

Effectiveness of the Marketing Strategy of Krispy Kreme Outlet Stores to Chinese Customers in Metro Manila

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Abstract

This study determines the effectiveness of the marketing strategy of the selected Krispy Kreme Outlet Stores in Metro Manila. It focuses on the customers' profile, the reason for the patronage of Krispy Kreme Outlet Stores, the problems encountered by the customers, and their recommendations. A descriptive correlational method of research was used in this study with information obtained through the survey questionnaire. Results show there is a marked moderate positive correlation between the overall perception of Chinese customers on selected Outlets Stores and Product Strategy, Promotion Strategy, Place Strategy, and Pricing Strategy.

Keywords: marketing strategy, descriptive correlational method, Chinese customers, outlets stores

Introduction

A doughnut, or as it is often called, a donut, is a kind of fried dough baked or pastry meal. The doughnut has become well-known and beloved in numerous countries and is cooked in assorted models. This sugary and delicious snack could be made at home; however, the most prominent favored type of doughnuts acquired in confectioneries, shops of cooking and pastry businesses, shopping centers, food stalls, and authorized specialty markets. Doughnuts are customarily deep-fried and covered with powder dough and commonly either have a form of a torus or are without a hole in the middle.

Moreover, mostly all donuts contain different fillings and toppings. Donuts have rather contradicting records; moreover, several theories about their creation exist. One of the hypotheses implies that the Dutch colonists in North America devised doughnuts. This idea might be supported by describing donuts as "one type of oliekoek (Dutch for "oil cake"), a "sweetened cake cooked in fat" (Makens, 2019).

This explains the extreme popularity of donuts and their value to the American nation. According to Paul Mullins and his book 'Glazed America – A History of a Doughnut', the first donut commented in a handbook for housewives appeared in 1803 and was added to the recipes of the United States as an added material at the end of the book (Martin, 2021). By the middle of the nineteenth century, the doughnut

resembled current desserts in both appearance and flavor and was recognized as a uniquely American dish. Dunkin' Donuts produces and sells the most doughnuts in the United States; the company's name has already become a proper noun. It is a nation of fast food and coffee, thus the majority of the working class chooses to eat something quick and inexpensive on the way to work or during coffee breaks.

Age groups may be evaluated as subcultures due to their often diverse ideals and habits. Due to their cheap price and good quality-to-price ratio, doughnuts, for instance, are immensely popular among adolescents. In addition, the adolescent population loves donuts due to their accessibility, affordability, and capacity to induce satiety. In addition, because of their parent's employment, teens prefer to eat outside the home more often in the modern day, and donuts accommodate their financial condition and restricted budget.

Another class of people, which are expected to consume dunkin' donuts, was already mentioned above: it is the class of working people. As the nation regards itself as an active economy, most likely people will prefer their meals during the working day to be fast, timely, accessible, and in the low-price range. Working people like things that are quick and simple, involving no personal or financial sacrifice, regardless of whether they are purchased at a grocery store or fast-food restaurant (Cravens, 2018). In pursuit of a quick lifestyle, Dunkin' Donuts allows employees to have doughnuts on their way to the workplace, on the vehicle, or even in the train.

Despite the fact that the marketing approach towards junk food is very much alike for the assorted chains of fast food and the production of doughnuts often faces a lot of challenges and competition, it still stands at the top of the rate of the most consumed fast food.

Doughnuts symbolize a form of food that can be taken while moving, allowing individuals to save time and energy to do more work and actions. In addition, as stated before, doughnuts project an impression of exceptional quality at a cheap cost, which is intended to attract the attention of the fast-paced audience. As a consequence, individuals from all socioeconomic classes can purchase it.

The impact on the health of donuts' consumers received general recognition as severe and almost irreversible. One donut usually consists of a lot of sugar, fats, and various other harmful components, which could contain more than three hundred calories in a single piece of pastry.

Therefore, a person who eats doughnuts every day may have weight gain, cardiac diseases, excessive blood sugar, and vitamin deficiencies. The Hong Kong Consumer Council reported that doughnuts contain more trans fats than chocolate, peanut butter chocolate bars, and even chips. A single doughnut has a daily limit for trans fats, yet the reality is that individuals seldom consume just one doughnut. Trans fats may raise cholesterol and triglyceride levels and increase the risk of cardiovascular disease. This is one of the reasons why many countries face the problem of obesity and its associated health issues.

The donuts are delivered through the convenience stores "Every site is purposefully positioned and constructed with the needs of these clients in mind. Due to the convenience-driven nature of these transactions, the sites may be situated near together without competing for customers ". However, if the doughnut shop is located in various metropolitan neighborhoods, the amount of time consumers are willing to walk to the business differs significantly. In order to satisfy customer demand, doughnuts are mass-distributed around the nation, resulting in an increase in health issues. Obesity is a significant public health concern with far-reaching health repercussions for both people and society and for good causes.

About Krispy Kreme, Inc

Formerly known as Krispy Kreme Doughnuts, Inc., Krispy Kreme, Inc. is an American international coffee shop company specializing in doughnuts. Vernon Rudolph (1915-1973), who obtained a yeast-raised recipe from a New Orleans chef, leased a building in Winston-Salem, North Carolina's Old Salem in 1937 and began distributing to local grocers. This is the origin of Krispy Kreme.

From 2000 to 2016, a public corporation saw consistent growth followed by an aggressive expansion that was ultimately unprofitable. In 2016, JAB Holding Company, a Luxembourg-based private corporation, reclaimed ownership of the firm. In July 2021, Krispy Kreme started trading on the public market.



Figure 1. The original logo of Krispy Kreme Doughnuts. It is still used alternatively.

In Spain, Chinese immigrants are consuming more morning cereals, pasta, dairy goods, almonds, legumes, and fast food (Martin, Lou, & Sanz Rojo, 2021). According to Zou et al. (2022), Chinese immigrants boosted their overall food intake across all food categories and adopted Western foods. The consumption of total calories, meat and substitutes, and carbohydrates rose with acculturation. Individual factors (demographics, individual preferences, and nutritional awareness), familial factors (familial preferences and values, having young children in the family, and household food environment), and community factors (accessibility and cultural conceptions of health and eating) affected Chinese immigrants' dietary behaviors. According to Khan et al. (2020), migration affects dietary habits; nevertheless, the resulting changes are not always health-promoting. Despite increased knowledge and the prevalence of comorbidities, migration was accompanied by the adoption of bad eating patterns. After rural-urban migration, Cockx et al. (2018) explained the more significant increase in unhealthy food intake.

Conceptual Framework

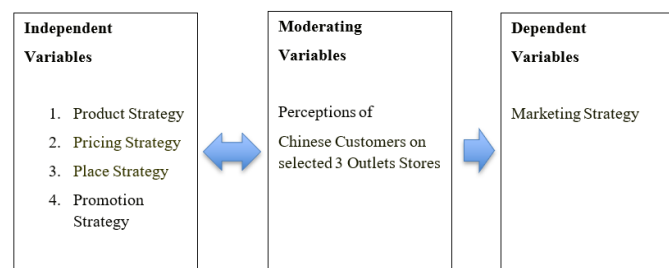


Figure 2. Schematic Diagram of the Study

The Conceptual Framework diagrams three groups of variables. The independent variables are Product Strategy, Pricing Strategy, Place Strategy, and Promotion Strategy. The Moderating Variables are the perceptions of the Chinese customers on the selected three outlet stores. The Dependent Variable is the resulting assessment of the Marketing Strategy of Krispy Kreme. The relationship between independent variables and moderating variables will also be determined.

Objectives of the Study

The study aims to determine the marketing strategy's effectiveness among selected Krispy Kreme Outlet Stores in Metro Manila. Specifically, the study examines the following:

1. Profile the customers who have experienced dining at the selected Krispy Kreme Outlet Stores in Metro Manila
2. Determine the reasons why customers patronize the selected Krispy Kreme Outlet Stores in Metro Manila
3. Ascertain the effectiveness of the marketing strategy of Krispy Kreme Outlet Stores in Metro Manila
4. Uncover the problems encountered by the customers regarding the marketing strategy of the Krispy Kreme Outlet Stores in Metro Manila
5. Determine the significant relationship with the customers to improve the marketing strategy of the selected Krispy Kreme Outlet Stores in Metro Manila?
6. Make recommendations to improve the marketing strategy of the selected Krispy Kreme Outlet Stores in Metro Manila

Ha: There is a significant relationship in the effectiveness of the marketing strategy of the selected Krispy Kreme Outlet Stores in Metro Manila as perceived by their customers.

Ho: There is no significant relationship in the effectiveness of the marketing strategy of the selected Krispy Kreme Outlet Stores as perceived by their customers.

Research Design

A descriptive quantitative research design method was used as the study focuses on the evaluation of the effective marketing strategy of the selected Krispy Kreme Outlet Stores in Metro Manila. The respondents are the Chinese customers who patronize the selected Krispy Kreme Outlet Stores in Metro Manila. Purposive sampling was employed using the criteria as follows: Chinese customers of Krispy Kreme Outlet Stores in Metro Manila. They patronized the Krispy Kreme Outlet Stores in Metro Manila, which means they purchased and dined more than three times. The study focused on the effectiveness of the marketing strategy among selected Krispy Kreme Outlet Stores in Metro Manilas as perceived by their Chinese customers. The researchers limited the study to the four (4) P's of the marketing strategy; price, product, promotion, and place. A survey questionnaire was used to gather the data needed to determine the

effectiveness of the marketing strategy among the selected Krispy Kreme Outlet Stores in Metro Manila as perceived by their customers.

The data results collected from the survey questionnaires were analyzed by determining the mean and interpreting the mean of responses using a four-point Likert Scale and determining the significant relationship in the effectiveness of the marketing strategy of the selected Krispy Kreme Outlet Stores in Metro Manila as perceived by their customers.

Mean Ranges and Verbal Interpretation		
Rate	Weighted Mean (wm)	Verbal Interpretation (vi)
4	3.25 – 4	Highly effective
3	2.5 – 3.249	Moderately effective
2	1.75 – 2.499	Effective
1	1.00 – 1.749	Not effective

Results and Discussion

1. Profile of the Customers

1.1. In terms of Age

Table 2

Age of Respondents (n=130)

Ages	f	%	r
<i>Krispy Kreme in Outlet 1 (n=68)</i>			
18-30	40	58.82	1
31-43	18	26.47	2
44 and above	10	14.71	3
<i>Krispy Kreme in Outlet 2 (n=34)</i>			
18-30	17	50	1
31-43	12	35.29	2
44 and above	5	14.71	3
<i>Krispy Kreme in Outlet 3 (n=28)</i>			
18-30	16	57.14	1
31-43	6	21.43	2.5
44 and above	6	21.43	2.5

Table 1 shows the age of respondents in the selected outlets of *Krispy Kreme*. In outlet 1, 58.82% belong to the ages 18-30 years old, ranked 1. In outlet 2, 50% belong to the ages 18-30 years old, ranked 1; in outlet 3, 57.14% belong to the ages 18-30, rated 1. This means that the majority of the customers of *Krispy Kreme* in all selected outlets belong to the younger demographics.

1.2. In terms of Gender

Table 2
Gender of Customers

	<i>f</i>	<i>%</i>	<i>r</i>
<i>Krispy Kreme in Outlet 1 (n=68)</i>			
Male	39	57.35	1
Female	29	42.65	2
<i>Krispy Kreme in Outlet 2 (n=34)</i>			
Male	11	32.35	2
Female	23	67.65	1
<i>Krispy Kreme in Outlet 3 (n=28)</i>			
Male	10	35.71	2
Female	18	64.29	1

Table 2 shows the gender of customers in the selected outlets of Krispy Kreme. The Krispy Kreme in Outlet 1 presents that males, are 57.35%, ranked 1 as their customers. In outlet 2, the females account for 67.65%; in outlet 3, females are 64.29%, ranked 1 in the said outlets. In summary, there are more female customers than males in the selected outlets of Krispy Kreme.

1.3. In terms of Dining of the Customers

Table 3
Frequency of Dining of the Customers

	<i>f</i>	<i>%</i>	<i>r</i>
<i>Krispy Kreme in Outlet 1 (n=68)</i>			
Once a week	5	7.35	4
Twice a week or more	11	16.18	3
Once a month	24	35.29	2
Twice a month or more	28	41.18	1
<i>Krispy Kreme in Outlet 2 (n=34)</i>			
Once a week	0	0	3.5
Twice a week or more	0	0	3.5
Once a month	1	2.94	2
Twice a month or more	33	97.06	1
<i>Krispy Kreme in Outlet 3 (n=28)</i>			
Once a week	1	3.57	3.5
Twice a week or more	1	3.57	3.5
Once a month	4	14.29	2
Twice a month or more	22	78.57	1

Table 3 shows the frequency of dining of the customers. In outlet 1, the customers' dining frequency is twice a month or more with 41.18% or ranked 1. In outlet 2, the frequency of dining of the customers is twice a month or more 97.06 %, or ranked 1. In outlet 3, the frequency of dining of the customers is twice a month or more 78.57% or ranked 1. In summary, more than a majority of customers frequently dine twice a month or more in the selected outlets of Krispy Kreme.

2. Reasons for Patronizing Krispy Kreme in selected Outlets

Table 4

Customers' Reasons for Patronizing Krispy Kreme in Selected Outlets

<i>Customers' Reasons for Patronizing Krispy Kreme in Outlet 1 (n=68)</i>	<i>f</i>	<i>%</i>	<i>r</i>
Originality of Donut	47	23.38	1
Comfortable Ambiance	37	18.41	2
Variety of Choices	29	14.43	3
Taste of the food	28	13.93	4
Excellent Service	23	11.44	5
Affordability	21	10.45	6
Price Value	13	6.47	7
Other food and beverage	2	1.00	8
Promotions Offered	1	0.50	9
<i>Customers' Reasons for Patronizing Krispy Kreme in Outlet 2 (n=34)</i>	<i>f</i>	<i>%</i>	<i>r</i>
Originality of Donut	27	23.08	1.5
Comfortable Ambiance	27	23.08	1.5
Variety of Choices	21	17.95	3
Taste of the food	19	16.24	4
Excellent Service	13	11.11	5
Affordability	5	4.27	6
Price Value	3	2.56	7
Other food and beverage	1	0.85	8.5
Promotions offered	1	0.85	8.5
<i>Customers' Reasons for Patronizing Krispy Kreme in Outlet 3 (n=28)</i>	<i>f</i>	<i>%</i>	<i>r</i>
Originality of Donut	25	26.32	1
Comfortable Ambiance	14	14.74	2
Variety of Choices	13	13.68	3
Taste of the food	11	11.58	4
Excellent Service	9	9.47	5
Affordability	8	8.42	6.5
Price Value	8	8.42	6.5
Other food and beverage	4	4.21	8
Promotions offered	3	3.16	9

Table 4 shows the customers' reasons for patronizing Krispy Kreme in selected outlets. In Outlet 1, customers' reasons for patronizing Krispy Kreme are the originality of donuts 23.38% and ranked 1 and comfortable ambiance with 18.41%, ranked 2. In outlet 2, customers' reasons for patronizing Krispy Kreme are the originality of donuts and comfortable ambiance with 23.08%, ranked 1. In outlet 3, customers' reasons for patronizing Krispy Kreme are originality of donuts 26.32% and ranked 1 and comfortable ambiance with 14.74%, ranked 2. In summary, the overall reasons for patronizing Krispy Kreme in selected outlets are the originality of donuts, and comfortable ambiance.

3. Effectiveness of the Marketing Strategy of Krispy Kreme in Outlet 1

Table 5 shows the extent of effectiveness of the marketing strategy of Krispy Kreme in Outlet 1. As to the Product, the customers find the authenticity of the product and speed of service as highly effective with means of 3.61 and 3.49 and ranked 1 and 2, respectively. As to price, the customers find as highly effective

the value for money in terms of food and reasonable price with weighted means of 3.31 and 3.29, ranked 1 and 2, respectively.

Table 5*The extent of Effectiveness of the Marketing Strategy of Krispy Kreme in Outlet 1*

A. Product	<i>wm</i>	<i>vi</i>	<i>r</i>
Authenticity of Product	3.61	Highly effective	1
Taste of food	3.49	Highly effective	3
Temperature of food	3.21	Moderately effective	6
Serving size	3.22 3.59	Moderately effective	5
Speed of service	3.35	Moderately effective	2
Courteousness of staff	3.06	Highly effective	4
Grand mean		Highly effective	
B. Price			
Affordability	3.16 3.24	Moderately effective	5
Competitiveness	3.29 3.25	Moderately effective	4
Reasonable price	3.31 3.25	Highly effective	2
Value for money in terms of dining experience		Highly effective	3
Value for money in terms of food		Highly effective	1
Grand mean		Highly effective	
C. Place			
Accessibility	3.31	Highly effective	4
Ambiance	3.53	Highly effective	2
Cleanliness	3.57	Highly effective	1
Convenience	3.35	Highly effective	3
Security	3.16	Moderately effective	5
Grand mean	3.39	Highly effective	
D. Promotion			
Billboards/Signages	3.00	Moderately effective Moderately	1
Budget meals	2.62 2.41	effective Less Effective	3
Media	2.71 2.26	Moderately effective Less Effective	4
Online website	2.60 3.15	Moderately effective Moderately	2
Product demonstration		effective	5
Grand mean			
Overall Grand Mean			

As to price, the customers find as highly effective the value for money in terms of food and a reasonable price with weighted means of 3.31 and 3.29, ranked 1 and 2, respectively. As to Place, the customers find as highly effective the cleanliness and ambiance with weighted means of 3.57 and 3.53 respectively. As to promotion, the customers find as moderately effective the Billboards/Signages and online website with weighted means of 3.00 and 2.71 respectively. In summary, the extent of effectiveness of the marketing strategy of Krispy Kreme in Outlet 1 is the authenticity of the product and speed of service in terms of Product, the value for money in terms of food and reasonable price in terms of price,

cleanliness, and ambiance in terms of Place and Billboards/Signages and online website in terms of Promotions.

4. Effectiveness of the Marketing Strategy of Krispy Kreme in Outlet 2

Table 6

The extent of Effectiveness of the Marketing Strategy of Krispy Kreme in Outlet 2

A. Product	m	vi	r
Authenticity of Product	3.91	Highly effective	2
Taste of food	3.65	Highly effective	4.5
Temperature of food	3.65	Highly effective	4.5
Serving size	3.56	Highly effective	6
Speed of service	3.88	Highly effective	3
Courteousness of staff	3.94	Highly effective	1
Grand mean	3.76	Highly effective	
B. Price	m	vi	r
Affordability	3.24	Moderately effective	5
Competitiveness	3.38	Highly effective	4
Reasonable price	3.53	Highly effective	3
Value for money in terms of dining experience	3.74	Highly effective	1
Value for money in terms of food	3.71	Highly effective	2
Grand mean	3.52	Highly effective	
C. Place	m	vi	r
Accessibility	2.85	Moderately effective	5
Ambiance	3.79	Highly effective	3
Cleanliness	3.82	Highly effective	1.5
Convenience	3.24	Moderately effective	4
Security	3.82	Highly effective	1.5
Grand mean	3.51	Highly effective	
D. Promotion	m	vi	r
Billboards/Signages	2.44	Effective	4
Budget meals	2.12	Effective	5
Media	2.97	Moderately effective	3
Online website	3.56	Highly effective	1
Product demonstration	3.00	Moderately effective	2
Grand mean	2.82	Moderately effective	
Overall Grand Mean	3.40	Highly effective	

Table 6 shows the extent of effectiveness of the marketing strategy of Krispy Kreme in Outlet 2. As to Products, the customers find as highly effective the courteousness of staff with a weighted mean of 3.94, ranked 1, and authenticity of the product with a weighted mean of 3.91, ranked 2. As to Price, the customers find as highly effective the value for money in terms of dining experience and value for money in terms of food with weighted means of 3.74 and 3.71 respectively. As to Place, the customers find as highly effective the cleanliness and security with weighted means of 3.82 and both ranked 1. As to Promotion, the customers found as highly effective Online website with a weighted mean of 3.56 and product display with a weighted mean of 3.00 as moderately effective, ranked 1 and 2, respectively. In summary, the extent of effectiveness of the marketing strategy of Krispy Kreme in Outlet 2 is the courteousness of staff and the authenticity of the product in terms of Products, the value for money in terms

of food and terms of dining cleanliness, and security in terms of online website and product display in terms of Promotions.

5. Effectiveness of the Marketing Strategy of Krispy in Outlet 3

Table 7

The extent of Effectiveness of the Marketing Strategy of Krispy in Outlet 3

<i>A. Product</i>	<i>m</i>	<i>vi</i>	<i>r</i>
Authenticity of Product	3.82	Highly effective	1
Taste of food	3.68	Highly effective	3
Temperature of food	3.18	Moderately effective	6
Serving size	3.50	Highly effective	4
Speed of service	3.43	Highly effective	5
Courteousness of staff	3.79	Highly effective	2
Grand mean	3.57	Highly effective	
<i>B. Price</i>	<i>m</i>	<i>vi</i>	<i>r</i>
Affordability	3.32	Highly effective	5
Competitiveness	3.39	Highly effective	4
Reasonable price	3.57	Highly effective	2
Value for money in terms of dining experience	3.64	Highly effective	1
Value for money in terms of food	3.57	Highly effective	2
Grand mean	3.50	Highly effective	
<i>C. Place</i>	<i>m</i>	<i>vi</i>	<i>r</i>
Accessibility	3.54	Highly effective	1
Ambiance	3.32	Highly effective	2
Cleanliness	3.21	Moderately effective	4
Convenience	3.25	Highly effective	3
Security	3.14	Moderately effective	5
Grand mean	3.29	Highly effective	
<i>D. Promotion</i>	<i>m</i>	<i>vi</i>	<i>r</i>
Billboards/Signages	2.79	Moderately effective	4
Budget meals	2.75	Moderately effective	5
Media	3.36	Highly effective	1
Online website	3.21	Moderately effective	2
Product display	2.96	Moderately effective	3
Grand mean	3.01	Moderately effective	
Overall Grand Mean	3.34	Highly effective	

Table 7 shows the extent of effectiveness of the marketing strategy of Krispy Kreme in Outlet 3. As to Product, the customers find highly effective the authenticity of the product with a weighted mean of 3.82, and the courteousness of staff, with a weighted mean of 3.79, ranked as 1 and 2, respectively. As to Price, the customers find as highly effective the value for money in terms of dining experience and value for money in terms of food, a reasonable price with weighted means of 3.64 and 3.57, respectively. As to Place, the customers find highly effective accessibility with a weighted mean of 3.54 and ambiance with a weighted mean of 3.32, ranked 1 and 2, respectively. As to Promotion, the customers find as highly effective the Media with a weighted mean of 3.36, and online websites with a weighted mean of 3.21 ranked 1 and 2. In summary, the extent of effectiveness of the marketing strategy of Krispy Kreme in Outlet 3 is the authenticity of the product and courteousness of staff, in Price, value for money in terms of dining

experience, and of value for money in terms of food, a reasonable price, in Place, accessibility and ambiance, and in Promotions, media, and online website.

6. Problems Encountered by the Customers Regarding the Marketing Strategy of Krispy Kreme

Table 8

Problems Encountered By the Customers Regarding the Marketing Strategy of Krispy Kreme

<i>Problems Encountered By the Customers Regarding the Marketing Strategy of Krispy Kreme in Outlet 1</i>	<i>f</i>	<i>%</i>	<i>r</i>
Limited information in advertisement/website	22	31.88	1
Not affordable price	10	14.49	2
Small serving size	9	13.04	3
Limited menu items offered	8	11.59	4
Not accessible to all commuters	7	10.14	5.5
Poor ambiance	7	10.14	5.5
Poor customer service	3	4.35	7.5
Others	3	4.35	7.5
<i>Problems Encountered By the Customers Regarding the Marketing Strategy of Krispy Kreme in Outlet 2</i>	<i>f</i>	<i>%</i>	<i>r</i>
Limited information in advertisement/website	6	22.22	2.5
Not affordable price	6	22.22	2.5
Small serving size	2	7.41	4.5
Limited menu items offered	0	0.00	7.5
Not accessible to all commuters	10	37.04	1
Poor ambiance	2	7.41	4.5
Poor customer service	0	0.00	7.5
Others	1	3.70	6
<i>Problems Encountered By the Customers Regarding the Marketing Strategy of Krispy Kreme in Outlet 3</i>	<i>f</i>	<i>%</i>	<i>f</i>
Limited information in advertisement/website	6	27.27	1
Not affordable price	1	4.55	6.5
Small serving size	1	4.55	6.5
Limited menu items offered	2	9.09	5
Not accessible to all commuters	4	18.18	2.5
Poor ambiance	4	18.18	2.5
Poor customer service	1	4.55	6.5
Others	3	13.64	4

Table 8 shows the problems encountered by the customers regarding the marketing strategy of Krispy Kreme in the selected outlets. In outlet 1, the problems identified by the customers are limited information in advertisements/websites and not affordable prices, with 31.88% and 14.49%, ranked 1 and 2, respectively. In outlet 2, the problems identified by the customers are not accessible to all commuters with 37.04%, and limited information in advertisements/websites 22.22%, ranked 1 and 2, respectively. In outlet 3, the problems identified by the customers are limited information in advertisements/websites 27.27%, ranked 1, not accessible to all commuters, and poor ambiance with 18.18%, ranked 2. In summary, the problems encountered by the customers regarding the marketing strategy of Krispy Kreme in the selected outlets are limited information in advertisements/websites, not affordable prices, not being accessible to all commuters, and poor ambiance.

7. Recommendations Regarding the Improvement of Krispy Kreme in Selected Outlets

Table 9 shows the recommendations for improving Krispy Kreme in selected outlets. In outlet 1, the suggestions are accessibility to commuters and other information advertisements/websites with 23.44% and 17.19%, ranked 1 and 2, respectively.

Table 9
Recommendations Regarding the Improvement of Krispy Kreme in Selected Outlets

<i>Recommendations Regarding the Improvement of Krispy Kreme in Outlet 1</i>	<i>f</i>	<i>%</i>	<i>r</i>
Accessibility to commuters	15	23.44	1
Additional information advertisement/website	11	17.19	2
Improvement of ambiance	10	15.63	3
Bigger serving size of food	9	14.06	4
More affordable price range	8	12.50	5
Others	5	7.81	6
Variation of menu items	4	6.25	7
Improvement of service	2	3.13	8
<i>Recommendations Regarding the Improvement of Krispy Kreme in Outlet 2</i>	<i>f</i>	<i>%</i>	<i>r</i>
Accessibility to commuters	12	46.15	1
Additional information advertisement/website	9	34.62	2
Improvement of ambiance	2	7.69	3
Bigger serving size of food	1	3.85	4.5
More affordable price range	1	3.85	4.5
Others	1	3.85	4.5
Variation of menu items	0	0	7.5
Improvement of service	0	0	7.5
<i>Recommendations Regarding the Improvement of Krispy Kreme Robinson in Outlet 3</i>	<i>f</i>	<i>%</i>	<i>r</i>
Additional information advertisement/website	13	36.11	1
Improvement of ambiance	12	33.33	2
Accessibility to commuters	3	8.33	3
Bigger serving size of food	2	5.56	4
Improvement of service	2	5.56	4
More affordable price range	2	5.56	4
Variation of menu items	1	2.78	7
Others	1	2.78	7

In outlet 2, the recommendations of the customers are accessibility to commuters and additional information advertisement/website with 46.15% and 34.62%, ranked 1 and 2, respectively. In outlet no 3, the recommendations of the customers are accessibility to commuters and additional information advertisements/websites with 36.11% and 33.33%, ranked 1 and 2, respectively. In summary, the overall recommendations for the improvement of Krispy Kreme in selected outlets are accessibility to commuters and other information advertisements/websites.

8. Significant relationship in the effectiveness of the marketing strategy of the selected Krispy Kreme Outlet Stores in Metro Manila

Table 10 illustrates the overall perception of Chinese customers of selected outlet stores. Again, there is a marked moderate positive correlation between the overall perception of Chinese customers on selected Outlets Stores and Product Strategy ($r = 0.67$), Promotion Strategy ($r = 0.65$), Place Strategy ($r = 0.63$), and Pricing Strategy ($r = 0.41$).

Table 10

Significant relationship in the effectiveness of the marketing strategy of the selected Krispy Kreme Outlet Stores in Metro Manila as perceived by their customers

<i>Overall Perception of Chinese Customers on selected Outlets Stores</i>	Computed r	Interpretation
Product Strategy	0.67	Marked moderate positive correlation
Pricing Strategy	0.41	Marked moderate positive correlation
Place Strategy	0.63	Marked moderate positive correlation
Promotion Strategy	0.65	Marked moderate positive correlation

Conclusions

The majority of the customers of Krispy Kreme in all selected outlets belong to the younger demographics. There are more female customers than males in the selected outlets of Krispy Kreme. More than a majority of customers frequently dine twice a month or more in the selected outlets of Krispy Kreme. The overall reasons for patronizing Krispy Kreme in selected outlets are the originality of the donuts and the comfortable ambiance.

The extent of effectiveness of the marketing strategy of Krispy Kreme in selected outlets is the authenticity of the product and speed of service in terms of Product, the value for money in terms of food, and reasonable price in terms of price, cleanliness, and ambiance in terms of Place and Billboards/Signages and online website in terms of Promotions.

The problems encountered by the customers regarding the marketing strategy of Krispy Kreme in the selected outlets are limited information in advertisements/website, not affordable prices, not being accessible to all commuters, and poor ambiance. The overall recommendations for the improvement of Krispy Kreme in selected outlets are accessibility to commuters and other information advertisements/websites. There is a marked moderate positive correlation between the overall perception of Chinese customers on selected Outlets Stores and Product Strategy, Promotion Strategy, Place Strategy, and Pricing Strategy.

Recommendations

The marketing strategy of Krispy Kreme in the selected outlets should improve the limited information in advertisements/websites. Furthermore, they should also make the prices affordable and accessible to all commuters. They should also enhance the ambiance of the store.

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