtain a good foundation to their customers. Some of those are in Cavite that mainly serves classic Filipino dishes and still providing excellent food and service.

The restaurants are the following: Josephine's restaurant, RSM restaurant, Aristocrat restaurant, Diner's Bulalo Tagaytay, and Casa de Celo. According to Rodriquez III (2018) "Cavite is a province of heroic history. It is not only home to rich Filipino history and culture, but also to an illustrious restaurant that promises a taste of classic Filipino cuisine. Cavite will not only fill your bellies with good food but will also feed your eyes with their warm and cozy views, which brings homey traditional feels". The combinations of good values and food prove that it can win the customers' heart.

This study aims to test the marketing strategies for these heritage restaurants on overcoming the difficulties of retaining business while gaining market edge. And propose these strategies as a benchmark to the other heritage restaurants. Because in this pandemic, simultaneous disruption on the economy makes the customers' demand and buying power at low, as a result, the businesses' struggle to upsize the income and some of them chose to permanently be close. In means of creating innovative marketing strategies that concern in product innovation, pricing, placement, or promotion that can be used by these restaurants, permanent closure will not be an option for them. Helping to stretch the heritage restaurants and lasts the legacy they announce. The study also would be useful for creating a more in- depth paradigm clarifying a proper understanding by delivering the greater view of the heritage restaurants' marketing strategies. In addition, to design more effective marketing strategies benefiting future Lasallian studies and historical records for further studies pertaining heritage restaurants in Cavite.
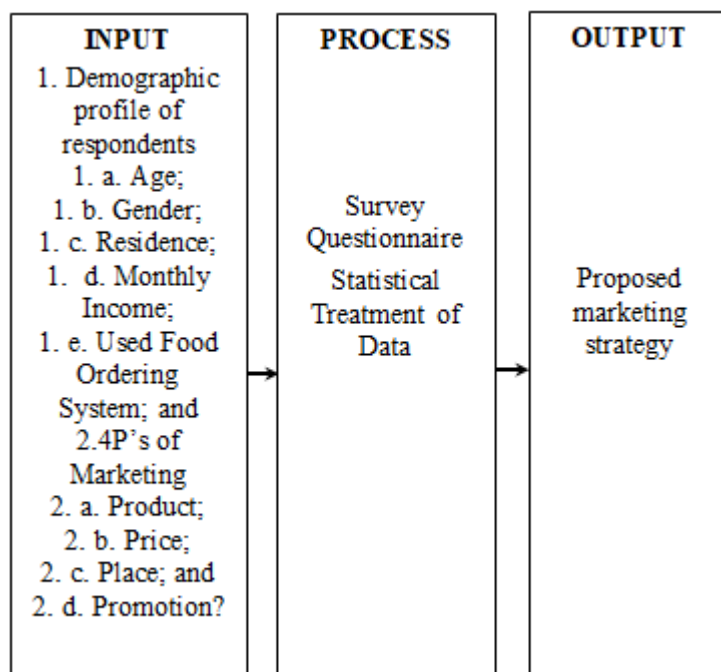
Conceptual Framework

INPUT	PROCESS	OUTPUT
1. Demographic profile of respondents 1. a. Age; 1. b. Gender; 1. c. Residence; 1. d. Monthly Income; 1. e. Used Food Ordering System; and 2.4P's of Marketing 2. a. Product; 2. b. Price; 2. c. Place; and 2. d. Promotion?	Survey Questionnaire Statistical Treatment of Data	Proposed marketing strategy

Figure 1: The conceptual framework showing the process to obtain the study's result

The study sought to find out correlation between the marketing strategies of the selected heritage restaurants and respondents' demographic profile while pandemic occurs to assess in which the restaurants' strategy needs to improve as to gain customer patronization. The following questions aid to answer the specific objectives:

1. What is the profile of the respondents in terms of:

a. Age;

b. Gender;

c. Residence;

d. Monthly Income;

e. Used Food Ordering System; and

f. Frequency of Visit?

2. How do respondents assess marketing strategies use in those heritage restaurants in Cavite in time of pandemic in terms of the following:

a. Product;

b. Price;

c. Place; and

e. Promotion?

3. There is a significant difference between the demographic-profile of the respondents and their assessments on the marketing strategies of heritage restaurants in Cavite in time of pandemic?

4. What marketing strategy can be proposed based on the assessments?

Hypothesis

There is a significant difference regarding the marketing strategies of heritage restaurants in Cavite at this time of pandemic and its respondents' demographic profile.

2. LITERATURE REVIEW

Marketing Strategy

Marketing strategy includes the company's value proposition, core brand messaging, details or target consumer demographics, and other components (Barone, 2021). According to Linkletter and Brajkovich (2020), the internet and social media were the only ways for businesses to meet and connect with their clients. Facebook, Instagram, Twitter, Messenger, and Email are some of the most common online networks.

For food and restaurant business, the pandemic poses special obstacles; He shared several insights or tactics that restaurants are using to assist their customers during this trying time. It's important to discuss updates that affect the restaurant ahead of time through customer-facing networks to help people schedule and prepare (Olohan, 2020).

Varies the business hours based on the government's declared curfews, considering temporary closure and other updates must keep on the social media or medium used by the restaurant. Another targeting practice is search engine optimization. For a restaurant, to rank on the first page on Google is crucial. It must be maintaining the high-quality content, right key words and links to use. Website marketing is more for open visualization and direct connection on customers' vision into the company.

Influencer marketing, approximately 92% of respondents is successful. Furthermore, picking an influencer for your business is equivalent to finding a partner. The restaurant or business will check out food blogs with a wide following on social media sites such as Instagram, where the cuisine's photographs can be posted and seen by the public (Influencer Marketing Benchmark Report, 2019).

Food ordering services, online food delivery services provide restaurants with an additional sales outlet. The food can be delivered by restaurants' own rider or by the other partners' delivery service provider available. Customers will look over the menu, position orders, and pay for them all online. Restaurant email marketing, customer email accounts will be platform for announcement or pops-up promotion of the restaurant and further events to conduct just to promote restaurants' promo and deals.

Marketing planning assists in the exploration of areas threatened by corporate development as well as the formation of an enterprise roadmap to address the demands of consumers. Strategy also assists in the production of goods and services with the highest benefit opportunity. The marketing campaign gives the company an advantage over its rivals. It assists in deciding the appropriate company's action to take.   It means that a business campaign describes how a corporation achieves its set targets.

The 4P's of Marketing

According to Walker (n.d.), the item, cost, put, and advancement is classic showcasing apparatuses. It'll help in each of the 4P's on how to do increment the esteem clients see from 4P's, How the 4P's work?

A product from a restaurant requires food and service. Customers' wants and expectations will be fulfilled because of this. Marketers must have a good understanding of their food offerings and how they always vary from the market. (Manthei, 2017)

In certain respects, Bonanno & Conrad (2019), the most significant ingredient is the substance. The business's heart and lifeblood should be the product or service.

According to Raymond (2020), one of the most pressing problems of product-related choices compelled by such significant disruptions is juggling short and long-term needs. What product updates should they make to better support their consumers and communities? This has involved briefly narrowing selections to concentrate on important products and reduce chain burdens.

According to Fernando (n.d.), price refers to the numerical value attributed to a food by the restaurant owner/manager or manufacturer. Production costs, availability of the desired item, and demand for the product all affect the price. This is how much they charge for the price.

The price is a powerful instrument. Customers refer to the importance of a commodity, and the consistency of that product is a part of that value. They use discounting to boost sales on slow days or during slow hours. Price may also be used to entice consumers away from rivals. Meyer (2020) defines the pricing points and price ranges of the food company's and beverage goods in this aspect of the marketing campaign. Their aim is to reduce profit margins and sales volume by lowering costs.

A restaurant, for example, might use a variation of the following pricing strategies: package pricing strategy (combo) offers cheaper meals and other product packages rather than purchasing each item individually. The pricing approach is based on psychology instead of rounding up; the firm uses rates that are more competitive. Restaurants and other firms have had a tough year in the wake of a pandemic (Raymond, 2020)

They lowered costs, for example, to encourage larger average order sizes, though at a lower profit margin. The customers' buying power and business' margin of selling are drastically down due to restrictions and disturbance. Furthermore, several businesses, including restaurants, may have extended their hours of service to meet lower staffing levels. In these turbulent days, it's important to keep consumers aware about where, and how to locate these restaurants. Several companies and restaurants have successfully migrated to e-commerce sites, and it will be an outstanding complement to their portfolio. For online companies, the so-called "frictionless" buyer route is crucial to consider. The collection, distribution and confirmation of orders are conveniently provided due to e-commerce sites, it also increases the numbers of order that the restaurant can handle. Bonanno and Conrad (2019), the digital position is how a company gets its goods and services in front of potential customers.

Things are a bit more complex in modern days. The location of the product on the internet is much more important than the location of the product in the real world. In the event of a pandemic, you can advertise your business makes it easy to find them. While the pandemic exists, the use of direct marketing is less effective (Boe, 2020)

According to Summer (2021) says that it has two goals: first, it educates prospective buyers about the product, and second, it inspires or persuades them to purchase it. These are some of the means in engaging with prospective buyers or clients. An advertisement, sales promotion, face to face selling, public relations, door to door marketing, media, and print are the core components of a promotion combination. Promotion encompasses topics such as brand recognition, influencer marketing, social media marketing, sponsorship, and all other contact, the organization has with the customer about the product (Capterra Blogs, n.d.), Place in the marketing mix approach is closely linked to promotion. The distinction between the two is that the former focuses on passive exposure, while the latter focuses on active contact.

Restaurant partners are using creative discounts and marketing strategies to raise sales during difficult times or pandemics. Restaurant owners and operators set themselves apart from their rivals by making appealing deals that inspire consumers to buy. They take advantage of strategic promotions (Rewards Network, n.d.).

They use basic approach in persuading such as offering free appetizer, drinks, and dessert. It is better to gather sales in all time by continuing what customers tend to experience from past transactions. Providing updates, news, new protocols, and ongoing promotions by using your social media and new platforms are great to spread the core of the restaurants every situation, it extends help for the customers. Considering all the parts of 4P's is essential needs to work out in its best harmonious with the other factors so it provides the marketing strategy effective and long term for the company and successful customers-relationship.

The Background of the Selected Heritage Restaurants in Cavite

The things from the past were valued enough today or at present to preserve the future generations. For all of us, the word heritage gives us or thinks of old structures, old churches, old houses, including culture, traditions, and even the food that we eat from previous generations. We believed everywhere has a heritage. According to Drew Nichol, 2015, he said our modern lives are a continuation of our heritage.

In the Philippines, according to Barbara Gordon-De los Reyes, owner of Barbara's Heritage Restaurant (in Manila), heritage restaurant has been entertaining local and foreign guests for more than twenty years now. In addition, when Filipinos especially elders eat in heritage restaurant they order traditional foods, such as pork or chicken adobo, kare-kare, pork or beef sinigang and sinigang na sugpo are among favorite food. These top of the mind Filipino dishes are now also exhibit in other countries, which means it implies good food in different cultures.

Heritage restaurant literally means a home of traditional food that passed down from previous generation to present generation to save for the next or future generation. This is based on our own understanding. According to Chef Carlo Santiago of Bayleaf Hotel Intramuros, "*Food from different regions represents who they are not only in their stature in the society but signify religion and belief as well"*.

Keeping the Filipino culture alive through these heritage restaurants is a challenge as longevity in the restaurant industry especially at this time of pandemic. Maintaining the heritage restaurant is quite difficult because they need effective marketing strategy amid pandemics. Some heritage restaurants' owners admitted that they find technology quite intimidating, but it does not bother them too much because after all, tourists, and locals alike to go to heritage restaurant to experience and taste of Filipino food and culture. In the province of Cavite, they are known by the wealth on their heritage food. Some of those restaurants are the following which mainly serve Classic Filipino dishes and at least (17) years of serving.

First is Josephine's restaurant owned by Alfonso Sarayba, which is one of the branches is in Tagaytay established in 25th of April year 1995, but first built in Kawit, Cavite since 1966. They are known to be the Home of Fresh Seafood and offer best Filipino heritage cuisine (Aaron, 2014); second is RSM restaurant that already reached its 17 years of service. According to Marasigan (2017), RSM offers special Filipino food and among the lane of restaurants in Aguinaldo highway they have a breathtaking view of Taal Lake.

Third is Aristocrat restaurant known for their chicken barbeque and authentic Filipino dishes. They've been open since 1930's.

Forth is Diner's Bulalo Tagaytay built in 1984 that offers quality dished with perfect Taal volcano and lake view; and last is Casa de Cello a delicious legacy of Marcello since 1995.

A heritage's meaning is not only limited in preserving old things, gaining years of memories and history. Rather, a heritage gives people experience of time traveling towards to the establishment, view or food presented.

The Effect of Covid-19 Pandemic on Philippine Restaurants

According to Szatkonki (2020) "since the beginning of pandemic up to now, restaurants' owners and managers have to work hard on finding new and sustainable ways to keep on serving. Company's pushing their limits to design a plan and strategy". Some restaurants do 30% operation thru al fresco dining and take home or delivery orders only due to government's order. Some of those consider, lowering the numbers of employee to pay and to minimize expense. In the

year 2020 when pandemic strikes all businesses, including the restaurant industry: with the sudden shutdown or closure, limited re-openings and governments make them sure that they are complying with protocols or covid-19 guidelines.

The Philippines restaurant industry is fighting with covid-19 crisis in different means. According to Fores (2020), they've been forced to reinvent because of pandemic. They try to keep jobs intact by having front of house employees carry out deliveries. The crisis is forcing them to change business model in terms of rent. This prices to go up due to difficulty in sourcing ingredients amid lockdowns. They're trying to think of new ideas for food packaging and shift to take out or delivery system. Today, online commerce is important in moving forward. That is why restaurants' employees are train and refresh using mobile phones, computers, and other technology to cater inquires and orders online. And restaurants add another food ordering system such as mobile application and now it has been normalizing delivery system.

According to Dee (2020) their restaurants are all close because of pandemic. They're cutting down their sitting capacity 30% they're trying to be still in their price affordability. Survival is so crucial in this time; some of the restaurants consider their sake.

In the Philippines, many local restaurants are small businesses are not ready enough and does not have emergency plan to sustain the operation. This year 2021 some of the restaurant owners still hoping that the restaurant industry will eventually bounce back because many of them are using a lot of marketing strategies and tactics to attract or encourage their loyal and new customers.

3. METHODOLOGY

This section briefly commences the detail of the research method based in its locale, in the participant of the study and in participants' assessment on marketing strategy. The sampling methods used in the data gathering and its procedures, and data treatment as well as the analysis of these.

Research Design

The study entitled "Marketing Strategies of Heritage Restaurants in Cavite in time of Pandemic" is a quantitative descriptive research study by which the data will be accurately and systematically defines the population. The data will be gathered using disseminated Google form surveys and questionnaires. These will be interpreted using the ANOVA (Analysis of Variance) and T-test formula. In sum, quantitative research is used to confirm, cross-validate, or corroborate findings.

Research Locale

The research locale limited at the chosen five heritage restaurants in Cavite- which classify in serving Classic Filipino cuisine, at least (17) years and up of service and owned by a Filipino resident.

Participants of the Study

In this research the involved participants will be from five (5) heritage restaurants that selected around Cavite. There will be a total of at least 100 respondents in each restaurant and can be at least 20 respondents.

The respondents of the study will be the online customers thru restaurants' social media, followers or commentators who were already experienced the service of those restaurants. The limitation will be from the ages of 18 to 59 years old and above only. The Convenience sampling will be use due to the pandemic restriction. In this sampling, researchers conveniently collect the data from the available online participants under the said criteria.

Research Instrument and Data Gathering Procedure

The researchers will use online survey questionnaire for quantitative analysis through Google form. It is a self- made questionnaire that based on restaurants' marketing strategies and will be validated by adviser, professors, and panels of this study. Questions are formed to acquire respondents' demographic profile and assessment towards marketing strategies under product innovation, price, placement, and promotion. The result of assessment gain from respondents' answer will be the basis in creating new and effective marketing strategies to propose in the selected heritage restaurants in Cavite.

In obtaining information from the respondents, there would be an informed consent to be given, wherein announces the participants' permission to be part of the study.

The online survey questionnaire would be disseminated in form of link and administered by respondents themselves, to follow and promote the social distancing and other protocols. Such data would be collected and structured to answer the concern of the researchers.

The questionnaire is composed of two parts, in which the part (1) corresponds for respondents' demographic profile and part (2) are the assessment of respondents toward the restaurant under the variable of product, price, place and promotion using 4-point scale of Likert.

According to Formplus blog (2019), the 4-point scale of Likert is a coerced scale of Likert. It creates organized consumer opinion for analization.

Regarding the 4-point likert scale type scale, the participants are requested to score the items with the degree of how much they – 4 for strongly agree, 3 for agree, 2 for disagree and 1 for strongly disagree based on four categories: product – with five statements, price – five statements, place – five statements and promotion – five statements.

All the 20 statements aim to establish a right marketing strategy to be proposed for the target beneficiaries.

Data Treatment and Analysis

As specified by the statement of the problems, the following statistical method was used in the analysis. The first problem statement will use statistical methods, namely frequency and percentage, to represent respondents' responses in a single numerical form and to equate them with the population. To address the second statement of the dilemma, the researchers will use weighted means to generalize the responses of the respondents to 4 Likert-scale questions. It is used to determine the response of the respondents per statement of the problem. The researchers will use a one-way ANOVA and T-test to decide whether there are any statistically meaningful variations between the means of two or more classes of variables to address the argument of problem 3. For statement of the problem 4, the researchers used the related literature to measure which marketing strategies would help the restaurant and other businesses.

4. RESULT AND DISCUSSION

In this chapter the survey results presented in tabular whereas interprets the result gathered from the 203 qualified respondents, wherein the data includes the respondents' demographic profile and their assessment towards the chosen heritage restaurants they experienced. It reached the study's objective which is to determine the significant value between respondents' demographic profile and their assessments in the marketing strategies of the heritage restaurants in Cavite. It elaborated the 4P's: product; price; place; and promotion effect to create a marketing strategy which considers the variables such as age, gender, residency, monthly income, used food ordering system, and frequency of their visits.

Table 1: Frequency Distribution of Respondents' Age

The result shows, there were 203 respondents and grouped among certain age brackets such as 18 to 28 year old, 29 to 38 year old, 39 to 48 year old, and 49 year and above. Thus, the largest group of respondents belongs to 18 to 28year-old with 87.7% which is too far from other percentages of respondent's age bracket distribution of at most 5%. The lowest age group belongs to 39-48 with only 3% which is closer to the other group of age brackets at 4.9% and 4.4%.

Table 1: Age of the Respondents

Levels	Counts	% of Total	Cumulative %
18 - 28-year-old	178	87.7 %	87.7 %
29 - 38-year-old	10	4.9 %	92.6 %
39 - 48-year-old	6	3.0 %	95.6 %
49-year-old and above	9	4.4 %	100.0 %
Total	**203**	**100%**	

Specifically, 178 respondents or 87.8% were aged 18-28 too far among the other age brackets, then 4.9% or with 10 respondents were aged 29 to 38 immediately followed by 4.4% with 9 respondents whose ages were 49 and above, and as low as 6 respondents or 4.4% whose ages were 39 to 48. This implies that majority of the respondents were youth (15 to 25) up to early years of adult (25 to 29)1 due to the IATF restriction mandates and allowed work-related functions. Likewise, these 18 to 28 year old respondents were capable and aware of the questionnaire or forms used to this study.

In addition, both age generation of Y, and Z customers are adventurous and not intimidated to try something new for food dining and they tend to try different variety of restaurants on a regular basis as soon as they get their income. Their baby boomer parents exposed them to ethnic cuisines at an early age (Hensley, 2000b)

Table 2: Frequency Distribution of the Gender of Respondents

Table 2 shows, frequency distribution of the 203 respondents based on their gender as either male or female.

Table 2: Gender of the Respondents

Levels	Counts	% Of Total	Cumulative %
Male	87	42.9 %	42.9 %
Female	116	57.1 %	100.0 %
Total	**203**	**100%**	

As gleaned to the table females are much greater than males' respondents with 116 at 57.1% and 87 at 42.9%, respectively. This means that most of the customers of the covered Heritage Restaurants in Cavite in time of pandemic were females.

From the research "Women are the Dominant Decision Makers when Selecting Restaurants to Dine", it proves that female is highly dominant in decision making. Males sympathized that their female partners are more likely to have the greater say in all matters (Cullen, 2012).

Table 3: Frequency Distribution of the Residency of Respondents

Table 3 shows the breakdown of 203 respondents as to their residences such as Cities of Bacoor, Imus and Dasmariñas, Kawit and others. Result reveals that the highest number of respondents is 73 from City of Imus at and lowest residing respondents at Kawit with only 7.

The larger group of composing of 73 respondents residing at City of Imus at 36% was seconded by another large group of 60 respondents residing at others at 29.6%, followed by 40 respondents from City of Dasmariñas at 19.7%, then 23 respondents residing from City of Bacoor, and a lesser number of 7 respondents from Kawit at 3.4%. This suggests that the respondent-customers of the covered heritage restaurants in Cavite in time of pandemic were resident on the same city or nearby the places. Since our studied restaurants are mostly have their branch/s in the City of Imus.

Table 3: Frequency Distribution of the Residency of Respondents

Levels	Counts	% Of Total	Cumulative %
City of Bacoor	23	11.3 %	11.3 %
City of Imus	73	36.0 %	47.3 %
Kawit	7	3.4 %	50.7 %
City of Dasmariñas	40	19.7 %	70.4 %
Others	60	29.6 %	100.0 %
Total	**203**	**100%**	

Table 4: Frequency Distribution of the Monthly Income of the Respondents

Table 4 shows result comprises the monthly income of the respondents into five specific ranges. The collected data presents that most of the respondent's monthly income is 5,000 and below and few are above 30,000.

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Table 4: Monthly Income of the Respondents

Levels	Counts	% of Total	Cumulative %
5000 and below	66	32.5 %	32.5 %
5001- 10000	30	14.8 %	47.3 %
10001- 20000	54	26.6 %	73.9 %
20001- 30000	29	14.3 %	88.2 %
Above 30000	24	11.8 %	100.0 %
Total	**203**	**100%**	

There were 66 respondents at 32.5% with 5,000 and below monthly income, 54 respondents or 26.6% whose monthly income range was 10,001 to 20,000, followed by 30 and 29 respondents at 14.8% and 14.3% whose monthly income ranges were 5,001 to 10,000 and 20,001 and 30,000 respectively, and least number of respondents with 24 or only 11.8% whose monthly income range is above 30,000. It can be concluded that menu of these covered heritage restaurants in Cavite in time of pandemic were affordable to the below and low- income class, the taste of the food were liked and patronized by the respondents with monthly income of 5,000 and below and 10,001 to 20,000. The classifications are based in the income bracket from the published of government social class for year 2012 (Moneymax, April 2012).

Table of income per cluster

Income Cluster	Monthly Income (for a family of 5)
Poor	Less than PHP 10,481
Low-income class (but not poor)	Between PHP 10,481 and PHP 20,962
Lower middle - income class	Between PHP 20,962 and PHP 41,924
Middle middle - income class	Between PHP 41,924 and PHP 73,367
Upper middle class- income class	Between PHP 73,367 and PHP 125,772
Upper-income class (but not rich)	Between PHP 125,772 and PHP 209,620
Rich	PHP 209,620 and above

Table 5: Frequency Distribution of the Use of Food Ordering System of Respondents

Table 5 result shows that the respondent-customers prefers to order their food by means of Over the Counter, Drive Thru and Online Ordering. Thus, it revealed that the great majority of respondents at 71.9% tend to order their food Over the Counter and as less as 3.9% tends to order their food in Drive-thru.

Table 5: Used Food Ordering System of the Respondents

Levels	Counts	% of Total	Cumulative %
Over the Counter	146	71.9 %	71.9 %
Drive-thru	8	3.9 %	75.8 %
Online Ordering	49	24.2 %	100.0 %
Total	**203**	**100**	

There were 146 respondents who ordered their food Over the Counter at 71.6%, seconded by Online Ordering with 49 respondents at 24.2%, and only 8 among the respondents ordered in Drive-thru at 3.9%. Respondents were willing to go to the heritage restaurants in the Cavite even in time of pandemic to buy their food over the counter than drive-thru system and online ordering. Also, this may be related that almost of the respondents were below the middle middle-income class so the most choice is of taking their orders is by over the counter or walk in. And that concludes that the over-the-counter service is much convenient to assess for the respondents. Even the surge of delivery as an option during Covid-19 pandemic and dine-in seems no longer an option, but the study proves that restaurants' give assurance to the customer-respondents its' safety measure for them to feel secure from the virus.

Table 6: Frequency Distribution of Visit of the Respondents in the Heritage Restaurant

Presented below is Table 6 which shows the kind of respondents in terms of the frequency of visitation in the heritage restaurants of Cavite in time of pandemic. Result shows that 83 out of 203 respondents tends to visit the heritage restaurant in Cavite in time of pandemic prefers once a month and 15 tends to visit at least once a week.

Table 6: Frequency of Respondents Visitation in the Heritage Restaurants

Levels	Counts	% Of Total	Cumulative %
First time	50	24.6 %	24.6 %
Once a week	15	7.4 %	32.0 %
Once a month	83	40.9 %	72.9 %
Others	55	27.1 %	100.0 %
Total	**203**	**100%**	

40.9% is the highest percentage or 83 respondent customers frequency tally who visits the covered heritage restaurants in Cavite is under once a month, followed by Others at 27.1%, then the first-time customers at 24.6%, and least at 7.4% of the respondents visited once a week. In addition, the covered heritage restaurants are being visited at least once a week by the 203 customers who were respondents of this study. Also, it can be interpreted that these respondents were like to order to the counter but barely to go in the actual heritage restaurants on Cavite. It concludes, due of the restriction and safety measurement mandated by the government, lot of people limit the exposure outside the residence. In addition of fact, also most of the respondents are in poverty line which made them can afford the menu but wisely limit their purchase.

Table 7: Frequency Distribution of Heritage Restaurant

Presented below is table 7 which shows the respondents' preference in terms of Heritage restaurants among the (5) chosen restaurants. Result shows 42 out of 203 respondents like to go or already went in Josephine's Restaurant in time of pandemic at 42%.

Followed by Casa de Celo at 20.2% from 41 respondents, next is RSM "Lutong Bahay" at 17.2% with 35 respondents. Next, is mostly all the restaurants had been experienced by the 32 rspondents at 15.85%. Followed by The Aristocrat Restaurant at 14.8% with 30 respondents and lastly, at 11.3% with 23 respondents for Diners Bulalo Tagaytay.

Table 7: Frequency Distribution of Heritage Restaurant

Levels	Counts	% of Total	Cumulative %
Casa de Celo	41	20.2 %	20.2 %
The Aristorcrat Restaurant	30	14.8 %	35.0 %
RSM "Lutong Bahay" Restaurant	35	17.2 %	52.2 %
Diners Bulalo Tagaytay	23	11.3 %	63.5 %
Josephine's Restaurant	42	20.7 %	84.2 %
At least one Restaurant	32	15.8 %	100.0 %
Total	203	100%	

It concludes that Josephine's Restaurant is the most likable and can be a benchmark for the other heritage restaurant marketing strategy. Researchers get one of the reviews from their social media page, it states "The service is really good and fast, the staff (waiters and security) was courteous and accommodating, and the food is truly delicioso! I highly recommend this restaurant. I am sure you and your family/friends/loved ones will enjoy their great tasting food, fast service, and comfy ambiance" (Anynomous, 2021).

BASIS FOR DESCRIPTIVES

POINT	SCALE RANGE	EXPLANATION
4	4.00 - 3.00	Strongly Agree
3	2.99 – 2.00	Agree
2	1.99 – 1.00	Disagree
1	1.00 – 0.99	Strongly Disagree

The Verbal Interpretation of the Point 4- Strongly Agree was highest level of conformity, next by Point 3- Agree, the second level down to Point 2- Disagree and last Point 1- Strongly Disagree for product, price, place, and promotion description from the survey questionnaire.

N- Number of Respondents
Mean= Average of Number Set
SD= Standard Deviation
Verbal Interpretation= Explanation

Table 8: Product Assessment of the Respondents

Based on the researcher-made-questionnaire along the descriptor Product, the customers' response mean is 3.50 which mean that the customers Strongly Agree that the products served of the covered heritage restaurants in Cavite are notable, excellent in quality and can be highly recommended to other customers. The standard deviation is 0.512 indicates that the customers responses were less scattered.

All the means of descriptors under products are interpreted also as strongly agreed. Likewise, all standard deviations are also less scattered or belongs to homogeneous distribution.As reflected in Table 8, all the descriptors were verbally interpreted as Strongly Agree: "The restaurant serves the food with proper handling procedure", "The restaurant has a good sealed and quality packaging for the take and delivery service (If not yet experienced, please skip this question)", "The restaurant adds new classic Filipino food option and other complimentary in the menu that may attract the new generation of customers", "The restaurant preserves taste and quality of classic Filipino dishes it inherits by the years of service" and "The food maintains the defined temperature during serving or in acceptance of delivery" with means 3.56, 3.53, 3.40, 3.58 and 3.43, respectively.

It's mean that all the listed techniques for marketing the product are clearly exhibited to their customers.

Table 8: Product Assessment of the Respondents

Product	N	Mean	SD	Verbal Interpretation
2.1 The restaurant serves the food with proper handling procedure.	203	3.56	0.629	Strongly Agree
2.2 The restaurant has a good sealed and quality packaging for the take and delivery service. (If not yet experienced, please skip this question)	178	3.53	0.612	Strongly Agree
2.3 The restaurant adds new classic Filipino food option and other complimentary in the menu that may attract the new generation of customers.	203	3.40	0.641	Strongly Agree
2.4 The restaurant preserves taste and quality of classic Filipino dishes it inherits by the years of service.	203	3.58	0.578	Strongly Agree
2.5 The food maintains the defined temperature during serving or in acceptance of delivery.	203	3.43	0.605	Strongly Agree
Total	**203**	**3.50**	**0.512**	Strongly Agree

Table 9: Price Assessment of the Respondents

As deemed to Table 9, the overall mean in terms of Price is 3.23 with a standard deviation of 0.575 interpreted as Strongly Agree and which suggests that the answers of the respondents are mostly alike.

Table 9: Price Assessment of the Respondents

Price	N	Mean	SD	Verbal Interpretation
3.1 The food's price is still reasonable inline of customer situation in this time of pandemic.	203	3.23	0.614	Strongly Agree
3.2 The price is still competitive with other food business near the restaurant.	203	3.35	0.599	Strongly Agree
3.3 The restaurant has affordable delivery or on take-outs fee. (If not yet experienced, please skip this question)	203	2.77	1.349	Agree
3.4 The restaurant gives wide range of food price supporting individual meal and family pack orders.	203	3.44	0.572	Strongly Agree
3.5 The restaurant menu is worth the price.	203	3.37	0.595	Strongly Agree
Total	**203**	**3.23**	**0.575**	**Strongly Agree**

It also reveals that 4 out of 5 questions/descriptors under Price were verbally interpreted as Strongly Agree: "The food's price is still reasonable inline of customer situation in this time of pandemic", "The price is still competitive with other food business near the restaurant", "The restaurant gives wide range of food price supporting individual meal and family pack orders", and "The restaurant menu is worth the price" with means 3.23, 3.35,3.44, and 3.47, respectively and all of the standard deviations were less scattered. While the "The restaurant has affordable delivery or on take-outs fee. (If not yet experienced, please skip this question)" was the only verbally interpreted as Agree at 2.77 mean though its computed standard deviation is 1.349 yet still a less scattered.

This concludes that the price of products of the selected heritage restaurants in Cavite is affordable and fair enough to sell.

As we know the Filipinos especially businessman is not easily giving-up to the fact that pandemic makes the business into its lowest peak. One of the strategies that restaurant owners are doing is emphasizing delivery services and marketing activities through social media or in partnership with internet-based food delivery platforms. And they are forging partnerships with vegetable growers to develop a more differentiated set of food offerings (Australian Centre for Internal Agricultural Research, 2020).

Table 10: Place Assessment of the Respondents

The obtained mean 3.44 of the descriptor Place suggests that all the frequencies obtained are Strongly Agree. The standard deviation of 0.584 is much nearer to zero which means that the responses were almost alike. Thus, it can be concluded that place of the heritage restaurants in Cavite being studied were safe, accommodating, and spacious.

Table 10: Place Assessment of the Respondents

Place	N	Mean	SD	Verbal Interpretation
4.1 The restaurant has a proper signage and messages as a preventive measure against Covid-19 virus.	203	3.52	0.624	Strongly Agree
4.2 The restaurant has a proper safety protocol according to government mandated.	203	3.52	0.616	Strongly Agree
4.3 The restaurant has an enough space and barriers for social distancing.	203	3.40	0.707	Strongly Agree
4.4 The restaurant premises have been sanitized and disinfect time to time.	203	3.43	0.659	Strongly Agree
4.5 The restaurants have an enough space for alfresco dining.	203	3.34	0.776	Strongly Agree
Total	**203**	**3.44**	**0.584**	**Strongly Agree**

Table 10 shows that the respondents responses in "The restaurant has a proper signage and messages as a preventive measure against Covid-19 virus", "The restaurant has a proper safety protocols according to government mandated", "The restaurant has an enough space and barriers for social distancing", "The restaurant premises have been sanitized and disinfect time to time", and "The restaurants have an enough space for alfresco dining" with mean 3.52, 3.52, 3.40, 3.43, and 3.34 with their corresponding standard deviations as 0.624, 0.616, 0.707, 0.659, and 0.776, respectively are all verbally interpreted as Strongly Agree and responses in terms of the descriptor Place are almost the same to one another. Hence, customers are likely to visit the studied heritage restaurants in Cavite due to its compliance with safety protocols, proper signage, has enough space to accommodation and safe in general. Aside from each restaurant comply on the governments mandated, these restaurants already have a space to cater family gathering, events, and a wide parking spaces that customers also considering.

Table 11: Promotion Assessment of the Respondents

As gleaned in Table 11, the obtained mean is 3.25 with a standard deviation of 0.741 verbally interpreted as Strongly Agree and the collected customer responses are less scattered. Each mean and standard deviations are verbally interpreted as Strongly Agree and all are homogeneous response distribution.

Table 11: Promotion Assessment of the Respondents

Promotion	N	Mean	SD	Verbal Interpretation
5.1 The restaurant has an advertisement or medium that promotes their store procedure in battling the Covid-19 virus.	203	3.28	0.670	Strongly Agree
5.2 The restaurant offers food price promo in using delivery service and for customers have vaccination card in line to promote stay at home and vaccination campaign.	203	3.19	0.801	Strongly Agree
5.3 The restaurant effectively uses the social media and mobile application as an option for ordering food.	203	3.27	0.790	Strongly Agree
5.4 The restaurant gives discounts, coupons and free appetizers or dishes for thanking the customer in patronizing for dine-in.	203	3.07	0.870	Strongly Agree
5.5 I am likely to come back and recommend this restaurant to friends and family.	203	3.46	0.573	Strongly Agree
Total	**203**	**3.25**	**0.741**	**Strongly Agree**

This suggests that the promotion of each studied heritage restaurants is excellent in promoting their establishments through different advertisements and applied discounts on their menu. Furthermore, the respondents Strongly Agree that "The restaurant has an advertisement or medium that promotes their store procedure in battling the Covid-19 virus", "The restaurant offers food price promo in using delivery service and for customers have vaccination card in line to promote stay at home and vaccination campaign.", "The restaurant effectively uses the social media and mobile application as an option for ordering food", "The restaurant gives discounts, coupons and free appetizers or dishes for thanking the customer in patronizing for dine-in", and "I am likely to come back and recommend this restaurant to friends and family" as reflected to mean results 3.28, 3.19, 3.27, 3.07, and 3.46.

When pandemic occurs each restaurants boost their edge in the social media. Like, RSM Lutong Bahay with 26, 837 people check their facebook page, Josephine's Restaurant with 70,113, Diner's Original Bulalo with 15,573, Casa de cello (Café Marcello Bar and restaurantAristocrat Restaurant Imus partnered with Grab food, Food panda and have their own delivery service.

Table 12: Summary of the Assessment of the Respondents

4Ps' Marketing Descriptors	Mean	SD	Verbal Interpretation
Product	3.50	0.512	Strongly Agree
Price	3.23	0.575	Strongly Agree
Place	3.44	0.584	Strongly Agree
Promotion	3.25	0.741	Strongly Agree
Total	**3.36**	**0.603**	**Strongly Agree**

Table 12: Summary Assessment

In general, all the respondents assess marketing strategies of heritage restaurants in Cavite in time of pandemic in terms of Product, Price, Place, and Promotion as Strongly Agree and all the responses are mostly the same as reflected to the overall mean of 3.3575 and standard deviation 0.561. It can be concluded that the customers loved to patronize the products due to its affordable price, the place is well organized and there are promos to avail, and advertisements are catchy

Each of the marketing strategies mean are verbally interpreted as Strongly Agree and each standard deviations belongs to a homogeneous group with the following results 3.50, 3.23, 3.44, and 3.5 as to Product, Price, Place and Promotion, respectively.

Table 13: Significance Difference According to Age and their Assessment on the Marketing Strategies of Heritage Restaurants

The below tables are consisting of the following abbreviations for group descriptive:

N=Number of Respondents
Mean= Average of Number Set
SD= Standard Deviation
SE= Standard Error
F=Frequency
P=P-Value
Ho Decision= Hypothesis
P-value= Probability value
F-value= Significant value

Table 13: Computed means per Assessed Marketing Strategy per Age

Assessed Marketing Strategy	Age (Year Old)	N	Mean	SD	Verbal Interpretation
Product	18 - 28	178	3.51	0.454	Strongly Agree
	29 - 38	10	3.66	0.453	Strongly Agree
	39 - 48	6	3.13	1.122	Strongly Agree
	49 and above	9	3.42	0.946	Strongly Agree
Price	18 - 28	178	3.23	0.532	Strongly Agree
	29 - 38	10	3.50	0.535	Strongly Agree
	39 – 48	6	2.83	1.007	Agree
	49 and above	9	3.31	0.949	Strongly Agree
Place	18 – 28	178	3.45	0.542	Strongly Agree
	29 - 38	10	3.62	0.426	Strongly Agree
	39 – 48	6	2.97	1.113	Agree
	49 and above	9	3.51	0.965	Strongly Agree
Promotion	18-28	178	3.24	0.570	Strongly Agree
	29-38	10	3.50	0.552	Strongly Agree
	39-48	6	3.03	1.076	Strongly Agree
	49-year-old and above	9	3.36	0.953	Strongly Agree

Table 13 presents that the marketing strategies of studied heritage restaurants are being tested against the ages of respondents. Thus, it is reflected that the ages of the respondents are as follows with corresponding frequencies: 18–28-year-old with 178, 29–38-year-old with 10, 39-48 year old with 6, and 49 year old and above with 9. The great majority of computed means per marketing strategy per age group is interpreted as Strongly Agree and ranging from 3.03 up to 3.66

and all the standard deviations belongs to homogeneous distribution which means that the responses according to residences is remarkably a like. It means all the listed marketing strategies are clearly exhibited to the customers regardless of their age. As the Price and Place paired to the age group of 39-48years old, the slight decrease in means is reported as 2.83 and 2.97, respectively and verbally interpreted as Agree.

As presented in table below, the first columns are the assessed marketing strategies according to the respondents' demographic profile followed by t-statistic as the computed student t, then the degrees of freedom and p-value. Then, decision for the null hypothesis and its interpretation is also added for a clearer view of the results. The marketing strategies and age of respondents are being tested. The lead column presents the different marketing strategies used by the researchers is paired to each age groups of the respondents and each pairwise computation of each f-value is determined and reflected in the next column. P-value is the reference of null hypothesis to make decision whether to reject or accept it so as the significance will be interpreted.

It can be gleaned at table 14 that the decision to each null hypothesis is accepted and interpreted as not significant since each p-values are greater than the significance level of 0.05. This confirms that there is no significant difference among the means of assessed marketing strategies as to respondents' ages.

Table 14: Age Group

	One-Way ANOVA (Fisher's)			
	F	**p**	**Ho Decision**	**Interpretation**
Product	1.441	0.232	Accept	Not Significant
Price	1.763	0.156	Accept	Not Significant
Place	1.694	0.169	Accept	Not Significant
Promotion	0.921	0.432	Accept	Not Significant
Accept Null Hypothesis (Ho - Not Significant) if and only if the p-value is greater than 0.05				
Reject Null Hypothesis (Ho - is Significant) if and only if the p-value is lesser than 0.05				

Table 15: Significance Difference According to Gender and their Assessment on the Marketing Strategies of Heritage Restaurants

The table 15 presents that the respondents are divided independently according to their gender as they assessed the marketing strategies. There are 87 males and 116 females who responded to the research questionnaire. Each computed means is greater than 3 but less than 4 are interpreted as Strongly Agree and whose standard deviations are poorly scattered which means that the responses of both independent groups are almost the same. It means all the listed marketing strategies are clearly exhibited to the customers regardless of their gender.

Table 15: Computed means per Assessed Marketing Strategy per Gender

Assessed Marketing Strategies	Independent Groups	N	Mean	SD	Interpretation
Product	Male	87	3.48	0.415	Strongly Agree
	Female	116	3.52	0.575	Strongly Agree
Price	Male	87	3.25	0.527	Strongly Agree
	Female	116	3.23	0.610	Strongly Agree
Place	Male	87	3.41	0.600	Strongly Agree
	Female	116	3.47	0.574	Strongly Agree
Promotion	Male	87	3.25	0.527	Strongly Agree
	Female	116	3.25	0.662	Strongly Agree

The decision for the null hypothesis and its interpretation is also added for a clearer view of the results. The assessed marketing strategies are all not significant as the null hypothesis is being accepted. This means that p-values 0.575, 0.806, 0.503, and 0.995 are all greater than the significance level at 0.05 with 201 degrees of freedom each with corresponding t-statistic -0.56095, 0.24613, -0.67172, and -0.00666 respectively, confirms that there is no significant difference between the gender of respondents according to the assessed marketing strategies.

It means, the gender of the respondents according to the assessed marketing strategy are not measurable but it implies that the heritage restaurants must not limit their perception in creating strategy in the female gender rather be flexible in both gender.

Table 16: Gender

One-Way ANOVA (Fisher's)				
	F	**p**	**Ho Decision**	**Interpretation**
Product	-0.56095	0.575	Accept	Not Significant
Price	0.24613	0.806	Accept	Not Significant
Place	-0.67172	0.503	Accept	Not Significant
Promotion	-0.00666	0.995	Accept	Not Significant
Accept Null Hypothesis (Ho - Not Significant) if and only if the p-value is greater than 0.05				
Reject Null Hypothesis (Ho - is Significant) if and only if the p-value is lesser than 0.05				

Table 17: Significance Difference According to Residence and their Assessment on the Marketing Strategies of Heritage Restaurants

The table 17 presents that the marketing strategies are being tested against the residence of respondents. The residences of the respondents are as follows with corresponding number of respondents: City of Bacoor 23, City of Imus 73, Kawit 7, City of Dasmariñas 40, and Others 60. Each computed means is greater than 3 but less than 4 is being interpreted as Strongly Agree and whose standard deviations belongs to homogeneous distribution which means that the responses according to residences is remarkably a like. It means all the listed marketing strategies are clearly exhibited to the customers regardless of their residency.

Table 17: Computed means per Assessed Marketing Strategy per Residence

Assessed Marketing Strategies	Independent Groups	N	Mean	SD	Verbal Interpretation
Product	City of Bacoor	23	3.53	0.439	Strongly Agree
	City of Imus	73	3.47	0.645	Strongly Agree
	Kawit	7	3.51	0.414	Strongly Agree
	City of Dasmarinas	40	3.46	0.394	Strongly Agree
	Others	60	3.55	0.439	Strongly Agree
Price	City of Bacoor	23	3.32	0.555	Strongly Agree
	City of Imus	73	3.25	0.661	Strongly Agree
	Kawit	7	3.43	0.582	Strongly Agree
	City of Dasmarinas	40	3.17	0.471	Strongly Agree
	Others	60	3.2	0.539	Strongly Agree
Place	City of Bacoor	23	3.51	0.466	Strongly Agree
	City of Imus	73	3.33	0.744	Strongly Agree
	Kawit	7	3.6	0.462	Strongly Agree
	City of Dasmarinas	40	3.41	0.422	Strongly Agree
	Others	60	3.56	0.489	Strongly Agree
Promotion	City of Bacoor	23	3.37	0.518	Strongly Agree
	City of Imus	73	3.19	0.715	Strongly Agree
	Kawit	7	3.34	0.629	Strongly Agree
	City of Dasmarinas	40	3.2	0.466	Strongly Agree
	Others	60	3.32	0.578	Strongly Agree

It can be seen at below table 18 that the decision to each null hypothesis is accepted and interpreted as not significant since each p- values are greater than the significance level of 0.05. This confirms that there is no significant difference among the means of assessed marketing strategies as to respondents' residences.

The residences of customer-respondent are statistically no relationship on the marketing strategy of studied heritage restaurant and cannot be used as the basis to propose marketing strategy. That implies heritage restaurant must not limit the marketing strategy to its near or resident of the city.

Table 18: Residence

One-Way ANOVA (Fisher's)				
	F	**p**	**Ho Decision**	**Interpretation**
Product	0.269	0.898	Acccept	Not Significant
Price	0.516	0.724	Acccept	Not Significant
Place	1.487	0.208	Acccept	Not Significant
Promotion	0.693	0.597	Acccept	Not Significant
Accept Null Hypothesis (Ho - Not Significant) if and only if the p-value is greater than 0.05				
Reject Null Hypothesis (Ho - is Significant) if and only if the p-value is lesser than 0.05				

Table 19: Significance Difference According to Residence and their Assessment on the Marketing Strategies of Heritage Restaurants

The table 19 presents that the marketing strategies is being tested against the monthly income of respondents. Thus, it is reflected that the monthly income class of the respondents are as follows: 66 respondents is with 5000 and below, 30 respondents is with 5001 to 10000, 54 respondents is with 10001 to 20000, 29 respondents is with 20001 to 30000, and 24 respondents is with above 30000. The computed means per marketing strategy per monthly income class is interpreted as Strongly Agree and all the standard deviations belongs to homogeneous distribution which means that the responses according to respondents' monthly income is almost the same. It means all the listed marketing strategies are clearly exhibited to the customers regardless of their monthly income.

Table 19: Computed means per Assessed Marketing Strategy per Monthly Income

Assessed Marketing Strategy	Monthly Income	N	Mean	SD	Verbal Interpretation
Product	5000 and below	66	3.45	0.387	Strongly Agree
	5001- 10000	30	3.54	0.394	Strongly Agree
	10001- 20000	54	3.52	0.638	Strongly Agree
	20001- 30000	29	3.58	0.662	Strongly Agree
	Above 30000	24	3.43	0.433	Strongly Agree
Price	5000 and below	66	3.13	0.518	Strongly Agree
	5001- 10000	30	3.23	0.541	Strongly Agree
	10001- 20000	54	3.32	0.713	Strongly Agree
	20001- 30000	29	3.45	0.503	Strongly Agree
	Above 30000	24	3.06	0.398	Strongly Agree
Place	5000 and below	66	3.33	0.628	Strongly Agree
	5001- 10000	30	3.53	0.453	Strongly Agree
	10001- 20000	54	3.50	0.684	Strongly Agree
	20001- 30000	29	3.57	0.504	Strongly Agree
	Above 30000	24	3.38	0.397	Strongly Agree
Promotion	5000 and below	66	3.16	0.527	Strongly Agree
	5001- 10000	30	3.33	0.450	Strongly Agree
	10001- 20000	54	3.34	0.805	Strongly Agree
	20001- 30000	29	3.37	0.566	Strongly Agree
	Above 30000	24	3.08	0.452	Strongly Agree

As reflected to Table 20, the marketing strategies and monthly income are being tested. The lead column presents the different marketing strategies used by the researchers is paired to each monthly income class of the respondents and each pairwise computation of each f-value is determined and reflected in the next column. P-Value is the reference of null hypothesis to make decision whether to reject or accept it so as the significance will be interpreted.

It means that monthly income does not necessarily affects the choice of marketing strategy within the product, place, and promotion. But indicate significance on the price**.** Heritage restaurant owners must not neglect the target market monthly income in pricing and positioning in the market.

Table 20: Monthly Income

One-Way ANOVA (Fisher's)				
	F	**p**	**Ho Decision**	**Interpretation**
Product	0.52	0.721	Accept	Not Significant
Price	2.46	0.047	Reject	Significant
Place	1.356	0.251	Accept	Not Significant
Promotion	1.633	0.167	Accept	Not Significant
Accept Null Hypothesis (Ho - Not Significant) if and only if the p-value is greater than 0.05				
Reject Null Hypothesis (Ho - is Significant) if and only if the p-value is lesser than 0.05				

Table 21: Significance Difference According to Used Food Ordering System and their Assessment on the Marketing Strategies of Heritage Restaurants

The table 21 presents that the marketing strategies along with the respondents' food ordering system are being compared. The food ordering system are as follows with its corresponding number of preferred by the respondents: Over the counter as large as 144 counts, Drive thru as few as 8 counts, and Online ordering with 49 counts. Each computed means is being interpreted as Strongly Agree and whose standard deviations are all less scattered which means the responses have a greater likeness. It means all the listed marketing strategies are clearly exhibited to the customers regardless of their choice of ordering system.

Table 21: Computed means per Assessed Marketing Strategy per Used Food Ordering System

Assessed Marketing Strategy	Used Food Ordering System	N	Mean	SD	Interpretation
Product	Over the Counter	144	3.50	0.528	Strongly Agree
	Drive-thru	8	3.58	0.495	Strongly Agree
	Online Ordering	49	3.49	0.480	Strongly Agree
Price	Over the Counter	144	3.18	0.586	Strongly Agree
	Drive-thru	8	3.52	0.565	Strongly Agree
	Online Ordering	49	3.32	0.529	Strongly Agree
Place	Over the Counter	144	3.41	0.612	Strongly Agree
	Drive-thru	8	3.60	0.576	Strongly Agree
	Online Ordering	49	3.49	0.505	Strongly Agree
Promotion	Over the Counter	144	3.21	0.619	Strongly Agree
	Drive-thru	8	3.40	0.545	Strongly Agree
	Online Ordering	49	3.35	0.577	Strongly Agree

Table 22 shows the significant difference among marketing strategies and food ordering system. The lead column details the different marketing strategies, followed by the computed f-value and p-value, then the null hypothesis decision and interpretation

It can be gleaned that the decision to each null hypothesis is accepted and interpreted as not significant since each p-values are greater than the significance level of 0.05. This confirms that there is no significant difference among the

means of assessed marketing strategies as to food ordering system. Thus, it suggests that each marketing strategies are less affected by any of food ordering system.

As this time of pandemic, it is a must heritage restaurant should point out that it depends on the customer of which among of the types of ordering and delivery service should they get. But be mindful that customers need to have convenient option.

Table 22: Used Food Ordering System

One-Way ANOVA (Fisher's)				
	F value	**p-Value**	**Ho Decision**	**Interpretation**
Product	0.0916	0.913	Accept	Not Significant
Price	2.2152	0.112	Accept	Not Significant
Place	0.6322	0.532	Accept	Not Significant
Promotion	1.2879	0.278	Accept	Not Significant
Accept Null Hypothesis (Ho - Not Significant) if and only if the p-value is greater than 0.05				
Reject Null Hypothesis (Ho - is Significant) if and only if the p-value is lesser than 0.05				

Table 23: Significance Difference According to Frequency of Visit and their Assessment on the Marketing Strategies of Heritage Restaurants

The table 23 presents that the large portion of the customers' behavior is to go in the heritage restaurant once a month with the number of 83 customer-respondents. Each frequency of visit along on the marketing strategies that heritage restaurants possess interpreted as Strongly Agree. And whose standard deviations are all less scattered which means the responses have a greater likeness as well.

It means all the listed marketing strategies are clearly exhibited to the customers regardless of their frequency of visit.

Table 23: Computed means per Assessed Marketing Strategy per Respondents' Frequency of Visit

Assessed Marketing Strategy	Frequency of Visit	N	Mean	SD	Interpretation
Product	First time	50	3.52	0.359	Strongly Agree
	Once a week	15	3.25	0.481	Strongly Agree
	Once a month	83	3.60	0.502	Strongly Agree
	Others	55	3.40	0.616	Strongly Agree
Price	First time	50	3.07	0.562	Strongly Agree
	Once a week	15	3.08	0.336	Strongly Agree
	Once a month	83	3.42	0.499	Strongly Agree
	Others	55	3.14	0.670	Strongly Agree
Place	First time	50	3.38	0.656	Strongly Agree
	Once a week	15	3.21	0.463	Strongly Agree
	Once a month	83	3.61	0.464	Strongly Agree
	Others	55	3.31	0.653	Strongly Agree
Promotion	First time	50	3.22	0.471	Strongly Agree
	Once a week	15	3.20	0.363	Strongly Agree
	Once a month	83	3.39	0.566	Strongly Agree
	Others	55	3.10	0.774	Strongly Agree

It can be gleaned at the table 24 all marketing strategies as paired to respondents' frequent visit to the heritage restaurant class is being accepted and interpreted as significant namely: Product, Place, and Promotion. This means that there is significant difference among the pairs of respondents' frequency of visit class versus the Product, Place, and Promotion. As the null hypothesis is being rejected, the Product, Place, and Promotion affect the customers' preference.

Table 24: Frequency of Visit

One –Way ANOVA (Fisher's)				
	F	p	Ho Decision	Interpretation
Product	2.94	0.034	Reject	Significant
Price	5.44	0.001	Reject	Significant
Place	4.33	0.006	Reject	Significant
Promotion	2.73	0.045	Reject	Significant

5. CONCLUSION

Based on the customer-respondents voice after the data gathered and interpreted, researchers conclude that the majority of the heritage restaurants' customers are female from the city of Imus, Cavite with an average age of 18–28-year-old and earning 5000 and below month who were like to order over the counter. It also shows the respondents' assessment over the heritage restaurants' products are great, that the restaurants serve the food with proper handling procedure and precaution against the virus contamination, they have a good sealed and quality packaging for the take-out and delivery service, they add new classic Filipino food option and other complimentary in the menu that may attract a new generation of customers, they preserve the taste and quality of classic Filipino dishes that they inherits by the years of service, and they offer the food which maintains defined temperature during serving or in acceptance of delivery. In terms of their price the respondents assess that the restaurants' foods' price are still reasonable inline of customer situation in this time of pandemic, the prices are still competitive with the other food business near the restaurant, they have affordable delivery or on take-outs fee, they give wide range option of food price supporting individual meal and family pack orders, and the restaurants' menu are worth the price. The customer- respondents also assess the restaurants place wherein they strongly agree that the restaurants have a proper signage and messages as a preventive measure against Covid-19 virus, they have a proper safety protocol that follows government's order, they have an enough space and barriers for social distancing, the premises have been sanitized and disinfect time to time, and they have an enough space for in-door or alfresco dining. In addition, their promotions have been also greatly assess as they have an advertisement or medium that promotes their store procedure in battling the Covid-19 virus, they offer food price promo in using delivery service and for customers have vaccination card in line to promote stay at home and vaccination campaign, they effectively use the social media and mobile application as an option for ordering food, they give discounts, coupons, and free appetizers or dishes for thanking the customer in patronizing the dine-in, and customer-respondents are likely to come back and recommend these restaurant to their friends and family.

However, the researchers learned that the respondents' demographic profiles are almost not significant over the assessed marketing strategies of the chosen heritage restaurants. But the monthly income is significantly different to the price assessment. And the frequent of customers visit is significantly different over the product, price, place, and promotion assessment

Respondents' assessment is almost same and marked their marketing strategies in product, price, place, and promotion in high points even there is differences over their age. Therefore, researchers conclude that the studied heritage restaurants offer diverse product, have a wide range of price, established in conveniently place to go and have effective promotional strategy that even different generations of customers strongly love them. The responses from gender analysis show that both independent groups had the same assessment. Therefore, it concludes studied heritage restaurants precisely gives the needs and wants in food and services of both female and male. The responses from the different residency, reveals that their assessment is almost the same. It concludes that even the customers are from different places, they still love to go in the chosen heritage restaurants. And for the analysis based on the respondents' income status, researchers conclude that the prices of the heritage restaurants are offer affordable and reasonable prices, yet the food and services are not compromised.

Overall, it reveals studied heritage restaurants: Casa de Celo, The Aristorcrat Restaurant, RSM "Lutong Bahay" Restaurant, Diners Original Bulalo Tagaytay, and Josephine's Restaurant are remarkably exhibit their best in marketing

strategies upon their product, price, place, and promotion while Covid-19 pandemic occurs whether what type of customers they cater.

6. RECOMMENDATION

From this study that occurs in time of pandemic pertaining in the marketing strategy of heritage restaurants that have been serving their dishes in many years are very essential. In result of this study, the assessment of the respondents helps the researchers to develop these recommendations. First are the heritage restaurants must be flexible in creating marketing strategy. In innovating marketing strategy is it best to study the internal and external customer of the business from the various perceptions. It is great to invest in employing capable, wise, and principled marketing team that are up to date on the surroundings and have care on customers' preference. On the other hand, the restaurants' mission and vision must be also innovate aligned on the created marketing strategy but must remained the founded culture that the customer already attached on. The management of the restaurants must expand the service from offering their food through dine-in up to accessible delivery service or may have partnership to accredited delivery service. The restaurants must not limit to their usual. Due to the study, it proves that there is rapid change in atmosphere in the food industry because of its uncertainty. These changes cannot be stopped and must be adopt.

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