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The Impact of Marketing Mix on Customer Satisfaction across Generation on Beverage shops: Evidence from Malaybalay City, Bukidnon

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Abstract

This study examined how the Marketing Mix Product, Place, Price, and Promotion (4P's) affects customer satisfaction among beverage shops in Malaybalay City, Bukidnon. Grounded in Generational Theory (Strauss & Howe, 1991)^[18], Marketing Mix Theory (McCarthy, 1960)^[11], and Expectation-Disconfirmation Theory (Oliver, 1980)^[14], the research focused on the 4P's and their influence on Generations X, Y, Z, and Alpha. A descriptive-correlational and comparative design was employed with a convenience sample of 250 customers, using a validated questionnaire analyzed through descriptive statistics, Spearman's rho, and Kruskal-Wallis test. Findings showed strong representation of Generation Z (67%), Generation Y (21%), and Generation Alpha (12%), while Generation X was insignificant. Marketing Mix satisfaction was high: product (3.56), place (3.58), price (3.58), and promotion (3.40). Correlation analysis revealed no significant link between generational differences and satisfaction ($\rho = -0.63$, $p > .323$), but a significant relationship between marketing mix and satisfaction ($\rho = 0.579$, $p < .001$). Kruskal-Wallis indicated no significant variation across generations. The study concluded that marketing mix elements (4P's) are vital in customer satisfaction. Customers feel satisfied when businesses provide good quality and reliable products, charge reasonable and affordable prices, have attractive promotions, and maintain convenient outlets. Recommendations include standardizing beverage production, ensuring affordability, enhancing promotions, improving accessibility, and providing good service. These insights offer valuable guidance for beverage shops in Malaybalay City, Bukidnon seeking to improve marketing strategies and customer satisfaction.

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Keywords: marketing mix, customer satisfaction, generational differences

1. Introduction

Understanding generational differences is essential to effectively applying the marketing mix to enhance customer satisfaction, especially in competitive sectors like beverage shops. Previous studies highlight the importance of adjusting marketing mix Place, Product, Promotion, and Price to meet the distinct preferences of different age groups (Calaque *et al.*, 2023; Huang, 2024)^[1, 7]. Generation Z emphasizes innovation, visually appealing promotions, and social media involvement, while millennials focus on brand reputation, value alignment, and sustainable consumption (Syamsudin *et al.*, 2025; Porch Group Media, 2023)^[15, 19]. The rapid growth of the beverage industry has increased competition, making product quality alone insufficient to secure customer loyalty (Huang, 2024)^[7]. Beverage shops must develop comprehensive marketing strategies addressing pricing, distribution, and promotion. Globally, strategies like product innovation, price competitiveness, strategic placement, and effective promotion are vital to meet diverse customer demands (Nikbin *et al.*, 2022). In the Philippines, beverage businesses

such as milk tea and iced coffee adjust the 4Ps to suit local preferences, focusing on unique products, fair pricing, accessible locations, and targeted promotions to achieve customer loyalty (Juguilon *et al.*, 2022; Sitorus *et al.*, 2023)^[9]. Regionally, a study in Bukidnon highlights the importance of product quality, competitive pricing, accessible locations, and engaging promotions to enhance customer satisfaction (Rivas *et al.*, 2023). Although marketing strategies have been studied broadly, research on customer satisfaction in beverage industry is limited. This study aims to fill this gap by analyzing the impact of the 4Ps on customer satisfaction in beverage shops in Malaybalay City Bukidnon, providing essential insights for local entrepreneurs and marketers.

1.1. Objectives of the Study

The main objective of this study is to determine the impact of the marketing mix on customer satisfaction across generations in beverage shops in Malaybalay City, Bukidnon. Specifically, the study aims to:

1. Identify the distribution of respondents according to their generational groups, particularly: Generation X, Generation Y, Generation Z, Generation Alpha.
2. Determine the level of the marketing mix in beverage shops in Malaybalay City, Bukidnon in terms of: Place, Product, Promotion, Price.
3. Assess the level of customer satisfaction among customers of beverage shops in Malaybalay City, Bukidnon.
4. Examine whether a significant relationship exists between generational differences and the level of customer satisfaction.
5. Determine whether a significant relationship exists between the marketing mix and customer satisfaction.
6. Identify whether there are significant variations in customer satisfaction levels when respondents are grouped according to their generational differences.

1.2. Significance of the Study

This study was discussed how customer satisfaction is influenced by the marketing mix variables and identify ways to improve beverage shops in Malaybalay City, Bukidnon. The results of the study would be beneficial to the following groups:

Beverage Shop Owners: The study provides the practical findings of the relationship between the different elements of the marketing mix; place, product, promotion, and price and customer satisfaction.

Local Entrepreneurs: This study will be an important resource to aspiring and current entrepreneurs seeking to enter the beverage industry. The study will provide insights to help them develop marketing strategies that respond better to the needs and demands of market in Malaybalay City, Bukidnon and will contribute to their business prosperity and sustainable growth.

Academic Researchers: The paper will add to the field of research in marketing strategy and customer behavior in the context of the developing beverage market in Malaybalay City.

1.3. Conceptual Framework

This study is anchored on two key concepts: generational differences and the marketing mix (4Ps), which explain variations in customer satisfaction across beverage shop consumers. The independent variables are generational groups (Generation X, Millennials, Generation Z, Generation Alpha) and the marketing mix elements (Product, Price, Place, Promotion), while the dependent variable is customer satisfaction. Generational differences capture the distinct preferences, behaviors, and consumption patterns of each cohort. Generation X (1965–1980) values product quality and transparency (Knezovic, 2025)^[10]. Millennials (1981–1996) prefer personalized, sustainable, and eco-friendly products (Dimock, 2019)^[4]. Generation Z (1997–2012) emphasizes authenticity, inclusivity, and sustainability (Francis & Hoefel, 2018)^[6]. Generation Alpha (2013 onwards) demands interactive, innovative, and engaging experiences due to early tech exposure (McCordle, 2020)^[12]. The marketing mix serves as a strategic framework for engaging these generations. Product covers quality and variety; Price involves affordability and value; Place refers to accessibility and location; Promotion includes social media campaigns and special offers (Juguilon *et al.*, 2022)^[9].

Customer satisfaction reflects how well beverage shops meet consumers' needs and expectations. Alignment between generational preferences and the 4Ps enhances satisfaction, loyalty, repurchase, and positive referrals (Xu *et al.*, 2024). The framework illustrates how generational characteristics and marketing strategies jointly influence customer satisfaction, guiding research design, data collection, and analysis.

1.4. Technology Acceptance Model (TAM)

This study is anchored on three best theories that provides a comprehensive support of the generational differences, marketing mix and customer satisfaction. These are the Generational Theory by Strauss and Howe (1991)^[18], the Marketing Mix Theory developed by McCarthy (1960)^[11], and the Expectation-Disconfirmation Theory by Oliver (1980)^[14]. The combination of these frameworks helps in understanding the variation in the consumer behavior across generations, the influence of marketing mix factors in determining the choice of the customers, and how satisfaction arises when the expectations are met or exceeded by the actual experiences.

The Generational Theory by Strauss and Howe (1991)^[18] can be used to explain why people of the same generation tend to think similarly, have the same behavior and consumption pattern.

To add to this generational approach is McCarthy (1960)^[11] Theory of Marketing Mix which explains that there are four important elements used in designing and implementing effective marketing strategy by organizations and these elements are product, price, place and promotion. To describe how customers evaluate their experiences, Oliver Expectation-Disconfirmation Theory (1980)^[14] offers a context through which customer satisfaction can be understood. It states that the customers develop expectations prior to buying a product or service and after that, they match those expectations with what they have to experience.

Together, these theories support the variables in the study.

The Generational Theory provides us with some information about the differences in consumption preferences and contentment levels between age groups. Marketing Mix Theory offers a perspective using which a reflection on consumer perceptions can be done based on product characteristics, pricing, distribution patterns and promotion efforts. On the other hand, the Expectation-Disconfirmation Theory describes the origin of satisfaction which appears due to the encounter between customer expectations and market offerings.

1.5. Statement of the Problem

The purpose of this study is to identify the generational differences and evaluate the influence of the marketing mix on customer satisfaction in beverage shops in Malaybalay City Bukidnon. Specifically, it aimed to provide answers to the following questions:

1. What is the distribution of generational differences of the respondents in terms of:
 - 1.1 Generation X;
 - 1.2 Generation Y;
 - 1.3 Generation Z; and
 - 1.4 Generation Alpha?
2. What is the level of marketing mix in beverage shops in Malaybalay City Bukidnon in terms of:
 - 2.1 Place;
 - 2.2 Product;

- 2.3 Promotion; and
- 2.4 Price?

3. What is the level of customer satisfaction in beverage shops in Malaybalay City Bukidnon?

4. Is there a significant relationship between generational differences towards the level of customer satisfaction?

5. Is there a significant relationship between the marketing mix towards customer satisfaction?

6. Are there different variations in the level of customer satisfaction when grouped according to their generational differences?

7. Based on the findings of the study, what recommendations can the researchers propose to improve marketing strategies and customer satisfaction?

The following hypotheses are tested in this study:

- H1. There is no significant relationship between generational differences and the level of customer satisfaction.
- H2. There is no significant relationship between the marketing mix and customer satisfaction.
- H3. There is no significant difference between generational differences and customer satisfaction.

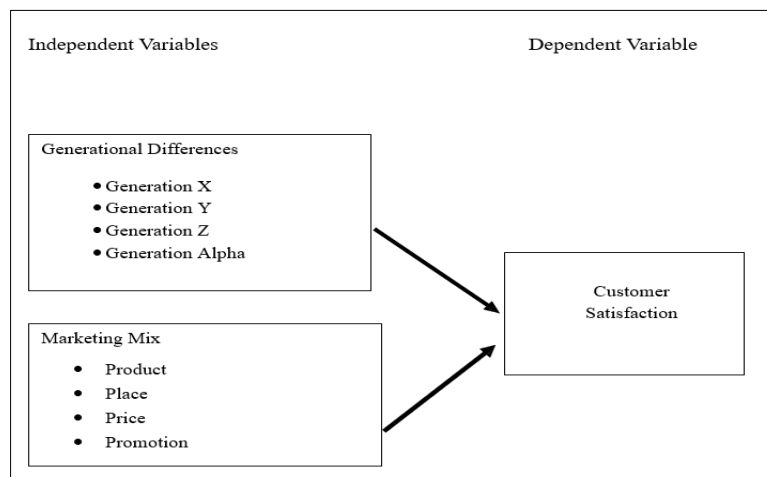


Fig 1: Framework of the Study

2. methodology

2.1. Research Design

This study employed a quantitative research design. Specifically, a descriptive-correlational research design was used to examine generational differences and the impact of the marketing mix components (product, place, price, promotion) on customer satisfaction in beverage shops in Malaybalay City, Bukidnon. Descriptive statistics were used to summarize the demographics of the respondents and the levels of marketing mix variables and customer satisfaction. Furthermore, a Correlational analysis was used to assess the relationships among marketing mix components,

generational groups, and customer satisfaction, identifying the strength and direction of these associations.

2.2. Participants of the study

These participants were selected because they actively consume local beverage products, have relevant experiences and personal preferences, and can offer valuable insights into their levels of satisfaction. By focusing on this group, the study examined customer satisfaction. It evaluated how marketing strategies are working in the local beverage market, while also shedding light on differences in behavior and preferences across generations.

Table 1:

Generation	Age Range (Year)	Number of Participants
Generation Y	29-44	52
Generation Z	13-28	167
Generation Alpha	12-18	31
Total		250

2.3. Population Sampling

This study used convenience sampling to select participants who were readily accessible, such as customers in beverage shops in Malaybalay City, Bukidnon, who were available and willing to participate. This study included only customers who purchased the beverage. To ensure that the sample accurately reflected the demographic composition of the beverage consumer base, proportional representation across generational groups, particularly Generation X, Generation Y, Generation Z, and Generation A, was maintained. Respondents from Generation Alpha were guided by their parents or guardians in answering the survey. This was to ensure voluntary, ethically sound participation.

To improve the rigor of the study and ensure an adequate sample size, GPower is a popular tool for calculating the minimum sample size required to detect a statistically significant effect, given a desired power level, significance level, and effect size. The computation indicated that at least 115 respondents were essential to achieve sufficient statistical power. The study, however, included 250 respondents, which exceeds the minimum requirement, and hence increased the accuracy and generalizability of the results by minimizing sampling error, and provides stronger statistical evidence.

2.4. Data Analysis

This study employed descriptive and inferential statistical techniques to analyze the data and answer the research questions. Descriptive statistics addressed problems 1 to 3. Frequency and percentage profiled respondents by generational group (Generations X, Y, Z, Alpha), while mean and standard deviation summarized evaluations of the marketing mix elements (Product, Price, Place, Promotion) and customer satisfaction.

Spearman's rho correlation was used for problems 4 and 5 to evaluate the correlation between generational differences and customer satisfaction, and between marketing mix elements and customer satisfaction.

To test differences in customer satisfaction across generations (problem 6), the Kruskal-Wallis test was applied. This nonparametric test compares more than two independent groups with ordinal data and does not assume normality (Bohalmann & Weisman, 2018).

These statistical tools ensure a thorough analysis to support actionable conclusions for optimizing marketing strategies and enhancing customer satisfaction in beverage businesses in Malaybalay City, Bukidnon.

2.5. Research Instrument

The study used an adapted structured survey questionnaire to collect data from participants. This instrument was adapted from existing scales from the literature, including the marketing mix measure by De Jesus (2020) and customer satisfaction measures by Oliver, R. L. (1980)^[14] and Ene and Ozkaya, (2014), to ensure relevance and reliability for the context of beverage shops. The questionnaire consisted of

three parts: the first gathered demographic information, specifically focusing on respondents' generational group (Generation X, Millennials, Generation Z, and Generation Alpha). The second part examined the perceptions of the elements of the marketing mix: product, price, promotion, and place, using a series of statements on a 4-point Likert scale with a response of strongly disagree (1) to agree (4) strongly. The third section measured customer satisfaction by assessing components such as product quality, customer service, service consistency, and how well the beverage shops meet customer expectations, also measured using the 4-point Likert scale.

This questionnaire enabled systematic data collection to quantitatively analyze the impact of generational differences and the marketing mix on customer satisfaction. The collected data were analyzed statistically to identify patterns and insights that may be used to enhance marketing strategies and improve customer experiences.

Validation of Instruments: A process of validation was conducted to highlight the reliability and validity of the survey questionnaire. Cronbach's Alpha was used to confirm internal consistency, as all constructs including generational differences, marketing mix elements (Product, Price, Place, Promotion), and customer satisfaction exceeded the recommended value of 0.920.

Expert Evaluation: In order to suit the educational environment of the University, the knowledge of the field in the area of technology-enhanced education and academic performance were consulted to revise the questionnaire in the context of its conceptual sense and its relevance to the context.

Data Collection: The researchers first obtained consent from the relevant authorities to carry out the research in the sampled beverage shops. Content validity was established to ensure that the survey tool accurately reflects the study's purpose and is administrable. A pilot test with 30 members of the target population was conducted to assess the clarity, comprehensiveness, and reliability of the instrument. These were followed by a reliability certification to establish the instrument's consistency and reliability.

The researchers identified and obtained consent from the owners and managers of the beverage shops to survey their customers, which was essential to securing their cooperation and facilitating the research. The completed questionnaires were given to participants face-to-face and accompanied by an informed consent form. The consent form outlined the study's purpose, stressed voluntary participation, and described measures to ensure anonymity and confidentiality. The study will only include people who give informed consent. During data collection, the researchers ensured that respondents completed each survey fully and correctly. They tracked down the process to address any questions or concerns raised by the participants without compromising

professionalism or ethics.

Lastly, the researchers coded and tabulated the responses for analysis. They applied appropriate statistical methods and software to interpret the data, ensuring accuracy and reliability. The analysis will focus on answering the research questions and objectives.

2.6 Ethical Considerations

Before the actual data collection, the researchers ensured that the participants understood they were taking part in a study, the purpose of the research, and the methods being used, and that no material information was left out. They were also made aware that their decision to participate or not in the study was respected and valued, and that they have the right to withdraw from the study at any time. All information gathered was held with utmost confidentiality and used only for the completion of the study.

This study undergone a plagiarism detector test, such as a student plagiarism checker, to avoid plagiarism by using

other authors' or researchers' ideas and words without proper acknowledgement.

This study did not add or construct inaccurate facts or observations during data collection. No claims were made based on incomplete or assumed results.

This study shown no trace of misrepresentation or manipulation of results to fit a theoretical expectation, nor is there any evidence of exaggeration. Conflict of interest was not evident in this study. The researchers had no intent to disclose any information that would be detrimental to the participants' welfare. This study did not invade participants' privacy or pressure them into acting against their will, and ensured that participants' self-esteem was not damaged. The research document underwent a series of revisions per the advice and recommendations of its adviser and panelists. It followed the Bukidnon State University Ethics Review Committee's guidelines and ethical considerations for the study.

3. Results

3.1 Descriptive Statistics

Table 2: Assessment of the Distribution of Respondents Across Generational Differences

Generational Differences	Frequency	Percentage
Generation Y	52	20.8
Generation Z	167	66.8
Generation Alpha	31	12.4
Total	250	100.0

The table indicates that Generation Z (67%) has the strongest representation, followed by Generation Y (21%), with a lower percentage for Generation A (12%). The demographic variables also included Generation X; however, no respondents from this group were recorded, indicating that they purchase beverages in the study area to a negligible

extent. This distribution coincides with the present-day trends in the customer market, with Generation Z and Generation Y actively influencing market demand and having unique preferences, focusing not only on affordability but also on sustainability, social responsibility, and ethical consumption.

Table 3: Assessment of the Respondents' level of the Marketing Mix in Terms of Product

Product	Mean	Std. Deviation	Interpretation
1. I find the materials and ingredients used in beverage are important elements in production.	3.64	.51	Very Effective
2. I consider taste is a factor in selling beverage.	3.64	.51	Very Effective
3. I am attractive with colorful features of packaging attract the customers to buy beverage.	3.52	.57	Very Effective
4. I like the creativity and innovation in the product.	3.64	.52	Very Effective
5. I like the use of brand names to sell the product	3.50	.56	Very Effective
6. I like the availability of numerous numbers of flavors.	3.49	.61	Very Effective
7. I like customizing the taste of the product based on customer preference.	3.54	.55	Very Effective
8. I appreciate the standard procedures used in the beverage production.	3.52	.54	Very Effective
Overall Mean	3.56	.35	Very Effective Marketing Mix factor

Note: (N=250) Scale: 1.0-1.75=VI, 1.76-2.50=I, 2.51-3.25=E, 3.26-4.0=VE

The table indicates that customers rated the product attributes of beverage shops as very effective, with an overall mean of 3.56 (SD =.35). This range of 3.50-4.00 indicates a high degree of customer satisfaction with the products offered. The highest mean ratings were for product materials, ingredient quality, taste, and the creativity and innovation of the beverage (M = 3.64). On the contrary, brand recognition (M = 3.50) and flavor availability (M = 3.49) were positioned

slightly further down on the effectiveness scale and rated as very effective. This indicates that customers value branding and variety, but they are not as influential on satisfaction as core elements such as product materials, ingredient quality, taste, and creativity and innovation. These results affirm that the quality of product innovations is an important component that ensures high satisfaction in the beverage market.

Table 4: Assessment of the Respondents' level of the Marketing Mix in Terms of Price

Price	Mean	Std. Deviation	Interpretation
1. I buy b because of its affordability.	3.51	.56	Very Effective
2. I consider when the shop uses price discounts to increase sales.	3.57	.53	Very Effective
3. I like it when price lists are available and presented to the customers.	3.63	.54	Very effective
4. I appreciate when the shop provides PWD and senior citizen allowance/discount.	3.68	.50	Very Effective
5. I am satisfied with the price of the milk tea is value based from its taste.	3.60	.55	Very Effective
6. I like it when income is based on the percentage of the price mark-up.	3.52	.55	Very Effective
Overall Mean	3.58	.36	Very Effective Marketing Mix factor

Note: (N=250) Scale: 1.0-1.75=VI, 1.76-2.50=I, 2.51-3.25=E, 3.26-4.0=VE

Most of the respondents consistently rated the marketing mix in terms of price as "very effective" with an average score of 3.58 (M= 3.58, Sd=.36). The most positively perceived item was the discount for PWD and senior citizens (M= 3.68, Sd=.50), Showing that customers really matter the value inclusive pricing. Next in line was the display of the price list (M = 3.63, Sd =.54), confirming that clear pricing makes customers feel that things are fair and satisfying.

Other pricing factors, such as the percentage of the price mark-up (M=3.52), satisfaction with value-based pricing (M=3.60), and the purpose of discounts to encourage purpose (M=3.57), also received very effective ratings, indicating that customers perceived prices to be fair and equal. However, the statement "I buy because it's affordable" received the lowest rate (M = 3.51). These results highlight that fair and competitive pricing helps customers feel more satisfied.

Table 5: Assessment of the Respondents' level of the Marketing Mix in Terms of Promotion

Promotion	Mean	Std. Deviation	Interpretation
1. The shop provides direct selling provides information to the customers.	3.51	.58	Very Effective
2. The shops provide outdoor advertisement (such as tricycle tarpaulin, jeepney stickers etc.) encourages customer to buy a beverage.	3.48	.60	Very Effective
3. The shop uses radio advertisement helps the shop in their sales.	3.35	.67	Very Effective
4. I buy beverage because of social media.	3.27	.73	Very Effective
5. The shop uses different promotional discounts (e.g loyalty card, discount coupon, unli-promos).	3.34	.71	Very Effective
6. The shop has a signage that can be seen in morning and night.	3.52	.59	Very Effective
Overall Mean	3.40	.43	Very Effective Marketing Mix factor

Note:(N=250) Scale: 1.0-1.75=VI, 1.76-2.50=I, 2.51-3.25=E, 3.26-4.0=VE

Most respondents report that the shops' promotional strategies were very effective, with an average score of 3.40. This means that people think the shop's promotion influences their buying decision. They strongly agreed with the statements "The shop has a signage that can be seen in morning and night" (M=3.52) and "The shop provides direct

selling provides information to the customers" (M=3.51), both of which were rated as very effective. The results aligned with the study by Huang & Sarigullo (2024) [7] confirmed that clear signage, visible day and night, helps attract more customers and shapes how they see the shop, which supports the high rating in this study.

Table 6: Assessment of the Respondents' level of the Marketing Mix in Terms of Place

Place	Mean	Std. Deviation	Interpretation
1. The shop is located near the town.	3.58	.58	Very Effective
2. The shop is located in front of school.	3.55	.61	Very Effective
3. The shop is accessible.	3.54	.60	Very effective
4. The shop atmosphere and decorations are appealing to the public.	3.60	.52	Very Effective
5. Shop hours cater the customers dining needs	3.58	.53	Very Effective
6. The place is safe and secure for the public.	3.60	.55	Very Effective
7. The shop underwent the zoning and other inspections of the LGUs.	3.60	.53	Very Effective
8. The shop uses feasibility study in the selection of the location.	3.62	.51	Very Effective
Overall Mean	3.58	.38	Very Effective Marketing Mix factor

Note: (N=250) Scale: 1.0-1.75=VI, 1.76-2.50=I, 2.51-3.25=E, 3.26-4.0=VE

The respondents often rated the marketing mix in terms of place as "very effective, with an overall mean of 3.58 (SD 0.38). On the other hand, the majority of the respondents agreed in the statement "The shop uses a feasibility study in

the selection of the location"(M=3.62, SD=0.51) and " The place is safe and secure for the public" (M=3.60, SD=0.55) This shows that safety and accessible shop location contribute a substantial impact to their positive evaluation.

Among the place indicators, the top-rated items were shops located near the town and with a nice ambience (both rated as very effective), as well as the safety of the place, indicating that respondents prioritize the convenience of the location and security when choosing a beverage shop. However, the

statement "The shop is accessible" received a slightly lower mean of 3.54 (SD=0.60), suggesting that some customer prioritizes other factors, such as the price or quality of the product they would like to purchase, when choosing where to shop.

Table 7: Assessment of the Respondents' level of satisfaction in beverage shops

Customer Satisfaction	Mean	Std. Deviation	Interpretation
1. I am satisfied with the overall quality of the products I purchase from this shop.	3.60	.49	Very Satisfied
2. The shop provides consistent product quality every time I shop here.	3.61	.51	Very Satisfied
3. The customer service team is helpful and responsive to my needs.	3.59	.52	Very Satisfied
4. I am happy with how the staff handles my questions and concerns during my shopping experience.	3.53	.55	Very Satisfied
5. The quality of customer service I receive makes me want to shop here again.	3.56	.54	Very Satisfied
6. I am happy to buy at this shop.	3.59	.52	Very Satisfied
7. The Shop is an eligible and prestigious shop.	3.54	.55	Very Satisfied
8. My choice of this shop is correct and logical.	3.47	.56	Very Satisfied
9. I don't regret choosing this shop.	3.50	.57	Very Satisfied
10. The Presented product and services of the shop meet my expectations.	3.51	.55	Very Satisfied
Overall Mean	3.55	.38	Very Satisfied Customer

Note: (N=250) Scale: 1.0-1.75=VD, 1.76-2.50=D, 2.51-3.25=S, 3.26-4.0=VS

The customers in beverage shops tend to be highly satisfied with a mean of 3.55 (SD=0.38), which shows as a very satisfied customer, and that customers are satisfied with the overall quality of the product with a mean of 3.60 (SD=0.49)

and 3.61 (SD=0.51). These results underline the importance of product quality stability in ensuring customer experience and satisfaction.

Table 8: Correlation Between Generational differences towards Customers Satisfaction

Correlation	Customer Satisfaction	P-value	Interpretation
Generational Difference	-0.63	.323	Not Significant

Correlation is significant at the 0.01 level (2-tailed).

The relationship between generational differences and customer satisfaction. The calculated Spearman rho of 0.63 shows a weak negative correlation. The p-value of 0.323, however, is greater than the 0.01 level of significance,

indicating that this relationship is not significant. It implies that generational differences do not significantly affect the intensity of customer satisfaction among the respondents.

Table 9: Correlation Between Marketing Mix towards Customers Satisfaction

Correlation	Customer Satisfaction	P-value	Interpretation
Marketing Mix	.579**	<.001	Significant

Correlation is significant at the 0.01 level (2-tailed).

Most respondents rated the relationship between the marketing mix and customer satisfaction as a significant positive correlation ($r = 0.579$, $p < 0.001$). The $r = 0.579$ means that marketing mix elements, product, price, place, and promotion, are effective as a strategy in beverage shops because they help to increase and boost customer satisfaction.

At the same time, the significance level is $p < 0.001$. It means that the relationships between the marketing mix and customer satisfaction positively affect how well a beverage shop manages its business and the satisfaction of its customers.

Table 10: Assessment of Differences in Customer Satisfaction Levels Across Generational groups (Gen X, Gen Y, Gen Z, Gen A).

Generational Differences	N	Mean Rank	χ^2	df	P-value
Generation Y	52	123.73	4.761	2	.092
Generation Z	167	130.74			
Generation A	31	100.23			

The Kruskal-Wallis test revealed no significant difference in customer satisfaction across generational groups, $\chi^2(2) = 4.761$, $p = .092$. Though Generation X has no record of participants in the demographic variables, Generation X was excluded. Generation Z with the mean rank of ($M = 130.74$), Generation Y ($M = 123.73$),

and Generation A with the mean rank of ($M = 100.23$). Table 11 data showed that differences in customer satisfaction across Generations, such as Generation Y, Generation Z, and Generation A, were statistically insignificant. This implies that satisfaction levels were almost the same across all generations.

4. Discussion

The findings indicate that the majority of the respondents were representatives of the Generation Z, which means that younger shoppers are predominant in the drinks stores of interest. Even though this group was the largest, the findings also indicated that the differences between generations made no significant impact on the customer satisfaction, i.e., customers of all age's groups had similar assessment of their experience.

The respondents were very satisfied among the four elements of marketing mix, with the highest level of satisfaction on price and place, which indicates that customers attach the most importance to affordability and accessibility. The lowest score was on promotion, which means that marketing activities can still be enhanced. The general satisfaction rating was excellent indicating that the beverage stores in Malaybalay City are doing well.

Customer satisfaction was significantly related to the marketing mix elements with positive relationships portraying the significance of good pricing, products, convenience, and promotion. Enhancing promotional tactics and having a balanced marketing mix can be another way of improving customer satisfaction despite the generational differences.

5. Conclusion

The researchers came to a conclusion that the marketing mix is important in the customer satisfaction. The review has shown that these components of the marketing mix have a strong impact on customer satisfaction, which would result in whether customers would revisit a store or would refer a store. The level of satisfaction was also do not differ between Generation Y, Z, and Alpha, which means that all these age groups react to good products, fair prices, efficient promotions, and convenient locations in the same way.

6. Findings Summary

The results of the study revealed most customers of the beverage stores under study are from younger generations, particularly Generation Z, suggesting that marketing strategies can be tailored to the interests and preferences of younger consumers. The average score of price and place is the highest of the four dimensions, and in this dimension the value of price and the accessibility is very valued and the promotion has the least average score and this where marketing can be applied to increase the score.

7. Implications for Practice

The results imply that customer satisfaction in beverage shops is strongly influenced by the effectiveness of the marketing mix particularly price, place, and promotional strategies rather than by generational differences. Since all age groups show similar satisfaction levels, businesses can focus on universal marketing improvements instead of age-specific approaches. Strengthening promotional activities while maintaining good pricing and accessibility can further enhance overall customer satisfaction.

8. Recommendation

Since the customer base is mainly composed of younger generations, beverage shop owners may design marketing strategies that resonate with their preferences, such as creative digital promotions, trendy beverage options, and visually appealing store concepts. Although customers were

generally very satisfied with product quality, pricing, and store accessibility, promotional activities were perceived as the least strong area. Owners are therefore encouraged to enhance their promotional efforts especially through social media engagement, attractive offers, and interactive campaigns to further strengthen customer satisfaction. The study also shows that the marketing mix has a strong influence on customer satisfaction, so maintaining consistency in product standards, fair pricing, accessible store locations, and effective promotion will continue to positively shape customers' experiences. Local entrepreneurs may use this study as a guide in crafting business strategies that meet the preferences of the current beverage market. Because satisfaction levels do not differ significantly across generations, entrepreneurs may focus on strengthening the marketing mix to ensure consistent customer satisfaction regardless of age group. In addition, since younger consumers are more active in this market, entrepreneurs may benefit from implementing modern, digital-oriented marketing techniques and product innovations that appeal to their lifestyle and consumption behavior.

9. Future Research Directions

Since the study found no significant differences in satisfaction levels among age groups, but it also revealed that one generational group did not participate in the survey. Academic researchers are encouraged to investigate why this generation is less engaged with beverages such as milk tea and iced coffee. Further studies could use qualitative approaches to understand this generational group more deeply, allowing future researchers to uncover insights that were not captured in the present study. Such research may contribute to a more complete understanding of beverage consumption patterns across all age groups.

10. Hypothesis testing results and decision

Ho1: There is no significant relationship between generational differences and customer satisfaction (Spearman's $\rho = -0.63$, $p > 0.323$). This indicates that generational differences have no relationship on customers' perceptions and evaluations of their experience. Therefore, the null hypothesis that there is no significant relationship is accepted, indicating that customers' satisfaction is not affected by their generational group.

Ho2: The components of the marketing mix showed a high positive relationship with customer satisfaction, Spearman rho 0.579, $p < .001$ which highlights the importance of the proper marketing mix in improving customer satisfaction. These finding highlights how important marketing strategies are towards improvement of customer satisfaction and implies that, with better marketing mix, there is potential of further satisfaction. Therefore, the null hypothesis of no significant relationship is rejected, indicating that effective marketing strategies play a crucial role in enhancing customer satisfaction.

Ho3: The Kruskal-Wallis test revealed that there are no significant different variations in the level of customer satisfaction across generational differences. Even though Generation Z had the best mean rank (130.74), and the second place came to Generation Y (123.73), and Generation A (100.23). The results revealed that the mean rank, do not differ greatly, indicating that there is no significant difference

between the groups. This indicates that the level of satisfaction is similar for all generations, and the null hypothesis of no difference between groups is accepted.

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