

Marketing Implementation of Selected Casual Dining Restaurants in the National Capital Region towards Strategic Distinct First-Choice Model

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Abstract

This study examines the marketing implementation practices of selected casual dining restaurants in the National Capital Region (NCR), Philippines, within a highly competitive and evolving food service industry. The research addresses the challenge of establishing a distinctive brand identity that effectively attracts and retains customers while adapting international marketing strategies to local market conditions. The primary objectives of the study are to assess the effectiveness of marketing implementation, identify the key factors influencing customer loyalty and brand performance, and analyze the gap between customer expectations and actual dining experiences. The study utilized a quantitative research design, employing survey questionnaires administered to customers of selected casual dining restaurants in NCR. Data were analyzed using statistical tools such as descriptive statistics, correlation, and regression analysis to determine relationships among variables and measure the effectiveness of marketing strategies. Findings revealed that successful marketing implementation is significantly influenced by service quality, ambiance, pricing, accessibility, and promotional strategies. Additionally, the integration of digital marketing platforms and localized approaches enhances customer engagement and satisfaction. However, the results also indicate gaps in aligning customer expectations with actual service delivery, particularly in areas related to technological integration and facility improvements. The study concludes that the development of a strategic distinct first-choice model is essential in strengthening brand positioning and sustaining competitive advantage. Restaurants must continuously innovate, leverage digital technologies, and align marketing strategies with consumer preferences to achieve long-term growth and customer loyalty.

Keywords: Business Management; Marketing Implementation, Customer Loyalty, Brand Strategy, Quantitative Research, Statistical Analysis