Influence of Marketing Mix Strategies of Budget Burger Chains in Building Brand Equity

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ABSTRACT

This study explores how budget burger chains in Cabiao, Nueva Ecija use the marketing mix (Product, Price, Place, Promotion) to build brand equity, guided by Aaker's Brand Equity Theory and the 4Ps Model. Using a descriptive-survey design, data were collected from 100 respondents across four local burger chains. Results showed that pricing strategies had the strongest impact on customer satisfaction and loyalty, while product quality, store environment, and digital promotions also positively influenced brand equity components. The findings confirmed the they have a significant correlation between all marketing mix elements and brand equity. The study offers practical insights for small food businesses to enhance brand perception and competitiveness, and it contributes valuable knowledge to the limited research on local food service enterprises in the Philippines.

INTRODUCTION

In the ever-evolving food industry in the Philippines, the taste and preference of the consumer continue to evolve with the influence of urbanization, population explosion, and rising income levels. These have created an active and competitive foodservice market, where people increasingly seek convenient, affordable, and delicious food. It caused the growth of limited-service restaurants, which consist of quick-service, fast food, and take-away convenience stores (Research and Markets Ltd, 2025)[15]. During the development of food industries, the budget burger chains have become significant players in the market by providing quality and flavor at affordable costs, serving a broad customer base that consists of students, young adults, and families. Their success is particularly dependent on their ability to provide value without compromising quality. To remain competitive in a growing, crowded market, it needed to continually strengthen its marketing mix strategies to create and maintain good brand equity. According to the study of Irri, O. (2023)[10] in "Local Marketing Plan: Case Fresh! Burger" that emphasizes the need for local marketing strategies that Irri studied in the Europe, the study highlights the roles of sales promotions, attention-grabbing advertising, and sharp brand positioning knowledge that can used for budget burger chains in the Philippines in gaining and keeping value-conscious customers.

However, locally based budget burger chains have their share of significant challenges. Brand fatigue caused by market saturation, where customers struggle to differentiate between competing brands, ultimately undermining loyalty and sales (Philippines Quick Service Restaurants Market, 2025)[22]. Increased ingredient and operating expenses have caused extra stress in maintaining innovation (Analytica, 2024)[3].

While multiple studies have examined the success of foreign fast-food chains, the research study is limited in scope, as it has discussed how Philippine budget burger chains utilize the marketing mix to create brand equity. This gap exists explicitly when considering how smaller companies differentiate themselves, reach out to consumers, and maintain loyalty.

This research aims to bridge that gap by examining the ways budget burger chains in a typical local community, specifically in Cabiao municipality, that will be implemented by marketing mix strategies: product, price, place, and promotion, to drive brand equity dimensions, including brand awareness, brand loyalty, perceived quality, brand associations, and proprietary assets. With the knowledge of the relationship between the elements, the study aims to provide insights into how the local budget burger chain in Cabiao can consolidate

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its brand positioning and remain competitive in an overcrowded market. The research seeks to determine whether the marketing mix significantly contributes to creating and sustaining substantial brand equity in a highly competitive market.

RESEARCH METHOD

Research Design

This study used a descriptive survey method as an approach to the research. The descriptive-survey method is a type of research that does not involve experiments or the manipulation of variables. This study found that the quantitative method focuses on describing the characteristics of something or a group, rather than trying to find out why it happens.

Participants

The researcher will apply quota sampling to this research, a form of non-probability sampling where the population is segmented into subgroups and a specified number of respondents is selected from each subgroup. In this study, every burger chain is a subgroup, and the quota of 25 respondents is distributed per burger chain. This sampling is most effective when the researchers want to obtain equal representation from a particular group.

Instrumentation

The researchers will collect relevant data by conducting a questionnaire with 100 respondents. The sample is divided into four selected budget burger chains operating in Cabiao. Thus, 25 respondents are surveyed from each of the chosen burger chains, with balanced representation across the chosen facilities. There are three sections of the questionnaires. Section I focuses on the Demographic Information by gathering basic details about the respondents, including their name, age, sex at birth, and the preferred budget burger chain they want to purchase. Section II evaluates the respondents' level of agreement concerning the marketing mix strategies used by budget burger chains. Lastly, Section III assesses the respondents' level of agreement regarding the influence of marketing mix strategies on brand equity. To identify the respondent's level of agreement with section II and section III, the researchers used the 5-point Likert scale, which includes (1) strongly disagree, (2) disagree, (3) somewhat agree, (4) agree, and (5) strongly agree. The questionnaire is composed of three important sections.

Validation of Instrument

The research tool was validated using expert review and feedback to guarantee its relevance, clarity, and appropriateness for the objectives of the study.

Data Gathering Procedures

The data gathering continued until the quota of 25 respondents per burger chain was fulfilled. Participants were selected based on their willingness to participate during the designated data collection schedule. The distribution of the questionnaires lasted for almost 3 weeks until the target respondents was completed.

Analysis of Data

The research design served as a guide for organizing and analyzing the data collected for this study. The weighted mean was used in the study to measure consumers' perceptions of the various marketing mix tactics and how they affected brand equity. Similarly, Spearman's Rho Order Correlation Coefficient was used to assess if brand equity and marketing mix tactics were significantly correlated. The main instrument used to gather data was a questionnaire with a Likert scale to gauge different degrees of agreement or disagreement with the assertions.

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RESULT AND DISCUSSION

This chapter contained a detailed presentation and discussion of data analysis and the findings from 100 questionnaires completed by respondents from Angels Burger, Minute Burger, El Terible, and Hub Eat.

Table 1 Respondents' Level of Agreement on The Marketing Mix Strategies of the Budget Burger Chain

Marketing Mix 4ps	WM	VI
Product	4.04	Agree
Price	4.30	Strongly Agree
Place	4.07	Agree
Promotions	4.07	Agree
Overall	4.12	Agree

Legend: 5 – Strongly Agree; 5.00 - 4.21– Agree; 4.20 - 3.41– Somewhat Agree; 3.40 - 2.61– Disagree; 2.60 – 1.81 – Strongly Disagree; 1.80 – 1.00

Table 1 presented the respondent level of agreement on the marketing mix strategies: product, price, place, and promotion of the budget burger chain with an overall weighted mean of 4.12 and verbal interpretation of "Agree". In terms of price, the respondents strongly agreed with the highest weighted mean of 4.30. In terms of place and promotion, the respondents agreed with a weighted mean of 4.07. Meanwhile, the product received a weighted mean of 4.04, with the lowest among the four elements, and still earned a verbal interpretation of "Agree".

The results showed that the price received the highest weighted mean of 4.30. Supported by Effendi et al. (2025)[8], who emphasize that pricing perception, delivery experience, food quality, and perceived value have a significant effect on the overall satisfaction of every customer. Among the marketing mix, pricing has the most significant direct effect. Although delivery and pricing contribute to satisfaction through perceived value, factors like menu variety and various promotional types also influence value perception and satisfaction.

Table 2 Respondent Level of Agreement on The Influence of Marketing Mix Strategies on Brand Equity

Brand Equity Theory	WM	VI
Brand Loyalty	4.16	Agree
Brand Awareness	4.23	Strongly Agree
Perceived Quality	4.17	Agree
Brand Associations	4.22	Strongly Agree
Proprietary Assets	4.35	Strongly Agree
Overall	4.23	Strongly Agree

Legend: 5 – Strongly Agree; 5.00 - 4.21– Agree; 4.20 - 3.41– Somewhat Agree; 3.40 - 2.61– Disagree; 2.60 – 1.81 – Strongly Disagree; 1.80 – 1.00

Table 2 presented the respondents' level of agreement regarding the influence of marketing mix strategies: product, price, place, and promotion, on the five key components of brand equity: Brand Loyalty, Brand Awareness, Perceived Quality, Brand Associations, and Proprietary Assets with an overall weighted mean of 4.23, with a verbal interpretation of "Strongly Agree". In terms of brand loyalty, the respondents agreed with the highest weighted mean of 4.16. In terms of brand awareness, the respondents strongly agreed with the highest weighted mean of 4.23. In terms of perceived quality, the respondents agreed with the highest weighted mean of 4.17. In terms of brand association, the respondents strongly agreed with the highest weighted mean of 4.22. In terms of proprietary assets, the respondents strongly agreed with the highest weighted mean of 4.35.

The results showed that the proprietary assets received the highest weighted mean of 4.35. This aligns with the findings of Risnawati and Nur (2025)[23], who emphasized that consumers are strongly attracted to restaurants that offer distinct or signature dishes. Their study supports the idea that culinary uniqueness plays a crucial role in creating competitive advantage, as it allows businesses to differentiate themselves and capture customer interest.

Table 3 Significant Correlation Between the Marketing Mix Strategies of Budget Burger Chains on Brand Equity

Marketing Mix 4ps	p-value	Decision	CONCLUSION
Product	0.004	Reject Ho	Significant
Price	0.001	Reject Ho	Significant
Place	0.018	Reject Ho	Significant
Promotions	0.002	Reject Ho	Significant
Overall	0.006	Reject Ho	Significant

Legend: Accept Ho if computed x2 > x2 0.05 = Not Significant; Reject Ho if computed x2 ≤ x2 0.05 = Significant

As shown in Table 3, there is a significant correlation between the marketing mix strategies, product, price, place, and promotion of budget burger chains and their brand equity, which encompasses brand loyalty, brand awareness, perceived quality, brand associations, and proprietary assets. The overall result of the p-value is 0.006; therefore, it has a significant correlation.

CONCLUSION

The following are the conclusions of the research study:

1. The respondents strongly agreed on the marketing mix strategies in terms of price. However, the respondents agreed on the marketing mix strategies in terms of product, place, and promotions.

2. The respondents strongly agreed that the marketing mix strategies influence the brand equity in terms of brand awareness, brand association, and proprietary assets. However, the respondents agreed that the marketing mix strategies influence the brand equity in terms of brand loyalty and perceived quality.

3. The researcher rejected the null hypothesis; therefore, there was a significant correlation between marketing mix strategies (product, price, place, and promotions) and brand equity (brand loyalty, brand awareness, perceived quality, brand associations, and proprietary assets).

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