

Customer satisfaction and promotional strategies of bakery stores in San Jose, Occidental Mindoro

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Abstract

This research aims to assess the level of customer satisfaction offered by bakery stores in San Jose, and Occidental Mindoro, and evaluate the promotional marketing strategies used by the bakery store to improve their sales. Data were gathered using a survey questionnaire to measure the level of satisfaction of customers with bakery products. The randomly chosen 40 respondents were the consumers of 36 bakery stores in San Jose, Occidental Mindoro. The Philippines' market for bread and bakery goods has experienced several problems as a result of the COVID-19 outbreak. Supply chains have been disrupted, making it challenging for bakeries and manufacturers to get supplies and raw materials. A move towards internet shopping and a preference for packaged goods are only two examples of how the epidemic has changed consumer behavior. Additionally, there has been an increase in the demand from retail customers as individuals spend more time at home and look for inexpensive options for meals and snacks. Based on the findings, the level of customer satisfaction is highly satisfied with the staff's personality, products and services offered by the bakery stores, bread texture & taste, bakery products packaging, and the price of bakery products. The respondents viewed the promotional strategies of bakery stores in a more creative way thus it helps to improve or boost the sales of bakery products in San Jose, Occidental Mindoro. Therefore, it is concluded that in order to survive in the current marketplace, the business owner has to learn the capacity to adapt to new trends, especially in promoting their business.

Keywords: customer satisfaction, promotional strategies, creative, trends, bakery stores

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1. Introduction

A bakery is a place where baked goods are made and sold, including bread, cakes, pastries, and other baked foods (Collins Dictionary, 2023). According to Taglieri et al. (2020), the ingredients of bread and pastry are extremely similar, but the methods used to work with the dough are highly different. The taste of consumers is one of the most significant (and evident) ever-changing trends. While there are other crucial considerations, like health and appearance, the quality of the product's flavor may make or destroy a business, it should always come first for owners. It is the responsibility of the business owner to ascertain whether the majority of their clientele prefers more conventional tastes or if they have more adventurous palates. Customers are drawn in large part by aesthetics and texture. People are frequently prepared to pay extra for aesthetically pleasing goods, and diverse textures can satisfy a variety of tastes. It is crucial for food items that cater to dietary constraints, including vegan or gluten-free options (Harvest Food Solutions, 2023)

Bread and pastry have a good impact on San Joseños' daily life especially to those working, students, laborers, and many more. According to Business World (2018), bread is a convenient and delicious staple for the average Filipino home. Every Filipino's life is incomplete without the breads and pastries of the Philippines. Everyone's neighborhood in this country has a local bakery, as can be seen. Putting up a bakery store is a good business venture here in the Philippines, due to the increased demand for bakery products because of the growing population in the Philippines.

According to 6Wresearch (2023), the Philippines' market for bread and bakery products is anticipated to expand faster between 2023 and 2029. The bread and bakery sector in the Philippines has been developing recently as an outcome of the rising population and a growing preference for quick-to-prepare foods. Additionally, driving the market are rising consumer income levels and the need for bread and bakery goods. Additionally, favorable government policies designed to support the expansion of the Philippines' Bread and Bakery Products Market have helped to further expand the market. But some of the things impeding this market's expansion are the high cost of raw materials, competition from unorganized firms, and shifting consumer tastes. Despite these difficulties, more working women are helping to expand this sector. Additionally, consumers are looking for better options like whole wheat bread and low-fat goods as they become more health conscious. In addition, sourdough and gluten-free variants are becoming more popular. Over the projected period, it is anticipated that these trends would persist, growing the industry's brisk expansion in the Philippines. The Philippines bakery product market is expected to grow at the highest rate in the coming years. The market is mainly driven by changing lifestyles, rising income levels, and expanding population. The health risks connected to the consumption of bread and bakery goods, however, are predicted to impede market expansion. Nevertheless, opportunities for the development of nutritious bread and bakery products in the nation were generated by customers' rising health consciousness (Business World,2018).

According to Strubbe (2022), for thousands of years, bread has been a staple in human meals. Since then, the staple food has undergone countless variations, yet it still plays a crucial role in the vast majority of global diets. The fact that the worldwide bakery market will continue to expand and show no signs of slowing down is not surprising. Despite this positive outlook, the baked foods industry has recently experienced a level of change that has never been seen before. All aspects of our life have been negatively affected by COVID-19 to the most current global geopolitical crises and widespread inflation, including ingredient availability, product distribution, and pricing. Additionally, customers are expecting more from their bakery products. Meanwhile, customer desire baked goods to have a satisfying taste and texture, are sustainable, adhere to the most recent health and nutritional trends, and, most importantly, are still an inexpensive source of nutrition. As well as options that

boost immune and low FODMAP diets, there is a growing demand for goods that make organic and gluten-free claims (6Wresearch, 2023), The bakery business has a difficult task to meet these many consumer needs in the turbulent global environment. By collaborating on innovative ideas, we can assure stable supply chains with wholesome baked goods that taste great, are nutritional, and are produced responsibly. The researcher seeks to assess the promotional marketing strategy of the bakery stores to help them to improve their sales and measure the level of customer satisfaction in San Jose, Occidental Mindoro.

1.1 Research Objectives

The research objectives for this study were to: assess the level of customer satisfaction offered by bakery stores in San Jose, Occidental Mindoro, and evaluate the promotional marketing strategies used by the bakery store to improve their sales.

1.2 Significance of the Study

The results of this study will be greatly beneficial to the following. First, to the owner of bakery shops, employees, and other establishments offering bakery products this will help them to improve the relationships and build loyalty between the bakery store and the customers. Second, to the future researcher to guide them on how to do a research paper and to understand and be knowledgeable of the marketing strategies to improve the sales of bakery stores in San Jose, Occidental Mindoro.

1.3 Scope and Delimitation of the Study

This study was limited to consumers who love and patronize San Jose's locally-made breads and pastries from 36 bakery stores. The scope of this research was to assess the level of customer satisfaction offered by bakery stores and evaluate the promotional marketing strategies used by the bakery store to improve their sales. The researcher did her best to get the necessary data, but this study's limitation is that some of the respondents were unwilling to put in a lot of effort to give information or respond to the survey questionnaires.

2. Methodology

2.1 Research Design

This research used a quantitative method to collect and evaluate numerical data to identify the patterns and correlations within the numbers. The descriptive design was used to assess the level of customer satisfaction and evaluate the promotional marketing strategies offered by bakery stores in San Jose, Occidental Mindoro.

2.2 Respondents of the Study

The respondents of this research were the consumers residing in San Jose, Occidental Mindoro. There were 40 randomly chosen respondents who participated in this research. The researcher starts with random sampling in choosing the respondents. It allows the researcher to statistically assess a subset of individuals selected from a large group/population to create a response from the entire group.

2.3 Research Instrument

To attain the objectives of this research, the data for the customer satisfaction offered by bakery stores in San Jose, Occidental Mindoro, and determining the marketing strategies to improve sales were collected using survey questionnaires as a main research instrument. The researcher made a survey questionnaire to measure customer satisfaction and the marketing strategies to boost the sales of bakery stores in San Jose, Occidental Mindoro.

The version was in English. The first part of the survey questionnaire was concerned the customer satisfaction and part II was about the marketing strategies to improve sales in San Jose, Occidental Mindoro. There are five research variables recorded using a Likert scale ranging from 1 (strongly disagree), 2 (disagree), 3 (neither agree nor disagree), 4 (agree), and 5 (strongly agree). The scale was altered to make it simpler to understand. The questionnaires were validated using expert validity made by the professors of Divine Word College of San Jose.

2.4 Data Collection Technique

Primary data was used for this research. The data was collected through survey questionnaires conducted by the researcher. Since the respondents were living in San Jose, Occidental Mindoro, an English version of the survey questionnaire was used to conduct this research. Prior to the distribution of questionnaires, the researcher explained the purpose of the survey.

2.5 Statistical Treatment of the Data

The researcher used the weighted mean and frequency distribution to assess the level of customer satisfaction offered by bakery stores in San Jose, Occidental Mindoro, and establish the appropriate marketing methods that the bakery store needs for improving their sales. All items in the survey questionnaire were measured with a 5-point Likert scale.

3. Results and Discussions

Table 1

Mean Level of satisfaction of customers in the Bakery Stores in San Jose, Occidental Mindoro

Indicators	Mean	Interpretation
I am satisfied with the staff's personality and approachability.	4.03	High
I am satisfied with the products and services offered by the bakery stores here in San Jose, Occidental Mindoro.	4.38	High
I am satisfied with the bread's texture and taste.	4.55	Very High
I am satisfied with the bakery products' packaging.	4.40	High
I am satisfied with the price of bakery products in San Jose, Occidental Mindoro.	4.70	Very high
Overall Mean	4.41	High

Scale: 1:00-1.50 Very Low; 1.51-2.50 Low; 2.51-3.50 Moderate; 3.51-4.50 High; 4.51-5.00 Very High

Table 1 reveals that among the five questions asked, in terms of customer satisfaction the question "I am satisfied with the price of bakery products in San Jose, Occidental Mindoro" has the highest weighted mean of 4.70 with the interpretation of very high. Pricing has an immense impact on the consumer's decision to purchase bakery goods. The question " I am satisfied with the staff's personality and approachability" has the lowest weighted mean of 4.03 with the interpretation of high. The average weighted mean in terms of customer satisfaction was 4.41, with the interpretation of high implies that the respondents are satisfied with the products offered by the bakery store in San Jose, Occidental Mindoro. It is therefore concluded that consumer satisfaction is essential in every aspect of the business.

Customer satisfaction is an indicator of how well a company's goods, services, and total client encounters live up to client expectations as stated by Franklin (2023). The overall condition of your company is shown by how positively your goods or services are embraced by customers. One of the most crucial concerns for businesses of all sizes and types is measuring customer satisfaction. Customer satisfaction can't be measured just by having satisfied clients. Customer satisfaction surveys are essential for gaining a competitive edge and making money. Firms need to keep an eye on customer satisfaction signals for products, services, and

relationships if they want to succeed in the market over the long run. Customer satisfaction surveys offer detailed insights into customer behavior before and after a purchase. Without this method, it would be impossible fully understand, develop, and improve client services as discussed by the findings of Cengiz (2010).

Table 2

Level of promotional marketing strategies used by the bakery stores in San Jose, Occidental Mindoro

Indicators	Mean	Interpretation
The bakery store offers rewards and discount cards as an incentive when the customer makes a purchase.	4.65	Very High
The bakery owner practices promoting online like in social media or other online platforms.	4.70	Very High
The bakery store came up with various creative offers.	4.85	Very High
The bakery owners practice innovative marketing.	4.88	Very High
The bakery owner or staff is friendly and wishes people a good day after purchasing.	4.60	Very High
Overall Mean	4.74	Very High

Scale: 1:00-1.50 Very Low; 1.51-2.50 Low; 2.51-3.50 Moderate; 3.51-4.50 High; 4.51-5.00 Very High

Table 2 shows the level of promotional marketing strategies used by the bakery stores in San Jose, Occidental Mindoro. The average weighted mean of 4.74 with the interpretation of very high implies that the respondents view that the promotional marketing strategies of bakery stores were practiced and offered in a more creative way, thus it resulted in an increasing number of bakery stores in San Jose. The researcher discovered that San Jose residents placed a higher value on the cost of the bakery goods sold by the bakery shop in San Jose, Occidental Mindoro. Other factors that affected customer satisfaction were product quality and attributes, including flavor, texture, and aroma. These results are also supported by previous studies (Goncalves, 2008). Therefore, bakeries should continue developing a variety of flavors and be innovative to discover new variations in appearance, fragrance, and texture that are appealing to customers. However, these products ought to be readily available at an affordable price (Moslehpour et al., 2015). Similar findings were made by the previous studies of Kiumarsi et al. (2014), knowing how to add value to bakery items, their quality, and what kind of product is moving quickly in the market as well as which bakery product has a better profit margin will help you increase sales.

4. Conclusions

Based on the findings of the study, the following conclusions are drawn: The level of customer satisfaction is highly satisfied with the staff's personality, products and services offered by the bakery stores, bread texture & taste, bakery products packaging, and the price of bakery products in San Jose, Occidental Mindoro. The promotional marketing strategies of bakery stores were viewed by the respondents in a more creative way thus it helps to improve or boost the sales of bakery products in San Jose, Occidental Mindoro.

4.1 Recommendations

Based on the findings of the study, the following conclusions are drawn: The bakery stores should maintain excellent customer satisfaction levels because losing customers has resulted in a significant impact on the revenue of your business. To survive in the current marketplace, the business owner has to learn the capacity to adapt to new trends, especially in promoting their business.

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