

Innovative Marketing Strategies For Declining Coffee Businesses In Tanauan City, Batangas

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Abstract

The growing number of coffee businesses in Tanauan City, Batangas has intensified competition, requiring declining coffee shops to adopt effective marketing strategies. This study examined innovative marketing strategies—including digital and social media marketing, branding and packaging, and customer relationship management—and assessed their relationship to business performance indicators such as sales revenue, customer retention, and product availability and distribution. It also identified factors contributing to business decline and proposed a marketing management framework matrix to address weaknesses. A descriptive-correlational design with a quantitative approach was employed, supplemented by qualitative interviews. The study involved 100 coffee consumers selected through purposive-convenience sampling and 10 non-respondent coffee shop owners. Data were collected using a survey questionnaire and semi-structured interview guide, and analyzed through weighted mean, Pearson correlation, and thematic coding. Ethical standards were maintained, following informed consent procedures and the Data Privacy Act of 2012 (Republic Act No. 10173, 2012). Findings indicated that digital and social media marketing was applied to a high extent (mean=3.51), while branding and packaging and customer relationship management were applied to a moderate extent (means=3.41 and 3.43, respectively). Sales revenue was perceived as high (mean=3.40), and customer retention and product availability and distribution were very high (means=3.61 and 3.59). Significant positive relationships were observed between marketing strategies and certain business performance indicators, though customer relationship management showed no significant relationship with customer retention. Key factors contributing to decline included limited delivery or online platforms, rising prices, and strong competition. Qualitative interviews supported these findings, highlighting operational challenges and customer access limitations. The study concludes that innovative marketing strategies, particularly digital marketing, are essential for improving competitiveness among coffee businesses. The proposed marketing management framework provides practical guidance for enhancing weak areas and sustaining business performance.

Keywords: *innovative marketing strategies, coffee businesses, business performance, digital marketing, customer retention, Tanauan City, Batangas*

I. INTRODUCTION

This study investigated the effectiveness of innovative marketing strategies in enhancing the competitiveness of declining coffee businesses in Tanauan City, Batangas. Competitiveness is essential for sustaining operations, retaining customers, and increasing revenue, yet many local coffee shops face challenges due to limited online presence, inconsistent service quality, rising operational costs, and strong competition. These issues contribute to the decline of some businesses and hinder their ability to maintain a loyal customer base.

In response to these challenges, the study explored digital and social media marketing, branding and packaging, and customer relationship management as practical strategies for improving business performance. By assessing perceived sales revenue, customer retention, and product availability and distribution, and by combining quantitative surveys of consumers with qualitative interviews of coffee shop owners, the study aimed to determine the effectiveness of these marketing strategies and develop a marketing management framework to guide local coffee entrepreneurs in enhancing operational efficiency and sustaining competitiveness.

The research was guided by the following questions:

1. To what extent do the innovative marketing strategies applied to improve the competitiveness of coffee businesses in terms of:
 - 1.1. digital and social media marketing;
 - 1.2. branding and packaging; and
 - 1.3. customer relationship management?
2. How may the respondents assess the current level of business performance of coffee businesses in Tanauan City in terms of:
 - 2.1. sales revenue;
 - 2.2. customer retention; and
 - 2.3. product availability and distribution?
3. Is there a significant relationship between the extent of application of innovative marketing strategies and the current level of performance of the coffee businesses?
4. What are the factors that contribute to the decline of the coffee businesses?
5. Based on the findings, what marketing management framework may be proposed?

II.METHODOLOGY

Research Design

This study employed a descriptive-correlational research design with a quantitative approach, supplemented by qualitative interviews. The design aimed to examine the effects of innovative marketing strategies on the performance of coffee businesses in Tanauan City, Batangas. According to Creswell and Creswell (2018), correlational research allows the identification of relationships between independent variables (marketing strategies) and dependent variables (business performance), making it suitable for this type of business investigation.

Participants of the Study

The study involved 100 coffee consumers selected through purposive-convenience sampling to provide insights on perceived business performance and customer experience. Additionally, 10 coffee shop owners participated in qualitative interviews to provide context on operational challenges and marketing practices. The sample included a mix of age groups, genders, and consumer types to ensure diverse perspectives.

Research Instruments

The study utilized the following instruments:

- A researcher-made survey questionnaire assessing digital and social media marketing, branding and packaging, and customer relationship management.
- A Likert-scale instrument evaluating perceived business performance in sales revenue, customer retention, and product availability/distribution.
- Semi-structured interview guide for coffee shop owners to explore qualitative insights regarding business decline factors and operational practices.

Data Gathering Procedure

Permission was secured from coffee shop owners and participants prior to data collection. Participants were informed about the study purpose and assured of voluntary participation and confidentiality in compliance with Republic Act No. 10173 (Data Privacy Act of 2012). Surveys were distributed to 100 coffee consumers to assess perceived business performance, while 10 coffee shop owners were interviewed using a semi-structured guide to gather qualitative insights.

The survey assessed the extent of innovative marketing strategies (digital and social media marketing, branding and packaging, and customer relationship management) and perceived business performance (sales revenue, customer retention, product availability and

distribution). Responses were collected, tabulated, and analyzed using weighted mean, composite mean, and Pearson correlation. Qualitative interview data were coded thematically to identify factors contributing to business decline and operational challenges affecting competitiveness.

Data Analysis Plan

The quantitative data were analyzed using:

- **Weighted Mean** – to measure the extent of innovative marketing strategy application and perceived business performance
- **Composite Mean** – to summarize overall scores across different performance indicators
- **Ranking** – to identify the most and least applied marketing strategies and performance indicators.

Pearson Correlation – to determine the relationship between marketing strategies and business performance indicators.

III.RESULTS AND DISCUSSION

1.Extent of Innovative Marketing Strategies Applied to Improve the Competitiveness of Coffee Businesses

Table 1.

Digital And Social Media Marketing

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. Social media promotions influence my purchase decisions.	3.76	High Extent	1
2. Digital advertising increases my awareness of coffee shops	3.49	Moderate Extent	5
3. Online promotions encourage me to visit coffee shops.	3.61	High Extent	3
4. Coffee shops' social media pages are informative and updated.	3.35	Moderate Extent	10
5. Online feedback and reviews affect my choices.	3.47	Moderate Extent	6
6. Influencer or content creator recommendations affect my interest in coffee shop.	3.44	Moderate Extent	7
7. I find it easy to access coffee shop information online (e.g., menu,	3.62	High Extent	2

location, price).			
8. Social media interactions (comments, replies) increase my trust in the coffee shop.	3.40	Moderate Extent	9
9. Coffee shops use digital platforms effectively to promote their products.	3.42	Moderate Extent	8
10. Online visibility of coffee shops affects my decision to visit them.	3.57	High Extent	4
Composite Mean	3.51	High Extent	

Legend: High Extent (3.50-4.00); Moderate Extent (2.50-3.49); Slight Extent (1.50-2.49); Least Extent (1.00-1.49)

Table 1 shows that customers strongly agreed that digital and social media marketing influenced their awareness and purchase decisions, reflected in the overall composite mean of 3.51 (High Extent). The highest mean scores—social media promotions (3.76), easy access to online information (3.62), and online promotions encouraging visits (3.61)—indicate that active digital marketing strategies effectively enhanced customer awareness, interest, and engagement.

Moderate scores were observed for indicators such as coffee shops' social media pages being updated (3.35), online interactions with customers (3.40), and effective use of digital platforms for promotion (3.42). These suggest that while businesses maintain an online presence, responsiveness, content management, and platform utilization require improvement. Addressing these gaps through regular updates, accessible information, and active customer engagement can strengthen trust, increase visits, and enhance overall competitiveness.

Table 2.
Branding and Packaging

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. Attractive packaging influences my purchase.	3.36	Moderate Extent	8
2. Consistent branding helps me recognize a coffee shop.	3.31	Moderate Extent	10
3. Eco-friendly packaging enhances appeal.	3.49	Moderate Extent	1
4. A strong brand image increases my trust.	3.38	Moderate Extent	7

5. Premium-looking packaging affects how I view product quality.	3.45	Moderate Extent	4
6. Attractive branding and packaging catch my attention.	3.42	Moderate Extent	6
7. Effective packaging design communicates the quality of the coffee shop's products.	3.45	Moderate Extent	4
8. Unique branding makes a coffee shop stand out from competitors.	3.45	Moderate Extent	4
9. Packaging design reflects the quality of the product.	3.34	Moderate Extent	9
10. Brand colors and logo influence my perception of the coffee shop.	3.44	Moderate Extent	5
Average Weighted Mean	3.41	Moderate Extent	

Legend: High Extent (3.50-4.00); Moderate Extent (2.50-3.49); Slight Extent (1.50-2.49); Least Extent (1.00-1.49)

Table 2 shows that customers perceived branding and packaging as moderately applied strategies, reflected in an overall weighted mean of 3.41 (Moderate Extent). The highest indicator, eco-friendly packaging (3.49), suggests that sustainable design elements are most appealing and positively influence customer perception. Other strong indicators include premium-looking packaging, effective packaging design, and unique branding (all 3.45), which help communicate product quality, brand identity, and attract attention.

However, some areas were rated lower, such as consistent branding (3.31), packaging design reflecting product quality (3.34), and attractive packaging influencing purchase decisions (3.36), indicating room for improvement. These results imply that while branding and packaging already contribute to customer appeal, enhancing brand consistency, packaging clarity, and visual identity can further strengthen recognition, trust, and competitiveness.

Overall, the findings demonstrate that thoughtful packaging and consistent branding are essential components in shaping customer perceptions and purchase decisions, providing actionable insights for developing the proposed marketing management framework.

Table 3
Customer Relationship Management

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. Feedback systems help improve my customer experience.	3.35	Moderate Extent	8
2. Customer concerns are addressed promptly.	3.27	Moderate Extent	10
3. Loyalty programs encourage me to return.	3.52	High Extent	3
4. I appreciate receiving updates on promotions and new products.	3.49	Moderate Extent	4
5. Maintaining good customer relationships is important to me.	3.55	High Extent	2
6. Personalized offers make me feel valued as a customer.	3.35	Moderate Extent	8
7. Coffee shops respond quickly to inquiries or messages.	3.33	Moderate Extent	9
8. Friendly staff improves my overall experience.	3.58	High Extent	1
9. I feel appreciated when coffee shops recognize repeat customers.	3.41	Moderate Extent	6
10. Good communication encourages me to stay loyal to a coffee shop.	3.47	Moderate Extent	5
Average Weighted Mean	3.43	Moderate Extent	

Legend: High Extent (3.50-4.00); Moderate Extent (2.50-3.49); Slight Extent (1.50-2.49); Least Extent (1.00-1.49)

Table 3 shows that customers perceived customer relationship management (CRM) practices as moderately applied, reflected in an overall weighted mean of 3.43 (Moderate Extent). The highest indicators—friendly staff improves my overall experience (3.58), maintaining good customer relationships (3.55), and loyalty programs encourage me to return (3.52)—demonstrate that courteous service, consistent relationship-building, and rewards programs strongly influence customer satisfaction and loyalty.

Moderate scores for feedback systems (3.35), personalized offers (3.35), quick responses

to inquiries (3.33), and prompt handling of concerns (3.27) indicate areas needing improvement. This suggests that while CRM strategies exist, coffee businesses do not yet fully maximize their potential in enhancing customer experience and engagement. Addressing these gaps through customer service training, structured feedback mechanisms, faster online response systems, and personalized promotions can strengthen trust, repeat visits, and overall competitiveness.

Overall, the findings show that CRM is essential for sustaining customer relationships, but targeted improvements are needed to fully leverage its impact on business performance.

2. Assessment on the Current Level of Business Performance of Coffee Businesses

Table 4
Sales Revenue

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. Coffee products are reasonably priced.	3.35	High	7
2. The quality of products encourages me to purchase more.	3.30	High	10
3. Promotions or discounts influence my purchase decisions.	3.52	Very High	2
4. The coffee shop appears popular among customers.	3.39	High	6
5. I often return to the same coffee shop for repeat purchases.	3.42	High	4
6. I am willing to spend more on high-quality coffee products.	3.34	High	8
7. Product variety encourages me to purchase more frequently.	3.31	High	9
8. Good service influences my spending in coffee shops.	3.52	Very High	2
9. I tend to buy more when there are bundled offers or promos.	3.40	High	5
10. My purchasing decisions are influenced by my overall experience in the coffee shop	3.43	High	3
Average Weighted Mean	3.40	High	

Legend: Very High (3.50-4.00); High (2.50-3.49); Low (1.50-2.49); Very Low (1.00-1.49)

Table 4 shows that customers perceived sales revenue-related indicators of coffee businesses as high, with a composite mean of 3.40 (High). The highest indicators—promotions or discounts (3.52), good service (3.52), and overall customer experience (3.43)—demonstrate that these factors strongly influence customer purchasing decisions and spending. This suggests that promotional offers, quality service, and a positive overall experience are key drivers of sales performance.

Moderate scores for product quality (3.30), product variety (3.31), and willingness to spend more on high-quality products (3.34) indicate areas for improvement. These results imply that while quality and variety are valued, they are not the strongest determinants of customer purchases compared to promotions, service, and experience. Addressing these gaps through product innovation, value-based pricing, new offerings, and clear communication of product value can encourage more frequent purchases, enhance spending, and strengthen overall sales performance.

Overall, the findings highlight that promotions, service quality, and customer experience are the primary drivers of revenue, while product quality, variety, and pricing strategies represent opportunities for targeted improvements in marketing and operational strategies.

Table 5
Customer Retention

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. I am loyal to a particular coffee shop or brand.	3.70	Very High	2
2. Loyalty rewards or perks make me want to return.	3.69	Very High	3
3. I recommend my preferred coffee shop(s) to others.	3.63	Very High	5
4. My overall experience encourages long-term loyalty.	3.60	Very High	7
5. I feel valued as a customer.	3.62	Very High	6
6. Consistent product quality keeps me coming back.	3.59	Very High	8
7. Positive past experiences influence my decision to return.	3.55	Very High	9
8. I prefer coffee shops that provide	3.32	High	10

personalized service.			
9. I continue supporting coffee shops that meet my expectations.	3.63	Very High	5
10. I am less likely to switch to another coffee shop if I am satisfied.	3.78	Very High	1
Average Weighted Mean	3.61	Very High	

Legend: Very High (3.50-4.00); High (2.50-3.49); Low (1.50-2.49); Very Low (1.00-1.49)

Table 5 shows that customers strongly agreed that coffee businesses effectively maintained customer retention, reflected in an overall weighted mean of 3.61 (Very High). The highest indicators—“I am less likely to switch to another coffee shop if I am satisfied” (3.78), “I am loyal to a particular coffee shop or brand” (3.70), and “Loyalty rewards or perks make me want to return” (3.69)—indicate that customer satisfaction, brand loyalty, and incentive programs are the strongest drivers of repeat patronage and long-term loyalty.

Moderate-to-high scores were observed for other indicators, including personalized service (3.32), positive past experiences (3.55), and consistent product quality (3.59), suggesting that while these factors contribute to retention, there is still room for improvement. These findings imply that coffee businesses should strengthen personalized engagement, loyalty programs, consistent quality, and customer experience to further sustain loyalty.

Overall, the results highlight that satisfaction, rewards, and brand loyalty are key to retaining customers, and areas with lower scores provide actionable opportunities for enhancing the proposed marketing management framework to ensure long-term competitiveness.

Table 6
Product Availability and Distribution

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. Coffee products I prefer are usually available.	3.35	High	9
2. There are enough coffee options to choose from.	3.27	High	10
3. Products are easily accessible (in-store or online).	3.52	Very High	7

4. Supply or product availability is consistent.	3.48	High	8
5. Store locations are accessible and convenient.	3.55	Very High	6
6. Coffee shops offer convenient ordering options (e.g., online, delivery).	3.72	Very High	3
7. I can easily find my preferred coffee products anytime.	3.89	Very High	2
8. Availability of delivery services affects my purchase decision.	3.92	Very High	1
9. Products are available even during peak hours.	3.57	Very High	5
10. Accessibility of coffee shops influences how often I visit.	3.67	Very High	4
Average Weighted Mean	3.59	Very High	

Legend: Very High (3.50-4.00); High (2.50-3.49); Low (1.50-2.49); Very Low (1.00-1.49)

Table 6 shows that customers strongly agreed that coffee businesses in Tanauan City provided high levels of product availability and distribution, reflected in an overall weighted mean of 3.59 (Very High). The highest indicators—availability of delivery services (3.92), easy access to preferred coffee products (3.89), and convenient ordering options (3.72)—demonstrate that delivery, accessibility, and flexible ordering significantly influence customer purchasing decisions and convenience.

Moderate-to-high scores were observed for product consistency, store accessibility, and menu variety (weighted means 3.27–3.48), indicating areas that require further improvement. These results suggest that while customers generally perceive coffee products as accessible and easy to order, businesses should enhance menu variety, inventory consistency, and supply reliability to fully optimize customer satisfaction. Improving these areas through better inventory management, demand forecasting, product restocking, and integration of physical and digital ordering systems can strengthen competitiveness, reduce lost sales, and improve the overall customer experience.

Overall, the findings highlight that delivery availability, product accessibility, and convenient ordering are key drivers of perceived business performance, while the lower-rated indicators provide actionable insights for the proposed marketing management framework. These strategies will help coffee businesses in Tanauan City maintain consistent product supply, meet customer preferences, and enhance operational efficiency.

3. Relationship Between the Extent of Improvement of the Competitiveness of the Coffee Businesses and the Current Level of Performance of the Coffee Businesses

Table 7

Relationship Between the Extent of Application of Innovative Marketing Strategies and the Current Level of Business Performance

in Terms of Sales Revenue

Variable 1	Variable 2	r -value	Sig. (2-tailed)	Decision	Interpretation
Digital and Social Media Marketing	Sales Revenue	0.652	< 0.001	Reject Ho	Significant
Branding and Packaging	Sales Revenue	0.573	< 0.001	Reject Ho	Significant
Customer Relationship Management	Sales Revenue	0.270	0.007	Reject Ho	Significant

$\alpha = 0.05$

Table 7 shows the correlation between the extent of application of innovative marketing strategies and sales revenue. Digital and social media marketing exhibited a strong positive relationship with sales revenue ($r = 0.652$, $p < 0.001$), followed by branding and packaging ($r = 0.573$, $p < 0.001$), and customer relationship management ($r = 0.270$, $p = 0.007$), all of which were statistically significant.

These results indicate that coffee businesses that actively implement digital marketing and maintain strong branding and packaging practices experience higher sales revenue. Although

customer relationship management showed a weaker correlation, it still significantly contributes to revenue performance.

Overall, the findings demonstrate that innovative marketing strategies are key drivers of business profitability, with digital marketing having the most substantial impact. These insights provide evidence for prioritizing strategic interventions in the proposed marketing management framework to optimize sales outcomes and competitiveness in Tanauan City coffee businesses.

Table 8

Relationship Between the Extent of Application of Innovative Marketing Strategies and the Current Level of Business Performance
in Terms of Customer Retention

Variable 1	Variable 2	r - value	Sig. (2-tailed)	Decision	Interpretation
Digital and Social Media Marketing	Customer Retention	0.240	0.016	Reject Ho	Significant
Branding and Packaging	Customer Retention	-0.227	0.023	Reject Ho	Significant
Customer Relationship Management	Customer Retention	-0.029	0.776	Accept Ho	Not Significant

$\alpha = 0.05$

Table 8 shows the correlation between the extent of application of innovative marketing strategies and customer retention. Digital and social media marketing had a small but significant positive relationship with customer retention ($r = 0.240$, $p = 0.016$), while branding and packaging had a weak negative but significant relationship ($r = -0.227$, $p = 0.023$). Customer relationship management showed no significant relationship ($r = -0.029$, $p = 0.776$).

These results indicate that digital marketing contributes modestly to maintaining customer loyalty, whereas branding and packaging alone may not sustain retention. The lack of significance for customer relationship management suggests that current CRM practices are insufficient to influence customer loyalty effectively.

Overall, the findings highlight that customer retention depends on a combination of effective digital marketing, consistent branding, and improved engagement strategies, informing the areas to prioritize in the proposed marketing management framework for coffee businesses in Tanauan City.

Table 9

**Relationship Between the Extent of Application of Innovative Marketing Strategies and the Current Level of Business Performance
in Terms of Product Availability
and Distribution**

Variable 1	Variable 2	r -value	Sig. (2-tailed)	Decision	Interpretation
Digital and Social Media Marketing	Product Availability and Distribution	0.287	0.004	Reject Ho	Significant
Branding and Packaging	Product Availability and Distribution	0.483	< 0.001	Reject Ho	Significant
Customer Relationship Management	Product Availability and Distribution	0.572	< 0.001	Reject Ho	Significant

$\alpha = 0.05$

Table 9 shows that all three marketing strategies—digital and social media marketing, branding and packaging, and customer relationship management (CRM)—have significant positive relationships with product availability and distribution, with composite weighted means indicating moderate to very high influence. Digital marketing showed a weak but significant positive relationship ($r = 0.287$, $p = 0.004$), suggesting that online engagement and digital platforms help improve product accessibility and reach. Branding and packaging had a moderate positive relationship ($r = 0.483$, $p < 0.001$), indicating that a strong brand identity and appealing packaging enhance product visibility and positioning. CRM exhibited the strongest positive relationship ($r = 0.572$, $p < 0.001$), demonstrating that strong customer relationships improve coordination, responsiveness, and overall product distribution.

These findings imply that coffee businesses in Tanauan City can optimize product availability by integrating digital marketing, maintaining strong brand identity, and prioritizing customer relationship strategies. While CRM has the greatest impact on distribution efficiency, digital marketing and branding support accessibility and market positioning.

Overall, the results highlight that coordinated marketing strategies are essential for ensuring consistent product availability, enhancing customer satisfaction, and strengthening competitiveness in a highly competitive coffee market.

4. Factors that contribute to the decline of the coffee businesses

Table 10

Factors that Contribute to the Decline of Coffee Businesses

Indicator	Weighted Mean	Verbal Interpretation	Rank
1. I notice many competing coffee shops in the area.	3.83	Strongly Agree	3
2. Prices of coffee products seem to be increasing.	3.85	Strongly Agree	2
3. My preferences for coffee products change over time.	3.80	Strongly Agree	5
4. Some coffee shops have limited online presence or promotion.	3.82	Strongly Agree	4
5. The location of some coffee shops is not convenient.	3.69	Strongly Agree	7
6. I sometimes experience inconsistent product quality.	3.72	Strongly Agree	6
7. Some coffee shops lack new or innovative offerings.	3.58	Strongly Agree	10
8. Prices in some coffee shops are too high for the value offered.	3.62	Strongly Agree	8
9. Poor customer service affects my decision to return.	3.60	Strongly Agree	9
10. Some coffee shops are not available on delivery or online platforms.	3.89	Strongly Agree	1
Average Weighted Mean	3.74	Strongly Agree	

Legend: Strongly Agree (3.50-4.00); Agree (2.50-3.49); Disagree (1.50-2.49); Strongly Disagree (1.00-1.49)

Table 10 shows that respondents strongly agreed on multiple factors contributing to the decline of coffee businesses, with an overall weighted mean of 3.74 (Strongly Agree). The top-ranked factor was the lack of delivery or online platform availability (3.89), indicating that accessibility and convenience are critical for customer patronage. The second highest factor was increasing product prices (3.85), highlighting the impact of operational costs on customer purchasing behavior, while strong competition (3.83) was the third, demonstrating the challenge of maintaining market share in a saturated market.

Other notable contributors included limited online presence or promotion (3.82), changing customer preferences (3.80), inconsistent product quality (3.72), inconvenient location (3.69), high prices relative to value (3.62), poor customer service (3.60), and lack of innovative offerings (3.58). Qualitative interviews supported these findings, emphasizing that businesses without delivery options or active digital engagement face reduced customer reach, while rising costs, market competition, and changing preferences further hinder sales and retention.

Overall, the results suggest that coffee businesses in Tanauan City need to enhance digital accessibility, adopt value-based pricing, maintain consistent quality, improve customer service, and introduce innovative products. These insights form a key basis for the proposed marketing management framework, guiding strategies to improve competitiveness and sustainability in the local coffee market.

Qualitative Findings

Qualitative interviews with coffee shop owners reinforced the quantitative findings. Thematic coding identified recurring patterns: limited online platform access, rising operational costs, and strong competition. Owners noted that adoption of delivery services and effective digital marketing were crucial to customer reach and sustainability, reflecting Service-Dominant Logic and Adaptive Decision-Making Theory (Jaakkola et al., 2024; Elshaer et al., 2024; Meeprom & Kokkhangplu, 2025).

5. Proposed Marketing Management Framework Matrix for Improving the Competitiveness of Coffee Businesses in Tanauan City, Batangas

The study identified the lowest-ranked indicators in marketing strategies, business performance, and factors contributing to decline, forming the basis of the Proposed Marketing Management Framework Matrix.

For digital and social media marketing, gaps included limited content updates, online interactions, and platform use. Addressing these with a content calendar, dedicated staff, and platform-specific promotions can increase awareness, trust, and visits. In branding and packaging, inconsistent brand presentation and packaging design can be improved through standardized materials, appealing design, and eco-friendly options to enhance recognition and appeal.

Customer relationship management gaps—delayed responses, limited personalized offers, and incomplete feedback—can be mitigated with feedback systems, prompt responses, and personalized promotions to boost satisfaction and loyalty. Business performance improvements involve enhancing product quality, variety, and value communication, while customer retention benefits from consistent service and positive experiences. Product availability can be optimized with expanded menu options, inventory monitoring, and restocking schedules.

Finally, key factors in business decline, such as lack of innovative products, poor service, and high prices, can be addressed through new product offerings, staff training, and value-based pricing. Overall, the framework provides a structured, actionable approach to enhance competitiveness, customer engagement, and sustainability for coffee businesses in Tanauan City.

IV.CONCLUSION

Based on study concludes that innovative marketing strategies are essential for improving the competitiveness of coffee businesses in Tanauan City, Batangas. Digital and social media marketing were applied to a high extent and significantly influenced customer awareness, engagement, and sales revenue. Branding and packaging, as well as customer relationship management, were moderately applied, indicating opportunities to strengthen brand consistency, visual identity, and personalized customer engagement.

Business performance was generally high, with customer retention and product availability rated very high, while sales revenue was high. Significant positive relationships were observed between marketing strategies and business performance, particularly in sales and product availability, with CRM showing the strongest impact on distribution efficiency. Key factors contributing to business decline included the lack of delivery or online platforms, rising prices, strong competition, and limited digital presence.

Overall, the findings demonstrate that integrating digital marketing, strong branding, and effective customer relationship management is crucial to sustain customer loyalty, enhance product accessibility, and improve sales performance. The study provides actionable insights for coffee shop owners and serves as the basis for the proposed marketing management framework, guiding strategies to optimize marketing practices, operational efficiency, and long-term business sustainability.

V.RECOMMENDATIONS

Based on the results of the study, the following recommendations are proposed:

1. The Proposed Marketing Management Framework Matrix may be adopted by coffee business owners in Tanauan City, Batangas as a guide in improving their competitiveness. The framework directly addresses the areas that need improvement, such as digital visibility, brand consistency, customer response, product quality, product variety, personalized service, product availability, innovation, customer service, and value-based pricing.
2. Coffee business owners may strengthen their digital and social media marketing by regularly updating their social media pages, posting complete business information, and responding promptly to customer inquiries, comments, and feedback.
3. Coffee businesses may improve their branding and packaging by using consistent logos, colors, labels, and packaging designs that reflect product quality and help customers easily recognize the business.
4. Coffee shop owners may enhance customer relationship management by establishing feedback systems, addressing customer concerns within a reasonable time, offering loyalty programs, and providing personalized offers to regular customers.
5. Coffee businesses should improve sales performance by strengthening product quality, expanding product variety, and offering value-based promotions such as bundles, discounts, seasonal drinks, and customer-requested products.
6. Coffee shops may improve product availability and distribution by maintaining sufficient stocks of preferred products, monitoring best-selling items, and providing convenient ordering options such as online orders, pick-up, and delivery services.

Future researchers may conduct a similar study using a larger number of respondents, actual sales records, and wider coverage outside Tanauan City to further validate the findings of the study.

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