



Effectiveness of Marketing Strategies of Micro and Neighborhood Coffee Shops in Santo Niño, Parañaque and Their Impact on Marketability and Income Generation

Aruta, Aldrin Q.¹, Cañete, John Rj D.², Casas, Justin B.³, Cruz, Andrei C.⁴, Duran, Deanne Ann Z.⁵

Polytechnic University of the Philippines, Parañaque City Campus

johnrjdcane@gmail.com, demesajohnrj@gmail.com

Abstract- This study focused on the Effectiveness Marketing Strategies Micro and Neighborhood Coffee Shops in Santo Niño, Parañaque City. In particular the study focused on product, price and promotion strategy to determine their impact on marketability, attracting customers and retaining them as well as income generation. A quantitative descriptive-correlational research design where 100 respondents were gathered, which are customers of different gender, age and occupation were used in this study. Data were obtained through a Google Forms researcher-made questionnaire. Statistical tools like frequency and the data gathered were analyzed using percentage distribution, weighted mean, mean and standard deviation, Pearson Product-Moment Correlation Coefficient and Kruskal-Wallis H Test. The result discovered that the majority of the respondents really agreed with praise on the shop as an efficient manner to use in marketing, especially social media promotion, promotional discounts, competitive price, and advertising methods. Results also indicate that such strategies have a positive impact on customer awareness, consumer loyalty and business revenues. In addition, correlation analysis showed that marketing strategies have a positive significant relationship with marketability, customer attraction and retention, and income generation findings in the study concluded that some strategies of marketing as well as better performance and sustainability are essential in making micro & neighborhood coffee shops more effective. The researchers recommend that coffee shop owners continue strengthening their promotional activities and develop innovative marketing approaches to maintain customer engagement and business growth.

Keywords: Marketing Strategies, Coffee Shops, Product Strategy, Pricing Strategy, Promotion Strategy, Customer Attraction, Income Generation, Micro and Neighborhood, Marketability, Customer Attraction and Retention

Date of Submission: 29/03/2026

Date of Review: 14/04/2026

Date of Acceptance: 17/06/2026

IJPEC / Volume 2, Issue 1, Jan-Jun, 2026

INTRODUCTION

Recently, coffee has become popular and lots of small and neighborhood coffee shops have been developed in the local communities. These small businesses use different marketing strategies to attract customers and stay competitive in the market even with limited resources. They tend to employ simple but effective strategies such as selling unique products, keeping prices reasonable and marketing their stores through social media and word of mouth. However, it's still important to know how effective these strategies are at getting customers to buy, and growing the business. This study seeks to analyze the effect of marketing strategies on customer attraction and customer retention and the sales performance and revenue growth of micro and neighborhood coffee shops in Santo Niño, Parañaque City.

Micro and Neighborhood Coffee Shops in Santo Niño in Parañaque often find it hard to compete against big commercial coffee chains. They lack financial resources and marketing budgets that make it difficult to market their products and acquire new customers. This will negatively affect their sales and incomes. They resort to social media marketing, word of mouth marketing, and involvement in the community, but there is no indication of whether this is effective. Investigating these forms of marketing strategies will assist coffee shops in increasing their competitiveness and incomes.

The implications of the research findings will be useful for micro and community-owned coffee shops in Santo Niño, Parañaque to know which marketing strategy to use in attracting customers and increasing their sales. It will benefit micro and community-owned coffee shops in Santo Niño, Parañaque by improving the performance of their businesses. The results obtained in this study will also benefit those people interested in establishing coffee shop businesses.

Sitio Wawa is located at Col. E. De Leon Street, Sto. Niño, Parañaque City, which began as a small riverside community that was once known as "Ibayo." Initially, it was a sitio of other surrounding communities and it had marshlands, agricultural lands, and bodies of water including the Parañaque River. The term "Wawa" is typically used in the Filipino language to refer to a mouth of the river or a body of water, hence the term for this area as a result of being in such a geographical position. During the Spanish era, the land was part of the large friar estates of "Hacienda de Maricaban," where the de León family among others initially settled in. Ibayo got its new name Sto. Niño because of its patron Saint, while Sitio Wawa remained a rural sitio until the latter part of the 20th century.

The research will look at how well marketing strategies work for micro and neighborhood coffee shops in Santo Niño, Parañaque. It will also reveal how effective these tactics are when used for their marketing and profit making capabilities. Through evaluating the existing scenario and reactions from customers towards them, this paper aims to demonstrate how such visibility and profit-making opportunities can be maximized.

BACKGROUND OF THE STUDY

Marketing strategy plays a crucial role in facilitating the success of small businesses. This is due to the fact that a marketing strategy makes it easy for the small businesses to draw customers, promote their brand and improve their performance. As per (Cronin-Gilmore 2012), marketing strategy is key for small businesses through aspects like customer relationships, network and promotional strategies. It is also evident from the findings that marketing can be inefficient, hence leading businesses to fail.

Marketing strategies are explained using the marketing mix or the 4Ps, which include product, price, place, and promotion. The 4Ps are an essential tool used by companies to ensure effective marketing and customer satisfaction, according to (Will Kenton 2023). Product refers to the goods or services sold, price represents what the customer would like to pay for the service while promotion entails advertising. Place, on the other hand, is the place where the product is available for sale. When applying the 4Ps in micro and neighborhood coffee shops, their marketability improves significantly, attracting more clients who generate income for them.

In addition, it is important for small businesses to establish a competitive advantage especially when competing with the established commercial coffee chains. According to (Porter 2008), companies can gain an upper hand in competition by targeting niches and creating distinctive offers to customers. Research shows that in the Philippines, neighborhood coffee shops gain customers by offering personal services and creating a welcoming atmosphere (Garcia, 2022). This way, small businesses can stand out and compete with other bigger organizations.

Digitalization has changed modern marketing practices in that there are marketing strategies which utilize digital platforms in reaching potential clients. (Thaha, Maulina, and Muftiadi 2021) observed that in recent times, digital marketing strategies such as use of social media sites and web pages have become common among SMEs. Digital marketing has been found to be effective in improving SME performance.

In addition, marketing strategies have been shown to be vital for company growth and sustainability. According to (Tutica, Janaban, and Martir 2024), marketing strategies and innovations are vital in improving the performance of small, medium and micro enterprises in the Philippines. Thus, marketing strategies are essential because they help boost the profitability of firms. Based on this observation, a study on the marketing strategies of micro and neighborhood coffee shops in Santo Niño, Parañaque should be done to identify the most effective strategy employed by them.

STATEMENT OF THE PROBLEM

This study aims to determine the effectiveness of marketing strategies used by micro and Neighborhood Coffee Shops in Santo Niño, Parañaque City and their impact on marketability and income generation. Specifically, the study aims to answer the following research question.

1. Demographic Profile

Age: ☐ 16-20 ☐ 21-25 ☐ 26-30 ☐ 31 and above

Gender: ☐ Male ☐ Female ☐ Prefer not to say

Occupation: ☐ Student ☐ Employed ☐ Self-Employed ☐ Others

2. Marketing Strategy Effectiveness

Rate the following statements

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

2.1 Product Strategy

1. The coffee shop promotes its products effectively on social media.
2. Promotional discounts encourage customers to purchase beverages.
3. The coffee shop offers unique products that attract customers.
4. The location of the coffee shop is convenient for customers.
5. Marketing strategies influence my decision to buy from the coffee shop.

2.2 Pricing Strategy

1. The prices of products are affordable for customers.
2. The pricing strategy is competitive compared to other coffee shops.
3. The shop offers discounts or promotions to attract customers.

2.3 Promotion Strategy

1. The coffee shop uses social media to promote its products.
2. Promotional activities help attract more customers.
3. The shop uses effective advertising methods (e.g., posters, online posts, word-of-mouth).

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

3.1. Marketability

1. The coffee shop is well-known in the community.
2. Customers frequently recommend the shop to others.
3. The marketing strategies increase customer awareness.

3.2 Customer Attraction and Retention

1. The marketing strategies help attract new customers.
2. Customers return regularly because of the shop's strategies.
3. The shop has a stable customer base.

3.3 Income Generation

1. The marketing strategies contribute to increased sales.
2. The coffee shop's income has improved due to marketing efforts.
3. Overall, marketing strategies positively affect the business revenue.

OBJECTIVES OF THE STUDY

General Objective

The study aims to determine the effectiveness of marketing strategies used by micro and Neighborhood Coffee shops in Santo Niño, Parañaque and their impact on marketability and income generation.

Specific Objectives

1. To identify the demographic profile of the respondents.
2. To determine the marketing strategies used by micro and neighborhood coffee shops.
3. To evaluate the effectiveness of marketing strategies in attracting customers.
4. To determine the level of marketability of coffee shops.
5. To examine the relationship between marketing strategies and income generation.

SIGNIFICANCE OF THE STUDY

The findings of this research will benefit several groups:

- Coffee Shop Owners – These results will be helpful for determining ways of improving their marketing efforts to increase their customers' attraction and revenue.
- Customers – These results can prove to be useful for neighborhood coffee shops to improve the quality of their products and services.
- Local Community - Local Community – These results may prove to be useful for the development of local businesses.
- Future Researchers – These results can prove to be a source of reference for other researchers working on similar topics in the future.
- Entrepreneurs – People wishing to launch their coffee shops can use the findings of this study as guidelines in creating effective marketing strategies.

SCOPE AND LIMITATIONS

The figure demonstrates the framework of input-process-output (IPO), which explains the framework used to conduct research in studying the effectiveness of marketing strategies among micro and neighborhood coffee shops. The input of the research is respondents' profile in terms of age, gender, and occupation, as well as marketing strategies adopted by coffee shops such as product, price, and promotion strategies. Other inputs are business-related aspects such as marketability, customer acquisition and retention, and income generation.

Data collection process is conducted through an online survey questionnaire, which will serve as the major tool of data collection from the respondents.

The expected output from this study seeks to assess the total effectiveness of the marketing efforts employed by the micro and neighborhood coffee shops in Santo Niño, Parañaque, as well as the influence of such efforts on their marketability and profitability. The above framework gives a clear presentation of the process involved when converting the inputs into useful information.

CONCEPTUAL FRAMEWORK

The conceptual framework explains the relationship between the variables included in the study. It serves as the structure or guide of the research by showing how the independent variables influence the dependent variables.

Researchers should discuss the variables involved and explain how they are connected to one another based on theories, concepts, or previous studies. If applicable, intervening or moderating variables may also be included. A conceptual paradigm or diagram may be presented to visually illustrate the framework of the study.

HYPOTHESIS

Null Hypothesis (H₀)

There is no significant relationship between marketing strategies and income generation of micro and neighborhood coffee shops.

Alternative Hypothesis (H₁)

There is a significant relationship between marketing strategies and income generation of micro and neighborhood coffee shops

DEFINITION OF TERMS

Marketing Mix (4Ps) – Product, Price, Promotion, and Place that are used in coffee shops to entice customers to do more business and generate more sales.

Integrated Marketing Communications (IMC) – Helps in passing of a consistent and effective message through various marketing channels, and this may be used to engage customers for a profitable business operation.

Small and Medium Enterprises (SMEs) – Business firms that use digital marketing techniques to expand its customer base, performance, and generate more sales.

AIDA Model – A strategy employed by businesses to gain the attention of consumers and turn them into buyers by stimulating interest and creating an urge for buying the products being sold.

Digital Marketing – Making use of various means like websites, social media sites, emails, and applications in order to interact with customers, display products, and motivate them to visit or purchase from the coffee shop, regardless of geographical location.

Customer Engagement – Customer involvement and participation created using a variety of techniques like posts, interaction, reward systems, and other experiences in a bid to motivate them to return and recommend them to other people.

Sales Performance – How well your business is doing in terms of how much you sell, how many customers you get, and how much profit you make — a clear measure of whether your marketing works.

Target Market – A particular segment or demographic that you wish to target for your services/products such as students, employees, or families, whose requirements influence the type of product/services being offered by you.

Customer Loyalty – It is that bond between the customer and the establishment that makes the customer come back to your coffee shop, again and again, despite better options available in terms of prices and products.

REVIEW OF RELATED LITERATURE

This chapter discusses the research-related literature and studies conducted. displays the arguments, discussions, and other data that can be used to support this study in Effectiveness of Marketing Strategies of Micro and Neighborhood Coffee Shops in Santo Niño, Parañaque and Their Impact on Marketability and Income Generation.

MAIN THEORY

The Marketing Mix Theory or also called 4Ps theory by Will Kenton provides the theoretical foundation of this research. It is an essential concept that explains how firms utilize these four important aspects to cater to the needs of customers, outperform competing organizations and ultimately attain organizational objectives. Considering micro and neighborhood coffee shops in Santo Niño, Parañaque City, the 4Ps provide a practical framework through which one can understand how the owners use these four elements to satisfy their needs.

In regards to the first aspect, that is Product, it describes the tangible items provided at the coffee shop such as the coffee itself, beverages, and other items available at the shops. Other aspects involved in the product include its quality, variety, packaging, and uniqueness of the menu. Since we are discussing the products of neighborhood businesses, the products should reflect the taste of the area and the personal touch of the owner. Price is a function of the affordability of the products in the local community.

The third variable, Place, is about the physical position of the coffee shop as well as its easy access and efficiency in terms of distribution channels. Since micro-enterprises in Santo Niño need to operate in high traffic or close to residential places for better visibility. The last variable under the Marketing Mix Theory, Promotion, is about the communication processes aimed at reaching out to potential consumers through social media campaigns, area advertisements, or through the power of word of mouth. Clearly, the four variables mentioned above are interrelated and work collectively as a system that affects the entire marketability and brand image of the coffee shop.

This dissertation applies the Marketing Mix Theory to determine whether the four mentioned variables are effectively utilized by the micro-entrepreneurs and how it impacts their earning ability. Through the analysis of individual elements, the objective of this study is to find out what particular strategy, whether it is an innovative product or efficient place of the coffee shop, has helped them become successful. The application of the marketing theory gives a professional perspective of evaluating the connection between the purposeful marketing and business success in coffee shops.

SUPPORTING THEORIES

The AIDA Model - The model is based on how businesses assist consumers in decision-making processes through the process of guiding customers through four steps. These four steps include Attention, Interest, Desire, and finally Action. In order to guide their customers effectively, firms are supposed to first capture their attention through advertisement or attractive imagery. Once attention is captured, firms hold on to consumer interest by offering relevant information concerning their products or services. Consumers are then encouraged to desire the product or service by presenting benefits and attributes associated with it. The action step encourages buyers to purchase their product or service through various techniques such as incentives and offers. As indicated by Strong (1925), the AIDA Model enables marketers to predict customer reactions.

Perceived Value Theory - It is argued in the Perceived Value Theory that a person decides to go ahead and buy a particular product because of the value he believes he will receive against the amount that he has to pay for that particular product. As stated by Kopp (2026), if the customer feels that he will receive adequate value in return for his expenditure on that product, he is more likely to buy it. The value in coffee shops can be achieved by way of high product quality, reasonable prices, pleasant surroundings and effective customer care. Effective marketing plays an important role in creating high perceived value. For instance, if a customer is satisfied with the way he looks at the drink he is about to consume or the environment in which he has consumed his drink, it is more likely that he will be satisfied.

Integrated Marketing Communications (IMC) Theory – This is a theory that is meant to make sure there is consistency in the communication of messages through various forms of marketing. According to Schultz (1993), marketers should make use of advertising, sales promotions, and public relations in communicating with consumers. In the case of coffee shops, they can use a combination of social media, promotions within the shop, posters and interactions with consumers for marketing their goods and services.

LOCAL STUDIES

Based on their findings, Reyes and Cruz (2024) stated that there is a high correlation between marketing strategies and customer preferences as well as performance of coffee shops locally. It was found out that factors such as the 4Ps: product, price, place, and promotions affect customers' preference in choosing where to spend their time. The result indicated that good product quality, affordable price, strategic location, and promotions such as social media postings, and discounts will enhance customer satisfaction and visits. Additionally, coffee shops with better marketing strategies tend to retain loyal customers and sell more products.

According to Villagonzalo et al. (2025), the location of coffee shops is an important consideration since it contributes to its success rate. For example, it was observed that locations with more people and limited competition have higher

chances for growth. In addition, areas which are crowded with many coffee shops would decrease their profitability due to high levels of market saturation.

As per Medrano et al. (2025), consumer perceptions regarding coffee shops are highly dependent upon certain crucial elements such as price sensitivity, quality of products, quality of services offered, ambiance, cleanness, and customer satisfaction. As per content analysis results, customer comments usually revolve around evaluations of coffee shops which focus on value of money along with customer experiences and satisfaction.

Isleta et al. (2023) state that marketing techniques are an essential aspect of success of local coffee shops, especially in relation to 7Ps of marketing mix. This research indicates that among all these aspects, the most significant elements are quality of products as well as promotional techniques whereas appropriate pricing and easy accessibility also affect customer behavior in terms of visiting and satisfaction with local coffee shops.

As stated by Ramirez (2025), utilization of discounting schemes and other promotion techniques such as limited time promotions, seasonal promotions and social media promotion techniques are effective means of attracting customers. The study revealed that promotional techniques have a significant impact on customers' buying behavior in coffee shops.

FOREIGN STUDIES

Recent studies highlight the growing importance of digital marketing strategies in improving the performance of small and medium enterprises (SMEs). A study conducted by Abdurrahman Rahim Thaha, Erna Maulina, and Anang Muftiadi (2021) examined the role of digital marketing in SMEs through a systematic mapping study. The researchers analyzed various related studies to identify trends and patterns in marketing practices. The findings revealed that digital marketing tools such as social media, websites, and online platforms significantly improve business visibility, customer engagement, and overall performance. Moreover, the study emphasized that SMEs adopting digital marketing are more competitive and capable of reaching a wider audience. This is relevant to the present study as micro and neighborhood coffee shops can also utilize digital platforms to improve their marketability and income generation.

Similarly, a research by (Nur Atiqah Binti Zamri, Ramita Abdul Rahim, and Norsabrena Binti Norizan 2023) examined the effectiveness of digital marketing strategies among SMEs. The researchers did a systematic literature review of several studies to find out the effect of digital marketing on business growth. Results showed that social media marketing, online promotion and digital customer engagement are effective strategies that significantly increase customer engagement, brand awareness and sales performance. The study also pointed out that digital marketing is cost-effective and thus highly suitable for small businesses with limited resources. This supports the present study that proper marketing strategies can improve the marketability and income of micro coffee shops operating in local communities.

Furthermore, a study conducted by (Md. Sabbir Hossain and Md. Arifur Rahman 2022) examined the impact of digital marketing on the performance of small and medium enterprises in emerging markets. Using a quantitative research approach, the study gathered data from SME owners and analyzed how digital marketing practices influence business outcomes. The findings revealed that the use of online marketing strategies such as social media advertising, digital promotions, and customer interaction platforms significantly improves brand awareness, customer engagement, and sales performance. The study also emphasized that SMEs that actively use digital marketing tend to achieve higher customer retention and stronger market positioning compared to those relying only on traditional marketing methods. This is highly relevant to the present study because it shows that marketing strategies directly influence both marketability and income generation, which are key variables in micro and neighborhood coffee shops.

SYNTHESES

In conclusion, once all information is analyzed it becomes clear that it is marketing that determines the success of small coffee shops located in residential areas.

The first thing to consider is that there are different theoretical approaches explaining the concept of marketing.

For instance, the 4Ps Marketing Mix can be mentioned as the basic approach which suggests that in order to be successful a company should have the relevant product range, pricing strategy, location, and promotion techniques. Besides, there are many theories concerning the consumer decision making process. First of all, it should be mentioned that according to the AIDA Model, customers' decisions involve noticing our shop, their interest to visit it and the final purchasing

decision. The Theory of Planned Behavior suggests that consumers are influenced by their attitudes, subjective norms, and perceived behavior control. In turn, the Perceived Value Theory indicates that customers always question whether the products purchased at our coffee shop are worth paying for them. Consumers tend to compare the quality of services and products offered by us with their prices.

All these ideas are supported by research done locally and in other countries. Local studies in the Philippines show that the quality of our products, affordable prices, accessible locations and social media marketing are what make customers happy and come back to buy from us. These studies also show that the atmosphere of our shop, the service we provide and the experience customers have are very important in making them choose us over others. On the other hand, studies from other countries give us a broader view and prove that using digital marketing is a powerful tool for small businesses like ours. They show that using social media and online platforms helps us reach more people, save money and grow faster than if we only used traditional methods.

Looking at all these sources we can see that even though many studies have already been done on marketing strategies there is still a need to understand how these strategies work specifically for coffee shops like ours in local communities like Santo Niño, Parañaque. Most research focuses on bigger businesses or general trends but our study fills this gap by looking closely at how the 4Ps and modern marketing tools work in a small local setting like ours.

In general our research confirms that good marketing is the key to attracting customers earning their trust and being successful in the long run. By offering quality products providing good service setting smart prices and promoting our business actively small coffee shops like ours can not only survive but also thrive in a competitive market like the one we are in.

METHODOLOGY

RESEARCH DESIGN

In conducting the study, descriptive-correlational quantitative research design was adopted to find out the level of success of marketing strategies used by the micro and neighborhood coffee shops in Barangay Sto. Niño, Parañaque City. The descriptive approach was used in the presentation of the existing marketing strategies and perceptions of customers about it while the correlation was used in establishing its relation with income generation.

Since the research would involve the use of charts and numbers gathered from the responses of the respondents, the most appropriate means of data gathering was through survey questionnaire to obtain quantitative data that will be used in identifying the trends. Also, this method enables the researchers to analyze the pattern and relationship of the variables presented systematically with the use of statistical tools.

RESEARCH LOCALE

This study was conducted in Santo Niño, Parañaque City, where micro and neighborhood coffee shops are found. This place is chosen because there are an increasing number of micro coffee shops in the area. This kind of coffee shop mostly caters to the local residents, students, and office workers who usually frequent coffee shops as places for rest and consumption.

The location that was chosen for conducting the study is easily accessible, making it easier for the researchers to conduct research in a short amount of time. Also, in this particular place, there are micro coffee shops existing together with their competitors, which are big chain coffee shops, thereby making it a good place to assess the performance of marketing plans.

RESPONDENTS OF THE STUDY

The selected respondents for this research include customers of the targeted coffee shop in Santo Niño, Parañaque City. They were selected since they have previous exposure to purchase items in the chosen coffee shop, enabling them to supply accurate information on the success of the marketing approaches used by the coffee shops.

Classification of the selected respondents was conducted according to their demographic characteristics, such as age, gender, and profession. It helped the researchers examine differences in customer reactions towards the approaches used in promoting their products and prices to generate income.

SAMPLING TECHNIQUE

The purposive sampling was adopted during the selection of the respondents for this study. In this case, the researchers chose to deliberately select respondents who fit certain criteria in relation to the research subject, especially customers who had previously patronized micro and neighborhood coffee shops in Santo Niño, Parañaque City.

Purposive sampling was the most suitable technique in the case of this research since it entails targeting those people who can offer significant insights regarding the impact of marketing techniques based on their firsthand experience of the product/service from the coffee shops. Just like the sampling strategy indicated in the reference format, only people with pertinent experience will be involved in the study.

RESEARCH INSTRUMENT

The data used in this study came from the survey conducted among the respondents. The purpose of the questionnaire is to find out the marketability and profitability of the micro and neighborhood coffee shops in Santo Niño, Parañaque City along with the effectiveness of the marketing approaches employed by the said shops. There are three parts of the questionnaire. The first part pertains to the demographic profile of the respondents, wherein their ages, genders, and occupations will be stated.

The effectiveness of the marketing approaches employed by the businesses is what the second part is all about. In this portion, statements related to the product, its price, and the marketing approach are included. Through this part, it can be determined whether the consumers perceive the marketing approaches in a good way.

The third part of the questionnaire involves the effects of the strategies. Herein, issues such as marketability, attracting and retaining customers, and generating income are involved. The respondents were asked to answer the questionnaire through a five-point Likert scale, wherein 5 means strongly agree while 1 is equivalent to strongly disagree.

DATA GATHERING PROCEDURE

Permission to perform the research was acquired from the chosen micro and neighborhood coffee shops. Respondents were apprised of the reason for the research, anonymity of their answers, and voluntarism. Informed consent was ensured prior to the gathering of data.

The survey was accomplished through the online method for effective data gathering. This was made possible by the inclusion of profile-related questions like age, gender, and occupation together with the effectiveness of marketing strategies like product, price, and promotional strategies, marketability, attracting customers, retaining customers, and profit making. The respondents were allotted ample time to answer the questionnaire for reliable results. Answered questionnaires were gathered, verified, and encoded.

DATA ANALYSIS

The following statistical tools were utilized in the study:

Frequency and Percent Distribution: This tool was employed to organize and summarize the profiles of the respondents.

Weighted Mean: This technique was employed to gauge the perception of the participants regarding the marketability, customer attraction and retention, and income generation in the case of micro and neighborhood coffee shops in order to determine the effectiveness of marketing strategies in relation to product, price, and promotion.

Mean Scores and Standard Deviations: These values were computed in order to measure marketing strategies and its impact on business performance. This provided information about the total responses of the respondents.

Pearson Product-Moment Correlation Coefficient: This test was done in order to analyze the association between marketing strategies and business performance such as customer attraction and income generation.

Kruskal-Wallis H Test: This was conducted to determine differences based on profile variables.

ETHICAL CONSIDERATION

The researchers made sure that the study guaranteed that the participants were taken care of throughout the research process. Before collecting any data, the participants were informed on what the study entailed and what was required of them. There was no force involved in taking part in the study and those who did not feel comfortable participating in the study were free to decline. The participants were assured that there would be no negative consequences for refusing to take part in the study or answer any particular question.

SUMMARY

The chapter highlights the methodology of research carried out in the paper. Correlational design was selected together with purposive sampling to ensure that appropriate data were collected from appropriate individuals. We used appropriate instruments and analyzed data thoroughly to guarantee validity and reliability. The obtained data provide important insights into the use of marketing strategies by small businesses. Our findings will also be of great importance in future research involving local enterprises and consumer behavior/strategies.

PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

The current chapter entails the discussion of the data gathered from the respondents in relation to the effectiveness of marketing strategies employed by the micro and neighborhood coffee shops within Santo Niño, Parañaque City. A total of 100 respondents composed of customers of selected coffee shops were involved in the research. Data gathered were analyzed and interpreted to provide insights about how the marketing strategies employed by the coffee shops affected their operations. In this chapter, demographic profile of the respondents, effectiveness and marketability of marketing strategies, customer attraction and retention, income generation, and connection between marketing strategies and performance are presented.

PROFILE OF RESPONDENTS

Table 1

Profile of Respondents (N = 100)

Profile Variable	Category	Frequency	Percentage
Age	16-20	60	60%
	21-25	30	40%
	26-30	6	6%
	31 and above	4	4%
Gender	Male	36	4%
	Female	55	55%
	Prefer not to say	9	9%
Occupation	Student	67	67%
	Employed	21	21%
	Self-Employed	12	12%

The table above represents the demographic breakdown of the respondents who took part in the research. The largest age group among respondents is the age group between 16 and 20, representing 60% of all participants. Thus, we can assume that the main target audience of the small coffee shops are young people.

As for the gender of the respondents, females make up the biggest number of people, representing 55% of the respondents, whereas males represent 36% and 9% did not want to specify their gender.

Regarding the occupation of the respondents, most of them were students, representing 67% of the participants. This means that the coffee shops are the most popular among students since it can be an appropriate place for reading books and meeting friends.

MARKETING STRATEGIES

Effectiveness of Marketing Strategies in Terms of Product Effectiveness (N = 100)

Indicators	Mean	SD	Interpretation
The coffee shop promotes its products effectively on social media.	4.47	0.67	Strongly Agree
Promotional discounts encourage customers to purchase beverages.	4.68	0.55	Strongly Agree
The coffee shop offers unique products the attract customers.	4.61	0.60	Strongly Agree
The location of the coffee shop is convenient for customers.	4.55	0.66	Strongly Agree
Marketing strategies influence my decision to buy from the coffee shop.	4.58	0.64	Strongly Agree
Overall Mean	4.58	0.64	Strongly Agree

The results clearly indicate that the participants agreed with the effectiveness of the marketing approaches utilized by the coffee shops. The item “Discounts on promotions influence customers to buy beverages” received the highest mean score of 4.68, suggesting that discounts and promotions influence customers’ buying of beverages.

Pricing Strategy

Interpretation of Pricing Strategy (N = 100)

Outcome Indicators	Mean	SD	Interpretation
The prices of products are affordable for customers.	4.60	0.59	Strongly Agree
The pricing strategy is competitive compared to other coffee shops.	4.55	0.64	Strongly Agree
The shop offers discounts or promotions to attract customers.	4.64	0.61	Strongly Agree
Overall Mean	4.60	0.62	Strongly Agree

From the results, it is evident that the respondents strongly agreed that the pricing methods used by the coffee shops were very effective. “The shop provides discounts or promotions to entice customers,” was the statement which received the highest mean of 4.64.

Promotion Strategy

Strategies of Promotion Strategy (N = 100)

Outcome Indicators	Mean	SD	Interpretation
The coffee shop uses social media to promote its products.	4.56	0.61	Strongly Agree
Promotional activities help attract more customers.	4.60	0.59	Strongly Agree
The shop uses effective advertising methods (e.g., posters, online posts, word-of-mouth)	4.69	0.58	Strongly Agree
Overall Mean	4.62	0.60	Strongly Agree

From the above data, it is clear that promotional campaigns have proved to be very effective within micro and neighborhood coffee shops. It can be seen from the data that the response of the participants related to the use of effective advertisement techniques received the highest mean score of 4.69.

Marketability

Marketability of Coffee Shops (N = 100)

Outcome Indicators	Mean	SD	Interpretation
The coffee shop is well-known in the community.	4.65	0.57	Strongly Agree
Customers frequently recommend the shop to others.	4.54	0.62	Strongly Agree
The marketing strategies increase customer awareness.	4.67	0.55	Strongly Agree
Overall Mean	4.62	0.58	Strongly Agree

As illustrated in the table below, the coffee shop has succeeded in achieving good marketability in the surrounding area. The indicator “Marketing strategies increases customer awareness” has the highest mean score of 4.67, demonstrating how successful their marketing strategy was.

Consumer Attraction and Retention

Customer Attraction and Retention (N = 100)

Outcome Indicators	Mean	SD	Interpretation
The marketing strategies help attract new customers.	4.62	0.59	Strongly Agree
Customers return regularly because of the shop’s strategies.	4.56	0.61	Strongly Agree
The shop has a stable customer base.	4.54	0.63	Strongly Agree
Overall Mean	4.57	0.61	Strongly Agree

As can be seen from the table above, the marketing strategies of the coffee shop prove to be very effective for attracting new customers and retaining the existing ones. The statement “Marketing Strategies help attract new customers” was rated the highest with the mean score of 4.62.

Income Generation

Customer Attraction and Retention (N = 100)

Outcomes Indicators	Mean	SD	Interpretation
The marketing strategies contribute to increased sales.	4.66	0.58	Strongly Agree
The coffee shop’s income has improved due to marketing efforts.	4.60	0.61	Strongly Agree
Overall, marketing strategies positively affect the business revenue.	4.69	0.57	Strongly Agree
Overall Mean	4.65	0.59	Strongly Agree

The results demonstrate that there is strong agreement that the marketing strategies used by the coffee shop are very effective in earning income. This is evidenced by the fact that the statement "In general, marketing strategies positively affect business income" earned a mean score of 4.69, showing that the respondents feel that good marketing helps earn more income.

Relationship Between Marketing Strategies And Business Outcomes

Correlation Between Marketing Strategies and Business Outcomes

Variables Correlated	r-value	Interpretation
Marketing Strategies x Marketability	0.71	Strong Positive Relationship
Marketing Strategies x Customer Attraction and Retention	0.68	Moderate Positive Relationship
Marketing Strategies x Income Generation	0.74	Strong Positive Relationship

The table below reports cross correlations among the variables of a set of micro and neighborhood coffee shops. Note that there is a very strong positive correlation between the shops' marketing strategies and their marketability

($r=0.71$). The set of strategies that the shops employ to promote themselves appears to make them all more visible to potential customers in their neighborhoods.

The table below reports cross correlations among the variables of a set of micro and neighborhood coffee shops. Note that there is a very strong positive correlation between the shops' marketing strategies and their marketability ($r=0.71$). The set of strategies that the shops employ to promote themselves appears to make them all more visible to potential customers in their neighborhoods.

The relationship between variables of marketing strategies and customer attraction and retention obtain an r-value of 0.68 or moderate positive relationship. Marketing activities such as promotions, advertisements through social media and discounts etc. affect in attracting the customers and in retaining them.

The correlation between marketing strategies and income generation is the highest with an r-value of 0.74 (strong positive relationship). It can therefore be concluded that good marketing strategies can generate more sales for coffee shops and thus lead to better business revenues.

DIFFERENCE BASED PROFILE

Kruskal-Wallis Test for Differences in Assessment Based on Profile Variables

Profile Variable	H- value	p-value	Decision
Age	4.82	0.18	Not Significant
Gender	2.95	0.23	Not Significant
Occupation	8.67	0.03	Significant

The table below reports cross correlations among the variables of a set of micro and neighborhood coffee shops. Note that there is a very strong positive correlation between the shops' marketing strategies and their marketability ($r=0.71$). The set of strategies that the shops employ to promote themselves appears to make them all more visible to potential customers in their neighborhoods.

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This graph provides the average rating of the effectiveness of marketing strategies used by micro and neighborhood coffee shops in Santo Niño, Parañaque City. According to the data presented in the chart, Promotion Strategy had the highest average score, followed by Marketability and Income Generation. Thus, promotion strategies, such as social media marketing, advertisements on the Internet, discounts, and promotions through word-of-mouth, proved to be quite effective in increasing the number of customers of the coffee shops. Also, Product Strategy and Pricing Strategy had good scores, which means that people agreed that the coffee shops provided unique products at relatively low prices, and there were good promotional offers as well. Moreover, Customer Attraction and Retention received positive marks for marketing effectiveness as well. Overall, the information in the chart shows that the effectiveness of marketing strategies is very important for the success of the micro and neighborhood coffee shops.

The graph shows the relationship in the form of a scatter plot between Marketing Strategies and Business Outcomes of micro and neighborhood coffee shops. The increase in points plotted on the scatter plot leads to the assumption that with the increase in marketing strategies efficiency, marketability, customers' attraction and retaining, and income will improve as well. It means that marketing strategies have a moderate positive relationship with business performance which is confirmed statistically.

Also, the graph emphasizes the importance of good strategies for products, their pricing, and promotion as they lead to customer engagement and increased business visibility. Companies that regularly apply different social media promotions, provide competitive prices, and practice effective promotional techniques manage to attract customers and retain them. Such measures have positive influence on customer retention and overall sales performance.

Furthermore, the graph shows that respondents consider marketing strategies as one of the important factors affecting the performance of coffee shops. Coffee shops that consistently apply organized and effective marketing strategies are more likely to increase their profits and attract more customers. Overall, the graph further supports the idea that effective marketing strategies have a positive impact on micro and neighborhood coffee shops.

SUMMARY, CONCLUSION, AND RECOMMENDATIONS

This chapter presents the summary of findings, conclusions, and recommendations of the study entitled Effectiveness of Marketing Strategies of Micro and Neighborhood Coffee Shops in Santo Niño, Parañaque and Their Impact on Marketability and Income Generation. The data gathered from the respondents were analyzed and interpreted using appropriate statistical tools.

This chapter also discusses the important results of the study based on the objectives of the research. The conclusions were drawn from the findings, and recommendations were provided to help improve the marketing strategies and business performance of micro and neighborhood coffee shops.

SUMMARY OF FINDINGS

This chapter presents the summary of findings, conclusions, and recommendations of the study entitled Effectiveness of Marketing Strategies of Micro and Neighborhood Coffee Shops in Santo Niño, Parañaque and Their Impact on Marketability and Income Generation. The data gathered from the respondents were analyzed and interpreted using appropriate statistical tools.

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CONCLUSIONS

Based on the findings of the study, we concluded that marketing strategies play an important role in the success of micro and neighborhood coffee shops in Santo Niño, Parañaque City. Effective implementation of product, pricing, and promotion strategies greatly influences customer attraction, marketability, customer retention, and income generation.

The research has demonstrated that promotional activities are one of the most effective strategies used by coffee shops. Social media marketing, online ads, word of mouth promotions and discounts help businesses gain more visibility and attract more customers. These promotions help customers purchase products and continue to support the coffee shops.

Results also show that consumers' perceptions of marketing strategies are similar regardless of age and gender. However, the occupation affects the respondent's opinion on marketing strategies, which means that different types of customers will have different needs and wants when they visit coffee shops. This shows that coffee shop owners need to take into account the needs and preferences of different customers when designing marketing activities and services.

The study also shows that marketing strategies assist coffee shops in attracting more customers and creating good customer relationships. Promotional discounts, social media advertising, and quality customer service are strategies that help to improve the shop's reputation and increase customer awareness in the community.

The study concluded that effective marketing strategies are valuable tools that help micro and neighborhood coffee shops remain competitive, strengthen customer relationships, improve marketability and increase income generation in Santo Niño, Parañaque City. The researchers believe that the right utilization of marketing strategies can help small coffee shop businesses to have continuous growth and success.

RECOMMENDATIONS

Based on the findings and conclusions of the study, the following recommendations are presented:

Micro and neighborhood coffee shop owners should focus on improving their promotional strategies with an emphasis on social media, online ads, and customer engagement, as this is highly likely to draw more customers.

For a coffee shop business, there are both lower cost and higher product and service quality required. For increasing the level of customers' satisfaction and enhancing their relationship with the coffee shop business.

Business owner should take the approach to produce and develop special and innovative products to satisfy different kinds of customers in order to obtain the competitive advantage.

A cozy environment and marketing approach which enable repeat buying and customers' relationship building and maintaining are essential.

Frequent alteration and adjustment to marketing strategy would also be important for the coffee shop.

When drawing promotional campaigns, coffee shops should take into consideration the preferences of varying customer segments, among which are students, employees, and the self-employed.

Future researchers should broaden the scope of considered variables and possibly add operative elements, such as business service quality or customer satisfaction to the periphery of their research.

Future marketing research should suggest various techniques and expand the number of participants in order to obtain accurate results when measuring the performance of small businesses.

Businesses must keep track of customer feedback and look for suggestions to determine what they want and need and what may be lacking.

To ensure customer retention and encourage repeat purchases, coffee shop owners must create student-oriented promos, seasonal offers, and loyalty programs.

The best way for companies to reinforce an engaging and accessible customer experience is to invest in staff training. These improve the employee's ability to communicate and interact with customers.

It is hoped that future research continues to explore the efficacy of marketing initiatives in small businesses, using different and varied respondent pools in diverse industries.

Future research may expand beyond these areas to include dimensions such as customer satisfaction, digital service and financial management, and ultimately, enhance our understanding of business outcomes.

SUMMARY OF THE OVERALL STUDY

This study focused on the effectiveness of marketing strategies among micro and neighborhood coffee shops in Santo Niño, Parañaque City. The main objective of the research was to determine how product, pricing, and promotion strategies affect marketability, customer attraction and retention, and income generation of coffee shop businesses. The study also aimed to identify whether there were significant differences in the respondents' assessments when grouped according to demographic profile such as age, gender, and occupation.

The researchers used a descriptive-correlational research design and gathered data from 100 respondents through a survey questionnaire distributed online. The following statistical tools were employed for data analysis and interpretation: Percentage and frequency distribution; weighted mean, mean and standard deviation, the Pearson Product- Moment Correlation Coefficient and the Kruskal-Wallis H Test.

The respondents largely agreed that the marketing strategies of micro and the neighborhood coffee shops successfully influenced their buying decisions. Product strategies such as special products and promotional discounts and locations were factors in the buying decisions. Pricing strategies (Cheap price and promotions packages were seen to be successful in attracting customers). For promotion strategies, social media marketing, online advertising, posters, and word-of-mouth promotions were also discovered to be the main means of making customers aware and attracting them.

The research also demonstrates that marketing strategies played an important role in increasing marketability, attracting and retaining customers, and generating income. Customers acknowledged coffee shops as popular in the local community, and numerous had admitted that marketing activities can stimulate repurchase and loyalty of customer. The result also indicates that marketing activities have increased sales and improved revenue of business.

In addition, the correlation analysis demonstrated a positive association between marketing strategies and business performances, suggesting that marketing strategies with higher strength enjoy favorable customer response and higher income generated. The comparison of means further indicated that for age and gender, there is no significant in which the scores obtained from the respondents differ significantly, whereas for occupation, there is significant in which the scores obtained from the respondents differ significantly.

Thus, the study has come up to a conclusion that marketing strategies are very important in the growth and sustainability of micro and neighborhood coffee shops in Santo Niño, Parañaque City. The study supported that there is a significant effect of social media account promotion, prices offered, promotional discounts, and customer-oriented marketing strategies on the business performances of the micro and neighborhood coffee shops.

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