



Customer Profiling Among Milk Tea Shops: A Marketing Mix Perspective

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Received: 23/03/2024

Accepted: 21/05/2024

Published: 30/06/2024

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ABSTRACT

The primary objective of this quantitative research was to use a descriptive analysis as it involved identifying and describing the Customers profiling among milk tea shops: a marketing mix perspective. This study utilized the “Basic Marketing”, by Jerome McCarthy in 1960 reported that the four P's of marketing, all of which had an impact on buyer decisions and feedback. Each P is related to and dependent on the others. The Ps were controllable variables that a business used to level a successful marketing strategy. The respondents of this study were 100 random milk tea shop customers around Davao City. In which, the respondents ranging from eighteen to twenty-seven, who participated in the survey, and product, price, place and promotion affect their buying behavior of milk tea. Furthermore, there is no significant disparity when respondents were categorized based on their highest educational attainment, income, and frequency of consuming the milk tea. The hypothesis was rejected on demographic profile in terms of age. It is recommended that business owners should test out numerous creamers, flavors, and sweeteners before starting their own business. Milk Tea Shop owners were encouraged to use innovative marketing and promotional strategies, such as buy one get one free, free add – on, and free delivery, to boost their social media presence, especially on Facebook and Instagram. Additionally, for milk tea businesses and shops to continuously improve and ensure customer satisfaction in promotion and marketing strategies, it is recommended that milk tea customers express feedback or flavor preferences. This is significant because every business should build a customer profile so that when a consumer has specific drink preferences, the business might create loyal and frequent customers.

Keywords: Customer Profile, Consumer buying behavior, Milk Tea Shops, Marketing Mix

I. INTRODUCTION

As the economy has grown, customers were paying more attention to the quality and features of milk tea than the old milk teas manufactured by brewing milk tea powder, which needs more flavor and characteristics (Han, 2018). This was where marketing strategy steps in to get the customers' attention. The commonly used example of milk tea showed that Gen Z might fundamentally transform the food service industry, highlighting the need for food service companies to understand this generation (Nguyen, 2021). Therefore, business owners recognize this was a significant opportunity to increase profitability while creating an innovative and unique product. Coffee shops were fantastic locations for people to hang out, socialize, and spend their free time (Clayton, 2020). Due to the popularity of milk tea, several well-known online milk tea brands had taken over a place in people's daily lives (Han, 2018). Filipinos were the second highest consumers of milk tea in Southeast Asia; therefore, it makes sense that milk tea has become one of the nation's preferences (Ichimura, 2019).

Any company's marketing strategy was considered the first step toward success (Clayton, 2020). COVID-19 had a negative financial impact on businesses and people (Horowitz et al., 2021), so the researchers has chosen to observe how Davao City residents react when buying products. This study aims to determine consumer satisfaction and profile with the city's selected Milk Tea Shops' sufficiently effective marketing techniques. As a result, it was crucial to study this research, especially the variables impacting consumer preferences and their evolving purchases (Ong et al., 2021). Researchers was conducting this study because it has been observed that milk tea shops attract many customers (Clayton, 2020). The milk tea trend was among the most popular drinks (Bastasa et al., 2022).

II. LITERATURE REVIEW

The "Basic Marketing" by Jerome McCarthy from 1960 was used in this study. It described the four Ps of marketing, which affects consumer choices and feedback. Each P was related to and dependent on the others. The Ps were controllable variables that a company could apply to level a successful marketing strategy, additionally, From Sales Obsession to Marketing Effectiveness by Philip Kotler (1977). The study of consumer purchasing behavior focused on the processes through which individuals, groups, and organizations choose, acquire, make use of, and eventually dispose of products, services, ideas, or experiences to fulfill customers' demands. Furthermore, he stated that marketing strategy was the company's plan for generating value from customers and establishing lucrative client relationships. The business should decide who else to serve and how to serve them (Kotler, 2008). Demographic parameters such as a customer's age, gender, income, profession, education, family size, and religion, in addition to the customer's race, generation, country, and social class, all had an impact on the purchasing choices that the consumers could make (Kotler, 2001). Because demographic variables often encompass consumer demands, preferences, and used, these criteria were the primary factors used to distinguish customer groupings (Kotler 1994.) This study was anchored on Yoo et al. (2000) explored that the function that marketing mix serves in developing brand equity. Their study concentrated on pricing, shop image, distribution intensity, advertising, and price promotion.

They discovered that some aspects of the marketing mix positively or negatively impact brand equity. The main objective of the study was to determine customer profiling among milk tea shops. Specifically, it aims to answer the following objectives; first, ascertain the demographics profile in terms of sex; age, civil status; education; and occupation. The second was to identify the level of marketing perspective among consumers. Lastly, to determine the significant difference in the marketing perspective of consumers when grouped according to the profile.

II. RESEARCH METHODS

2.1 Participants

The study used non-probability sampling to determine the sample size of 100 respondents in the designated milk tea shops around Davao City. Nonrandomized methods were used in the non-probability sampling technique (Showkat & Parveen, 2018). Furthermore, a convenience sample was a non-probability sample where the researcher chooses participants who were nearby and accessible to participate in the research (Crossman, 2019). In this non probability sampling procedure, everyone who meets the researcher qualification were suitable as a sample member (Showkat & Parveen, 2018).

2.2 Research Instrument

The researchers properly utilized online survey questionnaires using research-adaptive questionnaires. Moreover, the survey questionnaire that serves as a research instrument was based on the techniques of De Jesus, F. (2020) that utilizes measurable data concerning individuals' disposition or even activity by introducing a normalized question to the entirety of its respondents. The questionnaire contained 20 items in total with the independent variable of the marketing mix and divided into four indicators: product, price, place, and promotion. Regarding the respondent's level of agreement, all the questions in this section were constructed or measured using a five-Likert scale, which ranges from five (5) to one (1): five (5) strongly agreeing, four (4) agreeing, three (3) being neutral, two (2) disagreeing, and one (1) strongly disagreeing.

2.3 Scale of Instrument

This part was used to interpret the results of the information gathered and to determine the respondent's degree of perception. The scale was a set of possible ranges that objectively measures the subject's response. Scale 5 (in the field of 4.21 to 5.00) indicated strongly agree. This indicated that the statement from the questionnaire that the customers strongly agree. Scale 4 (with a range of 3.41 to 4.20) means that it was approved. This implies that the consumers agree with the survey's findings. On scale 3, which has values from 2.61 and 3.40, neutral means. This indicated that the customers' responses to the questionnaire's statement were neutral. Scale 2 (with a range of 1.81 to 2.60) indicates disagreement. In other words, the customers disagree with the survey's findings. In the field of 1.0 to 1.80 on a scale of 1, "strongly disagree" signifies. This indicated that the statement provided in the questionnaire was strongly disagreed with by the customers.

2.4 Design and Procedure

This research study used the descriptive research method, which was adopted to describe how the marketing mix perspective affects the customer profiling from Milk Tea Shops. The chi-square statistic was a test that evaluates how well a model matches actual data. The data required to calculate the chi square statistic should be random, raw, mutually exclusive, obtained from independent variables, and drawn from a sufficiently large sample (Hayes, 2021).

The procedures were done to collect essential data for the study. The first step was to get permission to conduct the study. The researchers were acquiring permission to survey random respondents. Second was the questionnaire distribution; the questionnaires were explained and disseminated to unexpected milk tea shop customers around Davao City once they had been validated and approved. The third step was called "retrieval of the questionnaire," it involves the researchers retrieving the questionnaires as soon as the respondents had finished answering the survey. Fourth, the researchers collected, counted, and compiled the data that was obtained from the study. This was the last step in the data analysis and interpretation process; the statistician was given the raw scores, and was responsible for analyzing and interpreting the data.

III. DISCUSSION

As presented in Table 1 below, it demonstrated that among the 100 survey participants, 81 (81%) were in college-level education, 89 (89%) were between the ages of 18 and 27, 50 (50%) were female, 94 (94%) were single, 55 (55%) were unemployed. Based on the profile of respondents, those were the survey questions that were most frequently answered.

Table 1 Profile of the Respondents		
Profile of Respondents	Frequency	Percentage
Age		
18-27 years old	89	89%
25-35	8	8%
36 and above	3	3%
Total	100	100%
Sex		
Female	50	50%
Male	49	49%
Prefer not to say	1	1%
Total	100	100%
Educational Attainment		
High School Graduate	13	13%
College Level	81	81%
Bachelor's Degree	14	14%
Others	3	3%
Total	100	100%
Civil Status		
Single	94	94%
Married	4	4%
Widowed	1	1%
Separated	1	1%
Total	100	100%
Occupation		
Self-Employed	17	17%
Employed	28	28%
Unemployed	55	55%
Retired	0	0%
Total	100	100%

As shown in Table 2, it summarizes the mean, standard deviation, and descriptive equivalent of four indicators: Product, Price, Promotion, and Place, with an overall mean of 3.954 and a standard deviation of 0.66, with an overall descriptive talent of agree, suggesting that the consumer agrees with the statement presented in the questionnaire. The highest mean of the four indicators was 4.151, and the lowest was 3.636.

Indicators	Mean	SD	Descriptive Equivalent
Product	4.151	0.62	Agree
Price	3.636	0.66	Agree
Promotion	4.052	0.65	Agree
Place	3.972	0.69	Agree
Overall Mean	3.953	0.66	Agree

The results of the Mann-Whitney U test were shown in table 3. They were used to determine significant differences in the level of Customers Profiling Among Milk Tea Shops: A Marketing Mix Perspective when respondents were divided into categories based on sex. The Mann-Whitney U test showed no significant difference in Product ($Z = -0.167$, $p > 0.05$). The price ranges were different in a way that could be considered statistically significant ($Z = -0.073$, $p > 0.05$). On the other hand, there was not a significant difference that existed in terms of Promotion ($Z = -0.007$, $p > 0.05$) and place ($Z = -0.247$, $p > 0.05$). To support this, as expected, milk tea remains a favorite among girls. It might be challenging to develop a trendy milk tea for males (Song et al., 2022). Girls enjoy combining milk tea and sweets. Milk tea was sweet, and most girls were naturally attracted to them (DayDayNews, 2021).

Indicators	Mann-Whitney U	Z	Asymp. Sig	Decision on HO
Product	1218	-0.167	0.867	Accept
Price	1231.5	-0.073	0.942	Accept
Promotion	1241	-0.007	0.994	Accept
Place	1206.5	-0.247	0.805	Accept

The Kruskal-Wallis test, which could be found in table 4 above, was performed to assess if significant differences exist between the groups in the level of Customers Profiling Among Milk Tea Shops: A Marketing Mix Perspective when the responses were segmented into their respective ages. The results of the Kruskal-Wallis test indicated that there was no significant difference in terms of the product (Chi-Square 2.125, df 2 $p > 0.05$); in terms of price, there was a considerable difference (Chi-Square 6.605, df 2 $p > 0.05$); and in terms of promotion, there was no significant difference (Chi-Square 6.605, df 2 $p > 0.05$). In support of this claim, research conducted in China that analyzed the prices of milk tea indicated that most users in that country were between the ages of 19 and 34. This provides more evidence in favor of the demographics analyzed in this research. Lee & Vega (2021) stated that to reach customer fulfillment and patronize, every milk tea company must provide moderate and fair pricing while not sacrificing quality. Furthermore, Han (2018) claimed that buyers of any age and gender were price sensitive. As a result, the global market for milk tea has expanded.

Indicators	Chi-Square	df	Asymp. Sig	Decision on HO
Product	2.125	2	0.346	Accept
Price	6.605	2	0.037	Accept
Promotion	1.668	2	0.434	Accept
Place	0.524	2	0.77	Accept

Presented in table 5, the test of Kruskal Wallis was used to determine if significant differences exist in the level of Customers Profiling Among Milk Tea Shops: A Marketing Mix Perspective when respondents were grouped according to their civil status. It was presented that there was no significant difference exists in terms of Product (Chi-Square 1.1, df 3 $p > 0.05$); in terms of price, no significant difference exists (Chi-Square 3.153, df 3 $p > 0.05$); in terms of promotion, no significant difference exists (Chi-Square 1.909, df 3 $p > 0.05$); in terms of place, no significant difference exists (Chi-Square 1.452, df 3 $p > 0.05$); the overall decision accepted regarding civil status. Most respondents were single because they were 17 years old and above. Investing was easier for individuals at the milk tea shop. The growing popularity of milk tea was why they put this kind of business. The numerous students who get on trend and buy milk tea for this beverage allowed milk tea shops to thrive in their business.

Table 5. Significance of Civil Status on Customers Profiling Among Milk Tea Shops: A Marketing Mix Perspective

Indicators	Chi-Square	df	Asymp. Sig	Decision on HO
Product	1.1	3	0.777	Accept
Price	3.153	3	0.369	Accept
Promotion	1.909	3	0.591	Accept
Place	1.452	3	0.693	Accept

Table 6 showed the results when it comes to educational attainment; in order to assess if there was a significant difference, the Kruskal-Wallis test was used in the level of Customers Profiling Among Milk Tea Shops: A Marketing Mix Perspective when respondents were separated into groups according to the level of education they had achieved. Regarding the product, there is no significant difference exists (Chi-Square 0.064, df 2 $p > 0.05$); in terms of price, no significant difference exists (Chi-Square 1.611, df 2 $p > 0.05$); in terms of promotion, no significant difference exists (Chi-Square 0.052, df 2 $p > 0.05$). Regarding the place, there is still no significant difference (Chi-Square 2.652, df 2 $p > 0.05$), which means the choice of which of the four indicators to utilize when assessing educational attainment was accepted. Level of education was also significant; Lei et al. (2020) stated that a substantial portion of the market consists of college students who view milk tea as a sugar-sweetened beverage to relieve their thirst. Consumers with higher education base their purchasing decisions on the price of the products; brands were unimportant to them, and they favor low-cost goods. Brands were significant to consumers with university degrees, according to their perspectives.

Table 6. Significance of Educational Attainment on Customers Profiling Among Milk Tea Shops: A Marketing Mix Perspective

Indicators	Chi-Square	df	Asymp. Sig	Decision on HO
Product	0.064	2	0.968	Accept
Price	1.611	2	0.447	Accept
Promotion	0.052	2	0.975	Accept
Place	2.652	2	0.266	Accept

Table 7 showed the Chi-square, P value, and the decision on ho. In order to assess if there was a significant difference, the Kruskal-Wallis test was performed on the level of Customers Profiling Among Milk Tea Shops: A Marketing Mix Perspective when respondents were grouped according to b Grouping Variable: status in terms of the product, no significant difference exists (Chi-Square 2.074, df 2 $p > 0.05$); in terms of price, no significant difference exists (Chi-Square 2.741, df 2 $p > 0.05$); in terms of promo no considerable difference exists (Chi-Square 4.644, df 2 $p > 0.05$) there was no significant difference in the influence of marketing strategies used by the selected Milk tea shops. The decision on who was upheld.

These cited studies support the result and the claim of the researchers that sex, civil status, educational attainment, and occupation, as a demographic profile, do not affect the level of Customers Profiling Among Milk Tea Shops: A Marketing Mix Perspective.

Table 7. Significance of Occupation on Customers Profiling Among Milk Tea Shops: A Marketing Mix Perspective

Indicators	Chi-Square	df	Asymp. Sig	Decision on HO
Product	2.074	2	0.354	Accept
Price	2.741	2	0.254	Accept
Promotion	4.644	2	0.0988	Accept
Place	0.64	2	0.726	Accept

IV. CONCLUSION AND RECOMMENDATIONS

4.1 Conclusion

The following conclusions were formed as a direct result of the results; the survey had the highest percentage of respondents aged 18-27 in terms of the results table. The highest mean was the product, which yielded 4.151, while the lowest was the price, which paid only 3.636, indicating the descriptive equivalent of agree. The overall average mean was 3.953, indicating that the customer agrees with the statement provided in the questionnaire. When the influence of milk tea shop marketing strategies was analyzed by age, gender, educational attainment, civil status, and occupation, the overall result showed no significant difference.

4.2 Recommendations

Milk Tea Shop Owners - encouraged to use innovative marketing and promotional strategies, such as buy one get one free, free add-on, and free delivery, to boost their social media presence, especially on Facebook and Instagram. They should also encourage customers to share their experiences through social media, which was an excellent opportunity to market products while considering customers' interests, and also to regularly provide excellent services to ensure positive feedback from consumers, and doing this, might lead to an increase in consumers and create loyal customers.

Future Researchers- he researchers only looked at the locals of Davao City's preference for milk tea, which was scarce everywhere. Future researchers were strongly encouraged to obtain additional information from regions, particularly those where milk tea began and were constantly developing. This was make comparing how the general public feels about milk tea was more accessible.

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