

Creative Marketing Strategies of Food Park Businesses in Batangas, Philippines

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Abstract - *This study aimed to assess the Creative Marketing strategies of Food Park Businesses in Batangas, Philippines. It utilized the descriptive method of research. A total of 53 (100%) business owners/ managers of food parks in Lipa City and Batangas City that are selling food and beverages are the participants of the study. Most of the stalls in Lipa City are already closed, because they are the first to establish food parks and some of them faced business bankruptcy compared to Batangas City food parks. Based on the findings of the study, most of the owners who are using creative marketing strategies have survived more than a year in business. The marketing strategies used by the business owners are effective enough to attract customers. Food parks with an average customer of 31 and above have creative marketing strategies on branding while businesses in Lipa City have higher creativity on customers experience and visual merchandising.*

Keywords: *Creative Marketing Strategies, Food Park Businesses*

INTRODUCTION

Today's environment is a time of globalization. Technology is available in all places that results into different business ideas. It has been the most known in terms of building connections between people. Technology helped in fast operation of businesses where products become globally competitive and more new products are being introduced to the market compared to traditional business. One of this is the introduction of food parks in different places. This allows more stores in one place to accompany many customers as they can.

Lauder [1], an American manufacturer and marketer of prestige skincare uses creative promotion strategy and creative marketing tactics. In their creative promotion strategy, they already have an innovative promotion strategy despite the fact that they are just starting and her company was small. She did not consider the small budget that will be used in advertising their products as a hindrance, hence she thinks of giving free samples as the marketing plan. All of the money that was allotted for their advertising was all used to do sample sizes of their products that will be given to many people which became their feature and later on results to numerous customers affording their products. It was unexpected in relation to their creative marketing tactics because she was denied in Paris to stock her products, unfortunately

she accidentally spilled the perfume in front of many people. But this happening gave her more customers asking where they can purchase the perfume and the manager immediately ordered to Lauder.

There are 5 types of creative marketing the branding, products and services, promotion, customer experience and visual merchandising [2]. Branding is a positive and strong perception of a company, products and services with the use of advertisements, promotions, designs and other marketing means [3]. Ward [4] said that promotion is a communication between customers, encouraging them to buy products. Customer experiences are the insights and feeling of the customers toward a product or service [5]. Gupta [6] added that visual merchandising means appearance and the overall look of the store to avoid lost sale and engage customers to make an impulse buy of on the product.

The idea of innovation and creativity in terms of strategies might be easy with its implementation. According to a research conducted on 160 organizations, success can be achieved if the marketing strategies are executed perfectly. The researchers put so much effort in understanding the effective execution such as market orientation, innovation orientation and most of all is marketing

strategy about your product to gain more customers [7].

As time goes by, new trends and different activities was introduced in Batangas and one of this is the Food Park. Food Park is modern and innovated like school canteen or food court with many different stalls and stores which offers various choices [8]. Most of the Filipinos love to eat, just like their desire to take pictures and post it on their social media. It is a new and excellent way to introduce the Filipinos in an improved food culture. Filipinos are delighted to try distinct and modern course that will satisfy their taste buds. They enjoyed eating with their families and friends cherishing the moment which is more memorable, providing the venue with ease.

Batangas City being one of the most competitive city now a day is given the title "Industrial Port City of CALABARZON" with the population of approximately 324,116 Batangueños. It was in July 23, 1969 when it was declared as a City and by then it has been accelerating more and more in trading, commercial, and industrial activities. Batangas City is also classified as a Regional Growth Center and one of the perfect places for the Regional Agro-Industrial Center and Special Economic Zone. It is one of the top earning capital sites in the country and has the largest refineries. Located here also are the very first three power plant who uses natural gas [8].

Ciudad Food Avenue is one of the food parks in Batangas City, located at Diversion Road Batangas City. This is a dream came to reality of two business partners who hoped for establishing a legacy in Batangas. Ciudad Food Avenue provides Batangueños food fanatics all types of food that they could possibly want in one Food Avenue. 3:16 Food & Chillout Park is also one of the food parks in Batangas City that offers different types of foods and has a creative promotion. In food parks of Lipa City there are two namely; Dayton Food Park and Metro Events Zone. Dayton Food Park is located along Ayala Highway Lipa City. There are few stalls now that are open in Dayton Food Park. While Metro Events Zone has a lot of stalls that you can choose and some stalls offer alcoholic drinks. These food parks are usually open in the afternoon until morning.

Food parks administer small scale businesses the chance to succeed and gain profit with lower costs in comparison with bigger businesses. According to the owner Jeremy Kho, Good Tapa opened their food bazaar with the starting capital of Php 20,000. After a few months they opened their first food park with Php

100, 000 capital and returned with the span of two weeks. Some of the master plan for food parks is to determine the SWOT (strengths, weaknesses, opportunities and threat) to the business; create a breakdown of expenses; get all the requirements that will make the business legal [9].

Despite of all the advantages a business has, still they encounter problems that can affect the performance. Businesses experience failure that leads to bankruptcy. But this can be avoided or can easily get over with thru creative marketing. Unique vision and artistic minds are mostly needed. In doing creative marketing one needs to make sure not to sacrifice the effectiveness in creativity it ensures, to meet the perspective consumers or users.

With the full evaluation, the researchers conducted the study because they want to know information on how a business can develop competitive strategy when circumstance occurs. As a student, they can understand the knowledge gained on studying the creative marketing of the businesses, how to undertake crucial task such as competitor analysis, which allows a business to focus on their strength, weaknesses, opportunities and threats. Also, it will inform them about the different creative marketing strategies that successful businesses use. They want to know the trends and new creative marketing strategies. As future entrepreneurs, they want to gain knowledge about their business so they can be aware of the problems and use marketing strategies once they encountered it. They want to educate the business owners that they can use creative marketing as a big help in promoting their business. This will also benefit the food parks in Batangas who are using creative marketing for them to improve and have more knowledge about managing their businesses. This can help in increasing the market share and revenue growth.

OBJECTIVES OF THE STUDY

This study aims to assess the Creative Marketing Strategies of Food Park Businesses in Batangas. Specifically, to describe the profile of respondents in terms of: location, average number of customers per day, number of years of operation; to assess the creative marketing strategies in terms of branding, promotion, products and services, customer experience and visual merchandising; test the significant difference on the assessment when grouped according to profile and to propose marketing strategies to enhance or improve the business.

METHODS

Research Design

The study utilized the descriptive method of research. The descriptive design is concerned with the description of data and characteristics about the population. The goal is factual, accurate, and systematic data that can be used in averages, frequencies and similar statistical calculations. Descriptive studies seldom involve experimentation, as they are more concerned with naturally occurring phenomena than with the observation of controlled situations [1].

Participants of the Study

A total of 53 (100%) business owners/ managers of food parks in Lipa City and Batangas City that are selling food and beverages are the participants of the study. Most of the stalls in Lipa City are already closed, because they are the first to establish food parks and some of them faced business bankruptcy compared to Batangas City food parks.

Data Gathering Instruments

This study used a self-made questionnaire that was validated by the professionals in the field and was subjected to pilot testing with the Cronbach’s Alpha of 0.899 for the branding, 0.957 for promotion, 0.837 for products and services, 0.813 for customer experience and 0.906 for visual merchandising. The research questionnaire was divided into two parts. The first part deals with the personal profile of the business owners which includes the number of years of operation, average number of customers per day, and their location. The second part which is the survey proper explores the assessment of the owners on the creative marketing strategies namely; branding, products and services, promotion, customer experience and visual merchandising.

Procedure

In order to gather data thoroughly and ethically, upon approval of the questionnaire the researchers started to distribute the survey to the respondents which are the business owners/managers. Great care was taken to ensure that the answer of the participants would remain confidential and they were assured that the research was purely for academic purpose only. The respondents were given ample amount of time to accomplish the survey and the researchers waited for the retrieval of the result.

After retrieval, the questionnaire was immediately tallied and tabulated with the help of a statistician. These were analyzed and interpreted with the support of related information from reliable sources.

Data Analysis

The data needed was tallied, encoded and interpreted using different statistical tools. This includes frequency distribution, weighted mean and Analysis of Variance (ANOVA). All data was supported using PASW version 18 with 0.05 alpha levels. The given scale was used to interpret the result of the survey: 3.50 – 4.49 = Strongly Agree(SA); 2.50 – 3.49 = Agree (A); 1.50 – 2.49 = Disagree(D); 1.00 – 1.49 = Strongly Disagree (SD).

RESULTS AND DISCUSSIONS

Table 1. Percentage Distribution of the Respondents’ Profile

Profile Variables	f	%
Number of years of operation		
Less than a year	40	75.50
1-5 years	13	24.50
Average Number of Customer per day		
1 to 10	3	5.70
11 to 20	11	20.80
21 to 30	16	30.20
31 and above	23	43.40
Location		
Batangas	31	58.50
Lipa	22	41.50

Table 1 presents the distribution of the respondents according to their profile variables. In the number of years of operation; less than a year got the highest percentage. Some of the food parks are just starting in this kind of business. Possibly, food parks in Batangas are still coping up for the convenience of customers. Perhaps they risk and want to try if their business will be successful. They may still be searching for different products which they can offer to the market with so many competitors.

It has several advantage and disadvantages in starting a small business because the economic status can affect and play a big role [10]. They can first make a plan about their business which can help in the improvement of the company especially the owners. In starting a business, the financial data should be maintained in the first few months of operations and consider the economic status to find the weaknesses and strengths of the consumers. They should know the companies’ capabilities that will suit in the field as

well as their target market and their advantages against other businesses/ competitors.

Some of the business is already 1 to 5 years in operation. Perhaps they are the business owners who have first business in a specific place not just in food parks. They are the once who started and establish food parks. Some of the stores are more advance in knowing “what is in” nowadays and they are knowledgeable about the needs and wants of the customers. Possibly they do not have enough capital to start their business. They may think that they can get through the challenges of the business. They use improvements or innovation for their business to survive 1 to 5 years.

Justia [11] said, 70% of new businesses survive at least 2 years because of their commitment on the business and the skills needed to have a successful business. In order to secure financing, prospective owners should create a plan before an entity gets off the ground. Insurance claims or the need for litigation are involved in business difficulties and even when businesses face dissolution.

The worst part about a failing business is that, entrepreneurs are unaware of what is happening until it is often too late. Most of the times, many entrepreneurs could not account for their daily sales because they spend the money on personal needs believing that they will make another sale. Plan the expenses, for a business there should be plan to grow the profit and it must go back into the business. A bad location can cause the business to fail, while a good location can help give the business that extra edge it needs to be successful. Being passionate about the business and the industry is a part of the preparation being made in the business. Knowledge is power with success comes greater knowledge [12].

In terms of average number of customers per day, many of the stores have the most number of customers. Customers are always aiming for something new and they are curious about what the stores offer. Perhaps most of the stores are opening in the afternoon until midnight knowing that a lot of people have free schedules. Possibly it is also a group decision since most of those who visit food parks come with their friends and families to bond with each other. It is also possible that they are attracted with the store features and ambiance which also offer good choice of food.

The number of customers per day depends on how many seats are available, what kind of restaurant they

have and about the number of hours operation. It measures the success when talking about how many times turn the table or “turnover a table”. During dinner, the fine dining might be able to turn the floor twice, while the lunch part has efficient kitchen, good servers, and good quality of food might get a three full turns [13].

The reason why customers are encouraged to try at least one food park is because of concept, its creative ambience and more choices of food [14]. Repeated consumptions and visits of customers depend upon the operators or foodpreneurs who can deliver innovative value of their business. Novelty of the food parks should not be considered as the reason to sustain their customers and it can cause to rise exponentially fast, yet fall harder of their business. Food park owners should not let that happen for the sake of the food enthusiasts and the benefits of increase entrepreneurship.

There are fewer stores who got 1 to 10 customers per day. Perhaps the store is not that pleasing to the eye and how they offer products. Maybe their branding is not so effective compared to their competitors as well as their promotion. It is also possible that they lack encouraging words to the customers to eat at their store. They may also fail in innovating the new menus they can offer. Maybe they are also dissatisfied with the service they get.

The value of customers is one of the most important key drivers on the company. The two things that is highly important and essential to any businesses are analyzing the customers’ profitability and maximizing the customer’s lifetime value. It is important to have constant contact on the potential or existing customers which can increase the number of customers daily and if one would take good care of the customers the more likely they will remain loyal [15].

To get a better idea of how much each customer is really worth, the amount of money a customer will spend at the business over their lifetime should be taken into consideration. The one customer can account for thousand in revenue per year, but that customer is even more valuable. Unhappy customers tell friends and co-workers about their dining experiences, sometimes they also share about their good dining experiences. A customer who had a dining experience will tell somebody about their experience [16].

Maybe Batangas City has a lot of vacant space to build stores. Since Lipa is more economically inclined

than Batangas City. Possibly business man feels that they can get more customers if they build food parks in Batangas City and to make the customers experience a lot easier if their own city has food parks to go to. Perhaps the reason why that is there are more stalls in the food parks in Batangas City than Lipa, because they are the one who started to have this kind of business and the food parks in Batangas City are just starting now a day. Probably there are more customers in Batangas City than Lipa because the customers are comfortable with the people and environment there. Batangas City is near from different places and it is also the trend on the people around the area. Maybe the business owners in Lipa decreases their sales and profit that causes them to close their stores. Just like what we had seen in the food parks in Lipa they are only few stalls left. It is not just the food that they eat but also the environment and physical appearance of the store or food parks in Batangas City and maybe because of this the people in Batangas City are eager to know what's new. The consumers are thrilled to visit new kinds of shop. Compared to Lipa the food parks focus a lot on alcoholic drinks than foods. It is also possible that social media is also a factor having a large population with everyone having a platform; the consumers are down on what pictures to posts on their due to visual merchandising. Maybe another reason is the closed stores in Lipa City, specifically in Dayton Food Park. Perhaps they closed because customers are not satisfied with what they offer.

items cited, the store has unique features that attracts more customers got the highest weighted mean of 3.77, with the verbal interpretation of strongly agree. The top rank item portrays vastly a positive image wherein the store has unique features that attracts more customers. Perhaps, stores inside the food park in Batangas City and Lipa are innovating on how they can attract more customers in terms of branding. Possibly each store inside the food park offers different foods among their competitors that can be appealing to the customer in terms of branding. Maybe they used an effective advertisement to attract more customers.

According to Millennium Agency [17] having a good brand makes a good relationship to the customers. Even if the brand is unfamiliar, customers are curious of trying something new for the experience that they will have. Consumers always look first at the brand after the product. The brand of the product is what distinguishes it in the field of the market. This can help the company to be known by the consumers and the market. The more the brand of the product is recognized the more opportunities will come for the company to increase the level of competitiveness in the market. It is easy to introduce a product if it has a good brand that can make the customers loyal on the company. It is not just about the brand of the product but it is also about the quality and benefits that it can give to the customers. Owners of the businesses will not just have a good relationship in the company but will also build broaden connections in the field.

The company's positive and strong perception is branding, products and services with the use of advertisements, promotions, designs and other marketing means. Product and services can be offered to the market for consumption. The customers will repeatedly consider to buy the products if they will see it in the market or avail the service if they can see that they are offering a good service. If the branding of the product and the character are consistent, the consumers will feel that the quality of the product is consistent and it will be a loyal customer of the brand, though the branding of the products needs to keep the uniformity of the product it will reflect the image of their product. If the product or service knowledge of the company is negative on the customers, it will also reflect to the brand. The reason that can damage the image of the brand or company is a huge recall or an accidentally offensive advertisement campaign, and to capture the customers again, the company needs to

Table 2. Creative Marketing Strategies of Food Park Businesses in Batangas

Branding	WM	VI	Rank
1. Effective in persuading a customer to eat at your restaurant.	3.64	SA	4
2. The logo was creative enough to attract customers.	3.71	SA	2
3. The name of store helps to attract more customers.	3.69	SA	3
4. The store has unique features that attract more customers.	3.77	SA	1
5. Increases the competitive advantage of the business operation.	3.39	A	5
Composite Mean	3.64	SA	

Table 2 presents the creative marketing strategies of Food Park Businesses in Batangas. Among the

figure out a new identity of the product or innovate the company. Branding is the important way to connect with the customers and to establish the image of the company. At the point when an organization hopes to build up itself in the commercial center, it regularly swings to branding to help. The idea of branding and identity is to make a look and feel instantly identifiable and unmistakable in the commercial center. Great branding can expand the estimation of the item and the organization itself. An organization's personality in the market place can easily make or break its profitability as a whole [18].

On the other hand, increases the competitive advantage of business operation got the lowest weighted mean of 3.39, with the verbal interpretation of agree. Although they increase in the competitive advantage of the business operation, the rank still got a positive result. Perhaps it really shows that every store inside the food park thinks that branding is one of their valuable assets. Maybe each store has its own kind of features about their brand and they based it on consumer's mind. It is possible that businesses inside the food parks have different branding and brand names that provide a differential advantage over their competitor. Maybe businesses feel that they don't have much advantages on each other because most of customers are buying their products and they have different customers each day.

At the point when an organization hopes to build up itself in the commercial center, it regularly swings to branding to help. The idea of branding and identity is to make a look and feel instantly identifiable and unmistakable in the commercial center. Great branding can expand the estimation of the item and the organization itself. An organization's personality in the market place can easily make or break its profitability as a whole [18].

The company or business itself combines ideas and thoughts like logo, design, theme, mission and vision statement. Having an effective branding to customers brings big help to the businesses because it makes them different from other competitors. A brand that has a long term vision and good relationship with their loyal customers can build their trust for each other. Under the truth there are three key element, the first one is mystery which means strange or unknown, the second one is the sensuality which means devoted to, and the last one is the intimacy which means being familiar with the brand. All brands should always start to be unknown and being unknown customers will be

devoted to the product or brand which will lead them to be familiar with the brand [3].

In branding, it always involves the customer's experience, from the logo of the company, the posts in the social media, the uniforms of the staff and the way they advertise the product; it even includes the way to communicate and interact with the customers [19]. Good branding can promote good recognition for the business. If the brand of the company or business are continuing to grow in the field and easy to remember, it can help the customers to easily reach out from and purchase in the business. A strong and unique brand can help the business because a lot of people nowadays really love sharing ideas or tell others about the brands that they like. They are capable of saying what they want in a brand. Even some customers recommend the brand to other people if they are satisfied in what they get in the product or service.

Table 3. Creative Marketing Strategies of Food Park Businesses in Batangas

Products and Services	WM	VI	Rank
1. The customers are committed to come back because of the good customer service.	3.79	SA	3
2. The food presentation attracts more customers.	3.86	SA	2
3. The customers are satisfied on the food they eat.	3.88	SA	1
4. The foods that been offered are affordable.	3.77	SA	4.5
5. The customers have met their expectations in our store.	3.77	SA	4.5
Composite Mean	3.81	SA	

Among the items that have been evaluated, customers are satisfied of what they eat, got the highest weighted mean of 3.88, with the verbal interpretation of strongly agree. Possibly the consumers wanted the store to satisfy them, from the appearance of the food to its taste. Maybe if a customer feels like you did not deliver a service that was expected; they won't come back and buy from you again. Perhaps if you deliver a service that exceeds customer satisfaction, you can bet they will come back to buy again, and tell all their friends about the experience.

Right customer service is important, but when one gets down in seeking what is going into it, not everyone can understand the situation [20]. For some

people, proper customer service is as easy as solving problems and offering solutions in an advisable way. To others it means general pleasantness and politeness from people who constitute in leading the company. Others define it as when an enterprise is willing to offer their clients something and the whole thing that they need to understand is usually irrespective of how unreasonable a number of demands can be. What makes customer service “correct” is to rely upon what particular matters apply on a specific client.

Customer satisfaction is the key in creating a long-term relationship with the customers. There is a need to keep delivering value time and time again and the need to keep the customers satisfied. Satisfied customers tend to come back and do business with sellers or resellers. Studies show happy clients have a tendency to shop for products more regularly and increase loyalty to a specific brand. Client pride surveys provide firms precise information approximately effective and bad perceptions that can enhance advertising or sales efforts. One bad comment published on a social media site can be seen via lot of capacity customers. A happy customer can take their time and share online the experience they just got from, say, a fashion shop. Thus, unhappy customers can damage a business through negative word of mouth communication [21].

Customer satisfaction does not only mean knowing customer needs by providing quality goods and services but by also addressing any suggestions or complaints [22]. It is critical to provide excellent customer service by responding appropriately and professionally. The way to handle customer complaints defines the overall service experience the business deliver. Done right, a negative incident that a customer has had with the company can not only be salvaged but turned into an opportunity to win them over and get referrals. To provide excellent quality service, companies are required to continually work with their vivid regulations and supporting structures that are embodied by the company. Being consistent is vital in customer service. Having emotional consistency towards customer can build trust and confidence and can convert them into loyal customers. Having the company brand means keeping the company’s promises and communication with the customers can ensure the company to be recognizable.

For the lowest weighted mean of 3.77 with the verbal interpretation of strongly agree, we had the foods that been offered are affordable and the customers have met their expectations in store tied.

They tend to claim that their foods are affordable but when customers visit their store they are disappointed about the pricing. The customers know what to expect to the products and services that are offered. The consumers are knowledgeable about the store and how it performs. The customers are not affected on how a product rates because the company is being just and has the appropriate prices, how it will affect the customers’ expectations such as the product being affordable and budget friendly that will surely fit budget of the customers’ service and high customer satisfaction must start with understanding customer expectations. You need to know who your customers are and what they want.

One of the key elements in the profitability of the business is pricing of the product and services. Thus it is not easy to get that right [23]. If the price is too low, the sales volume may not generate enough revenue to cover the costs associated with the business. But if the price is too high, demand will be reduced. Pricing is a key determinant within the decision making system when consumers are to buy a products or avail service. It is vital to set up how much the goal market will pay for the products or services. It indicates on how sensitive the customers are to adjustments in rate or price of the product or service.

Discounting is a pricing technique; it is providing decreased prices that can be an effective tool. It can be a clearance discount to promote old inventory, a reduction for making a couple of purchases of the same or similar merchandise, or they are attracted to bulk orders in a discounted price. Those can be a good tactic that can help even though it is offered in lower prices. There is a need to be aware in discounting because if it sells in low prices, they may see it as a cheap choice that cannot be beneficial to them [24].

Furthermore, in raising the price, trying new prices, offering new deals and promos can help promote the, product at a higher rate [25]. Monthly checking of deals and promos can be a big help. It is needed to regulate the changes in the products to measure the profit. Willett said that in order to know if the price is appropriate one has to observe the sales volume instantly after some changes. It can be easily determined by the customers if the price increases too high. It can be helpful to observe the competition to decide to have a good change in the pricing.

In order to meet customer expectation, there is a need to understand those customers. What are their wants, needs and expectations? Taking a look at the customer’s profile and figuring out how this current

service levels match up with the expectations of these customers [27]. There are two levels of customer expectations: desired and sufficient. The desired level is the service a customer would like to receive while the sufficient level is the service the customer would find acceptable.

The customers are not generic and therefore it is critical that companies recognize this and respond flexibly to different customer types and behavior. Having a business is having a promise to the customers. Customer expectation is as simple as when there is an offer and it needs to be delivered. Sometimes, it is often dependent upon what customers think their experience should look like. When reaching customer expectation, customers promote the business through word of mouth which can be very helpful to a business. Come up with the relationship that goes beyond customer. It is important to view any business-client relationships from a personal point of view as well [27].

Table 4. Creative Marketing Strategies of Food Park Businesses in Batangas

Promotion	WM	VI	Rank
1. Social media become helpful to your business.	3.69	SA	4
2. Product being first in customers' minds through advertising.	3.66	SA	5
3. Helps to increase sales.	3.75	SA	2
4. The trust and confidence of customers is built.	3.79	SA	1
5. Create more opportunities for the business.	3.71	SA	3
Composite Mean	3.72	SA	

Among the items cited, the trust and confidence of the customers is built got the highest weighted mean of 3.79, with the verbal interpretation of strongly agree. The customers build trust and confidence towards the business because of some advertisements about the experience of the customer. Another factor are social media like Facebook, Twitter, Instagram because most of the customers are hooked if they saw that it is trending and if it has good reviews.

Promotion is an entire of activities, which communicate the product, brand or service to the user [28]. The trust and confidence of the customer is the greatest challenges of gaining customer trust and confidence in way that would kept them with the company and remain profitable. Customer of today

wants to interact with a business that is humane, that is warm, personable and understanding of their needs. The other company needs to expand its business by selling and adding revenue. However, to gain customer's trust and confidence it is invaluable that it avoids trying to sell inappropriate and inadequate solution to customers. As a business owner the most important thing to build is relationship with them because they will start to trust the company and they will keep coming back and become loyal customer and the confidence that they will give while offering the services.

Among the items cited, product being first in customers' minds through advertising got the lowest weighted mean of 3.66, with the verbal interpretation of strongly agree. Some business owners do not have enough knowledge on what type of advertising they will use. Perhaps the consumer lacks information about the product because there is no enough promotion of the product.

Advertising is a promoting method to spend money fast. It is the process by products or service brought to the public attention and made it look appealing to the customers. Advertisement is a public announcement that announces an event, product or service. It can be on paper, on TV or online. Nowadays, people are well aware that advertisement are trying to sell them something, so they can switch off instantly as soon as they seen an advertisement, making it ineffective. The objective of advertising is to help customers and to know who the customers are, what are their experience and priorities. A successful advertisement makes the viewer want to learn more about the product, and gives the viewer means to purchase the product [29].

Table 5. Difficulties Encountered by the Customs Brokers in terms of Payment of Duties and Taxes

Payment of Duties and Taxes	WM	VI	Rank
1. Connectivity of banks with the Philippine Clearing House Corporation	2.29	S	3
2. Debit account of importer needs replenishment	2.25	S	5
3. Cut-off of banks	2.27	S	4
4. System shutdown	2.38	S	1
5. Incurs delay due to manual payment of arrastre charges and other port charges	2.37	S	2
Composite Mean	2.31	S	

Legend: 3.50 – 4.49 = Always (A); 2.50 – 3.49 = Often (O); 1.50 – 2.49 = Sometimes (S); 1.00 – 1.49 = Never(N)

Among the items in terms of customer experience the cleanliness and sanitation of the area got the highest weighted mean of 3.84 with verbal interpretation of strongly agree. The cleanliness and sanitation of the area is the first thing that the customers look at. Perhaps customers wanted to make sure that foods they eat is clean and properly sanitized. The owners wanted to have a clean environment so that customers will have a great experience. Perhaps having clean and sanitized place brings good image for the business and for the owners.

Cleanliness is a significant component of the customer experience. Customers actually spend their money to go out and treat themselves and they also wanted to have a good experience at the same time. If the customers did not get that experience, it is going to lead to a loss of customer. Owners and operators can do more for less, and make sure a location is clean, which often means first taking a hard look at how well the staff is being managed. This is where it becomes essential that owners and workers make sure they have recognized a regular, responsible cleaning schedule for their employees. It also means owners need to spend focused time with new workforces when training them on how to keep the restaurant sanitary and clean [30].

Customer experience includes what the customers feel about the brand. The customer should feel something different about the business or the brand that makes the experience good. If the business offers high quality products that satisfy the customers, the business may succeed in the field. But if the customers receive a service or a product that does not exceed their expectations the business may fail. It is also important that the employees of the company are good in exchanging words with the customers or in short, employees must have a good communication skill. Employees should be well trained for them to serve their customer in the right way and manner. Customers should also have good experience so that they can tell their other friends to try the product at the same time. Customer experience can change the perception of a customer, that is why a business should always give the best service and quality products to their customers [5].

In terms of customer experience asking for customers about the feedback has the lowest weighted mean of 3.49 and verbal interpretation of agree. Maybe it has the lowest weighted mean because not all owners wanted to ask the customers what are the

feedbacks about the business. Perhaps, as long as the business especially the owners are giving their best service for the best experience of the customers; feedback is not necessary. Possibly they do not mind asking feedbacks on their business as long as the customers come and visit the place they can easily know and feel what are their hesitations and experience in the business without asking for the feedbacks.

Most of us know that the opinion of the customer is really important but it is hard to distinguish what is the real purpose of it or is it a big factor in the business. If one compiles all of the surveys this may show that they are satisfied with the service but customers are not as polite as other customers who are really willing to give an honest feedback. One of the disadvantages of having a feedback is, it can make consumers turn against the business and demand the response on every single query that they make. But if they disregard the queries it will lead to disappointment of their customers. Without feedback, business will never notice what are the problems encountered by the customers. Even if one will use personal products, consumers will gain much more experience with it as soon as they feel that they really matter [31].

Table 6. Creative Marketing Strategies of Food Park Businesses in Batangas

Visual Merchandising	WM	VI	Rank
1. Helps you to attract customers.	3.77	SA	2
2. Creates a good feedback on your business.	3.79	SA	1
3. Helps to differentiate itself from other competitors.	3.67	SA	5
4. Enhances the store image.	3.69	SA	4
5. Good lighting and appropriate music played helps you, for your customers to spend more time at your store.	3.73	SA	3
Composite Mean	3.73	SA	

Among the items cited, visual merchandising creates a good feedback on your business got the highest weighted mean of 3.79, with the verbal interpretation of strongly agree. Perhaps most of the customers prefer the ambiance and the look of the place in choosing a food park. Maybe the visual merchandising of food park helps the customer to have their good feedback which they can share to other people the comfort they experienced. It can possibly give more customers because some people

may share in their social media the design of the store; mostly some of the post become trending that boost the sales of a particular store.

There are other things that a visual merchandiser can do, one is the interior design of a store. With the help of a visual merchandiser, it can pave way to connect with the customers by catching their attention with the store designs and displays [32].

It is also important in terms of visual merchandising, like what other aspects states that it can make or break the visual displays, but now it is about the color. It is up to the owner on how he or she will arrange the style of the store but if the colors complemented with each other it can really help in attracting more customers. There is also a saying that “wherever the eyes go, the feet will follow.” So as an owner you really want to catch their attention and make sure that their feet will lead them to the store [33].

The ambiance of a store can really affect the moods and feelings of the customer. It is a way of making an atmosphere that is suitable for each of the customers [34]. It can be a big help to increase sales. It is up to the customer’s senses but it can be managed through what they feel, what they see, what they smell and what they hear. This can affect their way of choosing, on which store they are going to stay to feel relaxed. Once they find that ambiance in the store, they can be counted as loyal customers.

Among the items cited, visual merchandising helps to differentiate itself from other competitors got the lowest weighted mean of 3.67, with the verbal interpretation of strongly agree. Maybe some of the stores have same designs and features that interfere them to attract customers and it give confusions in which store they are going to visit. They can possibly imitate those trending store features in social media in which they think it can help them. But in reality it cannot give them distinction and special features. Perhaps, customers feel that the visual merchandising of the store is not suited on what it offers they just mimic what their competitors offer.

The minds of the customer can foresee a perceptual appearance of the merchandise including the price and stipulations before entering the store [35]. The design of the store can also tell stories that can help them gain more loyal customers including the ambiance they feel. The attention of the prospect customer can be catch through better interior and exterior which can lead them inside the store and the design must excite them to try what the store has to

offer. The display of a store can help convince the customer to see what is being offered; impulse purchase can be a big help through the point of purchase displays. A study led by US Department of Energy, proved that customers has the high chance of buying a certain product when they are advertised at the moment of acquisition.

The visual merchandising is one of their ways to attract customers through the appearance of their store, assist them by providing their needs and the goal is to make them purchase at the store by providing them the best experience that will satisfy their expectations. The displays and setting of the store can have a great effect on how the customers will spend their money with the products. The feature areas of the store can generate attention and desire, that customers can have a great chance of visiting the store. The main purpose of this is to decorate and enhance the store by adding furniture, posters, and other materials. It can also be a technique that they do not need to hire a sales person and make shopping effortless for the customers [36].

According to Reynolds [37], it is important to know the target market, because the design of the store will depend on who will be the target and how they can really enjoy the visual atmosphere of the store. Another one is their emotions; it can help gain customers because the visuals of the store can be another factor on changing or improving what they feel. Knowing the interest of the target market can give advantages against competitors, because it attracts customers to visit the store knowing that it will provide special effort on what they like.

As seen from the result in table 7 below, there was a significant difference observed on branding when grouped according to average number of customer per day since the obtained p-value of 0.017 was less than 0.05 alpha level. This means that the responses differs and was found out that those food parks whose customers ranging from 21 to 30 have higher assessment on branding.

Among the items cited, branding is significant in terms of average number of customers per day, because good branding can give chance to the business to attract more customers. Perhaps branding will reflect on how well the business is doing and it can also create customer loyalty. Possibly if the brand is consistent and easy to recognize, it can help people feel more at ease in visiting the store. Maybe most of people adhere to familiarity and if remembered as a quality provider, then it can lead to repeat sales as

they choose the product or service. It is hard to build brand that is why it can really affect the business, because customers are really important as they are the one who helps build your brand and make the business grow.

Having a good brand makes a good relationship to the customers. Even if the brand is unfamiliar, customers are curious of trying something new for the experience that they will have. Consumers always look first at the brand after the product. The more the brand of the product is recognized the more opportunities will come for the company to increase the level of competitiveness in the market. Owners of the businesses will not just have a good relationship in the company but will also build broaden connections in the field [17].

The company's positive and strong perception is branding, products and services with the use of advertisements, promotions, designs and other marketing means. Product and services can be offered to the market for consumption. The customers will repeatedly consider to buy the products if they will see it in the market or avail your service if they can see that buy are offering a good service. If the branding of the product and the character are consistent, the consumers will feel that the quality of the product is consistent and it will be a loyal customer of the brand, though the branding of the products needs to keep the uniformity of the product it will reflect the Image of their product. If the product or service knowledge of the company is negative on the customers, it will also reflect to the brand. The reason that can damage the image of the brand or company is a huge recall or an accidentally offensive advertisement campaign, and to capture the customers again, the company needs to figure out a new identity of the product or innovate your company. Branding is the important way to connect with the customers and to establish the image of the company [18].

Table 7 presents the difference of responses on the creative marketing strategies of food park businesses in Batangas when grouped according to profile. With regards to customer experience (0.009) and visual merchandising (0.008), there were significant differences observed when grouped according to location. This indicates that the responses differ significantly. And based from the post hoc conducted, Batangas assessed it higher compared to those in Lipa City.

Among the items cited, customer experience is significant in terms of location. Customer experience is important in terms of location maybe because it greatly effects on how the initial customers can find the business, and how the existing customers visit the store. Most of the customers possibly chose stores that are near malls and other establishments that is why location of the business really matters. Perhaps they just want to be wherever the customers are and make it as convenient as possible to visit the store because the goal is to convert their stress into relaxation but it can be a hindrance if the location is really far. It possibly affects the decision of a customer in terms of location because they want to feel that the place is safe and secured for them to feel comfortable in the store.

According to Morin [38], in order to have a positive customer experience, one should not just send notification to customer but instead provide an interesting content of the product. It should be done to have a successful marketing in your business. To have a positive customer experience it will get positive impact on the business. Location based marketing solutions help customers not only in shorting coupon redemption time but also help gaining customer's insight about the business frequency of visits, higher basket sizes, larger order size, and more engaged mobile app users. The location of the business should serve as a tool in enhancing better customers' experience.

Table 7. Difference of Responses on the Creative Marketing Strategies of Food Park Businesses in Batangas when Grouped According to Profile

Marketing Strategies	No. of Years of Operation			Average Number of Customer per day			Location		
	F-value	p-value	I	F-value	p-value	I	F-value	p-value	I
Branding	1.157	.287	NS	3.756	.017	S	.113	.739	NS
Product and Services	.789	.378	NS	.431	.732	NS	.099	.755	NS
Promotion	.147	.703	NS	.573	.636	NS	.002	.969	NS
Customer Experience	.875	.419	NS	.591	.642	NS	7.361	.009	S
Visual Merchandising	4.018	.050	NS	1.366	.264	NS	7.554	.008	S

Legend : Significant at p-value < 0.05; S- Significant; NS-Not Significant

Customer experience shows how to create a customer to help identify touch points and processes that need improvement. In addition, the shared tips and strategies for setting the right expectations with marketing, signage, and in-store experience, building trust before the sale, retooling the sales process to thank and celebrate the customers, and more. Customer service experience is not the only way word gets around anymore. Thanks to the internet and social media, word of mouth has changed dramatically. There have been many shared events and even staged marketing campaigns displaying customer service excellence.

In building customer experience, one of the most important part of it is having a good location by providing understanding and externalize good concept of the business to offline and online consumers. Customer experience is one of the most important words nowadays. It is the most common word that can be heard in different places especially in the marketing field. But there are still some issues of reality that needs to be talked about by different businesses. Offering a good customer experience that meets the customer needs and wants can increase the number of customers. The business should not only provide or offer good products but also good location. Today it is important to have good location of business that benefits not just the business but also the customers. Location is the main thing that the customers look at today. Good use of location can benefit the business to be known in the field [39].

According to Davey [40], mostly all customers have a lot of expectations when it comes to buying and selling experience. Customers also observe about the price of the product and consider the way they apply customer service in business. That is why it is important to have a good location in business. A location based business can help the customer to have more knowledge and idea about the product. Customers not just look for what they can get on the product that they will buy but they also look if the location of the business is right. This can help the customers know some reviews about what products are being offered. The employees also can easily know if their customers are loyal to their business. The location of the business can be relevant to business owners if they are known already by the customers and encounter with each other before, the employees can easily understand what the needs of the customers are. The goal of having a good location is to attract more customers and build good relationship

with them for a better future of the business. Some companies fail but some also succeed because of their good location. Most businesses nowadays make the location of the business as an advantage of having good market strategy. Owners of the businesses can easily identify the needs of their customers in terms of location. It is indeed having a good location that can help a business grow. Having a good location can help the customers to have an easier lifestyle.

Among the items cited, customer experience is significant in terms of location. Visual Merchandising is important in location of the business, perhaps it will give an extra attraction to the customers not just the physical store but the location itself. Possibly most of the owners consider the location first before setting up the design of their store; they may think that it will not be effective if the location is far from the city or the access road. But maybe it is really a package or a must that booth visual merchandising and location complement each other, because the ambiance a look of the place really matters to them, some maybe far but they ensure that it is worth of the customers' time.

According to Suttle [41], one of the best ways to succeed is by knowing the appropriate location for the business because as early as they started the business can be identified if the location is appropriate. Those business owners who are near the customer traffic have the most chance of having more and loyal customers. The store must be located where most of the customers are passing by. Another technique is locating the store near those corporations that can help having an affirmative impression. One example given are those coffee shops that has a better chance to attract more customers by adding more feature to their store such as the wireless internet having its fast connection. Their choice of location matters, since some of them enjoy tax profit.

CONCLUSIONS AND RECOMMENDATIONS

Base from the findings of the study, most of the owners who are using creative marketing strategies have survived more than a year in business. The marketing strategies used by the business owners are effective enough to attract customers. Food parks with an average customer of 31 and above have creative marketing strategies on branding while businesses in Lipa City have higher creativity on customers experience and visual merchandising.

The researchers recommend that the owners maybe equipped with knowledge, skills, educational attainment, values and experience in order to become

a competitive, efficient and effective in their business. The owners of food park may look for strategic location in putting up a business. The management may seek trending interiors appropriate for their business. Also, the management of Food Park may create food application named Foodies Park to boost the marketing of the business. In this application customers can access all the food parks in Batangas and Lipa City. In which they can order online, and reserve seats whenever they want. They can also view the announcements and discounts of food parks and get freebies.

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