

**PERCEIVED EFFECTIVENESS OF STRATEGIC MARKETING ACTIVITIES
FOR COFFEE SHOPS: ITS EFFECT TOWARD CHANGING CONSUMER
BEHAVIOR AND LOYALTY**

A Thesis Presented to the Faculty of Misamis University, Ozamiz City

**In Partial Fulfillment of the Requirements for the Degree Bachelor of Science
in Hospitality Management**

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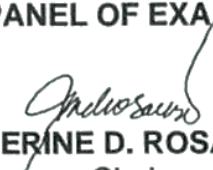
APPROVAL SHEET

In partial fulfillment of the requirements for the degree Bachelor of Science in Hospitality Management, this thesis entitled, **"PERCEIVED EFFECTIVENESS OF STRATEGIC MARKETING ACTIVITIES FOR COFFEE SHOPS: ITS EFFECT TOWARD CHANGING CONSUMER BEHAVIOR AND LOYALTY"** has been prepared and submitted by **Sarah Kathlene L. Alvarez, Dicilyn C. Lumbatan, and Jaycyl Mae C. Yabut** has been examined and is recommended for acceptance and approval for oral examination.


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THESIS ABSTRACT

Title : Perceived Effectiveness of Strategical Marketing Activities of Coffee Shops: Its Effect Toward Changing Consumer Behavior and Loyalty

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The global coffee industry has transformed impressively from basic stations to active social hubs and cultural landmarks. This study aimed to examine the perceived effectiveness of strategic marketing activities for coffee shops and its effect toward the changing consumer behavior and loyalty. This study took place in Ozamiz City among 377 respondents through a purposive sampling technique. Descriptive-correlational research was used. Consumer Behavior, Customer Loyalty, and Marketing Strategies questionnaires were utilized in gathering the data. Regression analysis, weighted mean and standard deviation, and Spearman Correlation Coefficient were used as statistical tools. The results attest that the majority of the respondents perceived that the coffee shops' marketing strategies were indeed effective and that these strategies influenced their buying behavior and loyalty to the coffee shop. Meanwhile, they were satisfied with the marketing strategies as to the product, place, price, and promotion. However, the majority agreed that they are willing to pay more and that they are mindful of the product's health components. At the same time, agreeing that they intend to be a repeat customer and will likely recommend the coffee shop to other people. The relationship between the effectiveness of coffee shops' strategic marketing activities and changing consumer behavior and loyalty was highly significant. It is recommended that coffee shops may continue their product and price strategies and improve their location and promotional strategies to attract potential customers and increase the number of loyal customers.



Keywords: *Coffee Industry, Consumer Behavior, Customer Loyalty, Effectiveness, Marketing Strategies*

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The Researchers



DEDICATION

We would like to dedicate this paper to the coffee shops in Ozamiz City and the individuals who are part of the successful research undertaking; they serve as an inspiration in the conduct of this study.

The Researchers



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INTRODUCTION

The global coffee industry has impressively transformed, with coffee shops evolving from basic stations to active social hubs and cultural landmarks. In the Philippines, most students use coffee shops to gather, chill, dine, and/or study. The coffee shop culture rose and became a way of expressing lifestyle and social status of people. It has become a part that has shown the socio-cultural characteristics of the community. (Hakim et al., 2022)

The expansion of coffee shop establishments, along with changing consumer preferences, has given rise to a highly competitive market, resulting in coffee shop owners employing different marketing strategies. These strategies are the shop's established operational plans for setting and achieving their company objectives (Grzegorzek, 2022) – ranging from digital engagement, loyalty programs and eco-friendly movements.

The global coffee industry has experienced a series of trends over the past years. One notable shift is the growing demand for specialty and artisanal coffee products. Convenience also remained as one of the most important factors of consumer preference. (Wensma, 2023).

The digital revolution has left a lasting mark on our lives, including businesses. (Wang et al., 2022). It has also transformed consumer behavior in Ozamiz City's coffee shop situation. The heightened smartphone usage has redefined convenience for consumers, creating both opportunities and challenges for coffee shop establishments. In an era marked by enhanced environmental

awareness, sustainable coffee shops are a good business. (Courtnell, 2022). Sustainability practices in coffee production and the promotion of eco-friendly coffee shops have gained importance.

Loyalty programs have become an important tool for coffee shop establishments to increase customer engagement. These programs aim to motivate repeat visits, bring more customers in the business, set your coffee shop apart from competitors, and adopt a sense of community among coffee supporters. (Newberry, 2023).

Marketing strategy is described as a comprehensive approach coffee shops develop to achieve their marketing objectives. This is highly important for businesses since it guides them to filter out distractions and focus on the proper usage of resources, thus helping them connect better with their target market. (Laire, 2023).

As coffee shops continue to develop in Ozamiz City, so do customers' choices and behavior. Consumer behavior is an integral part of the marketing study. Long before, it was defined as a tool that emphasizes the interaction between consumers and producers at the time of purchase. However, nowadays, the expanded view of consumer behavior emphasizes the whole process, including the factors that influence the consumer before, during, and after purchasing a product or service. (Majumder, 2020).



Consumer behavior refers to the internal process consumers go through before they select, purchase, use, and dispose a product or service. It is a study of how consumers choose about what they need, want, and desire. (Nawal, 2023). Customer loyalty is when the company creates an experience enough to inspire the customers to return again and again. These people consistently choose one brand against its competitors. (Painter, 2023).

Understanding the correlation between changing consumer behavior and the marketing strategies implemented by coffee shop establishments is important for both researchers and coffee shop owners. This correlational study aims to investigate the relationship between these variables within the context of Ozamiz City.

One of the problems of coffee shops in Ozamiz City is the rapid growth of competition. New coffee shops will inevitably appear since the city is developing. Given this reason, coffee shop establishments become vigilant and look for ways to stay relevant in the industry. (Bagalanon, 2019). Another problem is the significance of food waste production. Managerial strategies about this matter have leaned towards disposal rather than prevention. However, until now, there's limited research on the coffee shop segment. (Filimonau, 2019).

Despite the increasing number of coffee shops and the ever-changing trends and consumer behavior, the researchers believe there is a notable lack of study focusing on the locality. Considering this situation, this study ventures to unlock the



correlations between evolving consumer behavior and the diverse marketing strategies employed by the coffee shop establishments in the area.

By shedding light on these interconnections, we aim to provide valuable insights that can inform marketing strategies, contribute to local economic development, and enhance the understanding of the dynamic coffee culture in Ozamiz City.



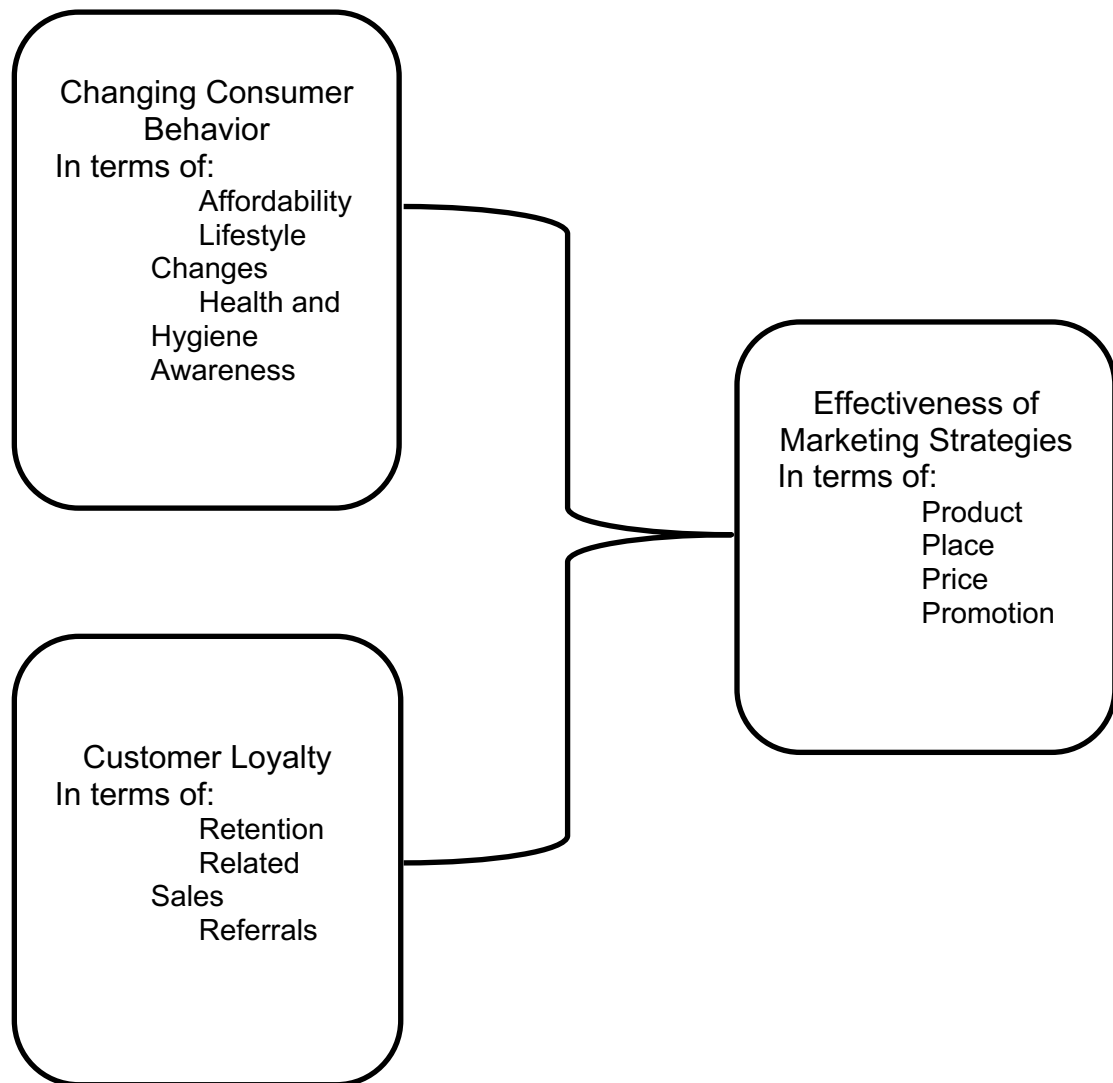


Figure 1. Schematic Diagram of the Study

OBJECTIVES OF THE STUDY

This study sought to examine the perceived effectiveness of strategic marketing activities for coffee shops and its effect toward the changing consumer behavior and loyalty. Specifically, this study seeks to answer the following research questions:

1. What is the level of effectiveness for strategic marketing activities for coffee shops as perceived by consumers in terms of product strategy, place strategy, price strategy, and promotional strategy?
2. What is the level of changing consumer behavior for coffee shops as perceived by consumers in terms of affordability, change of lifestyle and health and hygiene?
3. What is the level of loyalty for consumers of coffee shops in terms of retention, related sales, and referrals?
4. Is there a significant relationship between effectiveness of the strategic marketing activities for coffee shops and the changing consumer behaviors?
5. Is there a significant relationship between the effectiveness of strategic marketing activities for coffee shops and customer loyalty?
6. What is the effect of perceived effectiveness of strategic marketing activities toward the changing behavior of consumers?
7. What is the effect of perceived effectiveness of strategic marketing activities toward customer loyalty?

REVIEW OF LITERATURE



Marketing Strategy

Marketing Strategy is the central point of strategic marketing. In simple terms, it is an organization's plan to help reach its goals. It includes decisions such as what products to sell, where to sell them, and how to promote them. (Morgan, 2019). The success of marketing strategies can be assessed by how a coffee shop establishment effectively increase its revenue while minimizing overall costs. (Morgan et al., 2019). A product is an item offered for sale. In the coffee shop industry, it can be both a service and an item. (Bhardwaj et al., 2020). Place is a position, an area, a spot, or a space where the coffee shop is located. (Gary et al., 2020). Price is value for money customers give in exchange for a good or service. (Srivastava et al., 2022). Promotion is an attempt to make a product successful, especially by advertising. (Zaman, 2019).

As suggested by Peak (2023), a company's ability to create and execute strategies that align with the preferences of consumers can result in increased customer loyalty and enhanced overall business performance. This was supported by McLaughlin (2023), stating that understanding the effect of marketing strategies on changing consumer behavior is crucial for coffee shops to adapt to evolving consumer preferences. A study conducted by Infante (2022) revealed that employing social media cost savings for businesspeople. Despite these benefits, it is crucial for them to maintain a cautious approach during business transactions.

As a frequently observed business phenomenon, using product scarcity to enhance a product's market performance has gained attention from scholars and



industry professionals. The existing literature explores various issues through different theories and research methods in diverse setting. However, this diversity makes it a challenge to understand main themes, findings, and identifying significant gaps in knowledge. (Shi, 2020). According to Sirojiddin (2022), the condition of the national economy is determined by analyzing present and relative prices. Present prices refer to the current prices and are used to calculate production results for the year.

Furthermore, a review by Mustaeva (2022) found 290 empirical articles, released from 1979 to 2020, that address organizational or institutional change while considering spatial or geographic aspects. Managers need to take into consideration the effects when deciding about their program design. (Wolters, 2020). Berry and Parasuraman (1991) affirm that successful service marketing relies on successful management of both brand affect and brand trust.

Consumer Behavior

Consumer Behavior is in a constant state of changing and evolution; nevertheless, recent shifts have brought about significant transformations in the business realm (Kochina, 2019). The study of customer behavior is a diverse area that encompasses dynamic interactions and transactions. (Mattila, 2004). It is more comprehensible when examined through the lens of perceived value. (Heskett et al., 1997, Woodruff and Gardial, 1996). Affordability is the extent to which a coffee

shop product is reasonably priced, determined by its cost in relation to the customer's financial capacity. (Amann et al., 2023). Lifestyle change involves adjustments in behavior or habits that foster positive transformations in an individual's life. (Sevild et al., 2020). Health and hygiene awareness, in simple terms, refers to a person's overall well-being, including physical, emotional, and psychological aspects, and incorporates practices that prevent illness and promote good health, such as cleanliness, proper wastewater disposal, and access to clean drinking water. (Altaher et al., 2021).

In an evolving competitive environment, a company's brand emerges as its most valuable, strategic, and crucial asset, garnering significant attention. (Martin et al., 2005). Brands serve as a primary tool for marketer to mitigate consumers' sensitivity to prices in market competition. (Helmig et al., 2007). Consequently, brand managers strive to address this challenge by cultivating stronger brands. (Keller, 1993). The foundation of a relationship is constructed on brand effect (Berry & Parasuraman, 1991) and this leads to consumers developing brand loyalty, initially manifested as the intention to repurchase. From a marketer's perspective, both brand affect and brand trust function as guardians of relationship investments for company partners, offering long-term benefits and deterring high-risk actions. (Morgan & Hunt, 1994). They serve as the cornerstone for strategic partnerships. (Spekman, 1988). From the consumer's viewpoint, these elements are fundamental assets in the consumer-company relationship, representing the key factors



influencing consumers' behavioral responses toward companies. (Caceres & Paparoidamis, 2007).

According to a study conducted by Kasmad (2022), appealing prices can attract consumers to make purchases in stores as opposed to alternative locations. The findings suggest an estimated value of 87%, indicating the significant potential for an increase in purchasing decisions when shopping conditions are pleasant and product prices are reasonably affordable. Addressing economic instability and mitigating the potential consequences of limited economic affordability for food ought to be a primary objective, as highlighted by Monstenska (2022).

In contrast to standard control groups, Mesaric's (2023) examination of studies on the effectiveness of Cognitive Behavioral Therapy (CBT) in fostering lifestyle changes has demonstrated the effectiveness of CBT interventions, particularly in achieving weight loss and weight maintenance. Public misunderstandings regarding health and hygiene concepts were observed, as highlighted by Lorna Suen (2023).

Customer Loyalty

Customer loyalty is characterized by an enduring emotional connection between a business and its customers, demonstrated by the customer's inclination to consistently interact with and make frequent purchases from the business rather than its competitors. Loyalty is cultivated through positive consumer experiences



and plays a crucial role in establishing trust. (Närvänen et al, 2020). Retention is the strategy employed by a company to ensure that its employees remain in their positions. Each company and industry possess a distinct retention rate, indicating the percentage of employees who stayed with the company over a specific period. (Holliday, 2021). Related Sales is the proportion of clients that remain loyal to your company over a set length of time. (Yi, 2021). Referrals are described as directing someone to another person or place for assistance, guidance, etc. In the medical field, receiving a referral for treatment is usually not viewed positively. Giving recommendations in business is a kind gesture that connects someone with a need to someone with a solution. (Aman, 2022). According to research by Lamrhari (2022), customer retention and the overall performance of businesses are greatly impacted by elements like the quality of service, loyalty programs, pricing strategies, and engagement with customers.

METHODS

Research Design

The study utilized quantitative research. The main characteristic of quantitative research deals with numbers, logic, and objectives which are all used. It prioritizes numeric and static data as well as thorough, convergent reasoning over divergent thinking, which is the impulsive, free-flowing generation of disparate thoughts on a study subject. Under quantitative research, a descriptive-correlational method was chosen. The descriptive-correlational design was considered

appropriate for the study as it determined the different perceptions that customers have in their changing consumer behavior and the effectiveness of the marketing strategies, as well as the significant relationship of the variables in the study.

Respondents of the Study

This study surveyed 377 coffee shop visitors who were chosen through a purposive sampling technique. This sampling method allows every person in the population to be chosen purposively. The respondents came from ten (10) different coffee shop establishments, namely: Bean Stalk & Co., Better Brews, Bo's Coffee, Cribs Café, Infinita, K Café, Latei, Nikko's Café, Puesto Coffee, and Tres Coffee.

The respondents of the study were chosen through the following criteria: (1) they have availed from the coffee shop at least twice; (2) they have purchased at least two (2) different products from the coffee shop. Furthermore, the coffee shop establishment also had these qualifications: (1) It has a physical store or stall; and (2) it has been in the business industry for at least one (1) year. Individuals who do not fit the given criteria were not eligible to answer the questionnaire.

Research Instrument

Surveys were conducted through questionnaires, which were sent out face-to-face by the researchers. For analysis, the data was collected and tallied for processing and easy interpretation.

A. *Changing Consumer Behavior Questionnaire*. This is a 4-point Likert scale adapted and modified questionnaire. This was utilized to determine coffee shop visitors' perceived level of changing consumer behavior.

B. *Effectiveness of Marketing Strategies Questionnaire*. This is a 4-point Likert scale adapted and modified questionnaire. This was utilized to determine the level of effectiveness of the marketing strategies among coffee shop establishments.

C. *Customer Loyalty Questionnaire*. This is a 4-point Likert scale adapted and modified questionnaire. This was utilized to determine the level of loyalty among customers of the coffee shop establishments.

In analyzing the questionnaires mentioned above, the following scale was used:

Responses	Continuum	Interpretation
Strongly Agree (SA)	4.00 – 3.00	Very High
Agree (A)	2.99 – 2.00	High
Disagree (D)	1.99 – 1.00	Low
Strongly Disagree (SD)	1.00 – 0.99	Very Low

Data Gathering Procedure

The researchers divided the data gathering procedure into two parts: the preliminary procedure and the data gathering proper. In the preliminary procedure,



the researchers were assigned to determine the list of all the coffee shops in Ozamiz City, narrowing it down to ten coffee shops that fit the criteria. The researchers then asked permission to the coffee shop owners/managers if they allow the study to be done in their establishment. For the data gathering proper, the researchers prepared a letter for the approval of the survey. Upon approval, the researchers went to the coffee shops to ask permission to the customers if they are willing to participate in the study, given that they fit the criteria. The researchers distributed the questionnaires to the respondents, then their responses were tallied and sent to the statistician.

Data Analysis

The researchers used the following statistical tools:

- A. *Regression Analysis*: This tool was used to investigate the relationship between the effectiveness of coffee shops' marketing strategies and consumer behavior and customer loyalty.
- B. *Weighted Mean and Standard Deviation*: The weighted mean was used to determine the perceived level of changing consumer behavior, customer loyalty, and effectiveness of marketing strategies of coffee shop establishments.
- C. *Spearman Correlation Coefficient*: The Spearman correlation coefficient was used to measure the strength and direction of the association between effectiveness of strategic marketing activities and changing consumer

behavior and effectiveness of strategic marketing activities and customer loyalty.

Ethical Considerations

The researchers made sure that the study was accurate by being truthful throughout the process of writing the research paper. They ensured that the data-gathering procedure was thorough and clear. Before conducting the survey, the respondents were politely asked for their permission and consent to participate. The researchers provided information on the front page of the questionnaire for the respondents to know the purpose of the survey and how the findings will be used. The researchers vowed to keep the personal information of the respondents confidential.

RESULTS AND DISCUSSION

Table 1
Level of Effectiveness of Strategic Marketing Activities for Coffee Shops as Perceived by the Consumers



Indicators	Weighted Mean	Standard Deviation	Interpretation
1. Product	3.348	.4747	Very high
2. Place	3.107	.5596	High
3. Price	3.272	.5996	Very high
4. Promotion	3.084	.5301	High
Composite Mean	3.203	.4476	Very High

Legend: 4.00 – 3.00 = Strongly Agree; 2.99 – 2.00 = Agree; 1.99 – 1.00 = Disagree; 1.00 – 0.99 = Strongly Disagree

Table 1 presents the level of effectiveness for strategic marketing activities for coffee shops as perceived by the consumers in the selected coffee shops in the City of Ozamiz as to Product, Place, Price, and Promotion. As shown in the data, the level of effectiveness of marketing strategies towards the coffee shops is Very High (M=3.203; SD=.4476). Among the constructs of the effectiveness of marketing strategies, they have very high ratings of Product (M=3.348; SD=.4747); Place (M=3.107; SD=.5596); Price (M=3.272; SD=.5996); Promotion (M=3.084; SD=.5301). Statistically, it shows that their overall assessment is Very High, with a weighted mean of 3.203 and a standard deviation of .4476.

The study on the effectiveness of strategic marketing activities for coffee shops revealed consistent high levels of success across product, place, price, and promotion strategies. Respondents emphasized the significance of the coffee shop's ambiance and social media presence in attracting customers. Notably, the ambiance, driven by factors like ambient music, was pivotal in enhancing the overall customer experience. Additionally, the affordability of prices emerged as a crucial factor, contributing to customer loyalty. Finally, promotional efforts, particularly targeted advertising, were highlighted as influential in persuading customers to engage in specific actions, such as placing orders or visiting the coffee shop.

The utilization of product scarcity as a strategy to enhance a product's market performance has garnered increased attention from both researchers and business practitioners. The existing body of literature on this subject spans a wide array of topics, drawing from various theories and employing diverse research methodologies in different contexts. However, this diversity presents a challenge in distilling the core themes, findings, and identifying prominent knowledge gaps (Shi, 2020). In our systematic review of empirical articles within the organizational and institutional change literature, we aim to comprehend the extent of scholarly engagement with concepts related to place and space. Examining 290 empirical articles published between 1979 and 2020, our review focuses on those addressing organizational or institutional change in conjunction with space or place (Mustaeva, 2022). The pricing system plays a crucial role in the trade of goods and services across various sectors of the economy. Current and comparative prices serve as vital metrics for calculating the state of the national economy. Current prices, specifically, are employed to assess production outcomes for the year (Sirojiddin, 2022). Leveraging internet technology for business activities represents an innovative approach to conducting company operations. Through internet technology, companies can electronically execute diverse business transactions, manage operational functions, and communicate information with consumers and suppliers to foster relationships throughout the entire purchasing process. In expanding market share, business individuals require effective marketing channels, and social media emerges as a crucial tool in marketing communications. A qualitative research study, conducted through a literature review on social media

and online business promotion, reveals that while social media usage offers cost-effective advantages for business people, a cautious approach is essential in business transactions (Infante, 2022).

In conclusion, this study underscores the paramount importance of marketing strategy effectiveness when evaluating product, place, price, and promotion. The findings suggest that the manner in which coffee shops attend to their customers, the quality of services provided, significantly influences customer purchasing intention. Furthermore, it is evident that creating a safe environment with a pleasant ambiance, cleanliness, and offering affordable prices contributes to customers returning and making repeated purchases at coffee shops.

Table 2
Level of Changing Consumer Behavior for Coffee Shops as Perceived by the Consumers

Constructs	Weighted Mean	Standard Deviation	Interpretation
1. Affordability	3.547	.9035	Very High
2. Change of Lifestyle	3.245	.4664	Very High
3. Health and Hygiene Awareness	3.345	.5416	Very High
Composite Mean	3.379	.4735	Very High

Legend: 4.00 – 3.00 = Strongly Agree; 2.99 – 2.00 = Agree; 1.99 – 1.00 = Disagree; 1.00 – 0.99 = Strongly Disagree

Table 2 presents the level of changing consumer behavior for coffee shops as perceived by the consumers in the selected coffee shops in the City of Ozamiz as to Affordability, Change of Lifestyle, and Health and Hygiene Awareness. As shown in the data, the level of changes in consumer behavior towards the coffee shops is Very High (M=3.379; SD=.3735). Among the constructs of the changes in



consumer behavior, they have very high ratings on Affordability ($M=3.547$; $SD=.9035$); Change of Lifestyle ($M=3.245$; $SD=.4664$); Health and Hygiene Awareness ($M=3.345$; $SD=.4735$).

The findings suggest that how people act as consumers doesn't affect customers, even though those who often support businesses might think they're making a difference. It shows that people's behaviour towards coffee shops can still make a real and lasting impact in the community. This impact is mainly seen in terms of prices, lifestyle changes, and being more aware of health and cleanliness.

There are different ways to make customers happy, like having a comfy store and reasonable prices. These are common strategies that modern retailers need to follow. This research is a scientific study checking out how to boost buying decisions. We used a survey to directly understand what customers think. The results show that a nice store atmosphere makes customers feel more comfortable, leading to more purchases. Similarly, having competitive prices makes customers prefer buying in the store over other places. The combined results show an estimated value of 87%, indicating a big opportunity for increasing buying decisions if the store is pleasant for shopping and offers affordable prices (Kasmad, 2022).

Economic security is an important aspect of an individual or household's life, providing the chance to achieve financial stability and improve living standards. Understanding how the affordability of food affects a country's economic security is crucial. The authors suggest using the economic affordability of food as an indicator for analyzing a country's economic security. They calculated indicators for the economic affordability of food products in Ukraine from 2000 to 2018. Regression

analysis showed a close relationship between food expenditures, GDP per capita, and income levels. Correlation coefficients were determined between the consumption of basic food items and per capita income in Ukraine. The indicators highlight a lack of economic protection for individual low-income households. Overcoming economic instability and reducing the consequences of low economic affordability of food should be a key goal for Ukraine's economic security (Mostenska, 2022).

In conclusion, coffee shops stand to benefit significantly from adapting to the evolving patterns in consumer behaviour, particularly concerning considerations of affordability, lifestyle alterations, and heightened awareness of health and hygiene. Capitalizing on the trend towards more budget-friendly pricing, coffee shops are able to position themselves favourably in the eyes of consumers. Moreover, a noteworthy proportion of customers hold the belief that the consumption of coffee contributes positively to their overall well-being. This symbiotic alignment with changing consumer preferences not only enhances the appeal of coffee shops but also fosters a positive perception regarding the health benefits associated with their products. As a result, coffee shops can strategically leverage these shifts in consumer behaviour to cultivate a competitive advantage in the market.

Table 3
Level of Loyalty for Consumers of Coffee Shops in terms of Retention, Related Sales, and Referrals

Constructs	Weighted Mean	Standard Deviation	Interpretation
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1. Retention	3.168	.5296	High
2. Related Sales	3.068	.5622	High
3. Referrals	3.080	.5767	High
Composite Mean	3.105	.5059	High

Legend: 4.00 – 3.00 = Strongly Agree; 2.99 – 2.00 = Agree; 1.99 – 1.00 = Disagree; 1.00 – 0.99 = Strongly Disagree

Table 3 presents the level of Loyalty for consumers of coffee shops in terms of Retention, Related Sales, and Referrals. As shown in the data, the level of loyalty for consumers towards the coffee shops is High (M=3.105; SD=.5059). Among the constructs of the loyalty for consumers, they have high ratings on Retention (M=3.106; SD=.5296); Related Sales (M=3.068; SD=.562); Referrals (M=3.080; SD=.5767).

The results indicate that consumer loyalty plays a crucial role in determining the customer retention levels perceived in coffee shops. Customer feedback underscores the substantial impact of adapting loyalty strategies on the company's sales and referrals. This research illustrates the ways in which these variables can sway customer decisions regarding service acquisition and their loyalty across different categories.

This study investigates the pivotal roles of service quality, loyalty programs, pricing strategies, and customer engagement in shaping customer retention and overall firm performance in the travel industry. Using a quantitative approach with a survey of 350 responses from travel agency managers, Structural Equation Modeling (WarpPLS) examines the mediation effects of these factors on firms' performance. Results indicate positive impacts on customer retention and subsequent positive effects on firms' performance. The implications extend to

policymakers, trip planners, travel marketers, governments, and academics (Lamrhari, 2022). Another study explores the influence of time pressure and product involvement on the relationship between perceived value and purchase intention in China. Findings reveal a positive relationship between perceived value and purchase intention, with time pressure negatively moderating emotional and social value's impact. The three-way interaction among time pressure, perceived functional, emotional, and social value, and product involvement is significant. Lastly, a paper assesses the impact of sales promotion tools on Chinese consumers' purchase decisions in the retail industry, aiming to identify the most effective tool for stimulating purchases (Park, 2021).

In summary, the loyalty of coffee shop consumers significantly influences retention, related sales, and referrals. Retention denotes a business's capability to keep its current coffee shop customers, while related sales encompass the sale of additional products or services to existing customers. These elements play a pivotal role in the prosperity and advancement of a business, fostering customer loyalty, boosting revenue, and broadening the customer base.

Table 4
Relationship Between Effectiveness of the Strategic Marketing Activities for Coffee Shops and the Changing Consumer Behaviors

Constructs	Kendall's tau_b		Spearman's rho		Interpretation
	r-value	p-value	r-value	p-value	
Changing Consumer Behavior and	.562**	.000	.725**	.000	Strong positive correlation/ there is significant relationship (Kendall's tau-b)

Effectiveness of Marketing Strategies					Perfect positive correlation/ there is significant relationship (Spearman's rho)
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Table 4.1

Range of p-values

If $p \leq 0.01$	Very strong against null hypothesis
If $0.01 < p \leq 0.05$	Strong evidence
If $0.05 < p \leq 0.1$	Mild evidence
If $p > 0.1$	No evidence

Table 4.2

Range of r-values

+1.0	Perfect positive + association
+0.8 to 1.0	Very strong + association
+0.6 to 0.8	Strong + association
+0.4 to 0.6	Moderate + association
+0.2 to 0.4	Weak + association
0.0 to +0.2	Very weak + or no association
0.0 to -0.2	Very weak - or no association
-0.2 to -0.4	Weak - association
-0.4 to -0.6	Moderate - association
-0.6 to -0.8	Strong - association
-0.8 to -1.0	Very strong - association
-1.0	Perfect negative association

The findings of the study showed that the effectiveness of strategic marketing activities and changing consumer behavior with p-value less than 0.05 is significant, which is an indication that the null hypothesis was rejected.

Customers are typically not initially motivated by the specific attributes of a service or product; rather, their motivation is driven by the benefits associated with those attributes (Liang, 2004). It's crucial to recognize that different customers may assign varying values to these benefits. Customer behavior is a complex domain characterized by dynamic interactions and exchanges (Mattila, 2004), and a comprehensive understanding is facilitated through the lens of perceived value (Heskett et al., 1997; Woodruff and Gardial, 1996). In this context, relational benefits can significantly enhance the value aspects of the evaluation process, wherein each party exchanges something valuable to influence loyalty. Consequently, this study seeks to bridge this gap by examining the impact of relational benefits on perceived value, aiming to secure customer loyalty. The goal is to offer coffee outlet operators valuable insights into customer behavior, enabling them to devise distinctive marketing strategies for attaining and sustaining a competitive edge in the coffee outlet industry.

The study underscores the importance of businesses comprehending not only the features of their products or services but also the benefits they offer to customers. It draws attention to the diverse values customers associate with these benefits and emphasizes the critical need for businesses to acknowledge and understand these values. The specific focus on relational benefits and their impact



on perceived value and customer loyalty highlights the necessity of cultivating strong and enduring relationships with customers. This aligns with contemporary marketing strategies that prioritize customer-centric approaches and sustained engagement, moving beyond singular transactions. By addressing this gap in understanding customer behavior, the study provides valuable insights for coffee outlets to adeptly tailor their marketing strategies, gaining a competitive advantage in the industry by delivering what customers genuinely desire and value.

Table 5
The Significant Relationship Between the Effectiveness of Strategic Marketing Activities for Coffee Shops and Customer Loyalty

Constructs	Kendall's tau_b		Spearman's rho		Interpretation
	r-value	p-value	r-value	p-value	
Customer Loyalty and Effectiveness of Marketing Strategies	.611**	.000	.780**	.000	Perfect positive correlation/ there is significant relationship (Kendall's tau-b) Perfect positive correlation/ there is significant relationship (Spearman's rho)

Table 5.1
Range of p-value

If $p \leq 0.01$	Very strong against null hypothesis
If $0.01 < p \leq 0.05$	Strong evidence
If $0.05 < p \leq 0.1$	Mild evidence
If $p > 0.1$	No evidence

Table 5.2

Range of r-value

+1.0	Perfect positive + association
+0.8 to 1.0	Very strong + association
+0.6 to 0.8	Strong + association
+0.4 to 0.6	Moderate + association
+0.2 to 0.4	Weak + association
0.0 to +0.2	Very weak + or no association
0.0 to -0.2	Very weak - or no association
-0.2 to - 0.4	Weak - association
-0.4 to -0.6	Moderate - association
-0.6 to -0.8	Strong - association
-0.8 to -1.0	Very strong - association
-1.0	Perfect negative association

The findings of the study showed that the effectiveness of strategic marketing activities and customer loyalty with p-value less than 0.05 is significant, which means that the null hypothesis was rejected.

In an increasingly competitive business landscape, a company's brand emerges as its most valuable, strategic, and critical asset, garnering significant attention (Martin et al., 2005). Brands serve as crucial tools for marketers seeking to mitigate consumers' sensitivity to prices in the face of market competition (Helmig et al., 2007). Consumers are inclined to pay a premium for a brand when they perceive exceptional value that competitors cannot match (Jacoby & Chestnut, 1978). Consequently, brand managers strive to enhance brands, addressing this challenge (Keller, 1993).

A common strategy employed to fortify a brand involves establishing trust between the company and the consumer. Brand trust offers a superior perspective for evaluating and understanding consumers' behavioral responses. Similarly, consumers' emotional connection with a brand plays a significant role in shaping the relationship between the company and the consumer. The foundation of this relationship is built on brand affect (Berry & Parasuraman, 1991), and brand affect leads to consumers' brand loyalty, initially manifested as an intention to repurchase (Morgan & Hunt, 1994). Both brand effect and brand trust are pivotal factors contributing to a firm's success. They are essential assets in fostering consumer-company relationships and are fundamental determinants influencing consumers' behavioral responses towards companies (Caceres & Paparoidamis, 2007). Berry and Parasuraman (1991) assert that effective service marketing hinges on the successful management of both brand effect and brand trust.

In the contemporary business landscape, success goes beyond merely showcasing a product's practical features; it involves establishing a genuine connection with customers. Many assert that brand trust serves as a formidable asset for companies, especially in uncertain times. Fostering positive sentiments about a brand creates lasting relationships, akin to cultivating a circle of loyal friends. It's not just about the functionalities of a product; it's equally about the emotional connection it fosters. Viewing branding as a strategic, long-term endeavor is wise, akin to investing in enduring friendships that yield dividends over time. This perspective acknowledges the significance of what people perceive and the relationships a company forges in the fast-paced and challenging business



arena. Thus, branding transcends mere symbols or catchphrases; it stands as the linchpin for success in a world where positive vibes and trust hold substantial sway.

Table 6
The Effect of Perceived Effectiveness of Strategic Marketing Activities toward the Changing Behavior of Consumers

Constructs	B-value	p-value	Interpretation
Effectiveness of Marketing Strategies	.668	.000	There is positive significant effect

According to the results in Table 6, the coffee shop consumers changing behavior has a positive significant effect on the effectiveness of marketing strategies. With a B-value of 0.668, this table implies that strategic marketing activities can be seen as effective when there is an increase in changing consumer behavior. The low p-value of 0.000 indicates a high level of confidence in these results. This means that the relationship between the two variables is strong, that when consumers perceive the coffee shops' marketing strategies, it has a positive impact on consumer behavior.

The positive impact of marketing mix elements on customer loyalty is evident, primarily facilitated through the conduit of customer satisfaction. These noteworthy findings underscore the significant role that strategic marketing activities can play in influencing the evolving behavior of consumers within the context of coffee shops. The ability to shape and adapt to changing consumer

preferences is emphasized as a crucial aspect for coffee shops, as elucidated in McLaughlin's article (2023). Understanding the dynamic interplay between marketing strategies and shifts in consumer behavior becomes paramount for these establishments in navigating the ever-changing landscape of consumer preferences and expectations. This recognition positions coffee shops to proactively tailor their marketing approaches to foster enduring customer loyalty and stay attuned to the evolving needs of their clientele.

The research findings affirm a well-established tenet in marketing – satisfied customers are more inclined to remain loyal. It becomes evident that the manner in which companies market their products holds sway over consumer behavior. This underscores the dynamic nature of consumer preferences, emphasizing the need for businesses to stay attuned and adaptable. In sectors with fierce competition, such as coffee shops, where preferences can swiftly evolve, employing various marketing elements, including pricing and promotion, to cultivate customer satisfaction and loyalty emerges as a fundamental yet essential strategy for businesses across diverse sectors. To thrive in the long term, companies must grasp and adeptly respond to the changing preferences of their customers over time.

Table 7
The Effect of Perceived Effectiveness of Strategic Marketing Activities
toward Customer Loyalty

Constructs	B-value	p-value	Interpretation



Effectiveness of Marketing Strategies	.859	.000	There is positive significant effect
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Table 7 presents the effect of perceived effectiveness of strategic marketing activities toward customer loyalty. As shown in the data, the B-value (0.859) suggests that when strategic marketing activities are effective, there is an increase in customer loyalty. The p-value (0.000) is very low, indicating that the relationship between the two variables is strong and genuine since effective marketing results in growing customer loyalty.

Recognizing the significance of well-executed strategic marketing initiatives in fostering customer loyalty is paramount for businesses striving to excel in competitive markets. As proposed by Peak (2023), an organization's proficiency in formulating and executing strategies that align with consumer preferences can result in heightened customer loyalty and enhanced overall business performance. Consequently, these findings underscore the imperative for coffee shops to allocate substantial time, effort, and resources to the development of their marketing strategies.

In the fiercely competitive realm of coffee outlets, maintaining and cultivating customer loyalty is crucial for marketers and operators. As observed by Ball (2005), this competitiveness stems not only from an increasing number of independent coffee outlets but also from the expanding presence of chain establishments. The growth of both independent and chain outlets is driven by customer demand. With



loyal customers playing a pivotal role in sustaining business operations, understanding customer loyalty behavior becomes essential for expanding the coffee outlet industry.

The study looks at how coffee businesses can keep customers coming back. It says it's not just a nice thing to do – it's crucial for coffee shops to survive. The research talks about how building good relationships with customers and making them feel like they're getting value for their money are very important. This aligns with what we often hear in marketing – that making customers happy and giving them a good experience is the key to keeping them around. The study's results could help coffee shop owners figure out how to make customers want to come back in a market where many coffee places are competing. It's like a guide for coffee shop owners to make their customers happy and keep them coming back in tough competition.

CONCLUSION

1. According to the respondents, they are very highly satisfied regarding the level of effectiveness of marketing strategies towards the coffee shops.
2. Based on changing consumer behavior, majority agreed that they are willing to pay more for the products and that they are mindful of the product's health components.



3. Based on customer loyalty, most of the customers agreed that they have the intention to be a repeat customer, to recommend the coffee shop to other people, and they are less likely to avail from a different place.
4. There is highly significant relationship between the effectiveness of the strategical marketing activities of coffee shops and changing consumer behavior and customer loyalty.
5. The researchers proposed a plan for the coffee shops in Ozamiz City to enhance the effectiveness of their marketing strategies. There is highly significant relationship between the effectiveness of the strategical marketing activities of coffee shops and changing consumer behavior and customer loyalty.
6. The researchers proposed a plan for the coffee shops in Ozamiz City to enhance the effectiveness of their marketing strategies.

RECOMMENDATIONS

1. Regarding their marketing strategies in terms of product and price, coffee shops may continue strengthening their products and retaining their prices. They may continuously innovate their products by introducing new flavors, seasonal beverages, or diverse snack/meal options to keep the customers engaged. They may also ask customers to conduct an evaluation of the perceived value of products so they may be able to retain or adjust them to enhance customer loyalty.
2. Regarding their marketing strategies in terms of promotion and place, coffee shops may improve their locational strategies and promotion. Coffee



shops may optimize their location strategy by considering factors such as accessibility and proximity to the target market. They may also enhance their digital presence as a form of promotional strategy by investing in visually appealing and engaging social media platforms such as Facebook, Instagram, and Tiktok. They may use social media to improve their services since that is one of the factors that make your client loyal. Their service and environment play a huge factor in the satisfaction of the customers.

3. For the future researchers, they may conduct study for different hospitality and tourism businesses such as restaurants, bakeries, travel agencies, etc. They may also conduct study about similar variables such as social media marketing, brand loyalty, and the likes.

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APPENDICES

Appendix A INFORMED CONSENT FORM





MISAMIS UNIVERSITY
OZAMIZ CITY

Dear Respondents,

We are presently conducting research entitled “Perceived Effectiveness of Strategic Marketing Activities for Coffee Shops: Its Effect Toward Changing Consumer Behavior and Loyalty”.

This is a requirement for the Bachelor of Science in Hospitality Management program. With this, we would like to ask cooperation to gather data and information from you by answering the survey questionnaire below.

In accordance with RA 10173 of the Data Privacy Act of 2012, all personal and/or sensitive information solicited and disclosed from this questionnaire shall only be used for the study alone. Rest assured that your responses in this instrument will be kept confidential.

Thank you for your time to complete this questionnaire.

Respectfully,

SARAH KATHLENE L. ALVAREZ
BSHM Student Researcher

DICILYN C. LUMBATAN
BSHM Student Researcher

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Appendix B
RESEARCH QUESTIONNAIRE

(Adapted and Modified from Anacay et. al, 2022, Dehghan, 2011, and Wen et. al, 2023)

INSTRUCTION/S: Please read each question carefully. Answer the question by filling out the appropriate box that represents your response with ✓ in the box. Each question should have only one (1) answer.

SECTION A: RESPONDENT'S PROFILE

Age: _____ Educational Attainment: _____
Sex: _____ Profession: _____

Q1: How often do you visit the coffee shop?

- ☐ Once a week
- ☐ 2 - 3 times in a week
- ☐ 4 - 5 times in a week
- ☐ One a month
- ☐ Twice a month
- ☐ Others: Pls specify: _____

Q2: Based on your choice in Q1, what is the purpose of your visit to the coffee shop?

- ☐ To study
- ☐ To dine-in
- ☐ To relax
- ☐ To socialize
- ☐ Others: Pls specify: _____

Q3: On average, how much do you spend on coffee shop per visit?

- ☐ Less than P100.00
- ☐ P100.00- P500.00
- ☐ P500.00 – P1,000.00
- ☐ More than P1,000
- ☐ Others: Pls specify: _____

SECTION B: CHANGING CONSUMER BEHAVIOR

INSTRUCTION/S: Rate the statements by checking (✓) the statements using the following scale.



4 – Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

	Strongly Agree	Agree	Disagree	Strongly Disagree
AFFORDABILITY <i>As a consumer of coffee shops, I....</i>				
1. Am willing to pay more for a cup of coffee if it means better taste, higher quality beans, and a more enjoyable experience.				
2. Am not just paying for coffee, but for the experience like comfortable, aesthetically pleasing environment with free WIFI and power outlets.				
3. Prefer coffee shops that use sustainable practices such as using environmentally friendly packaging and reducing waste.				
CHANGE OF LIFESTYLE <i>As a consumer of coffee shops, I...</i>				
1. Expect quick and convenient service such as mobile ordering, delivery services, and drive-thrus.				
2. Appreciate the unique ambiance, personalized service, and the idea of supporting local businesses.				
3. Prefer cashless payments such as contactless and mobile payments.				
4. Often discover new places to try through social media such as strong online				

presence with attractive photos and engaging content.				
HEALTH AND HYGIENE AWARENESS <i>As a consumer of coffee shops, I...</i>				
1. Seek healthier options like low-sugar and dairy-free alternatives, organic coffee, and healthier food options.				
2. Am more knowledgeable and appreciative of the nuances of coffee.				
3. Appreciate personalized service, such as remembering our usual order or our name.				

SECTION C: EFFECTIVENESS OF MARKETING STRATEGIES

INSTRUCTION/S: Rate the statements by checking (✓) the statements using the following scale.

4 – Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

	Strongly Agree	Agree	Disagree	Strongly Disagree
PRODUCT				
1. The coffee shop serves the coffee and other beverages with proper handling procedures.				
2. The coffee has good sealed and quality packaging for the take and delivery service.				
3. The coffee shop adds new coffee options and other complimentary in the menu that may attract the new generation of customers.				

4. The coffee shop preserves the taste and quality of coffee it inherits through the years of service.				
5. The coffee shop maintains the defined temperature during serving or in acceptance of delivery.				
PRICE				
1. The price is still reasonable in line with the customers situation before, during, and after the pandemic.				
2. The price is still competitive with other coffee shop establishments.				
3. The coffee shop has affordable delivery or on take-out fee.				
4. The coffee shop gives a wide range of prices.				
5. The coffee shop menu is worth the price.				
PLACE				
1. The coffee shop has proper signage and messages as a preventive measure against any virus.				
2. The coffee shop has a proper safety protocol according to government mandated.				
3. The coffee shop has enough space and barriers.				
4. The coffee shop premises have been sanitized and disinfect time to time.				
5. The coffee have an enough space for alfresco dining.				
PROMOTION				
1. The coffee shop has an advertisement or medium that promotes their store procedure in battling the any virus.				

2. The coffee shop offers a food price promo in using delivery service.				
3. The coffee shop uses social media and mobile applications as an option for ordering.				
4. The coffee shop gives discounts, coupons, and free meals/drinks to thank the customer for patronizing for dine-in.				
5. I am likely to come back and recommend this coffee shop to friends and family.				

SECTION D: CUSTOMER LOYALTY

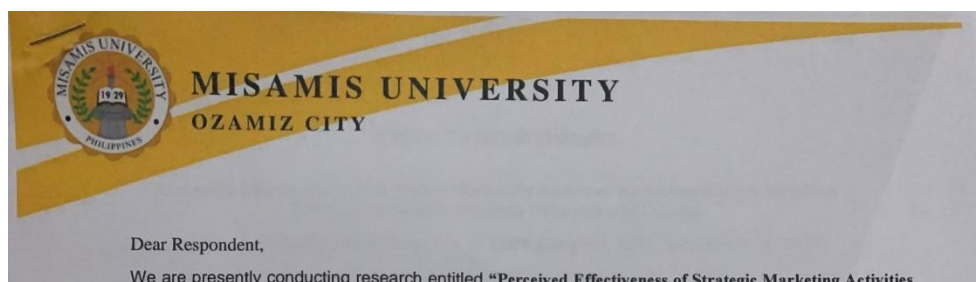
INSTRUCTION/S: Rate the statements by checking (✓) the statements using the following scale.

4 – Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

	Strongly Agree	Agree	Disagree	Strongly Disagree
RETENTION				
1. I use products/services from the coffee shop because it is the best choice of me.				
2. If I had done all over again, I'd buy products/services from this coffee shop.				
3. I intend to keep buying the products/services from the coffee shop.				
4. I would continue to do business with the coffee shop if its prices increased somewhat.				
5. When I see a new products/service, somewhat different from those coffee shop, I will not try it.				
RELATED SALES				

1. I would not switch to a competitor, even if I had a problem with the products/services of the coffee shop.				
2. If the coffee shop is not available, it makes a great difference to me, and I will not try an alternative.				
3. In comparison to other brands I know, the coffee shop is growing in popularity.				
4. The coffee shop is different from competing brands.				
5. I say positive things about the coffee shop to other people.				
REFERRALS				
1. I recommend the coffee shop to someone who seeks my advice.				
2. I have a positive emotional relation to the coffee shop I have chosen, and I feel attached to it.				
3. I am committed to the coffee shop.				
4. I deal with the coffee shop because I want to, not because I must.				
5. I consider me to be a loyal patron of the coffee shop.				

Appendix C
SAMPLE OF FILLED OUT QUESTIONNAIRE



RESEARCH QUESTIONNAIRE

Perceived Effectiveness of Strategic Marketing Activities for Coffee Shops: Its Effect Toward Changing Consumer Behavior and Loyalty

Adapted and Modified from Anacay et. al, 2022, Dehghan, 2011, and Wen et. al, 2023

INSTRUCTION/S: Please read each question carefully. Answer the question by filling out the appropriate box that represents your response with ✓ in the box. Each question should have only one (1) answer.

SECTION A: RESPONDENT'S PROFILE

Age: 26 Educational Attainment: Undergraduate / College
Sex: Female Profession: Teacher

Q1: How often do you visit the coffee shop?

- ☐ Once a week
- ☒ 2 - 3 times in a week
- ☐ 4 - 5 times in a week
- ☐ One a month
- ☐ Twice a month
- ☐ Others: Pls specify: _____

Q2: Based on your choice in Q1, what is the purpose of your visit to the coffee shop?

- ☐ To study
- ☐ To dine-in
- ☒ To relax
- ☐ To socialize
- ☐ Others: Pls specify: _____

Q3: On average, how much do you spend on coffee shop per visit?

- ☐ Less than P100.00
- ☐ P100.00- P500.00
- ☒ P500.00 – P1,000.00
- ☐ More than P1,000
- ☐ Others: Pls specify: _____

SECTION B: EFFECTIVENESS OF MARKETING STRATEGIES

INSTRUCTION/S: Rate the statements by checking (✓) the statements using the following scale.

4 – Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
PRODUCT				
1. The coffee shop serves the coffee and other beverages with proper handling procedures.	✓			
2. The coffee has good sealed and quality packaging for the take and delivery service.	✓			
3. The coffee shop adds new coffee options and other complimentary in the menu that may attract the new generation of customers.	✓			
4. The coffee shop preserves the taste and quality of coffee it inherits through the years of service.		✓		
5. The coffee shop maintains the defined temperature during serving or in acceptance of delivery.	✓			
PLACE				
1. The coffee shop has proper signage and messages as a preventive measure against any virus.	✓			
2. The coffee shop has a proper safety protocol according to government mandated.	✓			
3. The coffee shop has enough space and barriers.	✓			
4. The coffee shop premises have been sanitized and disinfect time to time.	✓			
5. The coffee has an enough space for alfresco dining.		✓		
PRICE				
1. The price is still reasonable in line with the customer situation before, during, and after the pandemic.		✓		
2. The price is still competitive with other coffee shop establishments.		✓		

3. The coffee shop has affordable delivery or on take-out fee.			✓	
4. The coffee shop gives a wide range of prices.		✓		
5. The coffee shop menu is worth the price.	✓			
PROMOTION				
1. The coffee shop has an advertisement or medium that promotes their store procedure in battling the any virus.		✓		
2. The coffee shop offers a food price promo in using delivery service.		✓		
3. The coffee shop uses social media and mobile applications as an option for ordering.		✓		
4. The coffee shop gives discounts, coupons, and free meals/drinks to thank the customer for patronizing for dine-in.		✓		
5. I am likely to come back and recommend this coffee shop to friends and family.	✓			

SECTION C: CHANGING CONSUMER BEHAVIOR

INSTRUCTION/S: Rate the statements by checking (✓) the statements using the following scale.

4 – Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
AFFORDABILITY <i>As a consumer of coffee shops, I...</i>				
1. Am willing to pay more for a cup of coffee if it means better taste, higher quality beans, and a more enjoyable experience.	✓			
2. Am not just paying for coffee, but for the experience like comfortable, aesthetically pleasing environment with free WIFI and power outlets.		✓		
3. Prefer coffee shops that use sustainable practices such as using environmentally friendly packaging and reducing waste.		✓		
CHANGE OF LIFESTYLE <i>As a consumer of coffee shops, I...</i>				
1. Expect quick and convenient service such as mobile ordering, delivery services, and drive-thrus.		✓		
2. Appreciate the unique ambiance, personalized service, and the idea of supporting local businesses.	✓			

3. Prefer cashless payments such as contactless and mobile payments.	☒			
4. Often discover new places to try through social media such as strong online presence with attractive photos and engaging content.	☒			
HEALTH AND HYGIENE AWARENESS				
<i>As a consumer of coffee shops, I...</i>				
1. Seek healthier options like low-sugar and dairy-free alternatives, organic coffee, and healthier food options.	☒			
2. Am more knowledgeable and appreciative of the nuances of coffee.	☒			
3. Appreciate personalized service, such as remembering our usual order or our name.	☒			

SECTION D: CUSTOMER LOYALTY

INSTRUCTION/S: Rate the statements by checking (☒) the statements using the following scale.

4 – Strongly Agree 3 – Agree 2 – Disagree 1 – Strongly Disagree

	Strongly Agree (4)	Agree (3)	Disagree (2)	Strongly Disagree (1)
RETENTION				
1. I use products/services from the coffee shop because it is the best choice of me.		☒		
2. If I had done all over again, I'd buy products/services from this coffee shop.		☒		
3. I intend to keep buying the products/services from the coffee shop.		☒		
4. I would continue to do business with the coffee shop if its prices increased somewhat.		☒		
5. When I see a new products/service, somewhat different from those coffee shop, I will not try it.		☒		
RELATED SALES				
1. I would not switch to a competitor, even if I had a problem with the products/services of the coffee shop.		☒		
2. If the coffee shop is not available, it makes a great difference to me, and I will not try an alternative.		☒		

3. In comparison to other brands I know, the coffee shop is growing in popularity.	✓			
4. The coffee shop is different from competing brands.	✓			
5. I say positive things about the coffee shop to other people.		✓		
REFERRALS				
1. I recommend the coffee shop to someone who seeks my advice.		✓		
2. I have a positive emotional relation to the coffee shop I have chosen, and I feel attached to it.	✓			
3. I am committed to the coffee shop.		✓		
4. I deal with the coffee shop because I want to, not because I must.			✓	
5. I consider me to be a loyal patron of the coffee shop.		✓		

Appendix D REQUEST LETTER TO ADAPT INSTRUMENT



MISAMIS UNIVERSITY
OZAMIZ CITY

November 30, 2023

MS. ARIADNE ALENKA G. ANACAY
De La Salle University Dasmariñas
Dasmariñas, Cavite

Dear Ms. Anacay,
|
Greetings!

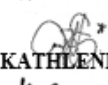
The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University – Ozamiz undertaking thesis writing having the research entitled: **“Perceived Effectiveness of Strategic Marketing Activities for Coffee Shops: Its Effect Toward Changing Consumer Behavior and Loyalty”**.

For this, the study has its purpose to **examine the perceived effectiveness of strategic marketing activities and its effect toward the consumer behavior and loyalty**. As an output of the study, the researchers will propose to **assess for the improvement of the coffee shop**.

With this, we humbly ask for your approval to allow us to adapt your research instrument used in your study: *Marketing Strategies of Heritage Restaurants in Cavite in Time of Pandemic*. This is also to request for a copy of your survey questionnaire. Rest assured that it will only be used for research purposes and would be treated with utmost confidentiality. With your expertise and generosity, we are humbly asking for your approval and rest assured that you will be properly cited.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


SARAH KATHLENE L. ALVAREZ


DICILYN C. LUMBATAN


JAYCYL MAE C. YABUT
BSHM Student Researchers

Received and Approved by:

Name: Ms. Ariadne Alenka G. Anacay
Author. Marketing Strategies of Heritage Restaurants in Cavite in Time of Pandemic

Noted by:


DR. GILDA L. ILUSORIO
Research Adviser

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mmu.edu.ph



MISAMIS UNIVERSITY
OZAMIZ CITY

November 30, 2023

MS. BEH WEI WEN
Account Sociologist
Brandrive Consultancy
Kuala Lumpur, Malaysia

Dear Ms. Beh,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University – Ozamiz undertaking thesis writing having the research entitled: **“Perceived Effectiveness of Strategic Marketing Activities for Coffee Shops: Its Effect Toward Changing Consumer Behavior and Loyalty”**.

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With this, we humbly ask for your approval to allow us to adapt your research instrument used in your study: *The Influence of Service Quality and Servicescape on Customer Satisfaction Towards Behavioral Intentions in International Coffee Chains*. This is also to request for a copy of your survey questionnaire. Rest assured that it will only be used for research purposes and would be treated with utmost confidentiality. With your expertise and generosity, we are humbly asking for your approval and rest assured that you will be properly cited.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


SARAH KATHLENE L. ALVAREZ


DICILYN C. LUMBATAN


JAYCYL MAE C. YABUT
BSHM Student Researchers

Received and Approved by:

Name: Ms. Beh Wei Wen
Author. Influence of Service Quality and Servicescape on Customer Satisfaction Towards Behavioral Intentions in International Coffee Chains

Noted by:


DR. GILDA L. ILUSORIO
Research Adviser

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph





MISAMIS UNIVERSITY
OZAMIZ CITY

November 30, 2023

DR. ALI DEGHAN
Assistant Professor, College of Business
University of La Verne
La Verne, California

Dear Dr. Dehghan,

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University – Ozamiz undertaking thesis writing having the research entitled: **“Perceived Effectiveness of Strategic Marketing Activities for Coffee Shops: Its Effect Toward Changing Consumer Behavior and Loyalty”**.

For this, the study has its purpose to **examine the perceived effectiveness of strategic marketing activities and its effect toward the consumer behavior and loyalty**. As an output of the study, the researchers will propose to **assess for the improvement of the coffee shop**.

With this, we humbly ask for your approval to allow us to adapt your research instrument used in your study: *Customer loyalty assessment – a case study in MADDIRAN, the distributor of LG Electronics in Iran*. This is also to request for a copy of your survey questionnaire. Rest assured that it will only be used for research purposes and would be treated with utmost confidentiality. With your expertise and generosity, we are humbly asking for your approval and rest assured that you will be properly cited.

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


SARAH KATHLENE L. ALVAREZ


DICILYN C. LUMBATAN


JAYCYL MAE C. YABUT
BSHM Student Researchers

Received and Approved by:

Name: Dr. Ali Dehghan
Author. Customer loyalty assessment – a case study in MADDIRAN, the distributor of LG Electronics in Iran

Noted by:


DR. GILDA L. ILUSORIO
Research Adviser

College of Business and Management
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Ozamiz City, Misamis Occidental, Philippines
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www.mu.edu.ph



Appendix E LETTERS OF INTENT



MISAMIS UNIVERSITY
OZAMIZ CITY

October 12, 2023

Mr. Ray R. Basnillo
Bean Stalk & Co. Manager

Dear Mr. Basnillo

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: "Perceived Effectiveness of Strategic Marketing Activities for Coffee Shops: Its Effect Toward Changing Consumer Behavior and Loyalty".

For this, the study has its purpose to examine the perceived effectiveness of strategic marketing activities and its effect toward the consumer behavior and loyalty. As an output of the study, the researcher will propose to assess for the improvement of the coffee shop.

With this, I humbly ask permission from you to allow us to distribute survey questionnaires to your customers to answer the questions related to the study.

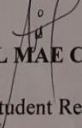
Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. Should you have any concerns regarding this query, here are my contact details: 09097994815 and email address dicilyn@gmail.com

We are looking forward to your request and would merit your positive response.
Thank you.

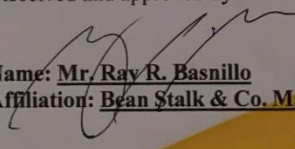
Respectfully,


SARAH KATHLENE L. ALVAREZ


DICILYN C. LUMBATAN


JAYCYL MAE C. YABUT
BSHM Student Researchers

Received and approved by:


Name: Mr. Ray R. Basnillo
Affiliation: Bean Stalk & Co. Manager

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph

 **MISAMIS UNIVERSITY**
OZAMIZ CITY

October 12, 2023

Mr. John Paul Maca
Better Brews

Dear Mr. Maca

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"Perceived Effectiveness of Strategic Marketing Activities for Coffee Shops: Its Effect Toward Changing Consumer Behavior and Loyalty"**.

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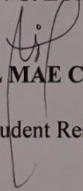
We are looking forward to your request and would merit your positive response.

Thank you.

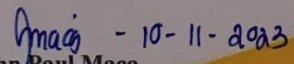
Respectfully,


SARAH KATHLENE L. ALVAREZ


DICILYN C. LUMBATAN


JAYCYL MAE C. YABUT
BSHM Student Researchers

Received and approved by:

 - 10-11-2023
Name: Mr. John Paul Maca
Affiliation: Better Brews Manager

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph



 **MISAMIS UNIVERSITY**
OZAMIZ CITY

October 12, 2023

Ms. Sarah Acalam
Bo's Coffee Manager

Dear Ms. Acalam

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"Perceived Effectiveness of Strategic Marketing Activities for Coffee Shops: Its Effect Toward Changing Consumer Behavior and Loyalty"**.

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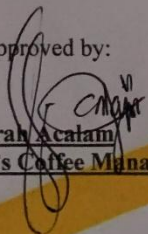
Respectfully,


SARAH KATHLENE L. ALVAREZ


DICILYN C. LUMBATAN


JAYCYL MAE C. YABUT

BSHM Student Researchers

Received and approved by:  10/12/2023

Name: Ms. Sarah Acalam
Affiliation: Bo's Coffee Manager

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www.mu.edu.ph

 **MISAMIS UNIVERSITY**
OZAMIZ CITY

October 12, 2023

Mr. Jey D. Cartajenas
Cribs Cafe Manager

Dear Mr. Cartajenas

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"Perceived Effectiveness of Strategic Marketing Activities for Coffee Shops: Its Effect Toward Changing Consumer Behavior and Loyalty"**.

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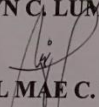
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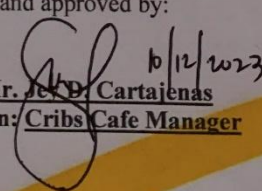

SARAH KATHLENE L. ALVAREZ


DICILYN C. LUMBATAN


JAYCYL MAE C. YABUT

BSHM Student Researchers

Received and approved by:

 10/12/2023
Name: Mr. Jey D. Cartajenas
Affiliation: Cribs Cafe Manager

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Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph

 **MISAMIS UNIVERSITY**
OZAMIZ CITY

October 12, 2023

Mr. Eman A. Besandre
Infinitea- MU Owner

Dear Mr. Besandre

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"Perceived Effectiveness of Strategic Marketing Activities for Coffee Shops: Its Effect Toward Changing Consumer Behavior and Loyalty"**.

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We are looking forward to your request and would merit your positive response.

Thank you.

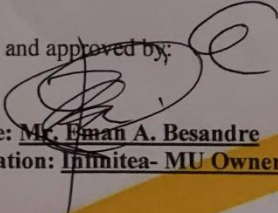
Respectfully,


SARAH KATHLENE L. ALVAREZ


DICILYN C. LUMBATAN


JAYCYL MAE C. YABUT

BSHM Student Researchers

Received and approved by: 

Name: Mr. Eman A. Besandre
Affiliation: Infinitea- MU Owner

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph

 **MISAMIS UNIVERSITY**
OZAMIZ CITY

October 13, 2023

Ms. Ilda Mae M. Neri
K Cafe Manager

Dear Ms. Neri

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"Perceived Effectiveness of Strategic Marketing Activities for Coffee Shops: Its Effect Toward Changing Consumer Behavior and Loyalty"**.

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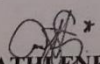
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Thank you.

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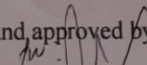

SARAH KATHLENE L. ALVAREZ


MICILYN C. LUMBATAN


AYCYL MAE C. YABUT

BSHM Student Researchers

Received and approved by:


Name: Ms. Ilda Mae M. Neri
Affiliation: K Cafe Manager

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph

 **MISAMIS UNIVERSITY**
OZAMIZ CITY

October 12, 2023

Mr. Mark Giovanni Piedad
Latei Manager

Dear Mr. Piedad

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"Perceived Effectiveness of Strategic Marketing Activities for Coffee Shops: Its Effect Toward Changing Consumer Behavior and Loyalty"**.

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Thank you.

Respectfully,


SARAH KATHLENE L. ALVAREZ


DICILYN C. LUMBATAN


JAYCYL MAE C. YABUT

BSHM Student Researchers

Received and approved by:


Name: **Mr. Mark Giovanni Piedad**
Affiliation: **Latei Manager**

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph



MISAMIS UNIVERSITY
OZAMIZ CITY

October 12, 2023

Mr. Rico P. Pancipanci
Nikko's Cafe

Dear Mr. Pancipanci

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"Perceived Effectiveness of Strategic Marketing Activities for Coffee Shops: Its Effect Toward Changing Consumer Behavior and Loyalty"**.

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Thank you.

Respectfully,

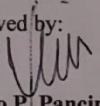

SARAH KATHLENE L. ALVAREZ


DICILYN C. LUMBATAN


JAYCYL MAE C. YABUT

BSHM Student Researchers

Received and approved by:


Name: **Mr. Rico P. Pancipanci**
Affiliation: **Nikko's Cafe Owner**

College of Business and Management
Misamis University
Ozamiz City, Misamis Occidental, Philippines
(088)-521-0367 / (088)-521-0431
www.mu.edu.ph





MISAMIS UNIVERSITY
OZAMIZ CITY

October 12, 2023

Mr. Albert A. Cuevas
Puesto Cafe Manager

Dear Mr. Cuevas

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"Perceived Effectiveness of Strategic Marketing Activities for Coffee Shops: Its Effect Toward Changing Consumer Behavior and Loyalty"**.

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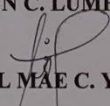
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Thank you.

Respectfully,


SARAH KATHLENE L. ALVAREZ


DICILYN C. LUMBATAN


JAYCYL MAE C. YABUT

BSHM Student Researchers

Received and approved by:


Name: **Mr. Albert A. Cuevas**
Affiliation: **Puesto Cafe Manager**

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 **MISAMIS UNIVERSITY**
OZAMIZ CITY

October 12, 2023

Ms. Kimberly Gloria
Tres Coffee Manager

Dear Ms. Gloria

Greetings!

The undersigned are students of Bachelor of Science in Hospitality Management (BSHM) in Misamis University undertaking thesis writing having the research entitled: **"Perceived Effectiveness of Strategic Marketing Activities for Coffee Shops: Its Effect Toward Changing Consumer Behavior and Loyalty"**.

For this, the study has its purpose to examine the perceived effectiveness of strategic marketing activities and its effect toward the consumer behavior and loyalty. As an output of the study, the researcher will propose to assess for the improvement of the coffee shop.

With this, I humbly ask permission from you to allow us to distribute survey questionnaires to your customers to answer the questions related to the study.

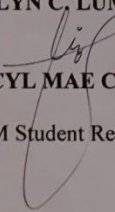
Rest assured that the information that would be obtained will only be used for research purposes and would be treated with utmost confidentiality. Should you have any concerns regarding this query, here are my contact details: **09097994815** and email address dicilyn1@gmail.com

We are looking forward to your request and would merit your positive response.
Thank you.

Respectfully,


SARAH KATHLENE L. ALVAREZ


DICILYN C. LUMBATAN


JAYCYL MAE C. YABUT
BSHM Student Researchers

Received and approved by:


Name: **Ms. Kimberly Gloria**
Affiliation: **Tres Coffee Manager**

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Misamis University
Ozamiz City, Misamis Occidental, Philippines
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Appendix F STATISTICAL OUTPUT

Statement of the Problem

This study seeks to examine the perceived effectiveness of strategic marketing activities for coffee shops and its effect toward the changing consumer behavior and loyalty. Specifically, this study will seek to answer the following research questions:

What is the level of effectiveness for strategic marketing activities for coffee shops as perceived by consumers in terms of product strategy, place strategy, price strategy, and promotional strategy?

Constructs	Mean	Std. Deviation	interpretation
Product	3.348	.4747	Very high
Place	3.107	.5596	High
Price	3.272	.5996	Very high
Promotion	3.084	.5301	High
Effectiveness of Marketing Strategies	3.203	.4476	High

Note: Effectiveness of Marketing Strategies is the overall weighted mean...

Descriptive Statistics

	N	Mean	Std. Deviation
PRODUCT	377	3.348	.4747
PLACE	377	3.107	.5596
PRICE	377	3.272	.5996
PROMOTION	377	3.084	.5301
Effectiveness of Marketing Strategies	377	3.203	.4476
Valid N (listwise)	377		

What is the level of changing consumer behavior for coffee shops as perceived by consumers in terms of affordability, change of lifestyle and health and hygiene?

Constructs	Mean	Std. Deviation	interpretation
Affordability	3.547	.9035	Very high
Change of lifestyle	3.245	.4664	Very high
Health and hygiene awareness	3.345	.5416	Very high
Changing consumer behavior	3.379	.4735	Very high

Note: Changing consumer behavior is the overall weighted mean...

Descriptive Statistics

	N	Mean	Std. Deviation
AFFORDABILITY	377	3.54730327144	.903542055545
CHANGE OF LIFESTYLE	377	1202	173
HEALTH AND HYGIENE	377	3.2454	.46644
AWARENESS	377	3.34482758620	.541578477310
Changing Consumer Behavior	377	6896	239
Valid N (listwise)	377	3.379	.4735

What is the level of loyalty for consumers of coffee shops in terms of retention, related sales, and referrals?

Constructs	Mean	Std. Deviation	interpretation
Retention	3.168	.5296	High
Related sales	3.068	.5622	High
Referrals	3.080	.5767	High
Customer loyalty	3.105	.5059	High

Note: Customer loyalty behavior is the overall weighted mean...

Descriptive Statistics

	N	Mean	Std. Deviation
RETENTION	377	3.1683	.52961
RELATED SALES	377	3.068	.5622
REFERRALS	377	3.080	.5767
Customer Loyalty	377	3.105	.5059
Valid N (listwise)	377		

Is there a significant relationship between effectiveness of the strategic marketing activities for coffee shops and the changing consumer behaviors?

Tests of Normality

Constructs	p-value	interpretation
Effectiveness of Marketing Strategies	.002	Not normally distributed
Changing Consumer Behavior	.000	Not normally distributed
Customer Loyalty	.000	Not normally distributed

a. Lilliefors Significance Correction

Correlations

Constructs	Kendall's tau_b	Spearman's rho	interpretation
------------	-----------------	----------------	----------------

	r- value	p- value	r- value	p- value	
Changing Consumer Behavior and Effectiveness of Marketing Strategies	.562**	.000	.725**	.000	Strong positive correlation/there is significant relationship (Kendall's tau_b) Perfect positive correlation/there is significant relationship (Spearman's rho)

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

			Effectiveness of Marketing Strategies	Changing Consumer Behavior
Kendall's tau_b	Effectiveness of Marketing Strategies	Correlation Coefficient	1.000	.562**
		Sig. (2-tailed)	.	.000
		N	377	377
	Changing Consumer Behavior	Correlation Coefficient	.562**	1.000
		Sig. (2-tailed)	.000	.
		N	377	377
Spearman's rho	Effectiveness of Marketing Strategies	Correlation Coefficient	1.000	.725**
		Sig. (2-tailed)	.	.000
		N	377	377
	Changing Consumer Behavior	Correlation Coefficient	.725**	1.000
		Sig. (2-tailed)	.000	.
		N	377	377

** . Correlation is significant at the 0.01 level (2-tailed).

Is there a significant relationship between the effectiveness of strategic marketing activities for coffee shops and customer loyalty?

Correlations

Constructs	Kendall's tau_b		Spearman's rho		interpretation
	r- value	p- value	r- value	p- value	
Customer loyalty and Marketing strategy	.611**	.000	.780**	.000	Perfect positive correlation/there is significant relationship (Kendall's tau_b) Perfect positive correlation/there is significant relationship (Spearman's rho)

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations

			Effectiveness of Marketing Strategies	Customer Loyalty
Kendall's tau_b	Effectiveness of Marketing Strategies	Correlation Coefficient	1.000	.611**
		Sig. (2-tailed)	.	.000
		N	377	377
	Customer Loyalty	Correlation Coefficient	.611**	1.000
		Sig. (2-tailed)	.000	.
		N	377	377
Spearman's rho	Effectiveness of Marketing Strategies	Correlation Coefficient	1.000	.780**
		Sig. (2-tailed)	.	.000
		N	377	377
	Customer Loyalty	Correlation Coefficient	.780**	1.000
		Sig. (2-tailed)	.000	.
		N	377	377

** . Correlation is significant at the 0.01 level (2-tailed).

What is the effect of perceived effectiveness of strategic marketing activities toward the changing behavior of consumers?

Coefficients

Constructs	B-value	p-value	interpretation
Effectiveness of Marketing Strategies	.668	.000	There is positive significant effect

a. Dependent Variable: Changing Consumer Behavior

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	1.241	.137		9.056	.000	.972	1.511
Effectiveness of Marketing Strategies	.668	.042	.631	15.750	.000	.584	.751

a. Dependent Variable: Changing Consumer Behavior

What is the effect of perceived effectiveness of strategic marketing activities toward customer loyalty?

Coefficients

Constructs	B-value	p-value	interpretation
Effectiveness of Marketing Strategies	.859	.000	There is positive significant effect

a. Dependent Variable: Customer Loyalty

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.356	.123		2.897	.004	.114	.597
Effectiveness of Marketing Strategies	.859	.038	.760	22.618	.000	.784	.933

a. Dependent Variable: Customer Loyalty

Appendix G DOCUMENTATION



Data Gathering at Cribs Cafe



Data Gathering at Bean Stalk & Co.



Data Gathering at Tres Coffee



Data Gathering at K Cafe



Data Gathering at Infinitea



Data Gathering at Bo's Coffee



Data Gathering at Latei



Data Gathering at Puesto Coffee

**Appendix H
Turnitin Result**



 **Similarity Report ID:** oid:28447:48736533

PAPER NAME
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WORD COUNT
8099 Words

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44 Pages

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81.5KB

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Summary

Appendix I Grammarly Result





Report: Research Team A

Research Team A

by Misamis University

General metrics

59,200	8,237	719	32 min 56 sec	1 hr 3 min
characters	words	sentences	reading time	speaking time

Score



This text scores better than 97% of all texts checked by Grammarly

Writing Issues

140	65	75
Issues left	Critical	Advanced

Plagiarism

This text hasn't been checked for plagiarism

Report was generated on Monday, Jan 8, 2024, 03:49 PM

Page 1 of 85

Appendix J Curriculum Vitae



Sarah Kathlene L. Alvarez

 P-4, Abanil Extension, Aguada, Ozamiz City, Misamis Occidental
 +63 966 330 0405
 sarah.kathlene.alvarez02@gmail.com



Objective

To apply my hospitality education, learn from experienced professionals, and contribute to exceptional guest experiences while enhancing my skills in customer service, front office operations, and guest relations.

Education

COLLEGE

Bachelor of Science in Hospitality Management
Misamis University, Ozamiz City | 2020 - present

SENIOR HIGH SCHOOL

Accountancy, Business and Management Strand
La Salle University, Ozamiz City | Graduated 2020

JUNIOR HIGH SCHOOL

International Philippine School in Al-Khobar, Saudi Arabia | Graduated 2018

ELEMENTARY

Al Jazeera International School Dammam, Saudi Arabia | Graduated 2014

Seminars and Trainings

Cake Decorating and Customizing Using Fondant
Ozamiz City | June 2023

Lecture and Demonstration on Basic Housekeeping and Bedmaking
Cebu City | April 2023

Career Orientation Seminar in the Cruise Line Industry
Cebu City | April 2023

Understanding Workplace Diversity in the Hospitality and Tourism Industry
Ozamiz City | May 2021

Certificates

- Certificate of Completion of Educational Tour in Cebu City | April 2023

Skills

- Cooking
- Baking
- Communication Skills
- Proficiency in MS Office

Languages Spoken

- English
- Filipino
- Cebuano

Organizations

Hoteliers of Tomorrow
MISAMIS UNIVERSITY
Secretary | 2nd Semester
S.Y. 2022-2023

References

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09518855461
catherine.rosauero@mu.edu.ph

Mrs. Ruby P. Salig, MBA,
MIHM | Faculty
MISAMIS UNIVERSITY
09759939457
ruby.salig@mu.edu.ph

JAYCYL MAE C. YABUT

Address: P7 Libertad, Dumingag, Zamboanga del Sur

Contact Number: 0961-785-2835

Email: jaycylmaey@gmail.com



Objective:

Seeking a responsible position to apply and expand my skills and knowledge while gaining practical experience in a professional work environment.

Experience

Work Immersion

CDJ Accounting Services

Encoder

Seminars And Training Attended

- **Career Orientation Seminar in the Cruise Line**
Magsaysay Center for Hospitality and Culinary Cebu City
April 24, 2023
- **Lecture on Hotel Operations or MICE Management**
SEDA Hotel, Cebu City
April 25, 2023
- **Lecture and Demonstration on Basic Housekeeping and Bed-making**
Mezzo Hotel, Cebu City
April 26, 2023
- **Cake Decorating and Customizing using Fondant**
MU Manor, Ozamis City
June 09, 2023

Education

ELEMENTARY

Dumingag SPED Center (2012)

JUNIOR HIGH SCHOOL

Dumingag National High School- Science Curriculum (2017)

SENIOR HIGH SCHOOL

Iligan City East National High School, ABM (2020)

COLLEGE

Bachelor of Science in Hospitality Management
MISAMIS UNIVERSITY (2023)

Skills

- Honest & Trustworthy
- Initiative
- Time Management
- Willingness to learn

References

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Faculty
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catherine.rosauro@mu.edu.ph

	Misamis University	1

