

Content Analysis of Ruined Project?: A Case Study on Marketing Mix

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Abstract— During this time, people are being reliant on various social media platforms when looking for information about the things that they would like to know. Being said, this study focuses on one of the newly opened Restaurants in Cavite, the Ruined Project?. The research study wants to determine which of the 7Ps of the Marketing Mix made Ruined Project? popular in a short period of time and what are the things that customers consider when choosing their preferred establishment based on the 7Ps of the Marketing Mix. The elements of the 7Ps of the Marketing Mix are the Product, Price, Place, Promotion, People, Process, and Physical Evidence. This study used qualitative research and used content analysis as its research design. The data collection of this study was gathered by following the limitations and criteria made by the researchers. The data gathered were from the YouTube vloggers who had already went and tried the products of Ruined Project?. A total of 48 videos were analyzed for the data gathering. The study did not need any validation as the data used were secondary data. The results of the study revealed that the element Physical Evidence of the 7Ps of the Marketing Mix was one of the main reasons why the customers were very attracted to the Ruined Project?. And the element that was barely noticed by the customers was the element People whereas customers do not feel the presence of the employees very well while at the establishment.

Index Terms—Marketing mix, YouTube vloggers, Social media

I. INTRODUCTION (HEADING 1)

Wong et al. (2020) described social media as an interactive automated technology that aids in creating and giving ideas, information, common interests and other kinds of expression through online communities and platforms. Moreover, people should not basically see or view social media as a platform consequent to which people post, but more of the contents that were posted on these platforms. At this present time, social media has been a place where people get to socialise, not just a channel of communication (Miller et al., 2020). With social media technologies, we pertain to those electronic platforms, services and applications built around the concurrence of sharing the contents, public communication, and interpersonal connection (Burgess & Poell, 2017). As it became popular and over millions of people are using it, the tourism industry began to engage with diverse techniques and strategies of promoting tourist destinations to consumers among the different countries around the world.

Considering that the marketing mix plays an essential role in the marketing process (Al Badi 2018, as cited in Festa, G. et al., 2016), wherein the 4Ps of a marketing mix which are Product, Price, Place, and Promotion is significant in creating value and customer satisfaction that meets the demands of the customers as well as building a long and profitable relationship with them. As such, Hanlon (2021) explained that 4Ps of marketing were designed wherein a business is more of selling products than its services and the brand was not that well known which makes customer service a helping hand for brand development. On the other hand, the extended three (3) service mix P's which are People, Physical Evidence and Process were added by Boom and Pitner, that helps companies define the issues that affect its products and services. Nowadays, people have been dependent on using online platforms as a tool for grasping different information (Kwok L. et al. 2020, as cited in Mauri et al. 2018), consumers perceive online reviews as a more helpful and credible form than the information that is provided by service providers. Kwok and Xie (2016) added that most of the travelers also rely on the information seen on the online reviews for travel planning.

The research gap of the study is to know what do customers consider in choosing their preferred establishments. Ruined Project? is a newly established cafe branch in Crosswinds, Tagaytay of the Coffee Project that was supposed to be its 50th store that opened last December 5, 2020 in the height of pandemic and reached a high number of inquiries brought by the customers who like to try and experience the different variety of food and the Instagram-worthy of the establishment. The rapid increase in popularity was brought by the customers who are constantly sharing their information in social media such as YouTube videos which made people become interested in them. Furthermore, there are no other existing studies that describe the marketing mix of the said establishment. Given the fact that the country is still experiencing the pandemic, the majority of people are dependent on using online platforms wherein people use this as a source of information for reference of their preferred establishment. The following objectives of the study are:

1. To describe how the customers evaluate the restaurant's marketing strategy.
2. To determine which elements of the marketing mix used by the Ruined Project? are the least and most observed in time of pandemic based on the customer's reviews.

3. To identify if the elements of the marketing mix influenced the impression of the customers towards Ruined Project?.

The significance of the study is to evaluate whether the marketing mix of Ruined Project? was able to identify the customer satisfaction through online reviews during pandemic. This study will benefit the future researchers that will serve as a reference to support their future study and to have an additional understanding and knowledge in the marketing mix and online reviews of consumers.

II. LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

An organization from America defined marketing as “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large (American Marketing Association, 2017)”. In addition, having marketing strategies that are effective can help businesses to identify which are the best to serve its customers. According to Borden (1984), the concept of Marketing Mix is the foundation of marketing in which the phrase was suggested to him by his associate, James Culliton in described the executive of business as “decider, an artist—a mixer of ingredients, who sometimes follows a recipe prepared by others, some- times prepares his own recipe as he goes along, sometimes adapts a recipe to the ingredients immediately available, and sometimes experiments with or invents ingredients no one else has tried.” Marketing Mix has seven factors and called 7Ps wherein each factors was defined in the study of Rampal (2018): [1] Product can be merchandise, raw materials, service or finished goods in which also includes product design or quality, branding and packaging, labeling, warranty and return policies, service’s level, complementary and after sale services; [2] Price is the business’ revenues; [3] Place is the medium of product distribution; [4] Promotion refers to any kind of communication that informs its target markets and persuade them on purchasing; [5] People are the front line staff hired by the company to interact with its customers; [6] Process is the flow of activities of service; and [7] Physical Evidence refers to delivery of the service during the encounter with service.

Some related literature has carefully been reviewed for this study. The study of Sudari et.al. (2019) analyzed the effect of marketing mix on customer loyalty using the customer satisfaction in food and beverage products in small medium enterprises in the country of Malaysia. Using the sample of 300 customers, the findings show that the 4Ps (product, promotion, place and price) have positive effects on customer satisfaction of food and beverage products. Also, it is proved that customer satisfaction has a positive effect on the loyalty of the consumers. Chun & Park (2021) examines if there were moderating effects in accordance with the country of origin among constructs. This study has the purpose of learning how Service Marketing Mix influences revisit intention and relationship quality. This study used the concept of 7Ps of marketing mix namely food for the Product, price, location for the Place, promotion, physical evidence, service process for the Process, and employees for the People. The data collection used surveys among consumers of Korean Restaurants located in Hanoi, Vietnam that are Korean and Vietnamese. The result shows that the 7Ps of marketing mix has positive effect on the relationship quality, thus, relationship quality has influenced revisit intention and lastly, it was found that there's a moderating effect in the consumer depending on their nationality. The study of Amofah et. al. (2016) studied the influence of Service Marketing on customer's choice of restaurants that are located in Kumasi Metropolis-Ghana wherein its focus is on the 7Ps of Marketing Mix in quantitative research approach. The survey was distributed to 293 customers of 5 restaurants in Kumasi, Metropolis-Ghala which are specified as Grade 1,2, and 3. Statistical Package for Social Sciences and Chi-square was used for data collection while Pearson's Correlation Coefficients, on the other hand, were used to test relationship and independency of Service Marketing Mix and choice of consumer to repeat purchase. The findings showed that restaurants should increase investments in the process, people and physical evidence.

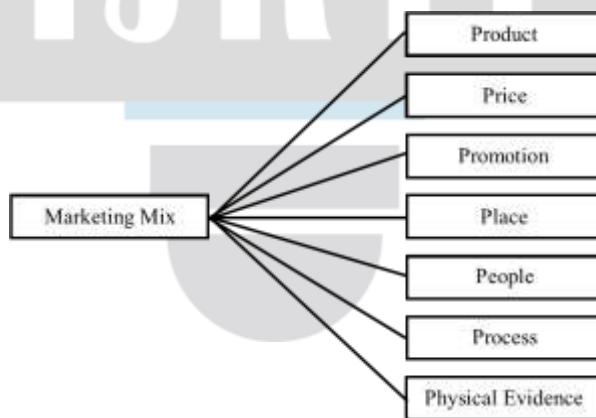


Figure I. Conceptual Framework

Over the years, technology has been continuously evolving and became important in modern businesses for marketing and advertising. The concept of the 7Ps of Marketing mix was used to determine the objectives of this study. The variables were determined by independent and dependent variables. The independent variables as shown in Figure I. are the 7ps of Marketing Mix composed of [1] Product that will determine if Ruined Project? provides a good formulation of the product and if it is produced well, [2] Price determines if Ruined Project? gives appropriate price for the product or services, [3] Place is for the location and accessibility, [4] Promotion is the advertisement used by the Ruined Project?, [5] Physical evidence is for the ambiance of the place,

[6] People are employees, and [7] Process is the procedures in providing the services. The variables were analyzed through content analysis of its online reviews. Then, it determined the most reviewed marketing mix or the dependent variable.

III. METHODOLOGY

The This study used Content Analysis as its research design which is a type of qualitative research design that is used to analyze the content and its features. This research design was used to analyse the reviews of the customers who have already visited the Ruined Project? in Tagaytay City, Cavite. The said research design is proven to be the best option to use to give an answer to the research problem of the study and that led the researchers to accomplish the purpose, which is to determine which of the 7P's made Ruined Project? popular in a short period of time.

A non-probability sampling method used for this study was the Purposive Sampling Method which let the researchers select a sample that is most useful to the purpose of the research. The sample population were the customers who have already gone to Ruined Project? in Tagaytay City, Cavite. While the sample frame of this research were the customers who have gone to Ruined Project? in Tagaytay City, Cavite and left an online review through a video that was posted on YouTube. Purposive sampling method let the researchers have an upper hand when selecting the scope of the population.

As a qualitative research, it used secondary data for its data collection method. The researchers set limitations and criteria to filter out the essential reviews needed for the research paper. The social media platform where the customers have left a review was limited to YouTube. The content of the vlogs was analyzed based on the 7Ps (Product, Price, Place, Promotion, People, Physical Evidence & Process) of the Marketing Mix. The vlog must have tackled at least 3 out of the 7 marketing mix. Posted videos must be within the date range, starting from December 2020 until March 2022. That being the case, a total of 48 YouTube videos have been analyzed for this research (see appendix for reference). Moreover, the researchers used the application Nvivo12, an online gathering tool used for qualitative research. This tool was used to differentiate the reviews based on its classified element of the 7P's.

IV. RESULTS AND DISCUSSIONS

As a result of using the 7Ps of the Marketing Mix for the conceptual framework, the researchers were able to identify which of the elements of the marketing mix is the most and least efficient element to lure the customers to visit the cafe. The collected data were gathered from the specific social media platform where video reviews regarding their experience in the Ruined Project? were posted on Youtube. Based on the criteria provided by the researchers, the videos that were reviewed were able to tackle a minimum of 3 out of the 7Ps of marketing mix, therefore, not all of the 7P's were mentioned in a single video. These elements of the marketing mix have been coded with the use of the application Nvivo12.

Product

The first factor that was examined is the Product wherein the customers were able to make a review regarding the formulation of the product and if it is produced well.

Table 1. Frequency of Reviews Regarding Product

Product	Frequency
Beautiful plating	2
Bitter	1
Bland	1
Coffee smells nice	2
Cold	1
Crispy	4
Delicious	21
Food looks good	1
Large servings	4
Not salty	1
Nothing special with the food	4
Satisfied	5
Taste just fine	10
Tasty	7
There is an aftertaste	1
Too sweet	2
Unsatisfied	4
Wide variety of menu	7
TOTAL	78

As shown in Table number 1, most customers have commented that the products in the Ruined Project? are delicious and offer many servings that are good for sharing, it has a wide variety of menu to choose from, and also comes with a good plating and packaging. According to Vlogger 3, “The plating was beautiful and it was delicious.” which proves that the Product of Ruined Project? has good formulation and is produced well. Another comment from Vlogger 9, mentioned that she liked the selection from its menu and also, “The food looks really good and awesome.” However, some customers also commented that they were unsatisfied just like in the statement of Vlogger 43, “My verdict, cake 5/10 and coffee is 5/10. Actually, I didn’t like it both.”. Some also stated that there was nothing special when it came to the food, Vlogger 18 mentioned on her vlog that “The taste is just fine. Don’t expect too much from the taste.”

Based on the researcher’s analysis, Ruined Project? has their own specialty beverages that can only be found in their store such as Hot Bulletproof Coffee, Iced Bulletproof Coffee, Ca Phe Sua Da, Hot Freddo, Iced Freddo, Affogato, Hot Mayan Mocha, Iced Mayan Mocha and Matchagatto. This gives a distinct difference between the Ruined Project? and Coffee Project. It is true that they serve large portions for each dish which are good for sharing or for a single heavy eater. Pastas come in a large plate that can cater 1 to 2 customers. While their Pizzas only come in a full sized 14” pizza.

For some, the quality of product can be an essential tool for an establishment to stay in the market, and face its competitors. According to Tampubolon (2021), products are the items that can be put in the market to be noticed, purchased, used, or consumed that can satisfy desires or needs of a person. Also, in the study of Malelak et al. (2021) on the analysis of marketing mix on customer loyalty, the results showed that products have a positive and significant effect on customer satisfaction.

Price

The next factor that was analyzed is the Price. The consumers were able to give their feedback in terms of price whether the products are affordable or not.

Table 2. Frequency of Reviews Regarding Price

Price	Frequency
Expensive	22
Price is not worth it	1
Worth it	4
TOTAL	27

In table number 2, the majority of the customers commented that the products sold by Ruined Project? are expensive. They also mentioned about the different price range of the food that they ordered which they considered that the price for the products are not worth it. Vlogger 16, stated that “The price is not worth the taste.”. Sometimes, the price of the products sold can be a factor for people to consider coming back again into certain establishments. Despite having feedback on the price of the products in Ruined Project? stating that it was expensive, some customers perceived that the prices are not too expensive for its products and it was all worth it. According to Vlogger 13, “It was pricey, but it was worth it after tasting the menu.” Vlogger 9 also commented that “It was pricey but worth it because the food was satisfying.”. Showing their satisfaction to the product shows a positive feedback regarding the pricing of the food.

The researchers have observed that the dishes’ price of Ruined Project? ranges from Php 285.00 to Php 870.00, while the beverages range from Php 210.00 to Php 400.00. Therefore, the prices are not ideal for students or those customers who have a tight budget. Yet, some customers visit Ruined Project? for them to experience its instagrammable place.

According to NetRivals (2020), setting up a higher price is suggested if the products are high quality which can improve the product’s brand and image that the business can establish a premium pricing strategy. Amofah, O., et al (2017), stated that the customers form their satisfaction towards the product based on the price perception of it. If the price matches the value provided by the product, the customer will be satisfied and vice-versa.

Promotion

The Promotion is the next factor that was analyzed. The customers were able to describe what kind of advertisement does Ruined Project? provides.

Table 3. Frequency of Reviews Regarding Promotion

Promotion	Frequency
Affiliated with Coffee Project	8
Saw it in social media	7
Word-of-mouth	4
TOTAL	19

Based on table number 3, the reason why the customers visited and became interested to visit the Ruined Project? is because they saw some reviews regarding the place through the posts on various social media platforms. According to Vlogger 16, "We heard about this newly opened restaurant, the Ruined Project", which makes it more interesting to visit. Also, Vlogger 26 commented "My cousin recommended this place for me to visit. If you want to come here, it's a great place to visit.", which proves that the cafe was highly suggested because of its alluring ambiance.

According to the researcher's observation upon visiting the establishment, the promotion of the establishment was not giving too much of an impact. The company does not prioritize the promotion of the establishment. Instead, they are only dependent on its affiliation with Coffee Project, which is somehow enough to be known by many since a lot of customers are visiting the establishment in spite of not having too many promotions in any form. Other than that, being featured on various pages on social media helps them advertise the store.

In a sense, promotion is considered as one of the strongest elements in the marketing mix as it helps the sales show the different products to the customers in an effective way that will encourage them to purchase the product from the business (Thabit and Raewf, 2018). As Ruined Project? became famous in a short period of time as there is an influence on people to visit the said establishment, platforms such as social media evolve the image of the product in the market wherein Vlogger 4 said, "I saw it in a post as an aesthetic cafe to take aesthetic Instagram pictures". According to Amofah, O., et al. (2017), social media is being used as a way to promote social issues and commercial activities. It is definite that advertising will be the main form of mass selling.

Place

The next factor that was analyzed is the Place wherein the customers were able to give feedback in regards to Ruined Project? 's medium of physical distribution such as its location and accessibility.

Table 4. Frequency of Reviews Regarding Place

Place	Frequency
Accessible to different routes	3
Difficult parking	5
Far from the main road	8
GPS accessible	3
There's an allotted space for parking	7
TOTAL	26

In table number 4, many of the customers stated that the establishment is far from the main road which is why they still needed to go further to reach the cafe. It was Vlogger 8 who stated that "(It was) quite hidden. Definitely have a distance from the main road. You have to walk straight from (the) Coffee Project.". While several customers commented about the distance of the establishment from the main road, some of them said that the store is accessible from different routes and can be accessed with GPS.

Based on the researchers' analysis, the place of Ruined Project? is not ideal for commuters, as the establishment was indeed far from the main road. It has a 500-meter distance from the main road to the store of Ruined Project? which might accumulate 6 to 7 minutes of walk. And for the customers who brought their car, there were limited parking spaces within its premises. However, once the allotted parking spaces are full, the customers might need to park on the side of the road which is somewhat difficult because of the slope landscape of the place.

Place is one of the most essential parts of marketing strategy which is why a consumer will look for a place that is accessible to them and proceed to make a payment (Pathak, R. 2021). Even with the allotted space for car parking, some of the customers still commented about how it was difficult to park near the establishment, "I parked at the front (of NAPA) because there were already several cars parked in front of Ruined Project." said by Vlogger 44, and Vlogger 2 also stated, "...we didn't bring our car because it was hard to park.". Place has indeed a positive impact on customers, nevertheless, it has no significant effect on customer satisfaction (Arlanda & Suroso. 2018).

People

The fifth factor that was analyzed by the researchers is People. The consumers were able to give their feedback in terms of what they have noticed about the employees' behavior.

Table 5. Frequency of Reviews Regarding People

People	Frequency
Accommodating	4
Decent service	2
Not so friendly	1
Staff were nice	2
TOTAL	9

Table number 5 shows that Ruined Project? has accommodating and kind employees which results in a decent service that the customers can receive. It was mentioned by Vlogger 10 on her vlog about Ruined Project? that “The staff (of Ruined Project?) were nice and very accommodating.” However, Vlogger 47 stated that, “The guards here are not so friendly, or maybe they are just made to be strict.” which somewhat contradict the performance of other employees of Ruined Project?. People such as the employees are the one who gives the edge in a business and it is not an easy task in ensuring that each of them has a better understanding of meeting and treating the customers wants and needs.

Upon entering the establishment, the customer may feel quite lost because they have no idea if they are going to answer the declaration form or not considering that there is still a pandemic. Since it is a self-service establishment, it is expected that the customers will serve themselves, in spite of that, if a customer wants assistance then the employees are willing to assist. The employees have their own designations whereas two of them were assigned to the cashier area, others were assigned in preparing the beverages and other meals, and two of the other employees were assigned in cleaning the tables.

Although the element people received lesser reviews from the other elements, based on (Amofah, O. et al., 2017), people may be claimed as not as influential in the context of customers, but the services rely on the people who provide them. As described by Krekola (2021) that people make up all the employees that interact with the target customers that involve customer service, their skills such as technical and interpersonal skills as well as their training alongside with their customer engagement. As further explained by Suryani, T. (2020) that people are also related in the presentation of the products which affects the decisions and perception of the buyers. In order to achieve a good customer service that will surely satisfy the customers, Ruined Project? must also invest in training, empowering, and motivating the employees, with this they can already represent and offer to build a good relationship with the valued customers of the establishment (Allen, A., 2020).

Process

Process is the next factor that was analyzed wherein the customers gave feedback about their experiences on the procedures of Ruined Project? in providing services.

Table 6. Frequency of Reviews Regarding Process

Process	Frequency
Complimentary item	2
Follows the safety protocols and guidelines	9
Food no longer hot when served	3
Food served hot	4
Free Wi-Fi	4
Self-service	1
There is a separate counter for take-out	1
Serve Buzzers	2
Slow internet connection	1
Slow service	6
TOTAL	33

As shown in table number 6, Ruined Project? store operation follows the new normal protocols mandated by the IATF during the pandemic. According to Vlogger 3, “When you enter, you can already see the guidelines, and (customers) must sign up with the QR code. There were also alcohol and a device to check the temperature at the side.” The store uses a buzzer so that you will get notified if your order is ready to claim, said Vlogger 4. Some customers said that while waiting, they can connect to the store’s free WiFi. Having said that Ruined project provides free wifi, Vlogger 18 said that “The internet connection was slow.” which caused them to have a hard time connecting with the wifi which might be a reason for customer dissatisfaction.

The researchers have observed that the service depends on the number of customers present on the day that they visit the establishment. There are fewer customers on the weekdays compared to weekends. Also, during peak hours, lunch and dinner, the service tends to be slower than during lean hours. After ordering, the Wi-Fi password is included in the receipt and the connection lasts for 2 hours. For the preparation of the drinks, cold drinks take about 3 to 5 minutes to be ready, while hot drinks take about 5 to 7 minutes. And for the meals, it takes about 7 to 10 minutes before the buzzer rang indicating that it was ready. Upon receiving the products, the hot meals and drinks stayed hot, and the cold drinks stayed cold.

Considering that the process is the procedures or the actual positionings for giving services, this is one of the major factors in the marketing mix which drives the consumers to acquire the satisfaction and happiness they need for them to come back again later on (Suryani, T., 2020). Vlogger 7 commented, “One thing that I always appreciate is when the meal comes in a skillet to maintain the meals hot”, proves that a good service given to a customer can result to a positive impact on them. As such, the process also includes all the methods to establish consistency throughout the business practices that involve customer experience and feedback, as well as the order and delivery system for which it anticipates customer value and customer loyalty (Krekola, 2021).

Physical Evidence

The last factor that was analyzed was the Physical Evidence. The customers of Ruined Project? were able to give comments regarding its ambiance.

Table 7. Frequency of Reviews Regarding Physical Evidence

Physical Evidence	Frequency
Aesthetic	5
Beautiful ambiance	11
Beautiful interior design	10
Books for entertainment	3
Crowded	6
Good place to hang out	1
Instagrammable	13
Open area	3
Pet-friendly	3
Plenty of available seats	3
Plenty of plants	15
Relaxing	14
Scenic view	8
Spacious	3
TOTAL	78

Aesthetic, beautiful ambiance and interior design, scenic view and relaxing are some of the comments shown in table number 7 that clearly shows the customer's admiration to the physical evidence of the Ruined Project?. It was also tagged as an instagrammable and good for photoshoots cafe because of it having plenty of plants everywhere. Vlogger 24, said “Because of its chilly weather and the place that has plenty of plants, it really makes a relaxing space.”. The combination of the spacious, open area with fresh air and the chilly weather shows how relaxing it was to stay at the Ruined Project?. Overall, the comments showed that the place was great for bonding experiences just like how Vlogger 14 stated on her vlog that “(Ruined Project?) have many chairs and tables inside, their tables and chairs can also be shared by big groups.”.

The researcher's analysis proves that the Ruined Project? is indeed instagrammable like how the vloggers described the place on their vlogs. During the stay at the establishment, customers can hear slow jazz music in the background that sounds so relaxing. The establishment is actually spacious which makes it a good place to hang out. Added to it are the plants that were placed in every corner of the store that may captivate the customers who are fond of plants. Meanwhile, since the establishment is an open area, the ambient temperature is dependent on the weather.

The physical evidence element consists of interior decor, neat walls, ceilings and floor, space and signage, temperature, and personal artifacts to be able to boost the customer experience (Amofah, O., et al. (2017)). As a spacious area, there are plenty of seats available inside the store where customers can take a good amount of time to hang out and read books that are on display. It was also branded as a pet-friendly establishment. However, despite all the positive feedback from the customers, there were also some who complained about the crowded store which resulted in a hot and noisy area.

V. CONCLUSION AND RECOMMENDATION

Ruined Project? became famous since it was opened last December 5, 2020 at Crosswinds, Tagaytay during pandemic. Considering that everyone has been staying in their homes due to the pandemic, social media became the most used platform for people to stay sane and it has scoured social media that went viral to thousands of Filipinos. This answers the research problem, based on the feedback of the customers gathered by the researchers through YouTube vlogs or video reviews, Ruined Project? was able to become famous in a short period of time because of the ambiance of the establishment. The customers were very delighted about the unique and relaxing interior decor of the cafe.

The customers were able to evaluate the Ruined Project?'s marketing strategy by describing how they have found out about the Ruined Project?. The story behind its name was one of the things that catches the attention of its target market which can be seen in its Physical Evidence. Its ambiance and interior designs tell a story of how it became Ruined Project? and not just another Coffee Project. Given its instagrammable place, the establishment also has a pet-friendly environment for customers to have a remarkable experience with their friends as well as their fur babies. In spite of its location not being on the side where Taal Volcano can be seen, the greenery surroundings of the establishment as well as the overlooking view such as the mountainsides that are full of trees as it is one of the things that the customers have noticed. Along with that, the product may seem to look good and has a beautiful plating, yet, it does not denote that the customers are satisfied with its taste. Free Wi-Fi was also offered upon receiving the receipt at the counter. This strategy boosts the establishments' safe space for customers to do their work, added by the environmental surroundings as well as the jazz music which can make customers feel more relaxed.

As the results of the data gathered, using NVIVO 12, showed that the most observed element of the Marketing Mix of Ruined Project? was its Physical Evidence which resulted in a frequency of 98. While it has shown a good number of positive reviews claiming that most of the customers have visited the establishment because of its relaxing and Instagram-worthy interior design, this will benefit the businesses as they will have a clear concept as to how the customers evaluated, perceived, and gained expectations with regards to the restaurant. Having a good physical appearance for a business attracts customers to visit the establishment since most people tend to check on what the restaurant looks like before deciding to visit. Meanwhile, the least observed element of the Marketing Mix of Ruined Project? was its people. The total frequency that the element People got was 9, which was the least number of frequency among the 7 elements of marketing mix. This shows that there were only a few customers who paid attention to the people or employees of the Ruined Project? during their visit. The customers may have not felt the presence of the employees of the cafe while in the establishment.

Overall, the impression of the customers was shown through their reviews about the other elements of the Marketing Mix that they have appreciated during their stay. Saying that they may have visited the place because of the advertisement that showcased the ambiance of the store but they still appreciated the meals that they have bought even with the expensive pricing of the products. Therefore, the researchers conclude that putting an effort into the physical appearance of the establishment truly helped the establishment to catch the attention of the potential customers as many tend to visit the place to be able to relax and bond with their group which makes them stay longer than intended. According to Queensland Government (2016), physical evidence is the things that the customers can see when interacting with the business, it refers to the environment, layout, packaging, and branding.

For the research recommendation, the results gathered could benefit future entrepreneurs that would want to establish their own restaurant as well as those owners who have already established their businesses. It will help them create an idea about the customers' demands and expectations. This study will also help them promote their businesses with a good distinction from the other similar businesses. Furthermore, after the analysis of the customers feedback, the researchers were able to come up with suggestions regarding the 7Ps of the marketing mix of the Ruined Project? that they can consider for them to effectively meet the customers' needs and satisfaction that will attract more customers and make them come back to visit again. (1) For the product, in order to adjust to the pallet of the customers, the establishment may add options to modify the sweetness of their drinks. And for the meals, it is advisable to maintain its quality as the majority of the customers are already satisfied with how it tastes; (2) For the price, Ruined Project? can retain the prices as it is in line with the quality of its products; (3) For the promotion, they can improve their marketing advertisement by actively promoting Ruined Project? in their respective social media accounts. In addition, they can also offer promotional discounts on specific days when the customers are fewer. Other than engaging promotion, Ruined Project may also start promoting its own products to the customers to ensure that customers will have an idea of what are the products that they offer in the establishment before actually visiting the place; (4) For the place, implementing direction signages on the road may help the customers visiting the place to know if they are already near their destination even without the help of GPS. Also, a signage indicating the distance/duration of walk from the entrance of the Crosswinds to the Ruined Project? may help the commuting customers; (5) For the people, Ruined Project? must also put an effort to improve their customer service by training their employees on how to greet the customers properly, since having more enthusiastic employees to interact and cater to customers may add to the reason for customers to keep visiting the establishment; (6) For the process, the menu should be on display at the entrance of the establishment, near the operating hours signage. As a self-service establishment, it is also advisable to place a procedure at the counter upon ordering until receiving the products that the customers have ordered. Putting a small list of menu on the tables will also help the customers as well as the establishment to save time when ordering food as they will be able to order immediately if they already have their orders; (7) and lastly, for the Physical Evidence, ceiling fans are advised to be placed inside the restaurant to induce cool air during summer. Furthermore, the establishment should maintain the quality of its place to attract customers in the future. Moreover, the researchers highly recommend the Ruined Project? to make use of the feedback of the customers especially regarding the marketing mix element that showed a lack of attention from the customers. Having the establishment take action in the elements

that showed a lack of support from the customers will surely let the customer know that their concerns were heard by the company. Lastly, the researchers noticed that the employees were taking action towards the social media influencers that visited their establishment, thus this results the researchers to recommend Ruined Project? to not only identify who the social media influencers are but also create an agreement or a good rapport with them to be able to have an outstanding presence in all the elements of the 7Ps.

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APPENDICES

No.	Vloggers	Link of their posted youtube video
1	We The LC	https://www.youtube.com/watch?v=lYRn8zh3m7c
2	Kat Borja Vlogs	https://www.youtube.com/watch?v=w2KrpkOq6vs
3	Geraldine Gallardo	https://www.youtube.com/watch?v=1miiiOVFiXk
4	VocalsbyJewel	https://www.youtube.com/watch?v=O0HgaqZdapI
5	buzzsetter	https://www.youtube.com/watch?v=HV3Ut5vnbKo
6	Kitz TV	https://www.youtube.com/watch?v=BH4RwcgDnAo
7	Timelapse Traveler	https://www.youtube.com/watch?v=R_TQSaNFr-Q
8	Love Explores	https://www.youtube.com/watch?v=j2cDqBfKTnM
9	Nunis Channel	https://www.youtube.com/watch?v=Ly-4568Ixd4
10	Elizabeth Tulfo	https://www.youtube.com/watch?v=usvUOpMmM0U
11	Pasosyal 101	https://www.youtube.com/watch?v=9xMj2-5sZ_8
12	The Humble Drifter	https://www.youtube.com/watch?v=tI_UK39n640
13	Josie Marabe	https://www.youtube.com/watch?v=KZxtfzokv8s

14	Mharicar Amper	https://www.youtube.com/watch?v=ttU155YZ1A0
15	Nicole Boado	https://www.youtube.com/watch?v=NXzGZ6kLEgE
16	Celsa Ramos De Castro	https://www.youtube.com/watch?v=Lgx07Y_c6q4
17	Shally SD	https://www.youtube.com/watch?v=xnG_Jp82atU
18	Cheng Mercado	https://www.youtube.com/watch?v=IB9VPb7jHkQ
19	Quezo Sarap	https://www.youtube.com/watch?v=EuZAjnCbFN8
20	FAM FUN HAPPY VLOG	https://www.youtube.com/watch?v=u77G3e7bG5o
21	Mommy Belle	https://www.youtube.com/watch?v=_SSQdEly0NI
22	BM Squad	https://www.youtube.com/watch?v=JjzjWYeG8Bg
23	WangBu's Best	https://www.youtube.com/watch?v=hReAeG8K4CU
24	MOTOKONEK	https://youtu.be/SutD9DV8aX8
25	Benj Bermoy Vlogs	https://youtu.be/1rBju6aKNG0
26	IQ Travels	https://youtu.be/1EmoocHm2pM
27	Tyra Brown	https://youtu.be/7PP2TBOOR58
28	Jelai Olano	https://youtu.be/E-iRu3O2iL4
29	Vjoy Ilag	https://www.youtube.com/watch?v=0husAxxE3ns
30	The humble drifter	https://youtu.be/tI_UK39n640
31	DexterGrace Travelventures	https://youtu.be/-X9F_bUb8TY
32	Jam Ponce	https://youtu.be/3gXdji62PLc
33	Yeng Sarz	https://youtu.be/j5bKvyMYpEw
34	The WANDERlist PH	https://youtu.be/Ag5hiTqJPbM
35	Christina Salem	https://youtu.be/xOsIpN7NlyA
36	Wel Esquila	https://youtu.be/e0YXo1R3XjY
37	Mama's Vlog	https://youtu.be/sliL9YNUt6g
38	Jeff R. Vlogs	https://youtu.be/ZAsQkfqJ0HU
39	KURT CANE	https://youtu.be/gdWQyuyyQpI
40	Jamwithme	https://youtu.be/r7j6XFbp7DY
41	Angela Sips Coffee	https://youtu.be/Lo2yCXS8aDg
42	Nicole Manas	https://www.youtube.com/watch?v=dIgE-ARGyQA
43	Kasiane Ban	https://www.youtube.com/watch?v=hRVKpMqQJ04
44	Nix Rabasero	https://www.youtube.com/watch?v=UPUz6DzIG2c

45	Pobreng Haciendera - Negros	https://www.youtube.com/watch?v=NocBJQafqXI
46	Maui Ochinang	https://www.youtube.com/watch?v=5QzfDC8zsSc
47	The Star Wars Family Philippines	https://www.youtube.com/watch?v=ZdmSTcpgeNs
48	Sheng Liggayu	https://youtu.be/6IeSjjAdA3w

