

The Relationship Between Marketing Strategies and Customer Satisfaction in the Fast-Food Restaurant Industry

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ABSTRACT

This research examines the relationship between marketing strategies and customer satisfaction within the fast-food restaurant industry, focusing on product and promotional strategies. The study unveils critical insights gathered from a representative sample of 400 respondents. Findings reveal that product strategies, such as incorporating local and international flavors, offering unique menu items, introducing new products, and improving existing offerings, significantly attract and satisfy customers. Moreover, emotionally resonant promotional strategy and celebrity endorsements have a compelling impact on customer purchasing decisions. The study underscores the importance of a comprehensive marketing approach, harmonizing both product and promotional strategies, in enhancing overall customer satisfaction. The positive correlations observed between marketing strategies and customer satisfaction highlight the paramount role of marketing strategies in shaping the success of fast-food restaurants, underscoring their crucial influence on customer satisfaction and overall restaurant performance. These findings provide actionable recommendations for the industry, emphasizing the need for adaptability, convincing advertisements, and culinary innovation to meet evolving consumer preferences and expectations.

Keywords: Marketing Strategies; Customer Satisfaction; Fast-food Restaurants; Product Strategy; Promotional Strategy

INTRODUCTION

The swift expansion of the fast-food restaurant industry on a global scale has brought intense competition, prompting businesses to adopt marketing strategies to vie for customer attention. In this dynamic landscape, the pivotal role of marketing strategies in shaping customer perceptions and experiences cannot be overstated. The cornerstone of any successful business lies in its ability to not only attract customers but also to nurture relationships with them. As emphasized by Soltani et al. (2018), the importance of retaining existing customers while concurrently attracting new ones is universally acknowledged across different industries.

In response to this, well-known fast-food companies have strategically harnessed their inherent capabilities and assets to craft marketing strategies that wield the power to not only enhance customer satisfaction but also bolster overall revenues. The scholarly work of Kotler et al. (2019), emphasizes that a marketing strategy serves as the compass guide on organization's allocation of resources toward optimal avenues for increasing sales and securing a sustainable competitive edge.

According to Perez-Hernandez (2019), other than target market and advertising, promotional strategy are also critical factors for marketing strategy. In Perez-Hernandez (2019) study, profitable firms gain competitive advantages by having well-planned promotions. In addition, the use of the internet and digital media as a tool for promotional strategy of a business might have a positive effect on sales and income (Nuseir, 2018; Jian, et al. 2021). According to Nuseir (2018), the use of the internet in today's business platforms can significantly alter the direction of a business. However, customers' requirements may change over time. Thus, understanding the product life cycle and continuous monitoring on customers' preference are the key factors for the company. And in order to meet those changing preferences, fast-food chains have to introduce new products and phase out old ones over time (Dixit et al. 2019).

Nonetheless, it is seen that most international fast-food restaurants strive to maximize localization of its marketing strategies through promotional strategy. In the Philippines, most advertisements are on televisions and focuses on the use of popular local artists to get the attention of customers. Advertisements through magazines, newspapers, and radio are also being used. Pizza Hut, Domino's Pizza, McDonald's, Jollibee, and Mang Inasal's promotional advertisement targets are the younger customers which may lead to whole family consumption behavior (Fitria et al., 2019; Wu, 2022; Nirmal, 2020). Hence, it is frequently seen that advertisements from these fast-food chains are constantly responding with promotional activities that customers have interest in, such as children's toys (Happy Meal) and sometimes combined with the premiers of major movies or sports.

Moreover, fast-food restaurants strategically design and manage their product offerings to meet the demands of their target market while maintaining operational efficiency. On the other hand, product strategy in the fast-food industry involves decisions regarding the menu, pricing, quality, innovation, and branding (Dilip et al., 2021; Jian et al., 2021; Wu, 2022). These restaurants often employ a combination of core menu items that are consistent across locations, providing a familiar and reliable experience for customers. Additionally, they frequently introduce limited-time promotions or new menu items to stimulate customer interest and adapt to changing consumer preferences (Wu, 2022).

Moreover, it is also important to understand the role of supporting elements in a marketing strategies such as Pricing, Availability, Authenticity, and Convenience. It emerges as pivotal for fast-food restaurants to prosper in terms of formulating a marketing strategy.

The importance of pricing in the fast-food industry cannot be underestimated. Studies by Kotler et al. (2019) emphasize that pricing is a critical element of marketing strategy, impacting customer perceptions and purchase decisions. Price segmentation and value-based pricing have been widely adopted by fast-food chains to attract diverse customer segments (Li et al., 2020).

Meanwhile, research by Hossain et al. (2019), emphasizes that customers' satisfaction is impacted by the predictability of product availability. Fast-food chains adopt supply chain management strategies to maintain inventory levels and meet customer demands efficiently (Ermasova, 2021). By incorporating availability as a supporting element in every marketing strategy, a fast-food establishment can enhance its ability to attract customers.

In addition, the researchers also discovered another supporting element that fast-food restaurant often incorporate in their marketing strategy, and that is authenticity. Authenticity has become a pivotal supporting element for the marketing strategy in the fast-food industry, with customers seeking genuine experiences. The work of Niazi et al. (2021) highlights how authenticity in branding and menu offerings resonates with modern consumers. Fast-food chains such as Chipotle and Shake Shack promote the use of fresh and locally sourced ingredients, catering to customers' desire for authenticity and healthier choices (Chen et al., 2020).

Lastly, convenience is a variable of most marketing strategies in the fast-food sector. The study by Johnson et al. (2020) underscores the importance of convenience as a determinant of customer satisfaction. Fast-food restaurants have embraced digitalization, introducing mobile apps for easy ordering, delivery services, and drive-through options (Smith et al., 2020).

However, there's a noticeable gap found in research, particularly when it comes to understanding how marketing strategies and customer satisfaction are closely related. Despite the acknowledged importance of marketing strategies within the fast-food restaurant industry, there exists a discernible gap in understanding of the nuanced interplay between these two variables. While numerous studies have explored individual aspects of marketing strategies and their impact on customer satisfaction, a comprehensive exploration of the intricate relationship that binds them remains lacking. For instance, Smithson and Lee (2021), emphasize the need to

bridge the gap between marketing strategy design and actual customer experiences, shedding light on how the alignment or misalignment of these elements can significantly shape overall satisfaction levels. Similarly, Johnson et al. (2020), stress the scarcity of research that delves into the role of context-specific factors, such as cultural difference and local preferences, in mediating the effects of marketing strategies on customer satisfaction. Thus, the existing literature underscores the necessity for a more holistic and integrated investigation that elucidates the multifaceted pathways through which marketing strategies exert their relationship on customer satisfaction in the fast-food restaurant industry.

The objectives of the current study are the following:

- To determine the significant relationship between promotional strategy and customer satisfaction;
- To determine the significant relationship between product strategy and customer satisfaction;
- To determine the level of implementation of marketing strategies of fast-food restaurants along with the supporting variables (price, availability, authenticity, and convenience);
- To determine the level of effectiveness of marketing strategies (promotional and product strategy) on customer satisfaction.

Expectancy Disconfirmation Theory (EDT) has been used in various industries, schools, businesses, and even in government settings (Nuradiana & Sobari, 2019; Choi et al., 2019; Lee et al., 2022). Industries across various sectors, business, government, and the private sector, are increasingly utilizing citizen surveys to gather feedback from individuals who have availed themselves of services or made purchases. Furthermore, EDT suggests that customer satisfaction is decided by the difference between the quality level expected by customers and the actual quality of the purchased products (Choi et al., 2019). The resulting difference or gap between expectations and performance is referred to as disconfirmation (Nuradiana & Sobari, 2019). In other words, customers are satisfied if the quality of the recommended products is higher than or equal to the quality level they expect. Thus, EDT has been advocated as a way for the researchers to explain the possible relationship of marketing strategies and its impact on customer satisfaction within the fast-food restaurant industry.

According to Nuradiana & Sobari, 2019, the foundational principles of the Expectancy-Disconfirmation Theory (EDT) shed light on the gradual evolution of customer satisfaction. Initially, customers form their expectations primarily influenced by promotional strategy such as advertisements. The better a business meets or surpasses these expectations, the more likely it is to evoke positive responses like intention to repurchase and favorable feedback. Notably, EDT also anticipates that when disconfirmation leans positively (meaning performance surpasses expectations), individuals experience heightened pleasure, resulting in augmented outcomes like increased satisfaction and intention to return (Lee et al., 2022).

Within the theoretical framework of EDT, the application of this framework to marketing strategies, namely product strategy and promotional strategy, unveils a profound understanding of the intricate relationship between customer experience and their satisfaction. In this regard, marketing strategies can be conceptualized as the “expectancy” aspect of EDT. Product strategy encompasses how businesses design, present, and position their offerings (Fitria et al. 2019; Chen et al. 2020; Nirmal 2020; Dilip et al. 2021; Jian et al. 2021; and Wu 2022) while promotional strategy pertains to how they communicate and promote their products to the target audience (Fitria et al. 2019; Perez-Hernandez 2019; Tien et al. 2020; Jian et al. 2021; and Wu 2022). The “expectancy” in EDT refers to customers’ initial expectations about the quality, attributes, and benefits of a product or service.

Moreover, within this context, the interplay of four crucial factors for measuring level of implementation, namely—price, authenticity, availability, and convenience—can be understood through the lens of disconfirmation within EDT. Each of these variables presents an opportunity for disconfirmation, where customer expectations may either be met, exceeded, or unmet.

EDT’s relevance to the research is multifaceted, aligning seamlessly with the objectives at hand. The researchers’ investigation into the complex relationship between marketing strategies and customer satisfaction finds a clear framework in EDT’s emphasis on customer expectations, perceived performance, and resultant disconfirmation. This approach becomes particularly significant when considering the gap in the existing literature—specifically, the limited understanding of how marketing strategies directly affect customer experiences (Smithson & Lee, 2021; Johnson et al. 2020). EDT effectively bridges this gap by spotlighting the alignment between the design of marketing strategies and the tangible encounters of customers. Its demonstrated adaptability across varied contexts further reinforces its applicability to the research’ focus on the fast-food industry.

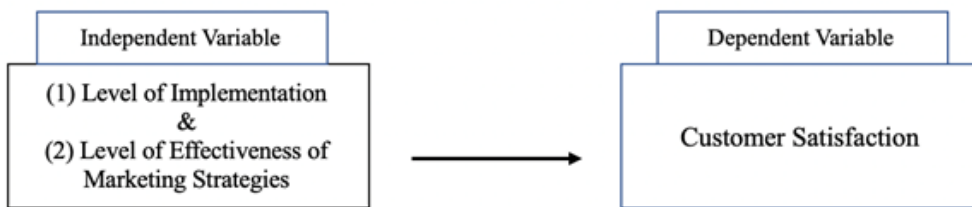


Figure 1. Conceptual Model

Furthermore, the conceptual framework (Figure 1) shows how customer satisfaction is dependent to the implementation and effectiveness of the marketing strategies (promotional and product). The Expectancy Disconfirmation theory proves the theory of this study, wherein customer satisfaction is relying on customer expectations and the perceived performance of the marketing strategies.

METHODS

This research employed a quantitative method, with a focus on measuring research data to generate insights relevant to the fast-food restaurant industry. A representative sample (400) was selected, and statistical tools were applied to ensure the validity and reliability of the results. Additionally, secondary sources such as journal articles, research papers, news articles, and paper analyses was also used to provide essential contextual background to support the research’s framework.

Research Model and Hypotheses

Based on the conceptual framework in Figure 1, The researchers formulated a research model with four hypotheses (see Figure 2). The research model, encapsulated in Figure 2, illustrates the relationships proposed by the four hypotheses, establishing a structured framework for empirical investigation and analysis to understand the intricate dynamics between the identified independent and dependent variables in the study.

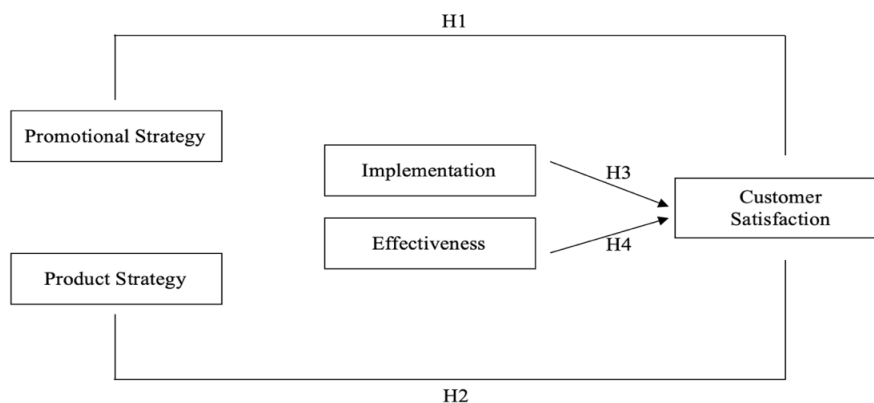


Figure 2. Research Model

Promotional strategy and customer satisfaction

This hypothesis asserting a significant relationship between promotional strategy and customer satisfaction is formulated based on the intrinsic connection between these two variables. H1 which posits a significant relationship between promotional strategy and customer satisfaction, aligns with previous research indicating that effective promotional strategies positively influence customer perceptions (Ilyas and Mustafa, 2022). Consequently, a robust promotional strategy can profoundly influence customer satisfaction by fostering engagement, building trust, and ensuring that customer expectations are not just met but exceeded.

Hypothesis 1: *There is a significant relationship between promotional strategy and customer satisfaction.*

Product strategy and customer satisfaction

H2 proposes a significant relationship between product strategy and customer satisfaction, indicating that the features, quality, and overall design of a company's offerings play a crucial role in shaping customer satisfaction. If customers perceive a high level of value in the products, whether through innovation, functionality, or overall quality, it is likely to contribute positively to their satisfaction, potentially fostering loyalty and positive word-of-mouth. Previous research has shown that customer satisfaction is closely linked to perceived product value, emphasizing the need for companies to invest in strategic product development (Lina, 2022).

***Hypothesis 2:** There is a significant relationship between product strategy and customer satisfaction.*

Level of implementation of marketing strategies along with the supporting variables

The researchers contend that key supporting variables—price, availability, authenticity, and convenience—significantly influence the success of marketing strategies in fast-food restaurants (Hossain et al., 2019; Kotler et al., 2019; Johnson et al., 2020; Li et al., 2020; Wu, 2022). Incorporating these variables into the strategy is anticipated to yield a positive impact.

When examining the level of implementation, it becomes evident that a strategic integration of these variables isn't merely an abstract concept; rather, it directly influences how marketing strategies are executed on the ground. The hypothesis prompts a practical consideration for fast-food corporations: a meticulous incorporation of price, availability, authenticity, and convenience into marketing strategies could dictate the overall effectiveness and success of these strategies in the competitive landscape of fast-food restaurants.

***Hypothesis 3:** There is a significant difference in the level of implementation of marketing strategies among fast-food restaurants with respect to the supporting variables (price, availability, authenticity, and convenience).*

Level of effectiveness of marketing strategies (promotional and product)

H4 proposes a compelling hypothesis asserting a significant relationship between the effectiveness of marketing strategies, encompassing both promotional and product strategies, and customer satisfaction within the context of fast-food restaurants. Fast-food establishments operate in a highly competitive industry where customer satisfaction plays a pivotal role in retaining customers and fostering brand loyalty (Soltani et al., 2018; Kotler et al., 2019).

This hypothesis aligns with established marketing principles, emphasizing the integral role of effective marketing strategies in shaping customer satisfaction. Numerous studies in related industries have shown that a strategic combination of promotional and product-focused initiatives significantly impacts customer satisfaction levels (Somervuori and Ravaja, 2013; Fitria et al., 2019; Perez-Hernandez, 2019; Tien et al., 2020; Yuan et al., 2022; Chen et al., 2020; Nirmal, 2020; Dilip et al., 2021; Jian et al., 2021; and Wu, 2022). The validation of H4 could provide valuable insights for fast-food businesses, guiding them in optimizing marketing strategies to enhance overall customer satisfaction and, subsequently, maintaining a competitive edge in the industry.

***Hypothesis 4:** There is a significant relationship between the effectiveness of marketing strategies (both promotional and product strategy) and customer satisfaction in fast-food restaurants.*

Research Design

This research used cross-sectional survey design to investigate the relationship between marketing strategy and customer satisfaction. In this type of design, data is gathered from participants or subjects at a specific moment, and it is used to understand the characteristics, attitudes, behaviors, or opinions of the studied population at that particular instance.

Statistical treatment of data

The statistical tools of mean and correlation coefficient played a pivotal role in this research. The mean, as a measure of central tendency, helped understand the average response for each survey question, providing insights into the general sentiment of respondents. Calculating the mean also allowed for interpretation of the level of effectiveness for product and promotional strategies, as well as the level of implementation of marketing strategies, incorporating four measuring level: price, authenticity, availability, and convenience. Furthermore, the correlation coefficient was used to establish relationships between variables.

Data Collection

After the questionnaires were collected, the data was subjected to the appropriate statistical techniques for examination. The researchers used Table 1 as a guide for interpreting the results.

Table 1: Scale of interpretation used in this study

Interpretation		
Mean Range	Level of Implementation	Level of Effectiveness
4.20 - 5.00	Always	Extremely Effective
3.40 - 4.19	Normally	Effective
2.60 - 3.39	Sometimes	Neutral
1.80 - 2.59	Seldom	Ineffective
1.00 - 1.79	Never	Extremely Ineffective

A total of 400 respondents were collected. A notable finding from the gender distribution is that a majority of the respondents identified as female, comprising 52.5% of the sample. Male respondents accounted for 40.8%, while a smaller proportion, 5.5%, preferred not to disclose their gender, and 1.3% identified as ‘Others’.

Furthermore, the age group composition of the sample revealed that a substantial portion, 53.3%, belonged to Generation Z. Millennials accounted for 32.8%, while Generation X represented 13.5%. A minimal percentage, 0.5%, fell into the Baby Boomer II category. These age group distributions reflect the diverse generational backgrounds of the researchers respondents, which can offer insights into how different generations perceive and interact with marketing strategies in the fast-food restaurant industry.

Table 2. Descriptive statistics of respondents

Gender	Frequency	Percentage
Male	163	40.8%
Female	210	52.5%
Others	5	1.3%
Prefer not to say	22	5.5%
Total	400	100%
Age Group	Frequency	Percentage
Generation Z	213	53.3%
Millennials	131	32.8%
Generation X	54	13.5%
Boomers	2	0.5%
Total	400	100%

RESULTS AND DISCUSSION

Table 3. Correlation between the marketing strategies and level of customer satisfaction

Correlates	Correlational Coefficient	P-value	Interpretation
Promotional Strategy & Customer Satisfaction	0.423	<0.001	Significant positive correlation
Product Strategy & Customer Satisfaction	0.529	<0.001	Significant positive correlation
Overall Marketing Strategy & Customer Satisfaction	0.567	<0.001	Significant positive correlation

Examining the relationship between promotional strategy and customer satisfaction reveals a significant positive correlation (0.423). This suggests that when promotional strategies are well-executed, including advertisements and celebrity endorsements, it significantly influences customers' satisfaction with their fast-food dining experiences. This result aligns with established marketing theories, emphasizing the pivotal role of effective promotional campaigns in shaping customer perceptions and behaviors within the fast-food industry (Somervuori and Ravaja, 2013; Fitria et al. 2019; Perez-Hernandez 2019; Tien et al. 2020; Jian et al. 2021; Yuan et al., 2022; and Wu 2022).

Turning to the correlation between product strategy and customer satisfaction, the researchers uncover a robust and significant positive relationship (0.529). This finding underscores the critical role played by product-related factors, such as menu diversity and continuous innovation, in shaping customer satisfaction levels (Fitria et al. 2019; Chen et al. 2020; Nirmal 2020; Dilip et al. 2021; Jian et al. 2021; and Wu 2022). When fast-food restaurants excel in their product strategy, it translates into both attracting new customers and enhancing the satisfaction of their existing patrons. Customers place a high value on unique and diverse menu offerings, which contribute positively to their overall dining experiences. (Somervuori and Ravaja, 2013; Fitria et al. 2019; Perez-Hernandez 2019; Tien et al. 2020; Yuan et al., 2022) Chen et al. 2020; Nirmal 2020; Dilip et al. 2021; Jian et al. 2021; and Wu 2022).

Perhaps the most compelling result arises when considering the overall marketing strategy. The researchers identify a significant and strong positive correlation between the overall marketing strategies, encompassing both promotional and product strategies, and customer satisfaction. This correlation highlights the synergistic impact of a comprehensive marketing approach on enhancing customer satisfaction levels. Fast-food restaurants that successfully harmonize their promotional and product strategies are shown to achieve an even more substantial boost in customer satisfaction. This holistic approach aligns with customer preferences, as they value not only the taste and variety of food but also the overall dining experience influenced by promotional efforts.

These findings underscore the paramount importance of marketing strategies in shaping customer satisfaction within the fast-food industry. The positive correlations observed indicate that investments in effective marketing strategies can significantly contribute to elevated customer satisfaction levels. Fast-food establishments that excel in these aspects are not only more likely to attract new customers but also to foster loyalty and repeat business from existing customers. This understanding can guide the fast-food industry in refining its marketing approaches to better meet customer expectations, thereby improving overall satisfaction and the success of fast-food restaurants.

Table 4: Level of implementation of marketing strategies of fast-food restaurants along with Price, Authenticity, Convenience, and Availability.

Categories	Mean	Interpretation
A. Price	3.72	Normally
1. Fast-food restaurants allows customers to buy products that are within their budget.	3.90	Normally
2. Even if the price increases, the fast-food restaurant still convinces customers to buy their product.	3.54	Normally
B. Availability	3.76	Normally
1. The availability of products in fast-food restaurants affects customer satisfaction.	4.00	Normally
2. The availability of products in fast-food restaurants affect customer's loyalty toward the establishment.	3.51	Normally
C. Authenticity	3.57	Normally
1. Advertised product are the same with the actual product.	2.68	Sometimes
2. Fast-food restaurant offers product with originality.	3.91	Normally
3. The "brand image" of the product is what drives the customers to buy it.	4.11	Normally
D. Convenience	4.02	Normally
1. The store's accessibility made the customers buy the products.	4.12	Normally
2. The store hours are convenient for customers' dining needs.	4.11	Normally
3. Customers are more likely to come back if the employees can tend to their every need.	4.15	Normally
4. Fast-food restaurant can take orders with minimal problems.	3.60	Normally
5. Fast-food restaurant serving time affects satisfaction from the customers.	4.12	Normally

According to research by Zhong and Moon (2020), fast-food restaurants tend to maintain a competitive edge in pricing. This competitiveness in pricing is attributed to the understanding that price represents the value customers are willing to sacrifice to acquire a product or service. Moreover, pricing includes critical information that influences customers' assessments of the service level, which can result in influencing their purchasing behavior and contribute to building customer loyalty. Building upon the insights from Zhong and Moon's (2020) and Ryu and Han (2010) study, it becomes evident that pricing plays a moderately significant role in shaping customer satisfaction within the fast-food industry. This aligns with the findings of this paper where respondents generally perceive fast-food restaurants as adept at staying competitive in terms of pricing. These fast-food chains are observed to align their product pricing with the budget constraints of their customers and occasionally employ strategic price-based products.

Meanwhile, in the context of availability, it exhibits similarities with the price category. Both questions related to availability have mean scores above the mid-range (4.00 and 3.51, respectively). The first question suggests that customers highly value having a wide range of menu items available, and this positively affects their overall satisfaction with the fast-food restaurant. The second question indicated that the availability of products also influences respondents' loyalty, though to a slightly lesser extent. Schepers and Nijssen (2012) suggest that when a product is "out of stock" or unavailable, it can compel customers to seek another store for their purchase, ultimately impacting their loyalty to the store and overall experience, potentially leading to dissatisfaction. Luckily, the results of the survey questions pertaining to this supporting variable remain positive. In essence, the "Normally" interpretation indicates that fast-food restaurants maintain a steady and dependable approach to ensuring product availability and satisfying customer expectations. This balanced perception reflects a stable product supply strategy within the fast-food industry, contributing to customer satisfaction and loyalty over time.

Another measuring variable under the level of implementation, particularly authenticity, the results slightly changed. While most respondents indicated that the advertised product often does not match the actual product, resulting in a mid-range mean (2.68) with an interpretation of "sometimes" (This interpretation reflects the occasional inconsistency between advertisement and the actual product, signifying room for improvement in maintaining authenticity. Conversely, questions 2 and 3 in the authenticity category garnered positive responses. Respondents expressed that fast-food restaurants consistently offer original products, and the strong "brand image" of these products significantly influences their purchasing decisions. To support this result, the scholarly work of Papadopoulou et al. (2023) emphasizes that when customers perceive a brand as authentic, they tend to develop positive attitudes, including trust, higher expectations of product or service quality, a willingness to pay premium prices, and engage in positive word-of-mouth recommendations.

Finally, the last supporting variable is Convenience, In this category, the result reveals a consistently positive perspective among respondents. Four out of the five questions received mean scores above the mid-range, with interpretations of 'Normally' for all except question #4, which also received a 'Normally' interpretation but with a slightly lower mean score. The first three questions indicate that respondents highly value the convenience aspects of fast-food restaurants. They emphasize the importance of store accessibility, convenient store hours, and attentive employees in influencing their dining decisions. With mean scores ranging from 4.11 to 4.15, it's evident that customers believe these factors significantly contribute to their overall satisfaction and potentially their loyalty to a fast-food establishment. Question #4, although still within the 'Normally' range with a mean score of 3.60, suggests that there is room for improvement in terms of order-taking efficiency. While it does not indicate a major issue, it does point to a minor aspect of convenience that fast-food restaurants could enhance to further enhance customer satisfaction.

Lastly, question #5 highlights the importance of fast-food restaurant serving time. With a mean score of 4.12 and an interpretation of 'Normally,' it's clear that customers perceive quick and efficient service as a key factor influencing their satisfaction. This aspect aligns with the overall focus on convenience, suggesting that timely service contributes positively to customer experiences in fast-food restaurants.

To support these findings, Omari et al. (2016) highlight the critical role of convenience as a determining factor for customers when choosing to dine in a fast-food restaurant or not. Convenience encompasses various aspects of saving time and energy throughout the entire consumption process, which includes planning, shopping, storage, food preparation, consumption, cleanup, and waste disposal. When a business fails to provide fast and efficient service that aligns with customers' time-related convenience expectations, they may seek alternative options, ultimately impacting their loyalty and overall experience in the fast-food restaurant. Furthermore, Omari et al. (2016) suggest that convenience plays a pivotal role in shaping customer satisfaction and influences a fast-food restaurant's overall marketing strategy. They emphasize how a focus on convenience, such as quick and

efficient service, can significantly contribute to positive customer experiences, enhance loyalty, and drive the success of fast-food establishments.

Table 5. Level of effectiveness of the promotional strategies used by fast-food restaurants

	Promotional Strategy	Mean	Interpretation
1.	Fast-food restaurants' advertisement effectively connects with the customers.	4.06	Effective
2.	The effective use of celebrities in the advertisement convinced customers to buy their products.	3.81	Effective
3.	Fast-food restaurant that offers coupons convinced customers to buy their products.	3.70	Effective
4.	Fast-food restaurant's advertisement in Television commercials are the reason customers buy their products	3.48	Effective
5.	Advertisement in movies is the reason customers buy their products.	3.37	Neutral
6.	Fast-food restaurant that offers toys convinced customers to buy their products.	2.50	Ineffective
	Overall	3.48	Effective

1. Fast-food restaurants' advertisement effectively connects with the customers (Mean: 4.06, Interpretation: Effective): According to Singam et al. (2014), advertisements play a crucial role in fast-food restaurants' ability to capture consumer attention and potentially boost their popularity, thereby increasing revenue. Furthermore, Singam et al. (2014) suggest that emotionally resonant advertisements have the power to enhance customers' overall experience, even before they see or purchase the product. This perspective aligns with the findings of Matiringe-Tshiangala (2022) which emphasize that a stronger customer attachment to a product, fostered through effective promotional strategy, can lead to an emotional connection with the product itself, ultimately resulting in higher levels of satisfaction. This result suggests that respondents perceive fast-food restaurant advertisements as being successful in establishing a connection with customers. Effective advertising is crucial in capturing the attention and interest of potential customers, and this result indicates that these restaurants are generally doing well in this matter.

2. The effective use of celebrities in the advertisement convinced customers to buy their products (Mean: 3.81, Interpretation: Effective): Respondents acknowledge the impact of using celebrities in fast-food advertisements. This suggests that leveraging celebrity endorsements is an effective strategy in convincing customers to purchase fast-food products. Celebrities can enhance the appeal and credibility of a brand, which, in turn, influences consumer choices. This result further supports the findings of Nelson and Deborah (2017), which highlight that celebrity endorsements can provide a substantial advantage to a brand. When celebrity endorsers appear in ad campaigns, consumers tend to establish a sense of belonging to the brand, fostering emotional connections with the product.

3. Fast-food restaurant that offers coupons convinced customers to buy their products (Mean: 3.70, Interpretation: Effective): The presence of coupons as a promotional strategy is perceived as effective by respondents. This indicates that discounts and promotional offers through coupons have a positive influence on customers' purchasing decisions. It's a strategy that encourages customers to choose these restaurants.

4. Fast-food restaurant's advertisement in Television commercials are the reason customers buy their products (Mean: 3.48, Interpretation: Effective): Television commercials continue to hold relevance in fast-food advertising. The interpretation of "Effective" suggests that TV commercials remain a persuasive medium in convincing customers to buy fast-food products. It highlights the enduring impact of traditional advertising channels. Singam et al. (2014) emphasize the significance of advertising for fast-food restaurants, but they also underscore that advertising alone may not be sufficient without leveraging television as a medium. The findings of this research affirm that incorporating technology, such as television advertising, can indeed help fast-food restaurants in attracting in a larger customer base.

5. Advertisement in movies is the reason customers buy their products (Mean: 3.37, Interpretation: Neutral): This result falls under the "Neutral" interpretation, indicating that advertising in movies has a mixed impact. While it does not strongly convince customers to make purchases, it also does not deter them. It is a strategy that may require further exploration or refinement to maximize its effectiveness. According to Adam and Balazs (2019), the effectiveness of an advertisement in movies depends on the timing of its placement. Their research suggests that displaying advertisements before a movie starts provides an advantage because attendees are in an above-average receptive state. They are more open to viewing advertisements when they are perceived as part of the overall movie-watching experience, as opposed to placing the advertisements after the movie or in the middle.

6. Fast-food restaurant that offers toys convinced customers to buy their products (Mean: 2.50, Interpretation: Ineffective): The use of toys as a promotional strategy is perceived as ineffective by respondents. This suggests that offering toys with fast-food meals does not significantly influence customers' purchasing decisions. It may indicate that customers prioritize other factors over toy incentives. Drawing upon the research by Kellershohn et al. (2018), it becomes evident that in the early 2000s, fast-food restaurants successfully attracted young consumers by offering toys with their meals. However, as today's young consumers have become more tech-savvy and inclined to overlook traditional toys, the increasing role of technology in the family dining experience emerges as a crucial factor rendering children's toys ineffective as a marketing strategy today. Therefore, this result of this research underscores the need for a reevaluation and further research into the role of toys in the modern fast-food dining experience.

These findings collectively underscore the importance of strategic promotional strategy in the fast-food industry, emphasizing the need for businesses to adapt to changing consumer behaviors and preferences to remain competitive and relevant.

Table 6. Level of effectiveness of the product strategies used by fast-food restaurants

Product Strategy	Mean	Interpretation
1. Fast-food restaurants effectively incorporates Filipino (local) taste on their menu.	4.11	Effective
2. Fast-food restaurants offers uniqueness in every product.	4.04	Effective
3. Fast-food restaurants who incorporates international taste on their menu, is what drives me to buy their products.	4.01	Effective
4. Fast-food restaurants are effective at producing new product offerings.	3.83	Effective
5. Fast-food restaurants are effective at improving their existing product offerings.	3.65	Effective
Overall	3.93	Effective

1. Fast-food restaurants effectively incorporate Filipino (local) taste on their menu (Mean: 4.11, Interpretation: Effective): Respondents perceive fast-food restaurants as successful in integrating local flavors into their menu offerings. By aligning their offerings with local culinary traditions, these restaurants can create a strong connection with their target audience, enhancing customer satisfaction and loyalty. This result aligns with and reinforces the findings of Panwar and Patra (2017), emphasizing the importance for multinational fast-food corporations to embrace local flavors in their products. This strategy enables them to establish a meaningful connection with the local community, as evidenced by the effectiveness of catering to Filipino tastes and preferences in attracting customers.

2. Fast-food restaurants offer uniqueness in every product (Mean: 4.04, Interpretation: Effective): The respondents acknowledge the importance of product distinctiveness in fast-food restaurants. This indicates that providing unique and innovative menu items is an effective strategy for attracting and retaining customers. Fast-food establishments that continuously introduce new and exciting products can pique the interest of consumers, making them more likely to choose these restaurants over competitors.

3. Fast-food restaurants that incorporate international taste on their menu are what drive me to buy their products (Mean: 4.01, Interpretation: Effective): This result suggests that offering international flavors and dishes effectively influences customers' purchasing decisions. Fast-food restaurants that incorporate diverse tastes from around the world can cater to a broad range of preferences, expanding their customer base. This strategy aligns with the globalized nature of modern dining preferences, providing customers with a variety of choices beyond traditional local options. Additionally, fast-food corporations can excel in product strategy by incorporating diverse cuisines from around the world into their menu, adapting to various market situations, as suggested by Panwar and Patra (2017).

4. Fast-food restaurants are effective at producing new product offerings (Mean: 3.83, Interpretation: Effective): The ability to introduce new products successfully is perceived as an effective product strategy. It indicates that fast-food restaurants can innovate and adapt to changing consumer preferences. Introducing fresh menu items keeps customers engaged and encourages them to explore different offerings, enhancing their dining experiences.

5. Fast-food restaurants are effective at improving their existing product offerings (Mean: 3.65, Interpretation: Effective): Respondents also recognize the importance of continuous improvement in existing products. This means that fast-food restaurants that invest in enhancing the quality, taste, and presentation of their core menu items can succeed in retaining and satisfying customers. Effective product improvement strategies can lead to increased customer loyalty and repeat business.

CONCLUSION

This paper began by examining the marketing strategies employed by fast-food restaurants to attract customers, emphasizing both product and promotional strategies. Effective product strategies, including incorporating local and international flavors, offering menu uniqueness, introducing new products, and enhancing existing offerings, emerged as pivotal factors in attracting and satisfying customers. Culinary innovation and adaptability were also crucial in meeting diverse consumer preferences and fostering loyalty. Moving beyond marketing strategies, the study explored the implementation of these strategies, considering supporting measuring variables such as price, authenticity, convenience, and availability. Pricing consistently met customer expectations, and product availability positively influenced satisfaction and loyalty. However, challenges occasionally arose in maintaining authenticity, as respondents sometimes felt dissatisfied when the product they received did not match what was advertised. Additionally, overall convenience-related factors, including accessibility, store hours, attentive employees, and prompt service, played a pivotal role in enhancing customer satisfaction and loyalty.

A key finding emerged regarding the effectiveness of marketing strategies on customer satisfaction. Effective promotional strategies, such as emotionally resonant advertisements, celebrity endorsements, coupons, and television commercials, significantly impacted customer satisfaction with fast-food dining experiences. Interestingly, the study noted a neutral response to advertisements in movies, suggesting the need for further evaluation in this promotional method. Furthermore, offering toys as a strategy to persuade customers to make purchases was found to be ineffective. Robust product strategies, characterized by menu diversity and continuous innovation, also positively influenced customer satisfaction levels.

The most significant revelation from this research lies in the analysis of the overall marketing strategy. A strong and positive correlation was identified between the effectiveness of both promotional and product strategies and customer satisfaction. This underscores the paramount importance of a comprehensive marketing approach that harmonizes both aspects. Fast-food restaurants excelling in these areas not only attract new customers but also foster loyalty and repeat business from existing patrons. This holistic approach, aligned with customer preferences, is instrumental in enhancing overall satisfaction and the success of fast-food restaurants.

This research reinforces the pivotal role that marketing strategies play in shaping customer satisfaction within the fast-food industry. Investments in effective marketing strategies can significantly contribute to elevated customer satisfaction levels, ultimately benefiting both fast-food establishments and their customers. These insights serve as a valuable guide for the fast-food industry, offering practical implications for businesses and valuable insights for future academic endeavors. They highlight the dynamic nature of the fast-food industry and the need for continuous adaptation to evolving consumer preferences and behaviors. Ultimately, this paper empowers fast-food restaurants with the knowledge and tools to enhance their strategies and, in turn, elevate customer satisfaction in this competitive and ever-evolving market.

While this research provides valuable insights into the effectiveness of marketing strategies in the fast-food industry, it primarily focuses on consumer perceptions and may lack comprehensive analysis of other factors influencing purchasing decisions, such as socio-economic backgrounds, cultural influences, and regional variations. Therefore, the generalizability of the findings may be limited to certain demographic groups or geographic regions.

Future research could delve deeper into the influence of socio-economic factors, cultural preferences, and regional variations on consumer perceptions and behaviors regarding fast-food marketing strategies. Additionally, exploring the role of emerging technologies, such as augmented reality or social media marketing, in enhancing promotional effectiveness could provide valuable insights for fast-food establishments aiming to stay ahead in a competitive market. Furthermore, investigating the sustainability initiatives of fast-food restaurants and their impact on consumer perceptions and brand loyalty could offer valuable insights into the evolving landscape of marketing strategies in the fast-food industry.

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