

Assessing the Relationship between Marketing Strategies and Customer's Behavioral Intention in Selected Restaurants in Tagbilaran City, Bohol

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DOI: <https://doi.org/10.47772/IJRISS.2026.100500716>

Received: 16 April 2026; Accepted: 21 April 2026; Published: 11 June 2026

ABSTRACT

This study assessed the relationship between marketing strategies and customer behavioral intention among selected restaurants in Tagbilaran City, Bohol. Using a descriptive-correlational design, data were collected from 385 respondents through a structured survey questionnaire. The marketing strategies examined were anchored on the 5 Ps — product, price, place, promotion, and people — while customer behavioral intention was measured through revisit intention, word-of-mouth, and loyalty. Findings revealed that respondents strongly agreed on product, place, and people strategies, while price and promotion strategies were rated at the agree level. All dimensions of behavioral intention were rated favorably, with revisit intention and word-of-mouth receiving strongly agree ratings. A moderate and statistically significant positive relationship was found between marketing strategies and behavioral intention ($r = 0.435$, $p < 0.001$), leading to the rejection of the null hypothesis. Demographic variables — age, sex, and educational attainment — showed no significant relationship with marketing strategy perception, though sex showed a minor significant effect on behavioral intention ($p = 0.019$). The study concludes that well-integrated marketing strategies are pivotal in shaping positive customer behavior, fostering loyalty, and ensuring business sustainability in the local food service industry.

Keywords: marketing strategies, customer behavioral intention, revisit intention, word-of-mouth, customer loyalty, restaurant industry, Tagbilaran City, 5 Ps of marketing

INTRODUCTION

The food service industry is among the largest and fastest-growing industries globally, providing dining experiences to billions of consumers daily while continuously evolving in response to shifts in consumer lifestyle, travel, and technology (Statista, 2023). With growing competition, restaurants are compelled to implement effective marketing strategies to attract and retain customers. Philippine restaurants, in particular, are deeply embedded in the country's economy and culture, as Filipinos dine out not only for sustenance but for socialization and celebration (Philippine Statistics Authority, 2022).

Restaurants in Tagbilaran City, Bohol, are part of this growing landscape, offering services ranging from dine-in to catering, serving both locals and tourists. As the city develops into a more tourist-centered destination, flexibility in marketing strategy has become essential. Proper marketing assists establishments in gaining customers, increasing sales, and building their reputation.

The five marketing Ps — product, price, place, promotion, and people — serve as the foundational framework for effective restaurant marketing. Product refers to the food and beverages offered; price reflects customer willingness to pay; place pertains to location and accessibility; promotion involves advertising and social media; and people encompasses staff and service quality. These components together shape customer perceptions and influence behavioral intentions (Booms & Bitner, 1981).

Customer behavioral intention encompasses the likelihood of returning to a restaurant, recommending it to others, and posting online reviews. Despite the recognized importance of marketing in consumer behavior, research on restaurants in smaller Philippine cities such as Tagbilaran remains limited, with most studies

focusing on Metro Manila or Cebu. This study aims to bridge that gap by exploring the relationship between marketing strategies and customer behavioral intention in selected local restaurants, contributing to the broader understanding of hospitality marketing in provincial settings.

Statement of the Problem

This research focused on analyzing and measuring the marketing strategies of selected local restaurants in Tagbilaran City, Bohol, and their connection to customer behavioral intentions. Additionally, the study aimed to investigate whether customer demographics impact marketing effectiveness and the likelihood of repeat visits.

Specifically, the study sought to answer the following questions:

1. What is the profile of the customers in terms of age, gender, and highest educational attainment?
2. What is the level of agreement on the marketing strategies of the restaurants in terms of product strategy, price strategy, place strategy, promotion strategy, and people strategy?
3. What is the level of behavioral intentions in terms of revisit intention, word-of-mouth, and loyalty?
4. Is there a significant relationship between customers' level of behavioral intention and their perception of marketing strategies?
5. Is there a significant relationship in the behavioral intention of respondents when grouped according to their demographic profile?
6. Is there a significant relationship between the respondents' level of agreement on marketing strategy and their demographic profile?
7. What recommendations can be made to improve marketing strategies so that customers want to return to the restaurants?

Hypothesis

Based on the research questions and review of related literature, the following null hypotheses were formulated:

- H₀₁: There is no significant relationship between marketing strategies and customers' level of behavioral intention.
- H₀₂: There is no significant relationship between the respondents' behavioral intention and their demographic profile (age, sex, educational attainment).
- H₀₃: There is no significant relationship between the respondents' perception of marketing strategies and their demographic profile.

METHODS

Research Environment

The study was conducted in Tagbilaran City, Bohol, an area known for its expanding food industry and diverse range of dining establishments. Ten (10) restaurants were selected as study sites: Oya-Co Restaurants, STK Restaurants, Saya's Restaurants, Punjabi Rasoi, Bohol Pearl, Just Sizzlin, Payag Restaurants, Chicken Ati-Atihan, Denricks, and Jose Tagbilaran. These establishments vary in size, cuisine type, ambiance, and service quality, providing an ideal and representative setting for examining how marketing strategies influence customer behavior.

Research Design

This research employed a descriptive-correlational design. The descriptive component aimed to identify and profile the marketing strategies used by the selected restaurants, while the correlational component sought to explore the extent to which these strategies are linked to customers' behavioral intentions. Data were gathered through a structured survey questionnaire administered to restaurant patrons.

Participants

The participants were diners who visited the ten selected restaurants in Tagbilaran City. A total of 385 respondents — comprising both males and females from local and international backgrounds — were selected through convenience sampling. A pilot study was initially conducted in Bilar, Bohol, to test the reliability and validity of the research instrument before the full-scale survey.

Research Instrument

The study used an adapted questionnaire with three sections. The first section collected key demographic data (age, sex, and educational attainment). The second section evaluated marketing strategies across five dimensions — product, price, place, promotion, and people — adapted from Milimu (2017). The third section measured customer behavioral intentions, specifically revisit intention (adapted from Han, Back, & Barrett, 2009), word-of-mouth (adapted from Jalil & Samiei, 2012), and loyalty (adapted from Dick & Basu, 1994). A four-point Likert scale was used (1 = Strongly Disagree to 4 = Strongly Agree).

Data Analysis

The following statistical tools were employed to analyze the data:

- Frequency and Percentage — used to analyze the demographic profile of respondents and to describe their distribution of responses.
- Weighted Mean — used to determine the level of agreement on marketing strategies and behavioral intentions, interpreted using: 3.26–4.00 (Strongly Agree), 2.51–3.25 (Agree), 1.76–2.50 (Disagree), 1.00–1.75 (Strongly Disagree).
- Chi-Square Test of Independence and Regression Analysis — used to determine whether significant relationships exist between respondents' demographic profile, marketing strategy perceptions, and behavioral intentions.

RESULTS

Table 1: Demographic Profile of the Respondents (n = 385)

Profile	Frequency	Percentage (%)	Rank
Age			
18–26 years	137	35%	2
27–45 years	169	44%	1
46–57 years	56	15%	3
58–76 years	23	6%	4
Sex			

Male	163	42%	2
Female	222	58%	1
Educational Attainment			
Primary	8	2%	5
Secondary	49	13%	3
Undergraduate	94	24%	2
Graduate	204	53%	1
Post Graduate	30	8%	4

The majority of respondents were in the 27–45 age bracket (44%), followed by 18–26 year-olds (35%), reflecting an economically active and tech-savvy consumer base. Female respondents comprised 58% of the sample, and most respondents (53%) were college graduates, indicating a well-educated population with informed purchasing decisions.

Table 2: Level of Agreement on Marketing Strategies

Statement	Weighted Mean	Descriptive Interpretation	Rank
Product Strategy (Composite Mean: 3.30 — Strongly Agree)			
Constantly improves quality of products offered	3.45	Strongly Agree	1
Offers affordable products	3.30	Strongly Agree	2
Offers superior products	3.27	Strongly Agree	3
Flexibility in introducing new products	3.25	Agree	4
Uses customer reviews to enhance product development	3.24	Agree	5
Price Strategy (Composite Mean: 3.06 — Agree)			
Offers promotional pricing during holidays	3.22	Agree	1
Adjusts prices regularly to meet customer expectations	3.14	Agree	2
Bargaining pricing impression vs. competitors	3.10	Agree	3
Bases pricing on market surveys and customer feedback	3.07	Agree	4
Low pricing equates to quality of products	2.78	Agree	5
Place Strategy (Composite Mean: 3.57 — Strongly Agree)			
Easily accessible to guests	3.62	Strongly Agree	1

Restaurant is clean and well-maintained	3.62	Strongly Agree	2
Atmosphere makes customers feel comfortable and relaxed	3.61	Strongly Agree	3
Lighting creates a pleasant dining experience	3.55	Strongly Agree	4
Location makes customers more likely to revisit	3.45	Strongly Agree	5
Promotion Strategy (Composite Mean: 3.18 — Agree)			
Planning, implementation, and control of persuasive communication	3.24	Agree	1
Uses newspaper, radio, outdoor ads, magazines, and direct mail	3.23	Agree	2
Engages in personal selling and sales promotion	3.18	Agree	3
Promotional offers attractive enough to influence visit decision	3.15	Agree	4
Constant advertisement and promotion of products	3.09	Agree	5
People Strategy (Composite Mean: 3.26 — Strongly Agree)			
Service quality makes customers want to return	3.42	Strongly Agree	1
One-on-one interaction between service providers and customers	3.30	Strongly Agree	2
Customer feedback and compliance are promptly addressed	3.26	Strongly Agree	3
Policies and practices develop a customer-oriented culture	3.23	Agree	4
Restaurant has customer satisfaction scorecards	3.07	Agree	5

Place strategy garnered the highest composite mean (3.57, Strongly Agree), followed by product strategy (3.30), people strategy (3.26), promotion strategy (3.18), and price strategy (3.06). These results indicate that physical environment and product quality are the strongest perceived marketing assets of these restaurants, while pricing and promotional activities have room for improvement.

Table 3: Level of Customer Behavioral Intentions

Statement	Weighted Mean	Descriptive Interpretation	Rank
Revisit Intention (Composite Mean: 3.37 — Strongly Agree)			
I will return to this restaurant soon	3.50	Strongly Agree	1
My past experience leads me to return	3.37	Strongly Agree	2

I plan to take friends/relatives next time I visit	3.36	Strongly Agree	3
I rate this restaurant among my first choices for dining out	3.29	Strongly Agree	4
I am likely to select this restaurant again compared to others	3.26	Strongly Agree	5
Word-of-Mouth (Composite Mean: 3.38 — Strongly Agree)			
I am likely to suggest the restaurant to associates	3.42	Strongly Agree	1
I have recommended my pleasant experience to others	3.41	Strongly Agree	2
Other individuals often mention positive things about the restaurant	3.38	Strongly Agree	3
Suggestions of family/friends led me to dine here	3.36	Strongly Agree	4
I prefer recommendations from people over adverts	3.35	Strongly Agree	5
Loyalty (Composite Mean: 3.16 — Agree)			
I compliment the restaurant even when not asked	3.36	Agree	1
I frequent my favorite restaurant	3.19	Agree	2
I always return to the same restaurant rather than others	3.13	Agree	3
I will continue to visit even if there is a cheaper option	3.13	Agree	4
I am less likely to visit another restaurant after being content with one	2.99	Agree	5

Revisit intention and word-of-mouth were both rated Strongly Agree, reflecting high post-dining satisfaction and a strong willingness to recommend. Customer loyalty, while positive (Agree), was moderate, suggesting that satisfied customers still remain open to exploring other dining options. This highlights the importance of continuous innovation and differentiated experiences to sustain exclusive patronage.

Table 4: Relationship Between Marketing Strategy and Customers' Level of Behavioral Intention

Predictor	t-value	r-value	p-value	Decision / Interpretation
Marketing Strategy	9.45	0.435	< .001	Reject H ₀ — Significant relationship

A moderate and statistically significant positive relationship ($r = 0.435$, $p < .001$) was found between marketing strategies and customer behavioral intention, leading to the rejection of the null hypothesis. This indicates that improvements in product, pricing, place, promotion, and people strategies directly enhance customers' intentions to revisit, recommend, and remain loyal.

Table 5: Relationship Between Demographic Profile and Behavioral Intention

Predictor	Estimate	SE	t	p	r / R ²	Interpretation
Intercept	3.37820	0.1214	27.829	< .001	—	—
Educational Attainment	0.03021	0.0225	1.343	0.180	—	Not significant
Sex	-0.0951	0.0404	-2.357	0.019	—	Significant
Age	-0.0093	0.0230	-0.404	0.686	r = 0.136 R ² = 0.0186	Not significant

The analysis shows a very weak relationship ($r = 0.136$, $R^2 = 0.0186$) between demographic profile and behavioral intention. Only sex was a statistically significant predictor ($p = 0.019$), while age ($p = 0.686$) and educational attainment ($p = 0.180$) were not significant. This suggests that customers' behavioral intentions are largely independent of their demographic characteristics and are more strongly shaped by experiential and perceptual factors.

Table 6: Relationship Between Demographic Profile and Marketing Strategy Perception

Predictor	Estimate	SE	Lower	Upper	p	Interpretation
Educational Attainment	0.0162	0.0193	-0.0218	0.05415	0.400	Not significant
Sex	0.0217	0.0346	-0.0611	0.1299	0.074	Not significant
Age	0.0114	0.0198	-0.0274	0.05024	0.564	Not significant

With an r -value of 0.102 and R^2 of 0.0103, there is a very weak and non-significant relationship between demographic profile and marketing strategy perception. None of the demographic variables showed a statistically significant effect, indicating that customers across different age groups, sexes, and educational backgrounds evaluate restaurant marketing strategies similarly. This confirms that marketing effectiveness transcends demographic boundaries.

DISCUSSION

The findings of this study affirm the centrality of integrated marketing strategies in shaping the dining behavior of customers in Tagbilaran City. Place strategy emerged as the highest-rated dimension, reinforcing Zeithaml et al.'s (2018) assertion that physical evidence — including cleanliness, accessibility, and ambiance — directly influences customer satisfaction and behavioral intentions. Respondents valued clean, accessible, and comfortable environments as foundational to their restaurant choice, indicating that for restaurants in developing cities, ensuring a quality physical environment is a primary competitive lever.

Product strategy followed closely, with strong ratings for continuous quality improvement and menu innovation. This aligns with the SERVQUAL model (Parasuraman et al., 1988), which positions quality as the key driver of service excellence. People strategy was also rated Strongly Agree, confirming that courteous and efficient service — particularly personal interaction and prompt response to feedback — is critical in fostering repeat patronage (Oliver, 1999).

Promotion and pricing strategies, while positively evaluated, scored lower than the other dimensions. Inconsistency in promotional campaigns and a perception that low prices may undermine quality were identified

as areas requiring attention. Kotler and Keller (2016) and Monroe (2003) have both emphasized that pricing must be perceived as commensurate with value, and that sustained promotional activity is essential for brand visibility and consumer engagement.

The moderate but significant correlation between marketing strategies and behavioral intention ($r = 0.435$, $p < .001$) is consistent with Hapsari, Clemes, and Dean (2017), who found that integrated marketing efforts significantly drive customer loyalty in the hospitality sector. The finding that demographic factors do not significantly influence either marketing strategy perception or behavioral intention is also noteworthy: it suggests that restaurants need not differentiate their core strategies by customer profile, but must instead invest broadly in quality, consistency, and service excellence.

Customer loyalty, while positive, was only at the Agree level and showed the most variability, particularly on exclusive patronage items. This confirms Jones and Sasser's (1995) observation that even satisfied customers may switch to competitors when attractive alternatives are available. In a competitive local food market, retaining loyal patrons requires continuous innovation in product offerings and service experience to build emotional connections beyond mere transactional satisfaction.

CONCLUSION

This study provides evidence that marketing strategies play a significant role in shaping customer behavioral intentions in the restaurant industry of Tagbilaran City, Bohol. Restaurants that consistently deliver on product quality, maintain clean and accessible environments, and offer professional, personalized service are more likely to cultivate loyal, satisfied customers who revisit and recommend the establishment to others.

While promotional and pricing strategies are acknowledged by patrons, they require greater consistency and strategic refinement to maximize their impact. The rejection of the null hypothesis — confirming a significant relationship between marketing strategy and behavioral intention — underscores the practical value of investing in an integrated, customer-centered marketing approach.

The absence of significant demographic influence on both marketing strategy perception and behavioral intention implies that effective marketing has universal appeal: it transcends age, sex, and educational differences, resonating broadly with diverse customer segments. For restaurant operators in Tagbilaran City, this means that improving the core pillars of the 5 Ps will yield widespread benefits across their entire customer base.

Future research may explore mediating variables such as customer satisfaction, brand image, or emotional engagement, as well as longitudinal effects of marketing strategies on customer lifetime value. Expanding the study to other regional cities in Bohol or the Visayas region would further validate and enrich these findings.

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