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**PERCEPTION OF THE 3RD-YEAR HOSPITALITY MANAGEMENT STUDENTS ON  
THE MARKETING MIX USED BY MCDONALD'S MENDIOLA BRANCH**

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**Abstract**

*This study aimed to assess the effectiveness of McDonald's Mendiola Branch marketing mix towards brand awareness, brand engagement, and student advocacy, and the level of effectiveness in terms of product, place, promotion, and price as perceived by the selected 3rd-year Hospitality Management students. This research used a quantitative descriptive method and a survey questionnaire. It was floated for two months and distributed online since the researchers could not conduct a face-to-face survey due to the Covid-19 pandemic. The researchers applied the convenience sampling technique and conducted 124 surveys among 175 third-year Hospitality Management students. The mean distribution, standard deviation, and Spearman Rho Correlation were used as a statistical treatment of the data. It showed that the respondents perceived the McDonald's Mendiola branch's product, price, place, and promotion as an effective marketing mix strategy. Also, it concluded that there was a relationship between the marketing mix, brand awareness, brand engagement, and student advocacy. As a result, the*

*respondents agreed that McDonald's brand awareness, brand engagement, and student advocacy impacted the establishment's consumer purchasing behavior and perception. McDonald's Mendiola branch had successfully communicated to customers about the goods and services they offered through the quality of the product, reasonable pricing, and convenient, accessible, and appealing promotional tools. The researchers also discovered a relationship between marketing mix and brand awareness, engagement, and student advocacy, rejecting the null hypothesis. The researchers recommended adding more variables to the 4Ps not included in this study or using a different marketing strategy. Future researchers could also add more aspects involving how McDonald's marketing strategies performed during the COVID-19 pandemic for additional avenues of research. Lastly, because McDonald's Mendiola branch is a franchise, a comparison between the franchise branch and the main branch could add variables to future studies.*

**Keywords:** *Marketing Mix, 4Ps, Brand Awareness, Brand Engagement, Student Advocacy*

## **Introduction**

Throughout the years, fast-food chains continuously developed their marketing strategies to achieve their goals and produce more significant opportunities for marketers. Consumers' perceptions and preferences contribute to formulating more successful marketing strategies that enable them to be competitive in this fast-changing industry. As such, an effective marketing strategy was preferred.

The growth of fast-food establishments across the globe is undeniable because numerous people are inclined to be more convenient and inexpensive and offer a broader set of menu

restaurants. According to (Littman, 2019), the fast-food market's expected compound annual growth rate will increase by 4.2% from 2017 to 2022, with a worth of 690 billion dollars. Due to the hectic lifestyle among individuals, drive-thru and growing demand for low-cost food with no waiting time positively impacted fast food growth. McDonald's globally expands by reaching out to more people in countries where it currently operates to cope with the expectations of its target markets. (Gregory, 2017; Darbinyan, 2020).

McDonald's implements a marketing mix to incorporate their standards for productivity which are applied globally in every company-owned and franchised location. At the same time, the company focuses on meeting consumer needs through its innovative products and services in different outlets and franchises and enhances relations with stakeholders such as consumers, investors, franchisees, employees, suppliers, and the community in which it operates. As a result, the effectiveness of implementing this marketing mix increases the performance level and strengthens the brand while competing with the other food chains. (IvyPanda, 2019; StudyMoose, 2016; Meyer, 2020; MBA Skool Team, 2020; Winterbell, 2020)

McDonald's globally expands by reaching out to more people in countries where it currently operates to cope with the expectations of its target markets. (Gregory, 2017; Darbinyan, 2020). (Dixit, 2017) said that McDonald's International Market Expansion became a sign of globalization. As a result, the business has become synonymous with the term "McDonaldization" in the context of globalization. Based on other fast-food chains, McDonald's marketing mix demonstrates how the organization combines internationalization and globalization. McDonald's considers its service and merchandise's packaging, appearance, and desirability. This encompasses intangible and tangible aspects of services and goods (Arica, 2020). Globalization has involved welcoming and engaging diverse cultures while maintaining a

strong enough identity to be instantly recognizable for McDonald's. This is where online technologies come, bridging the cultural and geographical divides that can help McDonald's.

However, the researchers noticed that studies only focused on McDonald's marketing mix itself, factors of which are among the 4Ps (Product, Price, Promotion, and Place) that customers deemed most to least necessary and whether the strategy was effective. This study was conceptualized to assess the effectiveness of the McDonald's Mendiola branch's marketing mix towards brand awareness, brand engagement, and student advocacy and whether there was a relationship between them.

(Amoroso, 2015) Studies have provided insights into how the marketing mix significantly impacted consumer behavior, customer satisfaction, and the effectiveness of the company's marketing strategies. Consumers' expectations of unreasonable pricing result in negative consequences such as increased dissatisfaction, lower levels of repurchase conduct, undesirable word of mouth, and increased consumer feedback (Rothenberger, 2015).

(Raquel & Alonzo, 2019) further concluded that food quality, service quality, physical environment, and price are substantially associated with consumer loyalty metrics intended for repurchase, word-of-mouth, and first-in-mind.

The findings in this study are most valuable to the McDonald's marketing team as they help them determine the effectiveness of their marketing strategies, entrepreneurs can identify which has outstanding marketing strategies among its branch to generate more revenue, and students who aspire to be entrepreneurs can generate and develop ideas about business planning with marketing through the study results.

### Review of Related Literature

(Lopez, 2018) stated that marketing mix influences customers' buying behaviors because of an assortment of menu choices and delightful menu things. According to (Sudari et al., 2019) product is a physical product or service to the consumer for which the consumer is willing to pay. While (Turned Global, 2016) also expresses that advertising through music is another tool McDonald's utilizes to touch and establish authentic connections. (Sudari et al., 2019) defined price as what generates sales and is the most significant component of customer satisfaction and loyalty. In addition, promotion must be appealing to customers for them to buy and consume goods as usual. (Mina & Campos, 2020) adds that television programs and endorsements by well-known personalities are the most attractive or effective promotional practices.

(Winterbell, 2020) McDonald's has focused on modernizing its restaurants by introducing stand-alone digital kiosks, expanding food delivery such as McDelivery, and making technology-focused investments as part of the strategy. McDonald's also took advantage of technological advances such as social media and partnered with a telecommunications company such as Smart Communications for customer engagement (Barris, 2017; Fleming, 2018; Lucas, 2020; Darbinyan, 2020).

According to (Hanaysha, 2016; Raquel, 2019), the physical environment is one of the essential cues consumers use to determine their satisfaction with a restaurant's offerings. Moreover, (Fleming, 2018 & Lucas 2020) and (Mejia, 2016) further argued that location is one factor that influences consumer behavior. (Pafitis, 2020) McDonald's also continues to engage in offline marketing campaigns to promote its simple, brand-centric messaging to a broad audience while leveraging other platforms to reach and retain loyal customers, such as its dedicated mobile app. Brand awareness is vital because it helps consumers understand, recall, and become

familiar with the brand and its goods. If a company can raise brand awareness among its target audience, it can help its brand become top-of-mind when these customers are ready to research and purchase. Customers familiar with the brand are more likely to purchase from a company than from a competitor with whom they are less familiar (Walgrove, 2020).

McDonald's implemented an assertive approach to improve sustainability's brand image and appeal to more customers. McDonald's advertisement's primary forms are public relations, sales organizations, campaigns, slogans, newspaper ads, banners, signages, and sponsors of numerous sporting events, including celebrities. (Cheserem, 2016; MBA Skool Team, 2020; Winterbell, 2020).

(Marketing Influencer, 2020) defines Brand Advocacy as service users nearest to the brand and enjoying the product or service will continue to express their interest by organically introducing the organization to new audiences.

(Raquel, 2017) agrees and argues that a powerful advertising strategy is when customers have a positive experience followed by word-of-mouth.

## Theoretical Framework

### Figure 1

#### *4Ps of Marketing Mix*



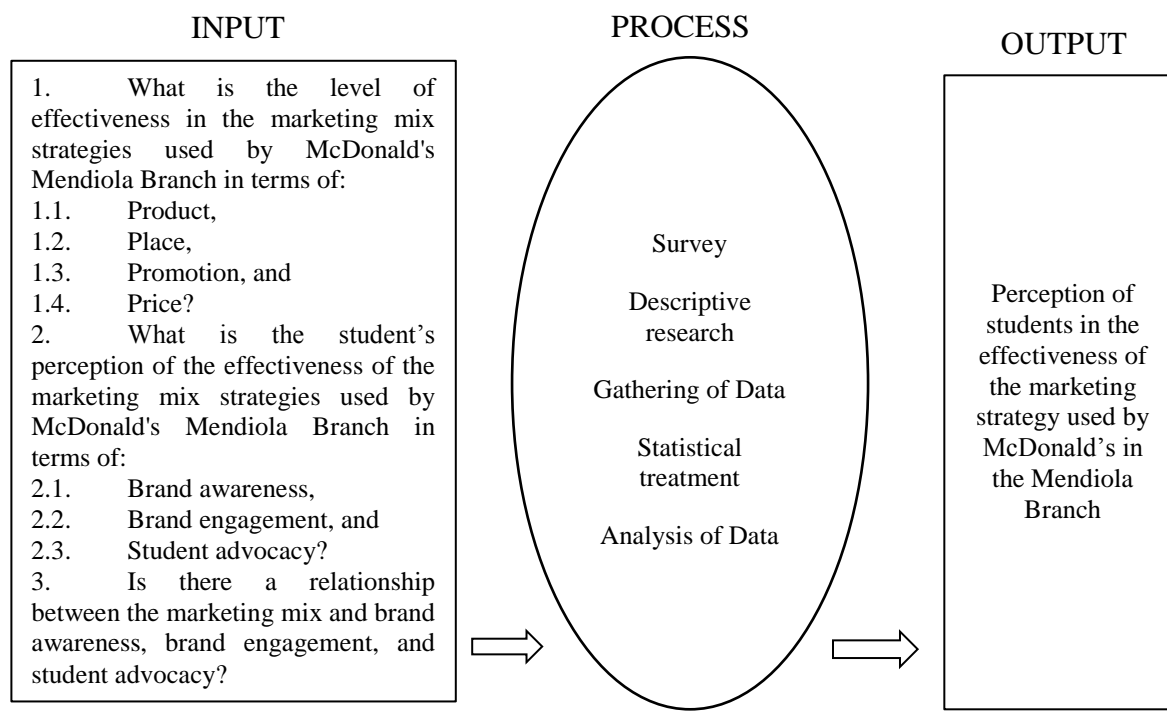
In the 1960s, E. Jerome McCarthy, an American marketer, presented a structure for the marketing mix: the four Ps are referred to as a fundamental marketing mix that creates a strong marketing strategy. The price was regarded as offering good value for money and its profit margins, supply and demand, and marketing strategies that a company's price can influence. A Promotion is a process in which companies disseminate essential product information to customers. The product should suit what the customers want it to produce and expect and function properly. The place encompasses both the commodity's geographical location and the distribution channel type.

### **Research Paradigm**

The Research Paradigm used the Input-Process-Output (IPO) Model. The Input comprised the statement of the problem and variables of the study. Then, the researchers processed the creation of the research instrument to be able to gather the data, analysis, and interpretation. The output determined respondents' perception of the effectiveness of the marketing strategy used by McDonald's in the Mendiola Branch.

**Figure 2**

*Research Paradigm*



**Methodology**

**Research Design and Strategy**

This study used a quantitative descriptive research design to obtain relevant information on the Assessment of the Marketing Mix Strategy used by McDonald's Mendiola Branch. This design method asserted the respondents' perception of the National Teachers College on the effectiveness of McDonald's marketing mix strategy. Also, it provided significant data to describe what variables existed in the study.

**Population and Locale of the Study**

The respondents of this study considered selected Third-Year Hospitality Management students enrolled in the National Teachers College School Year 2020-2021. The survey



questionnaires were floated for two months, and the researchers could conduct 124 surveys among 175 Third-Year HM students. The convenience sampling technique was used due to the limitation of interaction caused by the Covid-19 pandemic. The selected respondents were chosen because they were the most accessible, convenient to the researchers, and related to the topic.

### **Data Gathering Tools**

The researchers used a survey questionnaire as a research instrument. It was developed by the researchers based on the gathered related literature and studies for further understanding of the ideas and terms. The researchers' Adviser approved the survey questionnaire to guarantee its validity.

It had two (2) main parts: The first part was derived from the study of (Išoraitė, 2016) and (Cheserem, 2016) to assess the level of effectiveness in the marketing strategies used by McDonald's Mendiola Branch in terms of product, place, promotion, price where one is Highly Ineffective, two is Ineffective, three is Neutral, four is Effective, five is Highly Effective. While the second part, the respondents rated their level of agreement or disagreement regarding brand awareness, brand engagement, and student advocacy, where 1 Strongly Disagree, 2 Disagree, three is Neutral, four is Agree, and 5 Strongly Agree. Brand awareness was taken from the study (Walgrove, 2020) since it focused on consumers' familiarity with the company brand. The brand engagement was taken from the study (Visionsharp, 2020), as McDonald's set an intense course for its campaign's strategy and relationships with customers. Advocacy was obtained from the study (Marketing Influencer, 2020) due to its similarity to the topic of consumers who continued to convey their interest through word-of-mouth marketing and driving new scales.

### Data Gathering Procedure

Upon the approval of the researchers' Adviser of the letter of request, the survey questionnaires were distributed online to the selected Third-Year Hospitality Management students at the National Teachers College since a face-to-face survey was not possible due to the Covid-19 pandemic.

All the gathered data were tallied, compiled, encoded, and analyzed, and used various statistical methods for a relevant answer to the given questions. These statistical methods helped the researcher's judge whether there was an error or whether the study was in good condition. The gathered data was subjected to some statistical treatment for interpretation and computation that interpreted the data effectively. The survey resulted in the frequency counts, percentage, mean, and weighted mean, standard deviation, and Spearman Rho correlation.

### Treatment of Data

Data collection was classified, tabulated, and encoded for analysis that used the sample descriptive statistics such as frequency counts, mean, weighted mean, and standard deviation. The relationship was computed by using the Spearman Rho correlation. The following scales and arbitrary points were used to measure the respondent's responses.

For part I: Legend

Scale	Statistical Limits	Descriptive Equivalent	Symbol
5	4.21- 5.00	Highly Effective	HE
4	3.41-4.20	Effective	E
3	2.61-3.40	Neutral	N
2	1.81- 2.60	Ineffective	I
1	1.00-1.80	Highly Ineffective	HI

For part II: Legend

Scale	Statistical Limits	Descriptive Equivalent	Symbol
5	4.21- 5.00	Strongly Agree	SA
4	3.41-4.20	Agree	A
3	2.61-3.40	Neutral	N
2	1.81- 2.60	Disagree	D
1	1.00-1.80	Strongly Disagree	SD

### Discussion of Results

1. The level of effectiveness in the marketing strategies used by McDonald's Mendiola

Branch in terms of:

#### Product

Product	Mean	Standard Deviation	Verbal Interpretation
1. McDonald's Mendiola branch offers healthy menu items.	3.15	1.08	Neutral
2. McDonald's Mendiola branch has a variety of menu choices.	3.8	1.11	Effective
3. McDonald's Mendiola branch maintains its good conditions on their products.	3.86	1.09	Effective
4. All of their main products are appetizing, which encourages the students to come back again.	3.78	1.15	Effective
5. All of their food items have a pleasing aroma.	3.73	1.08	Effective
Overall	3.66	1.10	Effective

Table 1.1 shows that the level of effectiveness in the marketing strategies used by McDonald's Mendiola Branch in terms of their product was practical. It implied that their products were appealing and offered a range of menu options, enticing customers to keep coming back. (Winterbell, 2020) stated that in McDonald's products, diversification was applied where it offers a wide range of menu items, tastes, and preferences. McDonald's also utilized the Glo-cal strategy and provided specials that integrated local cuisines into fast-food menu items to acknowledge the cultural differences in various regions.

**Place**

Place	Mean	Standard Deviation	Verbal Interpretation
1. McDonald's Mendiola branch can easily access by the students.	3.93	1.21	Effective
2. McDonald's Mendiola branch has an ease of entry and exit that encourage the customers to enter.	3.68	1.17	Effective
3. McDonald's Mendiola branch provides good abidance and better service.	3.54	1.03	Effective
4. McDonald's Mendiola branch offers a proper hygienic atmosphere.	3.59	1.1	Effective
5. McDonald's Mendiola branch has a convenient take-out area outside the establishment.	3.5	1.15	Effective
Overall	3.65	1.13	Effective

Table 1.2 shows that the level of effectiveness in the marketing strategies McDonald's Mendiola Branch used in terms of the place was adequate. The data revealed that the respondents' perspective about the effectiveness of the place was influenced by having a good quality atmosphere, better services, and accessibility. According to Sudari et al. (2019; as cited in Pourdehghan, 2015), place plays a significant role in marketing activities to monitor strategic locations and help the customers conveniently locate the establishment.

**Promotion**

Promotion	Mean	Standard Deviation	Verbal Interpretation
1. McDonald's Mendiola branch promotional activities such as special meal and discounts coupon affects customers' purchases.	3.55	1.17	Effective
2. The children's happy meal is an encouraging promotion of McDonald's Mendiola branch.	3.62	1.08	Effective
3. The clown mascot figure urges the customers to eat there.	3.32	1.17	Neutral
4. McDonald's Mendiola branch product advertisement and billboards inspired customers to eat there.	3.5	1.16	Effective

5. McDonald's Mendiola branch fliers and point-of-sale notices induce the customers to purchase.	3.45	1.17	Effective
Overall	3.49	1.15	Effective

Table 1.3 shows that the level of effectiveness in the marketing strategies used by McDonald's Mendiola Branch in terms of their promotion was effective. It signified that it successfully implemented its advertisements and other promotional activities that enticed people to dine at its establishment. Based on Sudari et al. (2019; as cited in Išoraitė, 2016) study, promotion is a tool that helps to disseminate information, promotes purchases, and affects the purchasing decision-making process. It must be appealing and help to inspire the customers to buy and consume goods as standard.

**Price**

Price	Mean	Standard Deviation	Verbal Interpretation
1. McDonald's Mendiola branch price equals the quality of their products.	3.65	1.18	Effective
2. McDonald's Mendiola branch menu's price is lower than the other fast-food chains around the area.	3.44	1.09	Effective
3. McDonald's Mendiola branch uses affordable prices for the student's budget.	3.75	1.14	Effective
4. McDonald's Mendiola branch offers a discounted price for meal bundles such as Happy Meals and Extra Value meals.	3.65	1.18	Effective
5. McDonald's Mendiola branch tends to use reasonable prices for each of their product.	3.62	1.15	Effective
Overall	3.62	1.15	Effective

Table 1.4 shows that the marketing strategies McDonald's Mendiola Branch used in terms of price were effective. It indicated that establishing an affordable and discounted pricing strategy influenced customers' decisions to purchase meals and select a preferred restaurant. This result supported the study of (the MBA Skool Team, 2020) that McDonald's got on

psychological pricing strategies that appeared affordable to customers. They also applied bundling strategies for specific food items or combinations. They intended to focus on people who were Price-conscious and in the lower to the middle strata of society.

1. The student’s perception of the effectiveness of the marketing strategies used by McDonald's Mendiola Branch in terms of:

**Brand Awareness.**

Brand Awareness	Mean	Standard Deviation	Verbal Interpretation
1. Due to McDonald's marketing strategies, I am familiar with them.	3.86	1.12	Agree
2. McDonald's is both a well-known and competitive fast-food restaurant.	4.16	1.1	Agree
3. I have a favorable view of McDonald's.	3.98	1.05	Agree
4. I think a lot about McDonald's.	3.62	1.1	Agree
5. I am up to date with McDonald's new products and promotions.	3.59	1.08	Agree
Overall	3.84	1.09	Agree

Table 2.1 shows that the respondents agreed with the effectiveness of the marketing strategies used by McDonald's Mendiola Branch in terms of Brand Awareness. They could implement a successful marketing campaign that resonated with customers. As (Wells, 2020) pointed out, one of the competitive advantages of McDonald's market dominance was its brand equity, which enhanced the branch for its business exposures. They employed a substantial branding approach by ties and sponsorships with distinguished organizations such as FIFA and the Olympics. Moreover, McDonald's performs franchising in various locations to cope with the expectations of its target markets. (Singireddy, 2020) Furthermore, comprehensive market research, systematic and unbiased assessment and preparation should ensure the entire business and customer awareness.

### Brand Engagement

Brand Engagement	Mean	Standard Deviation	Verbal Interpretation
1. I spend more time going to McDonald's than other fast-food restaurants.	3.34	1.18	Neutral
2. When McDonald's releases a new product, I will check it out.	3.44	1.19	Agree
3. McDonald's advertisements and promotions are true to form.	3.58	1.12	Agree
4. McDonald's meets my expectations	3.73	1.11	Agree
5. I am satisfied with McDonald's.	3.9	1.11	Agree
Overall	3.60	1.14	Agree

Table 2.2 displayed that the respondents agreed with the effectiveness of the marketing strategies used by McDonald's Mendiola Branch in terms of Brand Engagement. This implicated that their marketing strategies successfully got the customers' interest, which led to continuing to engage with the brand by showing interest and availing of its products. (Raquel, 2017) stated that when a customer had a positive experience or image with a store, it was followed by word-of-mouth. When a customer is satisfied, they spread positive feedback about the store, which helps increase the number of customers.

### Student Advocacy

Student Advocacy	Mean	Standard Deviation	Verbal Interpretation
1. I would recommend this brand to others.	3.8	1.06	Agree
2. I would purchase from this brand again.	3.88	1.02	Agree
3. I encourage people to eat at McDonald's.	3.76	1.02	Agree
4. I am faithful to McDonald's.	3.37	1.2	Neutral
5. I support McDonald's in its endeavors.	3.66	1.02	Agree
Overall	3.69	1.06	Agree

Table 2.3 showed that respondents agreed with the effectiveness of McDonald's Mendiola Branch's marketing strategies in terms of Student Advocacy. This implied that they

could gain customer loyalty through effective and efficient marketing strategies that encouraged customers to remain loyal to the branch and recommend it to others. According to (Fleming, 2018), brand perception and operational metrics go hand in hand. The company's actions communicate from the layout and ambiance of restaurants to the friendliness of its people and technological advancement. The large-scale investment in their employees, restaurants, and menu updates communicates business on the move and aligns with consumers' wants.

2. The relationship between the marketing mix and brand awareness, brand engagement, and student advocacy

**The relationship between the marketing mix and brand awareness**

Marketing Mix vs.	Spearman Rho	P-value	Decision	Conclusion
Brand Awareness	0.711	0.000	Reject Null Hypothesis	Relationship
Brand Engagement	0.650	0.000	Reject Null Hypothesis	Relationship
Student Advocacy	0.597	0.000	Reject Null Hypothesis	Relationship

In table 3.1, if the p-value were less than or equal to the  $\alpha$ -level (0.05), one or more means were significantly different/related. However, if the p-value were larger than the  $\alpha$ -level (0.05), the means were not significantly different/related. Since the p-value is 0.000, which was less than the 0.05 level of significance, thus, the decision was to Reject Null Hypothesis. Therefore, there was a relationship between the marketing mix and brand awareness, engagement, and student advocacy.

**Conclusions**

The researchers discovered that students viewed the McDonald's Mendiola branch's marketing mix, the 4Ps, as an effective marketing strategy. This meant that the branch had



successfully communicated to customers about the goods and services they offered through the quality of the product, reasonable pricing, and convenient, accessible, and appealing promotional tools.

Moreover, the respondents recognized and promoted the McDonald's Mendiola branch because they agreed that McDonald's brand awareness, engagement, and student advocacy impacted the establishment's consumer purchasing behavior and perception. It showed that they were willing to be part of the brand because they established trust, loyalty, and commitment, making it recommendable and producing brand supporters that endorsed the product and service, leading to word-of-mouth marketing.

Lastly, the researchers concluded a relationship between marketing mix and brand awareness, brand engagement, and student advocacy, which rejected the null hypothesis. Marketing played a role in gaining consumer favor. With a successful marketing mix, McDonald's gained greater consumer visibility and aided its brand in becoming top-of-mind when customers were ready to research and purchase. Likewise, a marketing mix emphasizes a brand's personality that drives engagement.

### **Limitations and Recommendations**

The researchers recommended that the McDonald's Mendiola branch maintain its quality standards because the respondents had a favorable perception of its marketing mix strategies, based on the findings of this study.

For future researchers, the researchers recommended adding more variables to the 4Ps that were not included in this study, such as Process, People, Physical Evidence, and Partnership, or using a different marketing strategy like SWOT analysis to expand the study. Future researchers could also add more aspects involving how McDonald's marketing strategies

performed during the COVID-19 pandemic for additional avenues of research. Lastly, because McDonald's Mendiola branch is a franchise, a comparison between the franchise branch and the main branch could add variables to future studies.

For limitations, the researchers only surveyed third-year Hospitality Management students who were aware of and dined at the McDonald's Mendiola Branch as agreed in responding to the survey questionnaire for this study.

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Appendix

Appendix A

Sample Survey Questionnaire

Part I. Direction: Please put a checkmark (/) on the appropriate column of your answer. Rate your effectiveness in the marketing strategies used by McDonald's Mendiola Branch. Scales are stated below:

Scale	Description Equivalent	Symbols
5	Highly effective	HE
4	Effective	E
3	Neutral	N
2	Ineffective	I
1	Highly ineffective	HI

	1 HI	2 I	3 N	4 E	5 HE
<b>Product</b>					
1. McDonald's Mendiola branch offers healthy menu items.					
2. McDonald's Mendiola branch has a variety of menu choices.					
3. McDonald's Mendiola branch maintains its good conditions on their products.					
4. All of their main products are appetizing, which encourages the students to come back again.					
5. All of their food items have a pleasing aroma.					
<b>Place</b>					
1. McDonald's Mendiola branch can easily access by the students.					
2. McDonald's Mendiola branch has an ease of entry and exit that encourage the customers to enter.					
3. McDonald's Mendiola branch provides good abundance and better service.					

4. McDonald's Mendiola branch offers a proper hygienic atmosphere.					
5. McDonald's Mendiola branch has a convenient take-out area outside of the establishment.					
<b>Promotion</b>					
1. McDonald's Mendiola branch promotional activities such as special meal and discounts coupon affects customers' purchases.					
2. The children's happy meal is an encouraging promotion of McDonald's Mendiola branch.					
3. The clown mascot figure urges the customers to eat there.					
4. McDonald's Mendiola branch product advertisement and billboards inspired customers to eat there.					
5. McDonald's Mendiola branch fliers and point-of-sale notices induce the customers to purchase.					
<b>Price</b>					
1. McDonald's Mendiola branch price is equal to the quality of their products.					
2. McDonald's Mendiola branch menu's price is lower than the other fast-food chains around the area.					
3. McDonald's Mendiola branch uses affordable prices for the student's budget.					
4. McDonald's Mendiola branch offers a discounted price for meal bundles, such as Happy and Extra Value meals.					
5. McDonald's Mendiola branch tends to use reasonable prices for each product.					

Part II. Direction: Please put a checkmark (✓) on the appropriate column of your answer. Rate your level of agreement or disagreement with the effectiveness of the marketing strategies used by McDonald's Mendiola Branch. Scales are stated below:

Scale	Description Equivalent	Symbols
5	Strongly Agree	SA
4	Agree	A
3	Neutral	N
2	Disagree	D
1	Strongly Disagree	SD



	1 SD	2 D	3 N	4 A	5 SA
<b>Brand Awareness</b>					
1. Due to McDonald's marketing strategies, I am familiar with them.					
2. McDonald's is both a well-known and competitive fast-food restaurant.					
3. I have a favorable view of McDonald's.					
4. I think a lot about McDonald's.					
5. I am up to date with McDonald's new products and promotions.					
<b>Brand Engagement</b>					
1. I spend much time going to McDonald's, compared to other fast-food restaurants.					
2. When McDonald's releases a new product, I will check it out.					
3. McDonald's advertisements and promotions are true to form.					
4. McDonald's meets my expectations.					
5. I am satisfied with McDonald's.					
<b>Student Advocacy</b>					
1. I would recommend this brand to others.					
2. I would purchase from this brand again.					
3. I encourage people to eat at McDonald's.					
4. I am faithful to McDonald's.					
5. I support McDonald's in its endeavors.					