

THE MARKETING STRATEGIES OF THE TENANTS IN FUDAFARI, BACCOOR, CAVITE

¹Mary Mykaella M. Samsin, ²Mike Lester M. Garcia, ³Pamela M. Gelera,
⁴Dr. Jimford U. Tabuyo

^{1,2,3,4}DE LA SALLE UNIVERSITY - DASMARINAS

College of Tourism and Hospitality Management

Tourism Management Department

Abstract: This study was conducted to propose a new marketing strategy in Fudafari Food Park Bacoor, Cavite for them to improve their strategy on how the tenants will market their product to customers. This study is determined by age and gender demographic profiles and its relationship to the marketing strategy of the food park. The study also assessed the marketing strategies of the tenants of the food park wherein the researchers used 10 Ps marketing mix such as Product, Price, Place, Promotion, Packaging, People, Physical evidence, Processes, Picture and Persistence and applied mix type of research which involves both quantitative specifically descriptive type of research and qualitative specifically analysis research. In line with this, the researchers used survey questionnaire with a non-probability sampling specifically quota sampling and convenience sampling. The study used descriptive statistics, mean, analysis of variance and chi-square as statistical treatment for the data gathered. The study showed that among the two demographic profiles of the respondents only the age is found to be significantly related to the marketing strategy.

Keywords: marketing mix, marketing strategy, customer, tenants, food park.

I. INTRODUCTION

Research on marketing strategy has always been motivated by a basic desire to help marketing executives make better choices. In line with this, marketing strategy is a systematic and creative way of selling product to the customers. According to Adam Barone (2019), a marketing strategy is a business' overall game plan for reaching people and by turning them into customers by the given product and services. In addition, marketing strategy is part of every hospitality industry around the world for it is the wide plan to achieve marketing goals. As per Diane Stevens (2017) a research-based marketing strategy focuses on rivals, clients, and market size. Lastly, marketing strategy is a blueprint for attaining marketing objectives (Lynch, 2017). It is intended following thorough marketing research. Thus, marketing strategy enables an organization focus on the best possibilities to boost revenues by focusing on its scarce resources.

Food Park has been known to provide different variety of dish in one location. It is an effective and simple way for business entrepreneur that helps them to lessen their expense for investing a business. According to Fatima Ventura a business entrepreneur of Good Tapa, "We first entered our business in bazaars and food park because do not have enough capital to build a restaurant instantly but now we didn't expect we can now place our business in the mall and had a two branches in Pampanga and hopefully 2 branches in Metro Manila" (Lopez, 2018).

Usually for dinner, food park is fun and a novel way of getting to try different food and beverages in one place. Moreover, Filipinos loves to eat very much. Their unconditional love for food is an evident from tons of dishes that are

proudly to present by the different provinces in the Philippines. The Filipinos loves to eat and no one can deny that. Food industry is one of the booming industries here in the Philippines. In addition, some people exert their efforts to travel in a certain place just to dine and experience food. Today, food parks are the current trend that our growing industry discovered as a new and creative way of selling cuisines.

According to Iza Iglesias (2017) article about food parks, he interviewed one millennial who out spoke that they prefer to experience food that can satisfy their hunger in a “unique, exciting and extraordinary way” rather than purchasing tested flavors from known and well-established restaurants of a famous destination. As such, the concept of a food park started out in 2016. Throughout 2017, food parks and food truck has been well known by many tourist and continue to do so.

According to Steenkamp (2015) food choice is categorized in the attitude principle. Where in, the product that can give more positive experience to consumers that on the other hand also gives a lot of excellent feedbacks will be the chosen product to showcase in the market. In addition, with the support of word of mouth by consumers the product been spread that helps the food to be known. The researchers believe that millennials are outgoing who looks for a unique experience. According to analyst named Jet Yu (2017), the demand for spots for building of food parks shows important growth in the country, mostly driven by the millennial market. From this improved system, more vacant field are leasing out for the purpose of food park.

According to Gretchen King (2017), who is a group product manager of food and beverage at NutriAsia, in the article of Iglesias, “Today, millennials are very outgoing. No wonder they are good in discovering different way in taking away stress. In addition, they usually found their comfort zone in food. Second, it’s a place where people can socialize with friends and family since most of them enjoys eating out with a companion rather than eating alone.” They prefer something that’s convenient and unique. In a food park there are many kinds of dishes and even unique eating concepts to choose from in one venue. Most of this are usually budget friendly. That’s why food parks as well as food trucks are trending.

Food parks began at the late 2000’s. Baretto established a business that opened late at night every Friday and lasted until Sunday morning. Baretto claim it to be the first “overnight street food fiesta”. Early before 2010 it launched at Mercato Centrale in BGC. Since Baretto is inspired by the outdoor markets named Florence and Borough Market in London, the food park promised to bring a fun and exciting weekend night markets, with unique, delicious food in a clean and open place.

The concept became more popular from then on. The establishments along the streets of Malingap and Maginhawa in Diliman, Quezon City gathered viral attention from students of the University of the Philippines. Moreover, around 2016 the food park craze was becoming more popular based on global market research firm Euromonitor International (2017) report on Street Stalls/ Kiosks in the Philippines.

Food parks are also making its name in the food industry internationally. In San Francisco, there’s SOMA StrEatfood park which brings fun not only for the family but for dogs according to the website of the SOMA. In Fort Worth, USA, the Fort Worth Food Park which is known to be the first food park in the location serving different gourmet dishes. And the Atlanta Food Park in Atlanta, USA. The similarities with the said international food parks is that the food parks have food trucks as stalls while serving customers.

Food parks are also present in US particularly in San Francisco wherein they cater different tourists and some visitors from different states. The establishment sells Korean Fusion pulled pork, tacos, gelatos, pic-a’s and some South-east Asian delicacies. There are also food trucks that sells bulgogi, bacon grille cheese, ice crushed sundaes and vegan’s favorites.

Different variety of food in food parks are categorized from street foods, seafood, ribs and steak, national dish, family meal, finger foods, fancy type of desserts, locally made desserts, overflowing of different kinds of drinks. Many of these are commonly offer to a food parks. Food parks allow both professional and amateur individuals to test their culinary skills and ideas. By running on a low investment stall, they create less pressure and fewer risk investments before they take a huge step a restaurant. A good example of this stepping-stone is the The Lost Bread at StrEATMaginhawa, which branch out in a major mall last 2017. Aside from it, social media also creates a huge impact in today's generation in the view of the fact that social media creates an easy access to every people in different places.

In this study the researchers had chosen a food park which is Fudafari in Bacoor, Cavite to analyze the effectiveness of the marketing strategy of the tenants or the food stalls that are currently functioning inside the said food park.

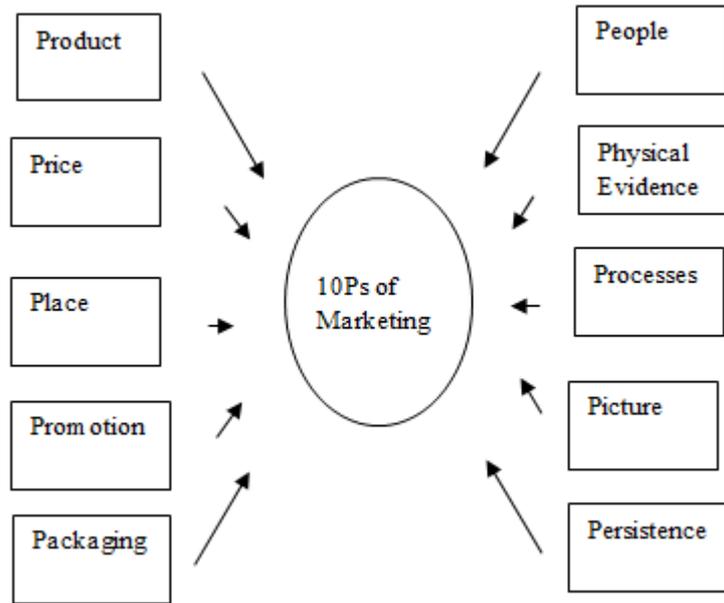


Figure.1 Conceptual Framework

The concept of the study revolves about the 10P's of marketing mix which are combination of different marketing P's of 4 people namely; McCarthy, Magrath, Kotler and Culliton. These P's are Price, Promotion, Place, Product, Packaging, People, Physical Evidence, Processes, Picture, and Persistence. The 10P's are put together to align the old criteria and how people will come up with the continuous and evolving techniques of marketing era. As the markets keep on changing the concepts of marketing are flexible enough to fit in with the changes.

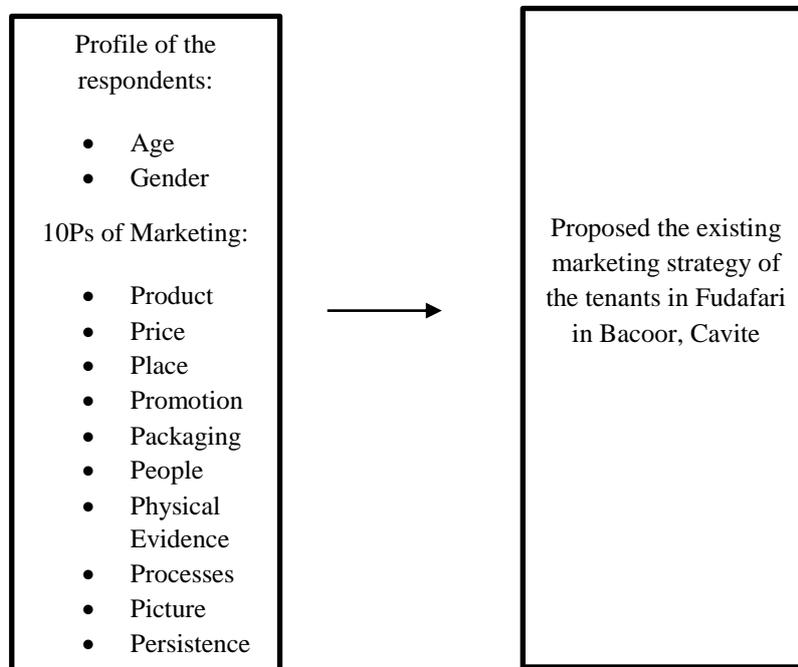


Figure 2. Research Paradigm

Therefore, this paper analyzes the possible marketing strategies of Fudafari referring from the existing marketing strategies that can emphasize the strength of the company together with the food that it sells to maintain the stable progress in each month. Moreover, produce an improved brand awareness regarding with the feedback of customers who experienced the product and services of Fudafari offers. Specifically, it sought to answer the following questions:

1. What is the profile of the respondents in terms of age & gender?
2. How do the customers evaluate the effectiveness of the marketing strategies in the following categories: 10P's (product, price, place, promotion, packaging, people, physical evidence, processes, picture & persistence)
3. What improved marketing strategies can be proposed?

II. METHODOLOGY

The study used a mixed research design which utilizes a case study approach and descriptive analysis type research. The case study approach needed observation to come up with a result based on real-life context. And the descriptive research mainly used in presenting information of Fudafari in Bacoor. The researchers gathered and evaluated data by using the overall number of population. The researchers used survey method and observation guide for data gathering.

The participants for this research were customers per each food stalls that are consuming their products. The respondent for this research should only be 18 years old above and should not be 17 below, indigenous people and person with disabilities. The type of study that the researchers conducted were both quantitative & qualitative. The sampling frame of this study are drawn from the customers of the food stalls. The sample size was 10 respondents per food stall throughout the study. The sampling methods for this research were quota sampling and convenience sampling. Both of the methods are non-probability sampling.

The data collection process started in September, during Saturdays & Sundays. During the first weekend, the researchers observed the existing marketing strategies of each stalls. After completing the observation checklist, the researchers asked around to customers who just finished eating and most of them agreed to answer our survey questionnaire. There were very few who disagreed to answer our survey. The process continued for four consecutive weekends, just until the researchers gathered enough data. The survey questionnaires were validated by the researchers, thesis adviser and statistician. Hence, the questionnaires were then validated.

The statistical methods that were used by the statistician and researchers in the study are descriptive statistics, mean, chi-square and analysis of variance (ANOVA).

III. RESULTS AND DISCUSSIONS

The second objective of the study is to determine the demographic profile of the respondents in terms of age and gender.

Table 1. Age of the Respondents

Age	Frequency	Percent
18-25	75	57.7
26-40	41	31.5
41-60	14	10.8
Total	130	100.0

Table 1 shows that the customers of the establishments are mostly 18-25 years old, for the reason that millennials are fond of eating foods and want to experience things that will fit to their taste buds today. According to these results, it can be said that younger people are the usual customers of the foodpark because it is an easy access and lots of variation of foods to dig in. In line with this, millennials are open minded and quite curious most of them loves to try new flavors, not to mention vegetarian or vegan servings, plus different ethnic cuisines won't shy millennials away. Millennials are interested about what's new to the menu that drives them to eat and try more foods. According to Aucott, Poobalan, Clarke and Smith (2015), those in the younger group 18-25 years old are heavy snackers because their consumption pattern is irregular due to skipping meals. In line with this, students or working people at this age tend to eat or get attracted to meals to places that are convenient and many options.

Table 2. Gender of the Respondents

Gender	Frequency	Percent
Female	73	56.2
Male	57	43.8
Total	130	100.0

Table 2 shows that most of the customers going to the foodpark are females. Based on the table above female customer have a higher frequency at 73 of 130 with an equivalent of 56.2%. Compared to men with 57 of 130 frequency and has a equivalent of 43.8%. It shows that female customers are into eating different varieties of food than male customers. According to Grub Hub (2014), it has a percentage that woman spend 3% or more on the average per order and it also stated that woman tend to order more and often than men.

The third objective of the study is to determine how the customers evaluate the effectiveness of the marketing strategies of each tenants in the category of 10³Ps.

Table 3. Assessment of 10P's (Product)

Product	Mean	Standard Deviation	Interpretation	Rank
The taste of the product	2.508	1.0510	Effective	1
Advertisement of the product	2.415	.9383	Ineffective	4
Consistency of quality	2.423	.9794	Ineffective	3
Attractiveness of the product	2.438	.9564	Ineffective	2
The products' uniqueness	2.400	.9930	Ineffective	5
Product Average Assessment	2.437	.8470	Ineffective	

Table 3 indicates the marketing strategies of the tenants based on the stalls' product. The taste of the product followed by the attractiveness of the product. Then consistency of quality, and also the advertisement of the product. Lastly, is the uniqueness of the product.

Based on the analysis of the researchers, the most effective marketing strategy for product is the taste of the product with the mean of 2.508. And the least effective marketing strategy for product is how each of the goods are unique compare to other stalls' products with the mean of 2.400.

According to Alexandra Twin (2019), products are the goods & services being offered to customers. These products must at least meet the demands of consumers, or at least make it appealing for consumers to think they need it.

Legend: 4- Very Effective; 3- Effective; 2- ineffective; 1- Very ineffective

Table 4. Assessment of 10P's (Price)

Price	Mean	Standard Deviation	Interpretation	Rank
Affordability of food/drinks	2.546	.8637	Effective	2
Appropriateness of the prices	2.485	.7898	Ineffective	4
The price of the product is acceptable	2.585	.8144	Effective	1
Price set accordingly to accomodate the customers and attract them	2.346	.8690	Ineffective	5
The discount is favorable for students and senior citizens	2.500	.8738	Effective	3
Price Average Assessment	2.492	.6471	Ineffective	

Table 4 indicates the marketing strategies of the tenants based on the products' price. It indicates the price of the product is acceptable, and affordability of food & drinks. Also the discount is favorable for students & senior citizens, and appropriateness of the prices. Lastly, price set accordingly to accomodate the customers and attract them.

Based on the researchers' analysis, the most effective marketing strategy for price is how acceptable the price range is for the customers with the mean of 2.585. However, the least effective marketing strategy for price is how the prices accommodate and attract people to purchase the stall's goods with the mean of 2.34

Price is the amount customers are willing to pay in exchange of the products being offered. For some people who likes to spend less money on things, discount & promos are an effective strategy on them (Kareh, 2018).

Table 5. Assessment of 10P's (Place)

Place	Mean	Standard Deviation	Interpretation	Rank
The place is accessible	2.769	1.0383	Effective	2
Attractiveness of the food park	2.577	1.0333	Effective	3
The ambiance of the place is relevant to the theme of the food park	2.508	.9665	Effective	4
There are enough parking slots for the customers	2.908	.8486	Effective	1
Enough space for customer of specific stall	2.504	1.0010	Effective	5
Place Average Assessment	2.654	.7683	Effective	

Table 5 indicates the marketing strategies of the stalls based on the food park's place. It indicates the food park's enough parking slots for the customers and how accessible Fudafari is. It also indicates the attractiveness of the food park and also the ambiance of the place being relevant to the theme of the food park. And lastly enough space for customer of specific stall.

Based on the analysis of the researchers, the most effective marketing strategy for place is how there are enough parking spaces for the customers with vehicles with the mean of 2.908. On the other hand, the least effective marketing strategy for place is the enough space for customer of specific stall as every stall shares table, there are no assigned table for each stalls with the mean of 2.504.

According to Peter Boyle (2019), place is one of the key marketing that will bring success to one's business. Locating your business near an easy target market or where people often are. But now, location isn't just the physical location, it also involves the digital location of your marketing as people often look on the internet for products to try.

Table 6. Assessment of 10P's (Promotion)

Promotion	Mean	Standard Deviation	Interpretation	Rank
Attractive advertisement online	2.692	.9052	Effective	2.5
Enticing to buy by word of mouth	2.362	.8070	Ineffective	5
Captivating vlogs/blogs	2.769	.7629	Effective	1
Persuasive post on social media	2.692	.9221	Effective	2.5
Interesting paraphernalia used in overall decorations	2.369	.9736	Ineffective	4
Promotion Average Assessment	2.577	.5583	Effective	

Table 6 indicates the marketing strategies of the stalls based on the promotion. It indicates the captivating vlogs and blogs. Attractive advertisement online and persuasive post on social media. This also indicates interesting paraphernalia used in overall decorations. And lastly, enticing to buy by word of mouth.

Based on the researchers' analysis, the most effective marketing strategy for promotion are the captivating blogs and vlogs made by either the owner of the stalls to promote, or just by satisfied customers who wants to share his experience, this has the mean of 2.769. While the least effective marketing strategy for promotion is promoting barely with words like how it works on public markets.

Promotion is how you connect your products with your possible & existing consumers. Promoting can be through social media marketing, creating brand awareness, sponsorship, and influencers which is common nowadays when it comes to marketing a product (Conrad & Bonanno, 2019).

Table 7. Assessment of 10P's (Packaging)

Packaging	Mean	Standard Deviation	Interpretation	Rank
Packaging being sustainable/eco-friendly	2.562	.9065	Effective	3
Attractiveness of the packaging	2.515	.8648	Effective	5
Packaging has high quality	2.592	.7845	Effective	1
Uniqueness of the packaging	2.531	.7593	Effective	4
Consistency of quality	2.585	.7654	Effective	2
Packaging Average Assessment	2.557	.5830	Effective	

Table 7 indicates the marketing strategy of the tenants based on the product packaging. It indicates the attractiveness, uniqueness, consistency, and high quality of packaging. Lastly, the packaging can help surroundings by providing an eco-friendly packaging.

Based on the researchers' analysis, most effective marketing strategies for packaging are the packaging that has a high quality with the mean of 2.592. Furthermore, the least effective marketing strategy is attractiveness of the packaging with the mean of 2.515.

According to Conran (2014), it is important to have a good quality of packaging because it can tell to the customer the difference of the product and the brand to others. Moreover, great packaging, pointing to all entrepreneurs, could give a good impact to direct sales and to its companies' appearances.

Table 8. Assessment of 10P's (People)

People	Mean	Standard Deviation	Interpretation	Rank
Staff of the stall are accommodating	2.385	.9350	Ineffective	2
Staff are always ready to help	2.300	.9856	Ineffective	4
Staff are informative	2.362	.8979	Ineffective	3
Staff are wearing proper attire/uniform	2.285	.9170	Ineffective	5
The employees are alert and attentive all the time	2.431	.9878	Ineffective	1
People Average Assessment	2.352	.8053	Ineffective	

Table 8 indicates the marketing strategy of the tenants based on its people. It indicates the employees of being and accommodating, informative, attentiveness, and are always ready to help. It also implies if the customer wears a proper attire/uniform.

Based on the researchers' analysis, most effective marketing strategies for people, although its interpretation is ineffective, are the employees who are alert and attentive all the time with the mean of 2.431. On the least effective marketing strategy are the staff who are not uniform or proper attire with a mean of 2.285.

Employees in an organization are mindful for their customers' perceptions and satisfactions. As because employees are the one who is responsible for providing services that meet the expectations of the customers (Zeithaml, et al., 2012). Furthermore, research found that a good customer service encounter satisfaction by positive employees' behavior can increase customers (Mittal and Lassar, 2012).

Table 9. Assessment of 10P's (Physical Evidence)

Physical Evidence	Mean	Standard Deviation	Interpretation	Rank
Attractiveness of the appearance of the stall	2.408	.9620	Ineffective	2
Proper arrangement of the chairs & tables	2.377	.9982	Ineffective	4
Good lightings	2.377	.9340	Ineffective	3
The restaurant has a menu that can be read easily	2.485	.9979	Ineffective	1
Cleanliness of the dining area	2.315	.9886	Ineffective	5
Physical Evidence Average Assessment	2.392	.8144	Ineffective	

Table 9 indicates the marketing strategy of the tenant based on the physical evidence. It indicates the attractiveness of the appearance of every stalls, The arrangement of the chairs, good lightings, It also stated the cleanliness of the dining area of stalls. Lastly, If menu can read easily.

Based on the researchers' analysis of effective marketing strategy for physical evidence are restaurant have a menu that can can read easily with an average of 2.485 although still considered as ineffective. Followed by the least effective marketing strategy of the cleanliness of the dining area with an average of 2.315.

According to a digital consultant Specializes in digital strategies for small and medium size enterprise in the tourism and F&B field, the key to a successful business is depends on your target market. As for example for kids, entrepreneurs should enlarge their fonts and can use colorful design on their menus can help to captivates children's attention (Barcellona, 2019).

Table 10. Assessment of 10P's (Processes)

Processes	Mean	Standard Deviation	Interpretation	Rank
The food stall provides service on time	2.362	.9883	Ineffective	3
Orderliness of the queue	2.369	.9494	Ineffective	2
The food stall quickly corrects everything that is wrong	2.177	.8757	Ineffective	5
Accommodate customers quickly	2.346	.9702	Ineffective	4
The food stall serves the food exactly as you have ordered it	2.531	1.9773	Effective	1
Processes Average Assessment	2.357	.8716	Ineffective	

Table 10 indicates the marketing strategies of the stalls based on the process. It indicates the time of the service that the food stall provides and Orderliness of the queue. This also indicates how the food stall quickly corrects everything that is wrong and how fast they accommodate their customers. Lastly, serves the food exactly as you have ordered it.

Based on the researchers' analysis, the most effective marketing strategy for process is the food stall serves the food exactly as you have ordered it, this has the mean of 2.531. While the least marketing strategy is how quickly the food stall corrects everything that is wrong.

As cited by Samadi, Nima (2015), Consistency builds trust to your customers, creates good image, customer builds loyalty to buy your product and lastly enhances every single detail about the food and the restaurant/stall. According to the article in LS Retail (2017) Reputation is the key in order to successfully run a restaurant. Having even the smallest mistakes in taking orders, wrong dish servings and charging of incorrect amount can lead to loss of customers in the future. Owning a successful restaurant requires passion, creativity, honesty, consistency, proper rule and implementations and lastly sustainability, with the help of these employees can reduce the risk of making mistake and errors.

Table 11. Assessment of 10P's (Picture)

Picture	Mean	Standard Deviation	Interpretation	Rank
Food image posted in the stall to attract customers	2.385	.9913	Ineffective	3
Delicious sensation feel from every pictures	2.392	.9359	Ineffective	2
Uniqueness of the design of their products	2.400	.8857	Ineffective	1
The stall's overall decoration is instagrammable	2.277	.9726	Ineffective	4
Accurateness of the actual product being served to its model pictures	2.185	.9216	Ineffective	5
Picture Average Assessment	2.328	.7977	Ineffective	

Table 11 indicates the marketing strategies of the stalls based on the pictures. It indicates food images posted in the stall in order to attract customers and delicious sensation from every picture. This also indicates the uniqueness of the concept of their products and instagram worthiness of the stall. Lastly, Accurateness of the actual product based on the picture.

Based on the researchers' analysis, the most effective marketing strategy of picture which is also considered as ineffective, is the uniqueness of the concept of product, this has the mean of 2.400. While the least marketing strategy is the accurateness of the actual product being served.

As cited by Stevens (2015), designers should consider the requirements of having a good product design in order to attract their target market. The product must be satisfy the customers in terms of quality, durability, performance, and packaging. In addition, the attractiveness of color blending of tone that will catch a customer's attention by seeing the paraphernalia. According to Mackay (2016) everyone wants consistency especially when it comes to the food you ordered. Many markets make a fool out of a picture that will attract you, after you buy you'll end up being disappointed. The food should always be consistent in all aspect and it is important because you are creating a bond between your restaurant and the loyalty of your customers.

Table 12. Assessment of 10P's (Persistence)

Persistence	Mean	Standard Deviation	Interpretation	Rank
Each food stalls has a consistent design to showcase their products	2.431	.9478	Ineffective	1
The foods and drinks are consistent on their menu portrayal	2.400	.8680	Ineffective	2
The products suit the taste of the crowd	2.108	.8738	Ineffective	5
The quality of their service is consistent	2.231	.8852	Ineffective	4
The quality of their product is consistent	2.246	.9155	Ineffective	3
Persistence Average Assessment	2.283	.7412	Ineffective	

Table 12 indicates the marketing strategies of the stalls based on the persistence. It indicates how consistent the food stalls to their design to showcase the product and the consistency of food and drinks to the menu portrayal. This also indicates the suitability of taste to the customers and the consistency of the quality of service. Lastly, the consistency of the quality of the product.

Based on the researchers' analysis, the most effective marketing strategy of persistence is the consistency of the design to showcase the product, this has the mean of 2.431 with interpretation of ineffective. While the least marketing strategy is the product suits to the taste of the crowd. Based on the researchers' analysis, the most effective marketing strategy of persistence is the consistency of the design to showcase the product, this has the mean of 2.431 with interpretation of ineffective. While the least marketing strategy is the product suits to the taste of the crowd.

As cited by the article in MNet (2016) a food’s product recipe and design must be accurate and repeatable in order to maintain high quality and showcase the persistency of the product design and also to ensure safety of the customers. Consistency is the key in the food industry. According to Zang (2011) “flavour is a concept created in the brain” different people prefer different foods – distinction that could probably cause by genetics. Also the preference of the food depends on a diet of an individual.

Table 13. Relationship between Demographic Profile (Age) and the Assessment of the Effectiveness of the Respondents

Age Evaluation	chi-square value	df	p-value	Interpretation	Decision
Pearson Chi-Square	13.793 ^a	6	.032	Significant	Rejected
Likelihood Ratio	14.319	6	.026	Significant	Rejected
N of Valid Cases	130				

Table 13 shows that age is one aspect that affects the assessment of the respondents. Age is a factor that affects the assessment of marketing strategy of the establishment. Age is significant in terms of assessing marketing strategies because customers have different taste, ideas, perception when it comes to marketing and it varies on how the stalls represent their place.

According to Yoksvad and Jiranyakul (2011), millennials are mostly the diners of different food stalls and fast food restaurants. Thus, most of the stalls adapts the changes as millennials interest grow in differ per year. Food stalls targeted mostly millennials because they are the market that loves food.

Table 14. Relationship between Demographic Profile (Gender) and the Assessment of the Effectiveness of the Respondents

Gender Evaluation	chi-square value	df	p-value	Interpretation	Decision
Pearson Chi-Square	1.920 ^a	3	.589	Not Significant	Accepted
Likelihood Ratio	2.052	3	.562	Not Significant	Accepted
N of Valid Cases	130				

Table 14 shows that gender is not significant in assessing marketing strategies of the stalls in the food park. In the recent times, the main purpose of a business is to maximize profits for the owner. Likewise, to food park, in order to gain profit every owner of the stalls also needs to gain customers.

According to Johnson (2018) today many owners of a business are enlarge their target market that can consume by both man and woman. Having one gender as a target market can instantly reduce the potential customers.

Table 15. Difference in the Evaluation among Stalls

ANOVA

Overall

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	24.886	12	2.074	10.014	.000*
Within Groups	24.229	117	.207		
Total	49.115	129			

Table 15 shows that there is a significant difference in the evaluation between the stalls. Evaluation for each stall is different from one another as they offer customers different products. The evaluation of customers for Fudafari depends on the stall in which they received goods & services.

IV. CONCLUSION

The data showed that most of the respondents of the survey questionnaire are mostly people with ages 18-25. As younger people are fond of eating foods with different varieties, they often try and discover products being offered at food parks wherein there are lots of goods being sold. The data also showed that the gender of customers are often female than male as females tend to order at least 3% more per order. The study showed that there is a significant relationship between the

age of the customers and their assessment of the effectiveness. And there isn't a significant relationship between the gender of the customers and their assessment of the effectiveness. Therefore, the researchers have concluded that the customers of Fudafari are mostly within the age range of 18-25 and whose gender are female.

Based on the results from the observation of the researchers, each stall has different marketing strategies to attract customers. Some can be observed on their packaging's sustainability, stall's design & decoration with the help of paraphernalias, menus being easy to be read, staff's personality and look with their uniforms. Therefore, the researchers have concluded that the stalls don't only offer different products but also use different marketing strategies.

Based on the results gathered from the survey questionnaires, the researchers have concluded that effectiveness of the marketing strategies depends on the age of the individual observing, while the gender doesn't affect the evaluation being done by the customer. In each P's of marketing strategies there are one indicators that has the lowest score which needs recommendation to be better when it comes to attracting customers.

Based on the results the researchers were able to come up with proposed marketing strategies that can help the tenants of Fudafari when it comes to attracting more customers, marketing their products and differ their stall from one another. The improved marketing strategies are listed based on their P's which are product, price, place, promotion, packaging, people, physical evidence, processes, picture & persistence.

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