



A Case Study on the Marketing Mix Responses of Café De' Nilo at Taguig City Amidst Pandemic

Jefferson S. Marcello^{1*}, Ravenal O. Dela Fuente²
^{1,2} Taguig City University, Philippines

Received: June 11, 2023

Revised: August 1, 2023

Accepted: Sept 15, 2023

Online: Sept 30, 2023

Abstract

During this time of pandemic, the virus has had an enormous effect on businesses and things have gradually changed. This study aimed to assess the effectiveness of the marketing mix responses of Café De Nilo amidst the pandemic towards increasing sales revenue by using a quantitative descriptive-correlational research method. The study was conducted to determine the effectiveness of the marketing mix during the pandemic by using one of the growing and high-foot-traffic coffee shops in Taguig which is Café de Nilo. It was chosen by the researchers because of its high market share of coffee shops in the area and high foot traffic. This was also near the location of the researchers which is convenient and as one of the partner businesses or linkages of Taguig City University. The respondents of the study are the customers who frequently dine in during the pandemic in the select coffee shop. The results of the study show that the seven variables used in the study are effective as a marketing mix strategy being used by the Café De Nilo coffee shop. On the other hand, the sales performance and its relationship to the seven variables show a high correlational relationship which indicates that the marketing mix effort being done by the coffee shop is good enough to increase sales during a pandemic. This study showed the effect in terms of the sales performance and the effectiveness of marketing mix responses of Café De' Nilo amidst the pandemic.

Keywords *marketing mix, coffee shop, marketing strategy, Taguig City*

INTRODUCTION

Marketing is at the heart of a company's success, and most parts of the business rely on efficient marketing strategies which are important to a company's success, especially amid the pandemic. Understanding and knowing exactly their target market's characteristics, interests, and needs, allows them to align what products and services they have to offer and it guides every business on the path they have to take to achieve its objectives and goals that allows them to grow in the long run.

Particularly, an effective marketing strategy combines the 7p's of marketing to establish the product's position within its target market, and some of the studies related to these are the following: Based on the study of Wiley et al. (2016), a Price Strategy is a kind of policy for a firm that determines the charge for its product and services. According to the study made by Kruger & Wakahem (2021), Promotion is where businesses and brands were encouraged to rethink the present and future promotions and marketing campaigns as a response to the pandemic. Khalifa (2020), also stated regarding Product that in a fast-changing environment, all enterprises should sustain their integrity and trust. As stated in the study by Boe (2021), regarding Place, due to Social distancing, the opportunity to sell face-to-face has seriously reduced gatherings in one place. The site Blog. Oxford College of Marketing (2020), also stated that the company's People represent the face of the organization and are responsible for interacting with customers, taking and processing

Copyright Holder:

© Jefferson, Ravenal. (2023)

Corresponding author's email: jeffersonmarcelo119@gmail.com

This Article is Licensed Under:



their inquiries, orders, and complaints in person, through online chat, on social media, or via the call center. With the help of proper training, empowerment, and motivation by a company, they can also represent an opportunity to differentiate an offering in a crowded market and to build valuable relationships with customers. While the study made by De Rossi (2021), is the process of the delivery of service that answers to what the firm offers and the means of delivering it to customers. And lastly, the study of Bhasin (2018), in keeping with that Physical Evidence involves a permanent cost to the business. With just a small change in the physical evidence factors, the other P's in the marketing mix will also be affected and changed.

With a strong marketing strategy, it can help sustain the business especially now during a pandemic where a lot of businesses have been affected, and one of these businesses was Cafe de' Nilo which was established in 2013 located at 79 Sampaloc Street, Extension Pag-asa, Taguig City. Cafe de' Nilo has been very active on social media to promote its products and even do sales promotions from time to time. They even utilized the opportunities offered by digital marketing using social media amidst pandemics. However, the digital medium that Cafe de' Nilo has been using, which is Facebook, lacks followers and seems empty with the limited number of customers that interact with their advertisements online.

This study tested if there is any significant correlation between Price, Promotion, Product, Place, People, Process, Physical Evidence, and the Sales Performance of Cafe De Nilo for the past two years.

LITERATURE REVIEW

These related studies and literature reviews provided different new knowledge to the study which can help to determine the relevance of the Marketing mix to the present study.

Price

According to Kasiso (2017), pricing strategies have a positive outcome on SMEs' sales performance in Kenya. On the other hand, having too low or too high pricing on a product can have an unforeseeable outcome in terms of sales. Pricing strategies give SMEs the freedom to set their prices and earn a larger profit.

Abdelnour, A. et al. (2020) stated that payments are aligned with the business situations of customers. During a downturn, many businesses restructure payments to address specific customer pain points, such as helping them save cash through deferred payments. To reduce customers' short-term outflows, some companies switch to recurring-revenue or subscription models, or lower up-front fees. In 2018, Rampal's study about marketing mix strategies of restaurants, using the article of Tarasova (2014), acknowledges Kotler's (2006), work and claims that pricing is an important part of a company's marketing strategy when determining a product's price. It indicates the amount of money a customer is willing to spend on a service. Price is a source of revenue for a business; strategists carefully study and consider the cost of acquiring raw materials, as well as the cost of manufacturing the product, the product's quality, the brand's market position, the state of the marketplace, and market competition.

Promotion

According to Gitman et al. (2018), promotion strategy has eight elements: personal selling, traditional advertising, public relations, sales promotion, social media, and e-commerce. Every element is connected to create a promotional blend. An effective promotional strategy can help the firm to increase its sales performance. In 2021, Altay et al stated that the promotion element illustrates how a company is committed to communicating the characteristics of its products and persuading target customers to buy the product. According to a study on online

grocery shopping, the main promotion criteria are advertising, sales promotion, and public relations. Liu, L. (2018) states that the influence of customer engagement has become substantially exaggerated in today's society, where anyone may speak with thousands of peers regarding products, businesses, or brands.

The study by Kruger & Wakahem (2021), stated that businesses and brands were encouraged to rethink the present and future promotions and marketing campaigns as a response to the pandemic. While brands must strike the appropriate tone, market changes and increased competition involve more creative and aggressive marketing strategies. Only the most popular and trusted media platforms will survive the pandemic. Consumers want brands to focus on value, transparency, authenticity, honesty, and social awareness when it comes to messaging. Digital channels reflect increased usage and offer mobile, social media, and video opportunities, resulting in a change in the media mix.

Product

Boe (2020), states that customers may find it difficult to access your product or find it less valuable now that COVID-19 has changed its priorities. To fight this, your company may consider developing a product line or offering the same products to a different customer. Understanding how the pandemic may have influenced your product and service offerings in the eyes of your target customer will benefit in reorganizing your marketing mix. Under (2012), a physical product, as well as a service for which a customer is willing to pay, is referred to as a "product." Consumers purchase tangible goods such as furniture, clothing, and groceries, as well as intangible goods such as services. Any marketing mix is incomplete without the product.

In agreement with Khalifa (2020), in a fast-changing environment, all enterprises should sustain their integrity and trust. Those with a product or service that is well-suited for difficult times must tread carefully in the meantime, lest customers believe they are profiting from tragedy.

Place/Distribution

Luenendonk (2019) conforming that place is the process of distributing the product from the producer until it reaches its consumers. The product can be distributed from the composition of distribution channels such as distributors, wholesalers, and retailers till it reaches the consumers. Furthermore, the internet has become one of the distribution channels called the "marketplace". Having the right place is an important aspect to reach the intended market which can also help the business increase and sustain their sales.

Based on the study by Kruger & Wakahem (2021), stated that the pandemic's greatest impact, without a doubt, is on distribution. People stopped going to supermarkets and shops because of Covid-19. As a result, there was a demand for home delivery services, and Uber grew in popularity as a means of transporting meals, groceries, personal hygiene goods, and medication. Some pharmacies and stores saw a potential for difference and bought or rented cars to provide home delivery, or outsourced the function to third parties. Shopping habits have switched to Internet purchases, which has resulted in massive increases in online business turnover. Just as stated by Boe (2020), due to social distancing, the opportunity to sell face-to-face has seriously reduced gatherings in one place. However once lockdown across the country gradually begins to be lifted, more businesses will start to re-open. Some businesses may reopen physical facilities, while others may remain online only. In addition, many businesses' hours of operation may have adjusted to match fewer worker numbers. It's important to keep customers informed about where, when, and how to locate you in these uncertain times.

People

The site Blog Oxford College of Marketing (2020), states that the company's people represent the face of the organization and are responsible for interacting with customers, taking and processing their inquiries, orders, and complaints in person, through online chat, on social media, or via the call center. To provide an excellent service, their knowledge of the company's products and services and how to use them, their ability to access relevant information, and their daily approach and attitude are required to be enhanced. With the help of proper training, empowerment, and motivation by a company, they can also represent an opportunity to differentiate an offering in a crowded market and to build valuable relationships with customers.

As mentioned by Derossi (2021), the people working on the front line, however, developed to be the representatives of the firm and the brand as well. Aside from them, the people behind the service are also part of the core product regardless of whether they are contacting customers directly either as a salesperson or a front office operator, or only operating in the background. One way to provide excellent service is by answering customer inquiries immediately and adequately. It plays a vital role because it affects sales and customer loyalty. Therefore, effectively recruiting the right people through HR is very important to be able to execute the marketing strategy with the right efficiency.

Process

As reported by DeRossi (2021), it is the process of the delivery of service that answers what the firm offers and the means of delivering it to customers. Primarily, it is the architecture of it that lies behind providing a service. In line with this, an efficient marketing integration to operations and human resources, being the layers below the surface, must be established as it is a necessity for a company. The absence of this would make the effective service process impossible.

In consonance with Vakadae Ramkumar et al. (2021), due to the COVID-19 pandemic, the "Process" of running a restaurant business turns out to be vital to consider. It is known that people are afraid to go to eating places and are extra afflicted, approximately the first-rate of the meals, thinking about now no longer most effective the flavor but additionally the hygiene, inside the first actual position. Small eating places are normally no longer maintained well, and customers who go to those eating places no longer create a scene however have an easy-going mentality. However, in the post-COVID-19 pandemic in massive cities, even the ones transferring crowds touring small eating places will stay up for hygienic meals being introduced to their house as they might now no longer opt to dine since people nowadays have been more mindful of their health.

Physical Evidence

Conforming to the study of Bhasin (2018), physical evidence involves a permanent cost to the business. If the business wants to set up a high-end restaurant, it needs to fund its furniture, promote in premium areas, hire qualified people, etc. With just a small change in the physical evidence factors, the other P's in the marketing mix will also be affected and changed.

To the degree stated by (Arora, A. et al., 2020), stores must be well-cleaned and disinfected as well as have the customers and employees wear masks properly for consumers to choose a certain store to dine in. On top of this, people are more widely adopting contactless activities, such as curbside pickup and self-checkout.

However, the increased use of sensitive health data—from taking temperatures as a condition of entry to wearable devices that transmit health information has already created privacy concerns and issues around sharing data. Nowadays, people prefer to dine in a certain store if they trust that their spaces are safe and virus-free.

The literature review represents the theoretical core of an article. The purpose of a literature review is to “look again” what other researchers have done regarding a specific topic. A literature review is a means to an end, namely to provide background to and serve as motivation for the objectives and hypotheses that guide one’s own research. A good literature review should not merely provide a summary of previous relevant research; the researcher is also expected to critically evaluate, re-organize and synthesize the work of others.

METHODOLOGY

Research Method

This study used a quantitative descriptive-correlational research method to determine the effectiveness of the marketing strategy of Cafe De’ Nilo at Barangay Katuparan Taguig City amidst a pandemic according to Nassaji (2015), this type of research design is a part of quantitative market research or social research study which involves conducting survey research using quantitative variables on a market research tool or social research tool. Moreover, the respondents of this study involved one hundred (100) customers of Cafe De Nilo.

The sampling technique used was nonprobability, which involves the non-random selection of respondents and the samples were chosen based on the specific purpose. This sampling technique makes data collection easier and more convenient for the study. Also, a convenience sampling method was used in which the data was collected conveniently based on the availability of the respondents. A set of questionnaires was used, which were divided into two parts: the first part focused on the demographic profile of the study’s respondents, and the second part focused on the respondents’ assessment of the effectiveness of Cafe De’ Nilo’s marketing responses during the pandemic.

FINDINGS AND DISCUSSION

Table 1. Respondents’ assessment of the level of effectiveness of marketing mix responses in terms of price

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. The price reflects the product quality offered	4.45	Effective	1
2. The price of the products is affordable	4.41	Effective	2
3. The product is reasonably priced	4.34	Effective	3
4. The price is just right for the product to get the customer’s attention	4.28	Effective	4
5. Constant update on the menu prices	3.99	Effective	5
6. Use of online payment or bank payments for the mode of payment	3.35	Moderately Effective	6
OVERALL WEIGHTED MEAN	4.14	EFFECTIVE	
	Weight	Range Value	Verbal Interpretation Symbol
	5	4.50 – 5.00	Very Effective (VE)
	4	3.50 – 4.49	Effective (E)
	3	2.50 – 3.49	Moderately Effective (ME)
	2	1.50 – 2.49	Least Effective (LE)
	1	1.00 – 1.49	Not Effective (NE)

The ranking of the respondent’s assessment of the level of effectiveness of marketing mix responses in terms of Price in Cafe de Nilo is shown in Table 1. Six indicators are used, and their respective weighted mean and verbal interpretation are included. As stated in Table 1, it was rated as EFFECTIVE with an overall weighted mean of 4.14. Five (5) indicators are rated Effective namely:

The price reflects the product quality offered, with a composted weighted mean of 4.45, which is ranked as 1; The price of the products are affordable, with a composted weighted mean of 4.41, which is ranked as 2; The products are reasonably priced, with a composted weighted mean of 4.34, which is ranked as 3; The price is just right for the product to get the customer's attention, with a composted weighted mean of 4.28, which is ranked as 4; Constant update on the menu prices, with a composted weighted mean of 3.99, which is ranked as 5; and one (1) rated as Moderately Agree, which is the use of online payments for the mode of payment, with a composted weighted mean of 3.35, which is ranked as 6.

This result can be explained by stating that Cafe de Nilo's marketing response in terms of pricing obtained an overall weighted mean of 4.14 which is verbally interpreted as EFFECTIVE. The factors that are effectively rated are the factors that can help influence the price, which is an important factor in determining the success of a business as for Wiley et al (2016). Consumers typically associate price with product quality; this finding was supported by Kasiso's (2017) study, which discovered that pricing a product too low or too high based on quality can have unanticipated sales consequences. Pricing strategies enable businesses to set their prices while still making a profit.

Table 2. Respondents' assessment of the level of effectiveness of marketing mix responses in terms of promotion

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. Promotion of products in social media	3.80	Effective	2
2. The establishment applies social media advertising as one of the promotional strategies	3.84	Effective	1
3. Discovered the products based on the establishment's promotional strategy	3.73	Effective	4
4. The establishment's promotion helped me with my purchase decision	3.79	Effective	3
5. The establishment offers a variety of discounts offers.	3.47	Moderately Effective	5
6. Granting coupons and gift checks	3.16	Moderately Effective	6
OVERALL WEIGHTED MEAN	3.63	EFFECTIVE	

Weight	Range Value	Verbal Interpretation Symbol
5	4.50 - 5.00	Very Effective (VE)
4	3.50 - 4.49	Effective (E)
3	2.50 - 3.49	Moderately Effective (ME)
2	1.50 - 2.49	Least Effective (LE)
1	1.00 - 1.49	Not Effective (NE)

Table 2 indicates the respondent's assessment of the level of effectiveness of marketing mix responses in terms of Promotion in Cafe De Nilo, with an overall weighted mean of 3.63 or rated as EFFECTIVE. Four (4) items are rated effective which are the following; The establishment applies social media advertising as one of the promotional strategies with a composite weighted mean of 3.84 as rank 1; Promotion of products in social media with a composite weighted mean of 3.80 as rank 2; The establishment's promotion helped a customer with purchase decision with a composite weighted mean of 3.79 as rank 3; Discovered the products based on the establishment's promotional strategy with a composite weighted mean of 3.73 as rank 4; two (2) items are rated Moderately Effective specifically The establishment offers a variety of discounts with a composite weighted mean of 3.47 as rank 5; lastly, Granting coupons and gift check with a composite weighted mean of 3.16 as rank 6.

Respondents' assessment level of effectiveness of marketing mix responses in terms of

Promotion obtained an overall weighted mean of 3.63 verbally interpreted as EFFECTIVE. This shows that promotion is established to have good quality services especially now during the pandemic, which influences respondents to buy their products.

The findings support the study made by Kruger & Wakahem (2021), stating that businesses and brands were encouraged to rethink the present and future promotions and marketing campaigns as a response to the pandemic. While brands must strike the appropriate tone, market changes and increased competition involve more creative and aggressive marketing strategies. Only the most popular and trusted media platforms will survive the pandemic because consumers want brands to focus on value, transparency, authenticity, honesty, and social awareness when it comes to messaging. Digital channels reflect increased usage and offer mobile, social media, and video opportunities, resulting in a change in the media mix.

Table 3. Respondents' assessment of the level of effectiveness of marketing mix responses in terms of product

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. The product is well presented on the menu	4.40	Effective	1
2. Serving actual products that are similar to the advertised products	4.32	Effective	2
3. The availability of the products on the menu	3.93	Effective	6
4. Offering a variety of products	4.15	Effective	4
5. Product originality and innovation	4.00	Effective	5
6. Satisfaction with the quality of the product	4.29	Effective	3
OVERALL WEIGHTED MEAN	4.18	EFFECTIVE	

Weight	Range Value	Verbal Interpretation Symbol
5	4.50 – 5.00	Very Effective (VE)
4	3.50 – 4.49	Effective (E)
3	2.50 – 3.49	Moderately Effective (ME)
2	1.50 – 2.49	Least Effective (LE)
1	1.00 – 1.49	Not Effective (NE)

The ranking of the respondent's assessment of the level of effectiveness of marketing mix responses in terms of Products in Cafe de Nilo is shown in Table 3. Six indicators were used, and their respective weighted mean and verbal interpretation were included. As stated in Table 3, it is rated as EFFECTIVE with an overall weighted mean of 4.18. All six (6) items are rated Effective namely: The products are well presented in the menu, with a composted weighted mean of 4.40, which is ranked as 1; Serving actual products that are similar to the advertised products, with a composted weighted mean of 4.32, which is ranked as 2; Satisfaction with the quality of the product, with a composted weighted mean of 4.29, which is ranked as 3; Offering a variety of products, with a composted weighted mean of 4.15, which was ranked as 4; Product originality and innovation, with a composted weighted mean of 4.00, which is ranked as 5; and the availability of the products in the menu, with a composted weighted mean of 3.93, which is ranked as 6.

Respondents' assessment of the level of effectiveness of marketing mix responses in terms of Product obtained an overall weighted mean of 4.18 verbally interpreted as effective. This shows that these factors can help influence the Product, which according to Singh (2012), the marketing mix is incomplete without it.

The findings support the study made by Saif (2016), stating that the product itself could be at the start of promoting strategy efforts toward firm performance and is the heart of the brand name as

a result of its first impact on what customers' expertise with a product or rather a brand, what they detected concerning the merchandise from others through word of mouth, and what the firm will win clients about their product in their communications. In addition to that, Khalifa (2020) stated that in a fast-changing environment, all enterprises should sustain their integrity and trust. Those with a product or service that is well-suited for difficult times must tread carefully in the meantime, lest customers believe they are profiting from tragedy.

Table 4. Respondents' assessment of the level of effectiveness of marketing mix responses in terms of place

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. Easy access to the shop by public transportation	4.41	Effective	2
2. The accessibility of the establishment.	4.42	Effective	1
3. The establishment can be easily found on Google Maps.	4.33	Effective	3
4. Use of the Grab food app	3.89	Effective	5
5. Following the covid 19 restrictions in limiting the number of customers	4.25	Effective	4
OVERALL WEIGHTED MEAN	4.26	EFFECTIVE	

Weight	Range Value	Verbal Interpretation	Symbol
5	4.50 – 5.00	Very Effective	(VE)
4	3.50 – 4.49	Effective	(E)
3	2.50 – 3.49	Moderately Effective	(ME)
2	1.50 – 2.49	Least Effective	(LE)
1	1.00 – 1.49	Not Effective	(NE)

As reflected in Table 4, the respondents' assessment of the level of effectiveness in terms of Place was rated EFFECTIVE with an overall weighted mean of 4.26. 5 (five) out of 5 indicators were all rated as Effective namely; The accessibility of the establishment with a weighted mean of 4.42 as rank 1; Easy access to the shop by public transportation with a weighted mean of 4.41 as rank 2; The establishment can be easily found in the Google Map with a weighted mean of 4.33 as rank 3; Following the Covid 19 restrictions in limiting the number of customers with a weighted mean of 4.25 as rank 4 and lastly; Use of Grab food app with a weighted mean of 3.89 as rank 5.

Based on the presented data, all of the indicators are rated EFFECTIVE which has an overall weighted mean of 4.26. This means the marketing mix response of Cafe De Nilo amidst the pandemic in terms of the place is effective.

The findings support the study of Boe (2021) which states that due to social distancing, the opportunity to sell face-to-face has seriously reduced gatherings in one place. However once lockdown across the country gradually begins to be lifted, more businesses will start to re-open. Some businesses may reopen physical facilities, while others may remain open online. It's important to keep customers informed about where, when, and how to locate you in these uncertain times. In addition to that, according to Kruger & Wakahem (2021), people stopped going to supermarkets and shops because of Covid-19. As a result, there was a demand for home delivery services, and Uber grew in popularity as a means of transporting meals, groceries, personal hygiene goods, and medication. Some pharmacies and stores saw a potential for difference and bought or rented cars to provide home delivery, or outsourced the function to third parties.

Table 5. Respondents' assessment of the level of effectiveness of marketing mix responses in terms of people

Table 5. Respondents' assessment of the level of effectiveness of marketing mix responses in terms of people

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. Fully trained employees with an intimate knowledge of the product.	4.17	Effective	3
2. The staff were accommodating and polite.	4.23	Effective	1
3. The employees deliver an exceptional and good customer service	4.23	Effective	1
4. Answers to online inquiries	3.79	Effective	5
5. Employees are trained to upsell products	3.96	Effective	4
OVERALL WEIGHTED MEAN	4.08	EFFECTIVE	
	Weight	Range Value	Verbal Interpretation Symbol
	5	4.50 – 5.00	Very Effective (VE)
	4	3.50 – 4.49	Effective (E)
	3	2.50 – 3.49	Moderately Effective (ME)
	1	1.50 – 2.49	Least Effective (LE)
	1	1.00 – 1.49	Not Effective (NE)

The ranking of the respondent's assessment of the level of effectiveness of marketing mix responses in terms of People in Cafe de Nilo is shown in Table 5. Five (5) indicators were used, and their respective weighted mean and verbal interpretation were included. As stated in Table 5, it was rated as EFFECTIVE with an overall weighted mean of 4.08. All five (5) items are rated Effective namely: The staff was accommodating and polite; the employees delivered exceptional and good customer service, with a composted weighted mean of 4.23, which are both ranked as 1; Fully trained employees with an intimate knowledge to the product, with a composted weighted mean of 4.17, which is ranked as 3; Employees are trained to upsell product, with a composted weighted mean of 3.96, which is ranked as 4; Answers to online inquiries, with a composted weighted mean of 3.79, which is ranked as 5.

Based on the table presented, all of the indicators are rated "Effective" based on the given data, with an overall weighted mean of 4.08. This means the marketing mix response of Cafe De Nilo amidst the pandemic in terms of people is EFFECTIVE.

These findings support the study made by the site Blog. Oxford College of Marketing (2020), states that the company's people represent the face of the organization and are responsible for interacting with customers, taking and processing their inquiries, orders, and complaints in person, through online chat, on social media, or via the call center. With the help of proper training, empowerment, and motivation by a company, they can also represent an opportunity to differentiate an offering in a crowded market and to build valuable relationships with customers. In addition to that, according to De Rossi (2021), the people behind the service are also part of the core product regardless of whether they are contacting customers directly either as a salesperson or a front office operator, or only operating in the background. One way to provide excellent service is by answering customer inquiries immediately and adequately. It plays a vital role because it affects sales and customer loyalty.

Table 6. Respondents' assessment of the level of effectiveness of marketing mix responses in terms of process

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. Store hours are convenient for dining	4.18	Effective	3

and take-out needs			
2. The delivery of service	4.09	Effective	5
3. Purchased the establishment's product without difficulty.	4.34	Effective	1
4. The order was taken and served correctly	4.32	Effective	2
5. Selecting the right place to differentiate from the competitors	4.18	Effective	3
6. Payment flexibility	3.96	Effective	6
OVERALL WEIGHTED MEAN	4.18	EFFECTIVE	

Weight	Range Value	Verbal Interpretation	Symbol
5	4.50 – 5.00	Very Effective	(VE)
4	3.50 – 4.49	Effective	(E)
2	2.50 – 3.49	Moderately Effective	(ME)
2	1.50 – 2.49	Least Effective	(LE)
1	1.00 – 1.49	Not Effective	(NE)

The ranking of the respondent's assessment of the level of effectiveness of marketing mix responses in terms of Process in Cafe de Nilo is shown in Table 6. Six (6) indicators were used, and their respective weighted mean and verbal interpretation were included. As stated in Table 6, it is rated as EFFECTIVE with an overall weighted mean of 4.18. All six (6) items are rated Effective namely: Purchased the establishment's product without difficulty, with a composted weighted mean of 4.34, which is ranked as 1; The order was taken and served correctly, with a composted weighted mean of 4.32, which is ranked as 2; Selecting the right place to differentiate from the competitors; Store hours are convenient for dining and take out needs, with a composted weighted mean of 4.18, which are both ranked as 3; The delivery service, with a composted weighted mean of 4.09, which is ranked as 5; and Payment flexibility, with a composted weighted mean of 3.96, which is ranked as 6.

Based on the table, all of the indicators were rated "Effective" based on the given data, with an overall weighted mean of 4.18. This means the marketing mix response of Cafe De Nilo amidst the pandemic in terms of the process was EFFECTIVE.

These findings support the study made by De Rossi (2021), it is the process of the delivery of service that answers to what the firm offers and the means of delivering it to customers. Primarily, it is the architecture of it that lies behind providing a service. In addition to that, Kareh (2018), states that the process plays an essential role in the marketing mix. To have an assurance that the marketing concepts are playing an essential role in the marketing practices, businesses need to spare some time focusing on the processes. This will give a win-win situation with the suppliers and partners, and also help to expand their efficiency and cut down the cost while meeting the customers' needs.

Table 7. Respondents' assessment of the level of effectiveness of marketing mix responses in terms of physical evidence

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. The establishments' atmosphere and decor area appealing to the eye	4.22	Effective	3
2. The shop's outside appearance is attractive	4.11	Effective	5
3. The menu is understandable and enticing	4.31	Effective	1

4. The convenience of the packaging used for taking out orders	4.22	Effective	3
5. Napkin and condiments are freely available	3.88	Effective	7
6. The employees look neat and presentable.	4.27	Effective	2
7. Social media page design and information are reliable	3.98	Effective	6
OVERALL WEIGHTED MEAN	4.14	EFFECTIVE	
	Weight	Range Value	Verbal Interpretation Symbol
	5	4.50 – 5.00	Very Effective (VE)
	3	3.50 – 4.49	Effective (E)
	3	2.50 – 3.49	Moderately Effective (ME)
	2	1.50 – 2.49	Least Effective (LE)
	1	1.00 – 1.49	Not Effective (NE)

Table 7 presents the respondents' assessment of the level of effectiveness in terms of physical evidence which was rated as EFFECTIVE with an overall weighted mean of 4.14. All of the 7 (Seven) indicators are rated Effective namely; The menu is understandable and enticing at rank 1 with a weighted mean of 4.31; The employees look neat and presentable at rank 2 with a weighted mean of 4.27; The convenience of the packaging used for taking out orders and the establishments' atmosphere and decor are appealing in the eye tied as rank 3 with a weighted mean of 4.22; The shop's outside appearance is attractive at rank 5 with a weighted mean of 4.11; Social media page design and information are reliable at rank 6 with a weighted mean of 3.98 and lastly; Napkin and condiments are freely available at rank 7 with a weighted mean of 3.88.

As shown in the table, all of the indicators are rated "Effective" which has an overall weighted mean of 4.14, this means that the marketing mix response of the Cafe De' Nilo amidst the pandemic in terms of physical evidence was EFFECTIVE.

These findings validate the study of Bhasin (2018) which states that physical evidence involves a permanent cost to the business. If the business wants to set up a high-end restaurant, it needs to fund its furniture, promote in premium areas, hire qualified people, etc. With just a small change in the physical evidence factors, the other P's in the marketing mix will also be affected and changed. In addition to that, according to Fisher (2017), a business' property is constructively used to market business; brand personality has to be considered when selecting furniture, fittings, PC equipment, stock, guides, and brochures. Visible signage is essential and so too is your website which has to be modern, classy, user-friendly, and effective.

Table 8. Summary of respondents' assessment of the level of effectiveness of marketing mix responses

Variables	Overall Mean	Weighted	Verbal Interpretation	Ranking
Price	4.14		Effective	4
Promotion	3.63		Effective	7
Product	4.18		Effective	2
Place	4.26		Effective	1
People	4.08		Effective	6
Process	4.18		Effective	2
Physical Evidence	4.14		Effective	4
GRAND MEAN	4.09		EFFECTIVE	
	Weight	Range Value	Verbal Interpretation Symbol	
	4	4.50 – 5.00	Very Effective (VE)	
	4	3.50 – 4.49	Effective (E)	
	3	2.50 – 3.49	Moderately Effective (ME)	
	1	1.50 – 2.49	Least Effective (LE)	

1 1.00 – 1.49 Not Effective (NE)

Table 8 summarizes the respondents' assessment of the Cafe' De' Nilo marketing mix responses amidst the pandemic which was rated as EFFECTIVE with a grand mean of 4.09. As shown in the table, all of the variables were rated as Effective namely; Place which has an overall weighted mean of 4.26, which ranked as 1; Product and Process which has an overall weighted mean of 4.18 both ranked as 2; Price and Physical Evidence which has an overall weighted mean of 4.14 tied at rank 4; People at rank 6 with an overall weighted mean of 4.08; and lastly, Promotion at rank 7 with an overall weighted mean of 3.63.

This shows that the Cafe' De' Nilo marketing mix responses amidst the pandemic were effective. Even in the middle of a pandemic, Cafe' De' Nilo managed to strategize effectively.

Table 9. Café De' Nilo's gross and net sales performance for the past two years

	Scale			Description			
	2020			2021			
	Gross Sales	Net Sales	Rating	Gross Sales	Net Sales	Rating	
January	196,001.00	194,607.60	3	January	156,924.00	152,693.60	3
February	174,495.00	173,684.00	3	February	142,746.00	140,587.30	2
March	114,392.00	113,258.90	1	March	143,510.00	140,227.60	2
April	85,906.00	84,614.70	1	April	116,734.00	110,847.90	1
May	105,408.00	104,121.10	1	May	140,955.00	138,887.40	2
June	76,621.00	75,997.80	1	June	141,243.00	139,052.60	2
July	109,214.00	107,466.20	1	July	149,324.00	144,196.40	2
August	97,957.00	97,111.80	1	August	132,256.00	129,117.90	2
September	121,829.00	120,066.60	1	September	106,997.00	105,768.30	1
October	132,547.00	129,843.10	1	October	116,527.00	114,721.70	1
November	124,245.00	120,722.40	1	November	139,137.00	138,253.00	2
December	138,051.00	136,624.50	1	December	162,755.00	160,708.20	3
TOTAL	1,476,666.00	1,458,119.50	1	TOTAL	1,649,108.00	1,615,062.20	2
		5				Outstanding	
		4				Very Good	
		2				Good	
		2				Fair	
		1				Poor	

As shown in Table 9, Cafe De' Nilo's sales performance from January to February 2020 is rated as 3 with a description of "Good". From March 2020 to December 2020 it is rated by 1 with a description as "Poor". The overall rating of sales performance of Cafe De Nilo from 2020 is rated as 1 with a description as "Poor". In 2021, the months of January and December are rated as 3 with a description of "Good". In contrast, the months of February, March, May to August, and November are rated as 2 with a description of "Fair". The months of April, September, and October were rated as 1 with a description of "Poor". The overall rating of sales performance of Cafe De Nilo in 2021 was rated as 2 with a description of "Fair".

Table 10. Significant relationship between the sales performance for the past 2 years and the marketing mix responses

Variables	N	Mean	SD	p-value	Verbal Int	Decision
Price	100	4.14	0.65451	0.001	Significant	Accepted
Promotion	100	3.63	0.94646	0.167	Not Significant	Rejected

Product	100	4.18	0.70992	0.067	Not Significant	Rejected
Place	100	4.26	0.78083	0.001	Significant	Accepted
People	100	4.08	0.72183	0.037	Significant	Accepted
Process	100	4.18	0.77895	0.002	Significant	Accepted
Physical Evidence	100	4.14	0.76014	0.003	Significant	Accepted

Note: if the computed p-value is greater than the level of significance which is 0.05, it rejects the hypothesis. Otherwise, accept.

Table 10 presents the results of the significant relationship between the sales performance of the Cafe De Nilo for the Past two years to the Marketing Strategies it implemented during the pandemic. Five (5) variables have a significant relationship between the sales performance and the marketing mix responses namely; Price with a mean of 4.14 and standard deviation of .65451 and a p-value of .001; Place with a mean of 4.26 and standard deviation of .78083 and a p-value of .001; People with the mean of 4.08 and standard deviation of .72183 and a p-value of .037; Process with the mean of 4.18 and standard deviation of .77895 and a p-value of .002; Physical Evidence with the mean of 4.14 and standard deviation of .76014 and a p-value of .003, the p-value of the five (5) variables are less than the 0.05 level of significance, it means that the five (5) variables mentioned above have significant relationship and hypothesis are accepted. It only shows that the price, place, people, process, and physical evidence strategies being implemented by the establishment have a direct effect on the sales performance of the establishment.

Meanwhile, the two (2) variables don't have a significant relationship between the sales performance and marketing mix responses namely; Promotion with a mean of 3.63 and standard deviation of .94646 and a p-value of .167; and Product with a mean of 4.18 and standard deviation of .70992 and a p-value of .067, the p-value of the two (2) variables are greater than the 0.05 level of significance, it means that the two (2) variables mentioned above has no significant relationship and the hypothesis is rejected. It only shows that the promotion and product strategies do not have a direct effect on the sales performance of the establishment.

CONCLUSIONS

Since the computed p-values are: price (.001); place (.001); people (.037); process (.002); and physical evidence (.003) were all lower than the 0.05 level of significance. Therefore, there is a significant relationship and their hypothesis is accepted. While promotion (.167); and product (.067) were higher than the 0.05 level of significance. Hence, there is no significant relationship and their hypothesis is rejected. The respondents' assessment of the Café De' Nilo marketing mix responses amidst the pandemic was rated as EFFECTIVE with a grand mean of 4.09. All of the variables were rated as Effective namely; Place which ranked as 1; Product and Process which ranked as 2; Price and Physical Evidence which tied at rank 4; People at rank 6; and lastly, Promotion at rank 7. This shows that the Café De' Nilo marketing mix responses amidst the pandemic were effective. Even in the middle of a pandemic, Café De'Nilo managed to strategize effectively. However, their sales performance for the past two years, the year 2020's sales performance was Poor, while the year 2021's sales performance was Fair.

Based on the findings, it is recommended that Cafe De' Nilo enhance the use of online payments, offer promos and discounts, and consider using outdoor display advertisements such as signages or mini menus to promote their products. In terms of customers, it is recommended to give honest feedback and reviews and to keep an eye on Cafe De Nilo's social media page to see if any new deals can assist them in making their purchase decisions. In terms of employees, it is recommended to improve upselling their products and maintain being presentable. In terms of HM students of Taguig City University, they may use this study as a reference for future studies in the same sector.

Future Researchers may also create a parallel study but in a different locale or do a research extension regarding this study which includes the subjects and topics that are not covered by this research, and a marketing plan for the Cafe De' Nilo.

LIMITATION & FURTHER RESEARCH

The study is limited only to the selected coffee shop, Café De Nilo. This coffee shop is one of the premier cafés in the City and is used as a benchmark for some establishments in the study. It is suggested to future researchers to conduct further study when it comes to other factors not only Marketing but also Operations.

REFERENCES

- Alareefi, N. A. O. M. et al. (2019) 'Employee's Innovative Behaviour: Evidence from Hospitality Industry', *Pakistan Journal of Social Sciences*, 16(1), pp. 14–29. <https://doi.org/10.3923/pjssci.2019.14.29>.
- Alghfeli, A. H. et al. (2021) 'The influence of Service Quality and Trust in Consultant on PMC performance in Public Sector', *City University eJournal of Academic Research (CUEJAR)*, 2(2), pp. 175–190.
- Alharthi, M. N. A. N. et al. (2019) 'Investigating the Impact of Leadership and Business Management on Organizational Crisis Performance', *International Business Management*. Medwell Publications, 13(7), pp. 266–278. <https://doi.org/10.36478/ibm.2019.266.278>.
- Alseiyari, H. A. S. M. et al. (2019) 'Driving Strategic Leadership towards Tourism Sustainability in Abu Dhabi', *International Journal of Recent Technology and Engineering*, 8(4), pp. 12137– 12141.
- Altay, B. C., Okumus, A. and Adigüzel Mercangöz, B. (2021) 'An intelligent approach for analyzing the impacts of the COVID-19 pandemic on marketing mix elements (7Ps) of the on-demand grocery delivery service', *Complex & Intelligent Systems*. Springer International Publishing, (0123456789). <https://doi.org/10.1007/s40747-021-00358-1>.
- Baker El-Ebiary, Y. A. et al. (2021) 'The Effectiveness of using Electronic Commerce Mobile Applications During COVID-19 Pandemic', *Turkish Journal of Computer and Mathematics Education*, 12(10), pp. 6537–6541.
- Chng, D. H. M. et al. (2015) 'Managers' Marketing Strategy Decision Making During Performance Decline and The Moderating Influence of Incentive Pay', *Journal of the Academy of Marketing Science*, 43(5), pp. 629–647. <https://doi.org/10.1007/s11747-014-0401-x>.
- Khalifa. (2020). Marketing Strategy and Implementation in the COVID-19 Era. A Literature Review. *City University eJournal of Academic Research (CUEJAR)*.
- Kruger, S., & Wakeham, C. (2021). The Impact of COVID-19 on The Marketing Mix. Google. <https://imm.ac.za/the-impact-of-covid-19-on-the-marketing-mix/>
- Muhammad, A., & Lee, S. P. (2015). Factors of Customer's Preference of Visiting Coffee Shops in South Korea. *International Journal of Sciences: Basic and Applied Research (IJSBAR)*, 24, 252–265. <http://gssrr.org/index.php?journal=JournalOfBasicAndApplied&page=index>
- Nair, S., & Blomquist, T. (2018). Failure Prevention and Management in Business Incubation: Practices Towards a Scalable Business Model. *Technology Analysis & Strategic Management*, 1–13. <https://doi.org/10.1080/09537325.2018.1495325>
- Saif, N. M. A. (2021, July 24). Marketing Strategy | Exploring the Value and Process of Marketing. Research Leap.