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THE MARKETING STRATEGIES OF MARKETING OFFICERS IN THE HEALTH AND NUTRITION INDUSTRY

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ABSTRACT

The study examines the marketing environment in the health and nutrition industry, considering rising health concerns and increased consumer awareness. It highlights the complexity of food marketing and the potential risks to consumer safety. The study aims to analyze marketing methods and their impact on customer behavior, emphasizing the importance of accurate nutrition information and ethical considerations. Descriptive research is used, focusing on gathering necessary data through survey questionnaires to summarize, assess, and recommend implications in the context of marketing strategies in the health and nutrition industry. A quantitative approach is employed to collect data from knowledgeable and skilled individuals through proper procedures and gaining consent. The study highlights the significance of accurate nutrition information, service quality, pricing strategies, and visual design elements in marketing. It explores the potential downsides of nutritional marketing and the impact of economic factors on dietary preferences. The findings provide insights for marketing officers to enhance their strategies and for consumers to make informed decisions. Majority of the respondents were ages 48 to 52 years old and majority were women and the most dominant strategy found was place with price being the lowest among the 7Ps. The paper recommends that researchers, professionals, and entrepreneurs in the health and nutrition industry utilize the insights provided to enhance their understanding of marketing strategies. Marketing officers should prioritize accurate nutrition information, service quality, pricing strategies, and visual design elements. Consumers should seek accurate information, evaluate service quality and pricing, and consider sustainability aspects.

KEYWORDS: *Critical Thinking skills; Online Learning; Face-to-face Learning; Blended Learning; Communication skills; Thinking skills; Self-management skills; Social skills*

INTRODUCTION

The rising health problems and conditions are increasing in today's society. They have caused many deaths and disabilities that hindered progress and development and placed a huge economic burden on the health and social systems (World Health Organization., 2019). Entrepreneurs and business owners took the opportunity to create and deliver products and services to overcome the problems in the health and nutrition industry. Food marketing may have a detrimental impact on consumer health and well-being, driving consumers to eat more foods, particularly unhealthy ones (Chandon, 2013). One primary goal of marketing is to improve customer buying attitudes, which are influenced by a variety of factors and can be defined by consumer involvement or behavior. Therefore, health problems and consciousness, as nutritional marketing are expected to cater to it (Brosoto et al., 2022). Nutritional marketing has a positive influence on health perceptions. However, potential negative consequences may affect the differences. If positive results are obtained, nutritional marketing can enhance the social enterprise's or other manufacturers' existing marketing strategy, thereby increasing sales, brand awareness, and other aspects influenced by customer purchasing behavior (Ikonen et al., 2020). As unemployment and financial concerns rise during this period of global recession, so do sales of high-calorie, indulgent foods. Many different marketing practices and expressing personal impact on consumer food choices and consumption have been investigated through research. For example, researchers found that when consumers feel that foods are more expensive—when they pay in cash or credit—they tend to make more indulgent food choices. Based on this finding, the researchers suggest the potential connections between indulgent food consumption and economic downturns (Bagchi & Block, 2011). Marketing strategies in the health and nutrition industry can influence people's purchasing and consumption behavior. Companies use the ideology of nutritionism to market their products, which they present as proof of addressing health problems caused by overnutrition and undernutrition (Scrinis, 2015). False and misleading information about the benefits of certain products can negatively impact consumers' health, well-being, and finances. This research aims to examine marketing strategies in the health and nutrition industry to promote accurate nutrition information and to consider the ethical and regulatory implications on consumers.

Theoretical Framework

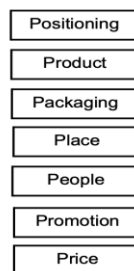


Figure 1: The 7Ps of Marketing Mix (2016)

Figure 1 above shows the theoretical framework of Morato (2016) on the different types of marketing mix. This framework was used to identify the specific marketing strategies and factors that can influence an organization and its product, thus the researchers want to seek how marketing officers use such factors.

Positioning

Positioning is the basis for gaining a competitive advantage. Positioning defines the brand by indicating the different elements in relation to the target group's needs and expectations as well as the competition. Positioning can be very subjective since it refers to the customer's individual perceptions. It is a useful strategic tool that can be used in

managing an administrative unit (Janiszewska & Insch, 2012). Price positioning involves systematically considering competitor price information to deduce the optimal price points. Maximizing short-term revenues requires a tactical level of assessment of competitor pricing (Noone, Canina, & Enz, 2013).

Product

Product is the item or service that is sold to consumers. Product is defined as a physical product or service to the consumer for which he is willing to pay. It includes half of the material goods and intangible products, such as services, which users buy (Singh, 2012).

Packaging

Packaging is the process of enclosing or protecting the product inside of a container to help with its distribution, identification, usage, storage, and promotion. Packaging refers to the design and development of the wrapping material or container it uses in order to help the product be identified and differentiated from other competing products (Pahwa, 2023).

Place

Place refers to the accessibility of a product or service. This is where consumers can invest in the product. This includes distribution channels, warehousing facilities, modes of transportation, and inventory control management. It is a mechanism through which goods and services are transported from the service provider and manufacturer to the consumer (Singh, 2012).

People

People or personnel refers to the service employees who produce and deliver the service. Many services involve interaction between customers and site employees, and these interactions have an influence on the customer's perception of service quality (Muala & Qurneh, 2012).

Promotion

Promotion is a marketing strategy that includes public activities that advertise to the consumers. This can include advertising through the means of social media, direct selling, and public relations. Promotion consists of different blends of its components which are used to achieve the company's marketing goals (Singh, 2012). Advertising, direct marketing, sales promotion, and sponsorship are all forms of promotion that are also used to communicate with the market (Khan, 2014).

Price

Pricing is a marketing strategy, wherein prices adjust in relation to market determinants. As the price of a product depends on different elements and hence it changes constantly. The important factor in pricing is deciding the cost of the product, strategy for marketing and its expenses related to distribution, advertisement expenses, or any kind of price variation in the market (Singh, 2012)

Research Questions

The objective of this study described the Marketing Strategies of Marketing Officers in the Health and Nutrition industry. Specifically, this research aimed to answer the following questions:

1. What is the demographic profile of the respondents?
 - 1.1 age;

- 1.2 sex;
 - 1.3 education level; and
 - 1.4 years of employment?
2. What are the common marketing strategies in the health and nutrition industry? Specifically, in terms of:
 - 2.1 Positioning;
 - 2.2 Product;
 - 2.3 Packaging;
 - 2.4 Place;
 - 2.5 People;
 - 2.6 Promotion; and
 - 2.7 Price?
3. Based on the profile of the respondents, age, sex, highest level of education and years of employment, what type of marketing strategy is used dominantly in terms of:
 - 2.1 Positioning;
 - 2.2 Product;
 - 2.3 Packaging;
 - 2.4 Place;
 - 2.5 People;
 - 2.6 Promotion; and
 - 2.7 Price?

METHODOLOGY

Design of the Study

The study used a descriptive research design. It is used to assess particular theories and to identify characteristics or functions. Descriptive research is used to describe a phenomenon and its characteristics and it is more concerned with what rather than how or why something has happened (Nassaji 2015). The most effective way to achieve the research objective is to gather the necessary data for the purpose of summarizing, assessing, and recommending implications in the context of the marketing strategies of marketing officers in the health and nutrition industry. In addition, a quantitative method was used wherein the data collection strategy was gathered through survey questionnaires.

Local and Population of the Study

This study was conducted in Doha, State of Qatar. There were a total of one hundred marketing officers in the health and nutrition industry who were chosen as respondents in this study from around the world.

Sampling Techniques

The researchers applied the quota and purposive sampling techniques to select chosen respondents. Quota sampling is a non-probability sampling method that relies on the non-random selection of a predetermined number or proportion of units (Nikolopoulou, 2022). While purposive sampling is about selecting samples from the overall sample size based on the judgment of the survey taker or researcher (Vijayamohan, 2023). This combined sampling strategy involves choosing individuals or groups of individuals who are knowledgeable and skilled about the topic of interest to fulfill the needed quota. Proper procedures followed in gaining the approval of the authorities and respondents in order to conduct this research after receiving the respondents' consent.

Research Instrument

To meet the objective of the study, a validated self-made questionnaire was developed. The questions in the questionnaire were based on primary and secondary sources and were closed-ended. The questionnaire has two parts. The questions for the first part are about the respondent's demographic profile, the second part is about the Marketing Strategies. These questions were formulated based on different literature, studies, and existing theories about and related to the different marketing strategies used by people and their effects.

Method of Data Collection

The data was gathered in the following manner: First, the total number of marketing officers were asked from different companies in the health and nutrition industry. Second, the permission letter to conduct the study from the Vice Principal was requested. The third step was the actual administration of the developed instrument to the respondents followed by its retrieval. Then, the data were carefully tallied, analyzed, and interpreted.

Method of Data Analysis

To answer the problems posed in this study, the following statistical tools were applied to the data that was collected.

1. To determine the demographic profile of the respondents, frequency, count, and percentages were used. The formula is shown below.

$$P = \frac{f}{n} \times 100\%$$

Where:

P = percentage

f = frequency of responses

n = total number of respondents

2. To determine what is the commonly used factor in the marketing mix of the respondents in the health and nutrition industry in terms of positioning, product, packaging, place, people, promotion, and price, the weighted mean was used. The formula is shown below.

$$WM = \frac{5f+4f+3f+2f+f}{n}$$

Where:

WM = weighted mean

f = frequency

n = total number of respondents

3. To determine the most dominantly used marketing strategy in terms of age, sex, education level, and years of employment, the weighted mean was also used. The formula is shown below.

$$WM = \frac{5f+4f+3f+2f+f}{n}$$

Where:

WM = weighted mean

f = frequency

n = total number of respondents

Weighted Mean Scale and the Designated Verbal Interpretations

Weighted Mean	Verbal Description	Explanation
3.26 - 4.00	Always	Highly Common
2.51 - 3.25	Often	Moderately Common
1.76 - 2.50	Rarely	Not as Common
1.00 - 1.75	Never	Not Common at All

Weighted Mean	Verbal Description	Explanation
3.26 - 4.00	Always	Highly Dominant
2.51 - 3.25	Often	Moderately Dominant
1.76 - 2.50	Rarely	Not as Dominant
1.00 - 1.75	Never	Not Dominant at All

RESULTS

The findings are presented below:

1. Demographic profile of the respondents

Table 1: Age

Age	Frequency	Percentage (%)	Ranking
18-22 years old	8	8%	5.5
23-27 years old	5	5%	6
28-32 years old	12	12%	3.5
33-37 years old	17	17%	2
38-42 years old	9	9%	4
43-47 years old	12	12%	3.5
48-52 years old	24	24%	1
53-57 years old	8	8%	5.5
58-62 years old	4	4%	7
63-67 years old	1	1%	8
Total	100	100%	

Table 1 exhibits the profile of the respondents according to their age. The table shows that there were 100 respondents that were included in this research. Out of one hundred respondents, the highest age range of the respondents is 48-52 years old with 24%. The lowest age range of the respondents is 63-67 years old with 1%.

Table 2: Sex

Sex	Frequency	Percentage (%)
Male	37	37%
Female	63	63%
Total	100	100%

Table 2 exhibits the profile of the respondents according to their sex. Out of one hundred respondents, 63 or 63% are females and 37 or 37% are males. This implies that women can also dominate and excel in a male-dominated industry (Real, 2023), specifically the business marketing field in the health and nutrition industry. In support of this, a study by Krieger et al. (2022) stated that women's success in business can be affected by their entrepreneurial talents and competencies, rather than just gender stereotypes. It also underlined the importance of skill variety in bridging the gender gap in entrepreneurship, with women working in female-dominated industries playing an important role in supporting business start-ups.

Table 3: Highest Level of Education

Highest Level of Education	Frequency	Percentage (%)	Ranking
Primary	1	1%	6
Secondary	7	7%	3
Associate Degree	5	5%	5
Bachelor's Degree	73	73%	1
Master's Degree	8	8%	2
Doctorate Degree	6	6%	4
Total	100	100%	

Table 3 exhibits the profile of the respondents according to their Highest level of Education. Out of 100 respondents, the highest level of education is Bachelor's Degree with 73%. This is followed by a Master's Degree with 8%, Secondary with 7%, Doctorate Degree with 6%, and Associate Degree with 5%. The least common highest level of education attained is Primary with 1%. This implies that respondents with a Bachelor's degree influenced the results of purchasing and have the most say about consumption behavior, the most active participants who are engaged in nutrition awareness and service quality among others. In support of this, health problems and consciousness, as nutritional marketing are expected to cater to the buying attitude (Brosoto et al., 2022) mostly from this bracket of populace.

Table 4: Years of Employment

Years of Employment	Frequency	Percentage (%)	Ranking
0-4 years	18	18%	2
5-9 years	15	15%	4
10-14 years	17	17%	3.5
15-19 years	19	19%	1
20-24 years	17	17%	3.5
25-29 years	10	10%	5
30+ years	4	4%	6
Total	100	100%	

Table 4 exhibits the profile of the respondents according to their years of employment. Out of 100 respondents, the highest years of employment of the respondents is 15-19 years with 19%. The lowest years of employment of the respondents is 30 years and beyond with 4%. This implies that the majority of the marketing officers in the Health and Nutrition Industry have been employed for 15-19 years. Colles, et al. (2016), expressed that employees with more experience exhibit more culturally competent practices, implying that years of experience lead to improved abilities and understanding in their current field, suggesting that individuals with 15-19 years of employment in the health and nutrition field are well-suited to handling challenging nutritional issues and providing solutions to promote improved health outcomes.

2. Common Marketing strategies in the Health and Nutrition Industry

Table 5: Place

Questions	WM	VI	Explanation	Ranking
1. I consider the distribution channels available when developing our marketing plans.	3.74	Always	Highly Common	5
2. I look at the importance of the physical location of our health and nutrition products/services when developing our marketing strategies.	3.80	Always	Highly Common	4
3. I ensure that our health and nutrition products/services when developing our marketing strategies are accessible to our target customers.	3.86	Always	Highly Common	3
4. I consider how the customer will receive the health and nutrition products/services when developing our marketing strategies.	3.89	Always	Highly Common	2
5. I maintain the quality of our delivery service in order to avoid possible loss or compromise.	3.91	Always	Highly Common	1
Overall Weighted Mean	3.84	Always	Highly Common	

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 5 exhibits the common marketing strategies in the health and nutrition industry in terms of place. The highest marketing strategy in place is delivery service garnering a weighted mean of 3.91, which is interpreted as “Always” that is explained as a ‘Highly Common Marketing Strategy’. This implies that the marketing officers consider Place as a ‘Highly Common Marketing Strategy’, specifically delivery service. Service quality is essential to gaining customers' satisfaction and loyalty and is a crucial factor in how customers assess a service provider. (Khan and Fasih, 2014) An organization that offers superior services could gain a competitive edge and create long-term relationships with its customers.

Table 6: People

Questions	WM	VI	Explanation	Ranking
1. I consider the employees in the organization when developing a new marketing strategy.	3.82	Always	Highly Common	3.5
2. I take opinions from the people in the company when developing a marketing strategy.	3.82	Always	Highly Common	3.5
3. I conduct a quick survey to my target customers to implement a dominant marketing strategy.	3.61	Always	Highly Common	2
4. I understand the role of people in delivering the product or service to the customer.	3.84	Always	Highly Common	1.5

5. I understand how the people can change the perception of the business when developing a dominant market strategy.	3.84	Always	Highly Common	1.5
Overall Weighted Mean	3.79	Always	Highly Common	

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 6 shows the common marketing strategies in the health and nutrition industry in terms of people. The highest marketing strategy in People is the consideration of people in developing marketing strategies and understanding the role of people when delivering, which both garnered a weighted of 3.84 and is interpreted as Always that is explained as a Highly Common Marketing Strategy. This implies that the respondents value people in strategizing, specifically they value employee to customer relationship. Employers have a crucial role in fostering employee growth within organizations. (Budur & Poturak, 2021) This connects to the study, wherein the people-to-customer relationship creates an impact on marketing, which promotes the business.

Table 7: Promotion

Questions	WM	VI	Explanation	Ranking
1. I ensure that our customers are informed of the benefits and necessity of our health and nutrition products during promotion.	3.86	Always	Highly Common	1.5
2. I use different ways to promote our products such as advertising, e-marketing, direct marketing activities, public relations, etc.	3.77	Always	Highly Common	3
3. I notice a significant increase in sales after implementing a new promotion strategy.	3.66	Always	Highly Common	4
4. I ensure that I reach the target customers for our health and nutrition products.	3.80	Always	Highly Common	2
5. I consider the importance of promotion in developing a new marketing strategy.	3.86	Always	Highly Common	1.5
Overall Weighted Mean	3.79	Always	Highly Common	

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 7 shows the common marketing strategies in the health and nutrition industry in terms of Promotion. The highest marketing strategy in promotion is the consideration of developing a new marketing strategy and ensuring to inform the customers about the benefits and necessity of the products, which both garnered a weighted mean of 3.86 and is interpreted as “Always” that is explained as a ‘Highly Common Marketing Strategy’. This implies that marketing officers see the significance of promotion, which boosts the business overall. Promotion boosts sales, fosters brand loyalty, and helps raise consumer knowledge of the company's products. (Išoraitė, 2016) This encourages that promotion influences the decision to buy.

Table 8: Packaging

Questions	WM	VI	Explanation	Ranking
1. I have made sure that the packaging of my product reflects our brand and its values.	3.81	Always	Highly Common	1
2. I ensure that the packaging is practical, making it easy to stack, display, and deliver.	3.78	Always	Highly Common	2

3. I make our packaging clear and convey our brand and what the product is to our customers.	3.76	Always	Highly Common	3
4. I use recyclable and biodegradable materials for our packaging.	3.45	Always	Highly Common	5
5. I have used colors and the correct typography that matches our product well, and made it easy to attract customers.	3.63	Always	Highly Common	4
	3.69	Always	Highly Common	

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 8 exhibits the common marketing strategies in the health and nutrition industry in terms of packaging. The highest marketing strategy in Packaging is when it reflects the company's brand and values with a weighted mean of 3.81, which is interpreted as "Always" that is explained as a 'Highly Common Marketing Strategy'. This implies that the marketing officers display their brand and values on the packaging of their products. Product packaging is an important medium for conveying important product information. Major purchasing decisions are based on the buyer's view of the underlying product, which is primarily influenced by the packaging aspects. (Lo, Tung & Huang, 2017) This supports the findings, wherein the packaging has a clear impact in marketing.

Table 9: Product

Questions	WM	VI	Explanation	Ranking
1. I ensure that our customers are informed of the benefits and necessity of our health and nutrition products during promotion.	3.86	Always	Highly Common	1.5
2. I use different ways to promote our products such as advertising, e-marketing, direct marketing activities, public relations, etc.	3.77	Always	Highly Common	3
3. I notice a significant increase in sales after implementing a new promotion strategy.	3.66	Always	Highly Common	4
4. I ensure that I reach the target customers for our health and nutrition products.	3.80	Always	Highly Common	2
5. I consider the importance of promotion in developing a new marketing strategy.	3.86	Always	Highly Common	1.5
Overall Weighted Mean	3.79	Always	Highly Common	

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 9 exhibits the common marketing strategies in the health and nutrition industry in terms of product. The highest marketing strategy in a product is uniqueness to make it different from the competitors' products holding a weighted mean of 3.70, which is verbally interpreted as "Always" and explained as a 'Highly Common Marketing Strategy'. This implies that the marketing officers focus on the uniqueness of their product to stay competitive. Consumers have various perspectives on products and services. (Camilleri, 2018) Therefore, businesses should emphasize their products' distinctive qualities, features, and value propositions.

Table 10: Positioning

Questions	WM	VI	Explanation	Ranking
1. I aim to fulfill our target customers' specific needs to gain competitive advantage.	3.79	Always	Highly Common	1
2. I understand the competition to implement ideas that gain competitive	3.67	Always	Highly Common	3

advantage.				
3. I react to the expectations of the target customers when developing a marketing strategy.	3.54	Always	Highly Common	4.5
4. I consider the optimal price in relation to its competitors and different customers.	3.54	Always	Highly Common	4.5
5. I understand the relationship between price and quality to make the products more prevalent in consumers' minds.	3.75	Always	Highly Common	2
Overall Weighted Mean	3.66	Always	Highly Common	

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 10 shows the common marketing strategies in the health and nutrition industry in terms of positioning. The highest marketing strategy in positioning is competitive advantage by fulfilling the target customers’ needs garnering a weighted mean of 3.79, which is verbally interpreted as “Always” with an explanation as a ‘Highly Common Marketing Strategy’. This implies that the marketing officers in the Health in Nutrition Industry choose to stay competitive by catering to the customers’ specific needs. Organizations gain a competitive advantage by offering proposals that meet the needs of their target consumers rather than their competitors. (Kireev, et al., 2018) This correlates to the findings, wherein marketing officers specifically focus on the needs of the customer in order to gain an advantage against other competitors.

Table 11: Price

Questions	WM	VI	Explanation	Ranking
1. For a significant change, I believe it is worthwhile to reconsider our current pricing strategy.	3.72	Always	Highly Common	1
2. I change the prices of our products considering the impact on our customer's purchasing behavior.	3.20	Often	Moderately Common	5
3. I implement pricing research to identify the most suitable pricing strategies for our marketing strategy.	3.38	Always	Highly Common	4
4. I consider the economic status of our target market when setting the prices of our products.	3.56	Always	Highly Common	3
5. I consider the direct impact of pricing on the Customers, the sales and the organization.	3.65	Always	Highly Common	2
Overall Weighted Mean	3.50	Always	Highly Common	

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 11 shows the common marketing strategies in the health and nutrition industry in terms of price. The highest marketing strategy in price is the worthwhile reconsideration of current pricing strategy, which both have a weighted mean of 3.72 and has a verbal interpretation of “Always” that is explained as a ‘Highly Common Marketing Strategy’. The lowest marketing strategy in price is consideration of the impact on customer’s purchasing behavior by changing the prices with a weighted mean of 3.20 and an interpretation of ‘Moderately Common’ that is explained as “Often”. Price has the lowest weighted mean in the whole study making it less common as the other marketing strategies, which shows the reluctance to increase the price of their products to impact customer’s purchasing behavior. When additional information is limited or unavailable, clients tend to base their service provider strongly on the perceived price. (Khan, 2014) Customers typically consider whether they obtained good value for money when determining whether or not to return to the service provider. This correlates to the findings,

wherein marketers do not increase their price based on the customer's purchasing behavior alone, due to possible negative impact on the business.

Table 12: The Common Marketing Strategies in the Health and Nutrition Industry

Marketing Strategies	Mean	Interpretation	Explanation	Ranking
Place	3.84	Always	Highly Common	1
People	3.79	Always	Highly Common	2.5
Promotion	3.79	Always	Highly Common	2.5
Packaging	3.69	Always	Highly Common	3
Product	3.67	Always	Highly Common	4
Positioning	3.66	Always	Highly Common	5
Price	3.50	Always	Highly Common	6

Scale: 3.26 - 4.00 - Always; 2.51 - 3.25 - Often; 1.76 - 2.50 - Rarely; 1.00 - 1.75 - Never

Table 12 showcases the overall summary of the dominant marketing strategies in the Health and Nutrition Industry. The highest common marketing strategy is place with the weighted mean of 3.84 which is interpreted as "Always" that is explained as a 'Highly Common Marketing Strategy'. This is followed by also highly common marketing strategies, people and promotion with 3.79, packaging with 3.69, product with 3.67, and positioning with 3.66 as its weighted mean. The lowest common marketing strategy is price with the weighted mean of 3.50. This implies that the respondents make use of place more, as it gives them a higher customer rate and outcome. Meanwhile, price is the least common among the aforementioned strategies, because based on the marketing officers, customers tend not to look at the price when purchasing health and nutrition products. In support of this, based on the study by Pani-andi, et al. (2018), when it comes to marketing strategies, distribution or place refers to the process of getting things to customers; it may also be said that place facilitates customers' access to or discovery of the products. This correlates to the findings of the study, wherein the dominance of Place as a marketing strategy is emphasized by the business.

3. Marketing strategy is used dominantly in terms of the profile of the respondents.

Table 13: Positioning

Age	Mean	VD	Explanation	Ranking
18-22 years	3.40	Always	Highly Dominant	9.5
23-27 years	3.88	Always	Highly Dominant	1
28-32 years	3.58	Always	Highly Dominant	7
33-37 years	3.54	Always	Highly Dominant	8
38-42 years	3.80	Always	Highly Dominant	4
43-47 years	3.70	Always	Highly Dominant	5
48-52 years	3.67	Always	Highly Dominant	6
53-57 years	3.83	Always	Highly Dominant	3
58-62 years	3.85	Always	Highly Dominant	2
63-67 years	3.40	Always	Highly Dominant	9.5
Sex	Mean	VD	Explanation	Ranking
Male	3.62	Always	Highly Dominant	2
Female	3.68	Always	Highly Dominant	1
Highest Level of Education	Mean	VD	Explanation	Ranking
Primary	3.20	Often	Moderately Dominant	6
Secondary	3.43	Always	Highly Dominant	5
Associate Degree	3.44	Always	Highly Dominant	4
Bachelor’s Degree	3.71	Always	Highly Dominant	2
Master’s Degree	3.58	Always	Highly Dominant	3
Doctorate’s Degree	3.73	Always	Highly Dominant	1
Years of Employment	Mean	VD	Explanation	Ranking
0-4	3.54	Always	Highly Dominant	6
5-9	3.64	Always	Highly Dominant	5.5
10-14	3.72	Always	Highly Dominant	3
15-19	3.64	Always	Highly Dominant	5.5
20-24	3.69	Always	Highly Dominant	4
25-29	3.90	Always	Highly Dominant	1
30+	3.80	Always	Highly Dominant	2

Table 13 exhibits the dominant marketing strategies of marketing officers in the Health and Nutrition Industry based on the profile of the respondents in terms of positioning. For age, the highest range of the respondents is 23-27 years old with a weighted mean of 3.88, which is interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategy’. The strategy execution, specifically giving insights for marketing officers targeting effective millennial positioning strategies. (Appiah-Adu and Amoako, 2016) This implies that marketing officers who are 23-27 years old can improve their strategies for effectively positioning products that engage with age-alike customers. For sex, female has the highest weighted mean for positioning with 3.68, while male garnered the lowest with 3.62. For the highest level of education, doctorate’s degree attained the highest weighted mean, which is interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategies’. Meanwhile, primary has garnered the lowest weighted mean with 3.20, which is interpreted as “Often” and explained as a ‘Moderately Dominant Strategy’. This implies that the higher the level of education, the more dominant positioning is. Marketers with higher levels of education have a better understanding of marketing tactics and structures, conduct, and pricing strategies. (Alabi, et al., 2020) This shows that education is critical in enabling people to decide and recognize market opportunities for positioning.

For the years of employment, respondents with work experience of 25-29 years had the highest weighted mean with 3.90, which is interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategies’. This implies that the higher the years of employment, the higher the dominance for positioning.

Table 14: Product

Age	Mean	VD	Explanation	Ranking
18-22 years	3.45	Always	Highly Dominant	8
23-27 years	3.68	Always	Highly Dominant	6
28-32 years	3.75	Always	Highly Dominant	3
33-37 years	3.48	Always	Highly Dominant	7
38-42 years	3.80	Always	Highly Dominant	2
43-47 years	3.85	Always	Highly Dominant	1
48-52 years	3.73	Always	Highly Dominant	4
53-57 years	3.70	Always	Highly Dominant	5
58-62 years	3.40	Always	Highly Dominant	9.5
63-67 years	3.40	Always	Highly Dominant	9.5
Sex	Mean	VD	Explanation	Ranking
Male	3.66	Always	Highly Dominant	2
Female	3.67	Always	Highly Dominant	1
Highest Level of Education	Mean	VD	Explanation	Ranking
Primary	3.40	Always	Highly Dominant	6
Secondary	3.43	Always	Highly Dominant	5
Associate Degree	3.76	Always	Highly Dominant	1
Bachelor’s Degree	3.71	Always	Highly Dominant	2
Master’s Degree	3.58	Always	Highly Dominant	4
Doctorate’s Degree	3.63	Always	Highly Dominant	3
Years of Employment	Mean	VD	Explanation	Ranking
0-4	3.56	Always	Highly Dominant	6
5-9	3.67	Always	Highly Dominant	4
10-14	3.75	Always	Highly Dominant	3
15-19	3.62	Always	Highly Dominant	5
20-24	3.84	Always	Highly Dominant	1.5
25-29	3.84	Always	Highly Dominant	1.5
30+	3.80	Always	Highly Dominant	2

Table 14 exhibits the dominant marketing strategies of marketing officers in the Health and Nutrition Industry based on the profile of the respondents in terms of Product. For age, the highest range of the respondents for Product is 43-47 years old with a weighted mean of 3.85, which is interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategy’. The lowest age group for the product is 58-62 and 63-67 years old with 3.40. This implies that the younger the age, the more dominant the product is, as an effective marketing strategy. For sex, female has the highest weighted mean for product with 3.67, while male garnered the lowest 3.66. For the highest level of education, associate degree attained the highest weighted mean with 3.76, which is interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategies’. This implies that the higher the accomplished level of

education, the more dominant the product is. For the years of employment, marketing officers with work experience of 20-24 and 25-29 years had the highest weighted mean with 3.84, which is interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategies’. Meanwhile, the lowest years of employment for a product is 0-4 years with 3.54. This implies that the higher the years of employment, the higher dominance for product.

Table 15: Packaging

Age	Mean	VD	Explanation	Ranking
18-22 years	3.48	Always	Highly Dominant	8.5
23-27 years	3.48	Always	Highly Dominant	8.5
28-32 years	3.83	Always	Highly Dominant	2
33-37 years	3.60	Always	Highly Dominant	6.5
38-42 years	3.56	Always	Highly Dominant	7
43-47 years	3.65	Always	Highly Dominant	5
48-52 years	3.78	Always	Highly Dominant	4
53-57 years	3.85	Always	Highly Dominant	1
58-62 years	3.80	Always	Highly Dominant	3
63-67 years	3.60	Always	Highly Dominant	6.5
Sex	Mean	VD	Explanation	Ranking
Male	3.76	Always	Highly Dominant	1
Female	3.64	Always	Highly Dominant	2
Highest Level of Education	Mean	VD	Explanation	Ranking
Primary	3.40	Always	Highly Dominant	4.5
Secondary	3.53	Always	Highly Dominant	3
Associate Degree	3.40	Always	Highly Dominant	4.5
Bachelor’s Degree	3.77	Always	Highly Dominant	2
Master’s Degree	3.28	Always	Highly Dominant	5
Doctorate’s Degree	3.87	Always	Highly Dominant	1
Years of Employment	Mean	VD	Explanation	Ranking
0-4	3.64	Always	Highly Dominant	5.5
5-9	3.71	Always	Highly Dominant	3
10-14	3.67	Always	Highly Dominant	4
15-19	3.64	Always	Highly Dominant	5.5
20-24	3.82	Always	Highly Dominant	1.5
25-29	3.82	Always	Highly Dominant	1.5
30+	3.75	Always	Highly Dominant	2

Table 15 exhibits the dominant marketing strategies of marketing officers in the Health and Nutrition Industry based on the profile of the respondents in terms of Packaging. For age, the highest range of the respondents for Packaging is 53-57 years old with a weighted mean of 3.85, which is interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategy’. The lowest age group for packaging is 18-22 and 23-27 years old with 3.48. This implies that the younger the age, the less dominant Packaging is, as an effective marketing strategy. For sex, male has the highest weighted mean for packaging with 3.76, while female garnered the lowest with 3.64. For the highest level of education, doctorate’s degree attained the highest weighted mean with 3.87, which is interpreted as

“Always” and explained as a ‘Highly Dominant Marketing Strategies’. Although gaining the same interpretation and explanation, primary and associate’s degrees have garnered the lowest weighted mean with 3.40. This implies that the higher the level of education, the more dominant packaging is, as an effective marketing strategy. For the years of employment, marketing officers with work experience of 20-24 years and 25-29 years had the highest weighted mean with 3.82, which is interpreted as “Always” that is explained as a ‘Highly Dominant Marketing Strategies’. Meanwhile, the lowest years of employment for products are 0-4 years and 15-19 years with the weighted mean of 3.64. This implies that the higher the years of employment, the higher the domination for packaging.

Table 16: Place

Age	Mean	VD	Explanation	Ranking
18-22 years	3.65	Always	Highly Dominant	10
23-27 years	3.92	Always	Highly Dominant	3
28-32 years	3.87	Always	Highly Dominant	6
33-37 years	3.73	Always	Highly Dominant	9
38-42 years	3.96	Always	Highly Dominant	2
43-47 years	3.83	Always	Highly Dominant	8
48-52 years	3.89	Always	Highly Dominant	4
53-57 years	3.88	Always	Highly Dominant	5
58-62 years	3.85	Always	Highly Dominant	7
63-67 years	4.00	Always	Highly Dominant	1
Sex	Mean	VD	Explanation	Ranking
Male	3.88	Always	Highly Dominant	1
Female	3.82	Always	Highly Dominant	2
Highest Level of Education	Mean	VD	Explanation	Ranking
Primary	4.00	Always	Highly Dominant	1
Secondary	3.60	Always	Highly Dominant	5
Associate Degree	3.80	Always	Highly Dominant	4.5
Bachelor’s Degree	3.88	Always	Highly Dominant	2
Master’s Degree	3.80	Always	Highly Dominant	4.5
Doctorate’s Degree	3.87	Always	Highly Dominant	3
Years of Employment	Mean	VD	Explanation	Ranking
0-4	3.80	Always	Highly Dominant	6
5-9	3.81	Always	Highly Dominant	5
10-14	3.85	Always	Highly Dominant	3
15-19	3.84	Always	Highly Dominant	4
20-24	3.88	Always	Highly Dominant	2.5
25-29	3.88	Always	Highly Dominant	2.5
30+	3.95	Always	Highly Dominant	1

Table 16 exhibits the dominant marketing strategies of marketing officers in the Health and Nutrition Industry based on the profile of the respondents in terms of place. For age, the highest range of the respondents for Place is 63-67 years old with a weighted mean of 4.00, which is interpreted as “Always” and explained as a ‘Highly Dominant

Marketing Strategy’. The lowest age group for Place is 18-22 years old with 3.65. This implies that place is an effective marketing strategy for all ages. For Sex, male has the highest weighted mean for Place with 3.88, while female garnered the lowest with 3.82. For the Highest Level of Education, primary attained the highest weighted mean with 4.00, which is verbally interpreted as “Always” and explained as ‘Highly Dominant Marketing Strategies’. Meanwhile, although gaining the same interpretation and explanation with a minor difference from the highest, Associate’s and Master’s Degree have garnered the lowest with 3.80. This implies that disregarding the level of education, Place is a dominant marketing strategy, which is accessible to all. For the years of employment, marketing officers with work experience of 30 years and beyond had the highest weighted mean with 3.95, which is interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategies’. Meanwhile, the lowest years of employment for Place is 0-4 years with 3.80. However, as the results show there is only a minor difference, it implies that no matter the years of experience, Place is dominated and is used when developing an effective marketing strategy by the marketing officers.

Table 17: People

Age	Mean	VD	Explanation	Ranking
18-22 years	3.63	Always	Highly Dominant	8
23-27 years	3.76	Always	Highly Dominant	5
28-32 years	3.87	Always	Highly Dominant	1.5
33-37 years	3.68	Always	Highly Dominant	6
38-42 years	3.87	Always	Highly Dominant	1.5
43-47 years	3.83	Always	Highly Dominant	3.5
48-52 years	3.83	Always	Highly Dominant	3.5
53-57 years	3.85	Always	Highly Dominant	2
58-62 years	3.65	Always	Highly Dominant	7
63-67 years	3.80	Always	Highly Dominant	4
Sex	Mean	VD	Explanation	Ranking
Male	3.80	Always	Highly Dominant	1
Female	3.78	Always	Highly Dominant	2
Highest Level of Education	Mean	VD	Explanation	Ranking
Primary	3.80	Always	Highly Dominant	3
Secondary	3.57	Always	Highly Dominant	5
Associate Degree	3.68	Always	Highly Dominant	4.5
Bachelor’s Degree	3.84	Always	Highly Dominant	1
Master’s Degree	3.68	Always	Highly Dominant	4.5
Doctorate’s Degree	3.83	Always	Highly Dominant	2
Years of Employment	Mean	VD	Explanation	Ranking
0-4	3.73	Always	Highly Dominant	5
5-9	3.76	Always	Highly Dominant	4
10-14	3.78	Always	Highly Dominant	3.5
15-19	3.80	Always	Highly Dominant	2
20-24	3.78	Always	Highly Dominant	3.5
25-29	3.78	Always	Highly Dominant	3.5
30+	3.90	Always	Highly Dominant	1

Table 17 exhibits the dominant marketing strategies of marketing officers in the Health and Nutrition Industry based on the profile of the respondents in terms of People. For age, the highest range of the respondents for place is 63-67 years old with a weighted mean of 4.00, which is interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategy’. This implies that people is an effective marketing strategy for all ages. For sex, male has the highest weighted mean for Place with 3.88, while female garnered the lowest with 3.82. For the highest level of education, primary attained the highest weighted mean with 4.00, which is verbally interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategies’. Meanwhile, although gaining the interpretation and explanation with a minor difference from the highest, associate’s and master’s degree have garnered the lowest with 3.80. This implies that disregarding the level of education, People is a dominant marketing strategy, which is accessible to all. For the years of employment, marketing officers with work experience of 30 years and beyond had the highest weighted mean with 3.95, which is interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategies’. Meanwhile, the lowest years of employment for Place is 0-4 years with 3.80. It implies that no matter the years of experience, People is dominated and is used when developing an effective marketing strategy by the marketing officers.

Table 18: Promotion

Age	Mean	VD	Explanation	Ranking
18-22 years	3.58	Always	Highly Dominant	9
23-27 years	3.92	Always	Highly Dominant	1
28-32 years	3.90	Always	Highly Dominant	2.5
33-37 years	3.59	Always	Highly Dominant	8
38-42 years	3.82	Always	Highly Dominant	5
43-47 years	3.90	Always	Highly Dominant	2.5
48-52 years	3.87	Always	Highly Dominant	3
53-57 years	3.83	Always	Highly Dominant	4
58-62 years	3.70	Always	Highly Dominant	6
63-67 years	3.60	Always	Highly Dominant	7
Sex	Mean	VD	Explanation	Ranking
Male	3.79	Always	Highly Dominant	1.5
Female	3.79	Always	Highly Dominant	1.5
Highest Level of Education	Mean	VD	Explanation	Ranking
Primary	4.00	Always	Highly Dominant	1
Secondary	3.53	Always	Highly Dominant	6
Associate Degree	3.76	Always	Highly Dominant	4
Bachelor’s Degree	3.83	Always	Highly Dominant	3
Master’s Degree	3.68	Always	Highly Dominant	5
Doctorate’s Degree	3.93	Always	Highly Dominant	2
Years of Employment	Mean	VD	Explanation	Ranking
0-4	3.78	Always	Highly Dominant	3.5
5-9	3.77	Always	Highly Dominant	4
10-14	3.78	Always	Highly Dominant	3.5
15-19	3.76	Always	Highly Dominant	5
20-24	3.82	Always	Highly Dominant	2.5

25-29	3.82	Always	Highly Dominant	2.5
30+	3.95	Always	Highly Dominant	1

Table 18 exhibits the dominant marketing strategies of marketing officers in the Health and Nutrition Industry based on the profile of the respondents in terms of Promotion. For age, the highest range for promotion is 23-27 years old with a weighted mean of 3.92, which is interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategy’. This implies that younger ages tend to not lean towards promotion as an effective marketing strategy. For sex, male and female have an equal weighted mean for promotion with 3.79, which is interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategy’. For the highest level of education, primary attained the highest weighted mean with 4.00, which is interpreted as “Always” that is explained as a ‘Highly Dominant Marketing Strategies’. For the years of employment, marketing officers with work experience of 30 years and beyond had the highest weighted mean with 3.95, which is interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategies’. This implies that marketing officers with work experience of 20 years are likely to have a higher domination for promotion.

Table 19: Price

Age	Mean	VD	Explanation	Ranking
18-22 years	3.55	Always	Highly Dominant	5
23-27 years	3.64	Always	Highly Dominant	4
28-32 years	3.70	Always	Highly Dominant	2
33-37 years	3.49	Always	Highly Dominant	6
38-42 years	3.38	Always	Highly Dominant	8
43-47 years	3.35	Always	Highly Dominant	9
48-52 years	3.48	Always	Highly Dominant	7
53-57 years	3.68	Always	Highly Dominant	3
58-62 years	3.10	Often	Moderately Dominant	10
63-67 years	4.00	Always	Highly Dominant	1
Sex	Mean	VD	Explanation	Ranking
Male	3.52	Always	Highly Dominant	1
Female	3.49	Always	Highly Dominant	2
Highest Level of Education	Mean	VD	Explanation	Ranking
Primary	3.60	Always	Highly Dominant	2.5
Secondary	3.43	Always	Highly Dominant	5
Associate Degree	3.48	Always	Highly Dominant	4
Bachelor’s Degree	3.50	Always	Highly Dominant	3
Master’s Degree	3.60	Always	Highly Dominant	2.5
Doctorate’s Degree	3.70	Always	Highly Dominant	1
Years of Employment	Mean	VD	Explanation	Ranking
0-4	3.51	Always	Highly Dominant	2.5
5-9	3.51	Always	Highly Dominant	2.5
10-14	3.65	Always	Highly Dominant	1
15-19	3.42	Always	Highly Dominant	4
20-24	3.46	Always	Highly Dominant	3.5

25-29	3.46	Always	Highly Dominant	3.5
30+	3.25	Always	Highly Dominant	5

Table 19 exhibits the dominant marketing strategies of marketing officers in the Health and Nutrition Industry based on the profile of the respondents in terms of Price. For age, the highest range of the respondents for promotion is 23-27 years old with a weighted mean of 3.92, which is interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategy’. The lowest age group for packaging is 18-22 years old with 3.58. This implies that younger age groups tend to not lean towards price as an effective marketing strategy. For sex, male and female have an equal weighted mean for promotion with 3.79, which is interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategy’. For the highest level of education, primary attained the highest weighted mean with 4.00, which is interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategies’. For the years of employment, marketing officers with work experience of 30 years and beyond had the highest weighted mean with 3.95, which is interpreted as “Always” and explained as a ‘Highly Dominant Marketing Strategies’. This implies that marketing officers with more than 20 years of experience are more likely to have a higher domination for price in creating effective marketing strategies.

DISCUSSION

In adapting Morato’s 2016 Model of the 7Ps of the Marketing Mix, place has been shown to be the most dominant marketing strategy with an interpretation of ‘Always’ in all categories. The study by Pani-andi, et al. (2018) highlights the impact of Place on the overall business, highlighting the importance of common marketing strategies in the industry. The majority of the respondents were ages 48 to 52 years old, and the majority were women. The efficient marketing tactics for the health and nutrition industry in terms of place had the highest weighted mean is 3.91, suggesting a dedication to providing superior delivery services. Other considerations include the customer experience, accessibility, physical location, and distribution methods. Based on the study by (Gong, T. & Yi, Y., 2021), improving service quality through performance quality, delivery quality, and environmental quality, which leads to increased customer satisfaction, loyalty, and happiness. This correlates to the findings, which emphasize the significance of great service in achieving customer happiness. People based marketing strategies in the health and nutrition industry, with a good awareness of employee attitudes and their participation in establishing new ideas had a highest weighted mean of 3.84, showing a great emphasis on understanding the employee-to-customer interaction within marketing. In support of this study, by (Park, H. & Tran H., 2018) customers showed good behavioral responses to employees performing customer-oriented behaviors coming from internal marketing. Respondents use price-based marketing methods in the health and nutrition industry, with the highest weighted mean indicating a willingness to reevaluate current pricing tactics. However, respondents are reluctant to raise product prices to influence customer purchase behavior, as consumers do not put a price on their health. (Hibbard, J., et al, 2012)

The most dominant marketing strategies in terms of the 7Ps of Marketing, in accordance to the demographic of the respondents, specifically the age, sex, highest education level and years of employment. It reveals that marketing officers aged 18 to 28 primarily use promotion as their primary marketing approach, while those aged 29 to 39, 40 to 50, and over 50 use place-based tactics. Packaging-based marketing techniques are used by the smallest proportion of 18 to 28 marketing officers, while price-based methods are used by the majority. Meanwhile, the oldest age group, with years of experience, is the most successful in applying marketing methods. Both male and female health and nutrition industry officers consistently employ all marketing methods. Marketing officers with secondary, associate, bachelor's, and master's degrees use the most dominant tactics, with promotion being the most

important. Primary schooling has the lowest percentages overall. It also illustrates that marketing officers with a bachelor's degree have the lowest rates of price and product-based strategies. Marketing officers with 25 to 29 years of employment have positionings as their most dominant marketing strategy.

CONCLUSION

It was proven that place is the most dominant marketing strategy for the marketing officers. The results of this study show that through place, marketing officers are able to provide quality service and supreme service for consumers. This implies that marketing officers in the Health and Nutrition Industry target place because health is more accessible when the market is open and closer to the consumer. This encourages the buyers to be more intrigued and invest in said businesses or their convenience and overall welfare. Marketing officers in the Health and Nutrition Industries should prioritize accurate nutrition information in their marketing strategies to favorably affect customer behavior and health perceptions, while also taking ethical and regulatory implications into account. Consumers in the health and nutrition industry should prioritize seeking accurate nutrition information and carefully evaluating marketing claims before making purchasing decisions. Professionals and entrepreneurs in the health and nutrition industries can gain significant insights into marketing tactics in this study.

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