

The Mediating Effect of Brand Equity on the Relationship Between Marketing Mix and Customer Engagement for Online Food Delivery Services

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Abstract

This paper explored the mediating effect of brand equity on the relationship between marketing mix and customer engagement for online food delivery services. The respondents of the study were 305 online food delivery customers which were chosen using stratified sampling. There were three modified survey questionnaires utilized, as well as face-to-face and e-survey data collection methods. This study utilized non-experimental quantitative research utilizing the descriptive-correlation approach and mediation analysis. The weighted Mean, Standard Deviation, Pearson Product-Moment Correlation Coefficient, Multiple Regression Analysis, and Path Analysis were used to analyze the data. The result revealed that the respondents have high levels of brand equity, marketing mix, and customer engagement. The relationship between marketing mix and customer engagement, marketing mix and brand equity, and brand equity and customer engagement were found to be statistically significant. Moreover, the result also shows that brand equity partially mediates the relationship between marketing mix and customer engagement. Implications of the study findings are presented.

Keywords: Master in Business Administration, business management, brand equity, marketing mix, customer engagement, online food delivery services, mediation, Philippines

1.

1.1 Introduction

Despite the effort of the food industry to shift to online services, customers often face issues such as late deliveries and inaccurate orders (Hildebrandt and Ulmer, 2022). The study by Kim, Badu-baiden, and Choi (2021) mentioned that, unlike traditional dining experiences, online food delivery services lack face-to-face engagement between customers and restaurant staff. This lack of direct communication can make it challenging for customers to convey special requests, ask questions, or resolve issues effectively. Moreover, some online food delivery platforms have limited customization options for customers to tailor their orders according to specific dietary preferences, allergies, or restrictions (Chan and Gao, 2021). Another issue according to Azman (2021) is the problem of security or privacy issues in online food delivery applications where service providers can access the customers' personal data. These negative engagements result in a customer's intentional efforts to harm delivery services, customers, or restaurants by spreading negative word of mouth, which leads to brand switching, retaliation, restraint, rejection, and revenge behaviors on the brand, product, or company (Alexander, Jaakkola, and Hollebeek, 2018). As a result, the purpose of this study is to investigate numerous variables that may influence customer engagement with online food delivery services.

The significance of customer engagement is to promote customer brand loyalty. As customer interaction increases, so does consumer self-brand connection and loyalty (Goyal and Srivastava, 2015).

Similarly, customers who are engaged are more inclined to share their good experiences, provide positive comments, and suggest the product to other potential customers (Islam and Rahman, 2016). Moreover, customer engagement can reduce the cost of doing business and increase opportunities for cross-selling and up-selling; thus, engaging customers significantly increases the annual revenue of one's company (Pansari and Kumar, 2017). As a matter of fact, customer engagement is conducive to the development of customer-based outcomes such as brand trust, attachment, and loyalty, hence assisting enterprises in differentiating themselves and increasing sales, competitive advantage, and profitability (Islam, Hollebeck, Rahman, Khan, and Rasool, 2019). As a result, existing research provides a lot of marketing techniques and customer management policies, thereby increasing customer engagement and business value. (Paruthi and Kaur 2017).

Moreover, In the study of Saha (2020), customer engagement and the marketing mix are connected to empowering and motivating customers to contribute to the marketing functions. The marketing mix has been an important paradigm that builds solid customer engagement, interaction, retention, networking, and customer relations, creating a brand image and equity. According to the study of Fathian (2015), Any marketing effort will have a positive impact on brand equity; marketing decisions such as brand name, advertisement, sales forces, marketing research, and co-branding act as precursors to building strong brand equity because they improve the brand's reputation, brand loyalty, and perceived brand quality. There is a significant and direct relationship between seven marketing mix characteristics and brand equity, which increases variables such as pricing, product, advertising, place, physical evidence, process, and people (Mohammad, 2019). Hollenbeck (2019) is extremely experimental in assessing the influence on customer engagement as an intangible, difficult-to-copy strategic asset, providing an excellent opportunity to adapt to stakeholder expectations and generate successful customer experiences. According to Datta, Ailawadi, and Van Heerde (2017), brand equity generates a cascade of consequences that affect corporate reputation, customer happiness, and customer engagement by evoking traits in consumer memory such as prestige, safety, trust, honesty, profitability, and security-boosting.

Previous studies revealed that brand equity is highly experimental in nature to evaluate the impact of customer engagement as an intangible, difficult-to-copy strategic asset that provides a fantastic opportunity to respond to stakeholder expectations and build successful customer experiences (Hollebeck and Macky, 2019). Additionally, the increased marketing mix in other social networking platforms, particularly social media brand communities, positively influence brand equity, customer engagement, and platform choice. Self-concept is a precursor of consumer engagement behaviors and is separated into perceived value, perceived quality, and self-brand image congruency. As a result, it is critical to recognize that the marketing mix is a crucial explanatory component of platform choice for brand equity and customer engagement indicators in the online platform communities. (Habib, Irfan, and Shahzad, 2022).

Despite the existence of literature on social commerce, the aspects and antecedents of platform preference in the online food delivery industry remain unaddressed, and bridging customer engagement through online channel integration is scarce, particularly in the context of the online food industry. (Habib, Irfan, and Shahzad, 2022). Additionally, only a few empirical studies have looked at the impact of social media marketing mix on brand equity and customer engagement, notably in the fast-food business. (Šerić & Praničević, 2018; Anshu, Gaur, and Singh, 2022; Hanaysha, 2022). The researcher has also not come across a similar study in the local environment and believes that this study will help to address the growing concern about consumer engagement for online food delivery service businesses. Therefore, there is an urgency to conduct the study to investigate how marketing mix in online platform positively involve brand equity and how to engage customers better to innovate and smart idea in leverage to online customer engagement in the online food industry and to contribute relevant literature on the existing body of knowledge and to be utilized by future researchers.

1.2. Literature Review

This study is primarily anchored to the Social Support Theory (SST) of Francis Cullen (1994), This stresses that taking into account a social support construct adds to consumers' positive engagement in their online community. Furthermore, social support helps to investigate the role of social commerce in co-creating business branding. According to this theory, when the marketing mix is used effectively in social networks, customers are more likely to share commercial information, other helpful information, and recommendations for a particular service provider with other potential customers. This theory claims that this increased engagement between service providers and recipients increases the value or equity of the brand. When the recipient is satisfied with the service's marketing mix, it increases customer engagement and enters into a more satisfying and warm relationship.

Similarly, the Congruence Theory by Rokeach and Rothman (1965) is one of the supporting theories in this study, which assesses marketing stimuli based on how consistent they are in line with one's values. This describes the encouragement of communication between people, customers who have a harmonized emotion towards a brand, event, or experience proclaim to have positive attitudes and behaviors that contribute to a consumer's self-concept development and thus should lead to more positive product evaluations and customer interaction when the personality of the brand and the consumer are congruent, resulting in greater engagement. The greater the similarity between the customers of the two parties and the online food delivery services, the more favorable the replies to the online food delivery services. Furthermore, this study is based on Jerome McCarthy's Basic Marketing: A Managerial Approach, which popularized the Marketing Mix Theory as the four Ps: product, price, promotion, and place. (Anderson and Taylor, 1995). This theory focuses on the holistic marketing strategy that intends to engage the customer in the business or organization positively; marketing mix is widely used in a business which can make customer interaction and satisfaction to its highest level.

This study adopted the above theories and models because the researcher believed that those presented a logical mediating effect of brand equity on the relationship between marketing mix and customer engagement for online food delivery services. The theories also support that engaged customers have strong ties with the company, are more loyal to it, and are motivated to give word-of-mouth recommendations to a possible customer. It is socially responsible behavior for companies that cares about all of their stakeholders, which gives benefits and pays back to companies through positive customer outcomes (Kumar and Pansari, 2016).

1.3 Statement of the Problem

Generally, this study aimed to determine the mediating effect of brand equity on the relationship between marketing mix and customer engagement for online food delivery services. Specifically, it sought to answer the following:

1. To assess the level of marketing mix for online food delivery services in terms of:
 - 1.1 Service Nature;
 - 1.2 Price;
 - 1.3 Place;
 - 1.4 Promotion;
 - 1.5 People
 - 1.6 Physical Evidence; and,
 - 1.7 Processes
2. To assess the level of Customer Engagement for online food delivery services in terms of:
 - 2.1 Absorption;
 - 2.2 Enthusiasm;
 - 2.3 Attention;
 - 2.4 Identification;
 - 2.5 Interaction; and,

- 2.6 Customer Loyalty
3. To assess the level of Brand Equity for online food delivery services in terms of:
 - 3.1 Brand Image;
 - 3.2 Brand Loyalty;
 - 3.3 Brand Preferences; and,
 - 3.4 Brand Leadership
4. To determine the signification relationship between:
 - 4.1 Marketing Mix and Customer Engagement for online food delivery services;
 - 4.2 Marketing Mix and Customer Engagement for online food delivery services; and,
 - 4.3 Brand Equity and Customer Engagement for online food delivery services
5. To determine the mediating effect of brand equity on the relationship between marketing mix and customer engagement for online food delivery services.

1.4. Discussion of Results and Reflection

This section dealt with the presentation, analysis, and interpretation of data taking into consideration the research questions which sought to answer the main problem of the research. The data were sequentially presented below in the form of tables for the systematic and comprehensive analysis.

1.4.1. Level of Marketing Mix for Online Food Delivery Services

Table 1. Level of Marketing Mix for Online Food Delivery Services

Indicators	SD	Mean	Descriptive Level
Service Nature	0.63	3.88	High
Price	0.59	4.09	High
Place	0.63	4.11	High
Promotion	0.61	4.08	High
People	0.66	4.04	High
Physical Evidence	0.66	4.03	High
Processes	0.65	4.04	High
Overall	0.53	4.04	High

Table 1 shows the level of the marketing mix for online food delivery services with an overall mean of 4.04 with a “High” descriptive level. The high level was reflected in the respondents' high ratings for all indicators of the marketing mix, in which among the indicators place has the highest mean of 4.11 and standard deviation of 0.63, followed by price with 4.09 mean and 0.59 SD, the promotion got a 4.08 mean and 0.61 SD, processes and people got a mean score of 4.04 and an SD of 0.65 and 0.66 respectively, physical evidence has a mean score of 4.03 and 0.66 SD, and the lowest mean is service having a 3.88 and an SD of 0.63. This signifies that the respondents' responses to the measures of marketing mix were oftentimes true with the items, service, price, place, promotion, people, physical evidence, and process.

The high-level rating of the marketing mix of online food delivery service customers is due to the following high-level rating of its indicators, which involve product (service nature), price, place, promotion, people, physical evidence, and processes. The findings suggest that the service of online food delivery is an essential factor when consumers make a purchase and engage in the market, especially for place and price as the two most important factors in terms of logistics and purchasing power that affect customer convenience, demand, and profitability of the business (Putra et al., 2020). This also suggests that online food delivery service customers tend to engage in the promotion to be the center of awareness since it advertises the service, and most customers are inclined to know more about the service for effective word of mouth (Assemblo, 2021). Lastly, based on people, physical evidence, and processes of the service provider, it presented to assist them in their purchase and would yield a greater result if done properly (Saad, 2021; Prasetyo et al., 2021; Altay et al. I., 2021).

1.4.2. Level of Customer Engagement for Online Food Delivery Services

Table 2. Level of Customer Engagement for Online Food Delivery Services

Indicators	SD	Mean	Descriptive Level
Absorption	0.79	3.42	High
Enthusiasm	0.72	3.75	High
Attention	0.85	3.52	High
Identification	0.91	3.45	High
Interaction	0.87	3.51	High
Customer Loyalty	0.72	3.82	High
Overall	0.69	3.58	High

Table 2 indicates the level of online food delivery services, which accumulated an overall mean of 3.58 with a high descriptive level. Customer loyalty is the highest among the indicators of customer engagement, with a mean of 3.82 or high level and a standard deviation of 0.520, followed by enthusiasm with a mean of 3.75 or high level and a standard deviation of 0.72, attention is next on line with 3.52 high in descriptive level with 0.79 SD, followed by interaction with a mean score of 3.51 and 0.87 standard deviations, identification has a mean score of 3.45 and 0.91 SD, and absorption is the lowest mean with 3.42 or high level and a standard deviation of 0.79. This implies that the responses to customer engagement for online food delivery services were oftentimes true as measured by absorption, enthusiasm, attention, identification, interaction, and customer loyalty.

Customer engagement, as an intrinsically dynamic and reciprocal notion, has grown in importance as a means of understanding how service relationships are established, maintained, and improved (Jaakkola and Alexander, 2014). The results indicate that customer loyalty generates long-term competitive advantages and financial results and spreads good word of mouth (Al-Ayed, 2022). Other indicators, including enthusiasm, attention, identification, interaction, and absorption, play an important part in customers genuine interest, level of excitement, affection, and intensity regarding the focus of engagement of a brand in a social media platform (Harrigan et al., 2017; So et al., 2021), and with the customer becomes fully concentrated and deeply engrossed in a branded social media activity that time passes quickly, and one has difficulty detaching from his/her role (Carlson et al., 2017)

1.4.3. Brand Equity for Online Food Delivery Services

Table 3. Level of Brand Equity for Online Food Delivery Services

Indicators	SD	Mean	Descriptive Level
Brand Image	0.53	4.15	High
Brand Loyalty	0.67	3.91	High

Brand Preference	0.83	3.54	High
Brand Leadership	0.57	4.13	High
Overall	0.53	3.93	High

Shown in Table 3 are the mean scores for the items of brand equity, with a mean score of 3.93 which is described as a high level. The high level could be attributed to the high rating given by the respondents in most of the items. This implies that the responses to brand equity were oftentimes true in most cases. The mentioned overall mean was the result gathered from the computed mean scores of all items of the brand equity for online food delivery services.

High brand equity gives the organization a competitive advantage, increases new customer loyalty and retains old customers, wins the competition, and has high utility value (Haudi et al. 2022). The high results of brand image, brand loyalty, brand preference, and brand leadership are mainly influenced by the interest and purchasing decisions of customers for a service through advertising, sales promotion, reputation for quality, and unique features that provide product options and value in which customers can recall information about a brand (Hanaysha, 2022), and these customers decided to purchase the brand despite the fact that they were presented with numerous alternative brands of competing products that offered greater product qualities from various viewpoints (Sadek, Elwy, and Eldallal, 2018). The findings also show that preserving store image, brand quality, and so on, assists consumers in understanding and providing complete knowledge about their preferences, likings, purchase intention, and purchasing behavior. (Chandrasekhar, Gupta, and Nanda, 2019).

1.4.4. Significance of the Relationship between Marketing Mix and Customer Engagement for Online Food Delivery Services

Table 4. Significance of the Relationship between Marketing Mix and Customer Engagement for Online Food Delivery Services

Marketing Mix	Customer Engagement					Overall	
	Absorption	Enthusiasm	Attention Interaction	Identification	Customer Loyalty		
Product	.410** .000	.600** .000	.526** .000	.412** .000	.498** .000	.608** .000	.594** .000
Price	.320** .000	.456** .000	.361** .000	.293** .000	.355** .000	.439** .000	.431** .000
Place	.343** .000	.475** .000	.372** .000	.344** .000	.385** .000	.497** .000	.469** .000
Promotion	.341** .000	.530** .000	.398** .000	.378** .000	.423** .000	.580** .000	.514** .000
People	.356** .000	.580** .000	.383** .000	.345** .000	.457** .000	.536** .000	.514** .000
Physical Evidence Processes	.389** .000	.581** .000	.447** .000	.393** .000	.479** .000	.556** .000	.553** .000
	.368** .000	.588** .000	.484** .000	.402** .000	.485** .000	.575** .000	.564** .000
Overall	.436** .000	.658** .000	.512** .000	.443** .000	.532** .000	.653** .000	.628** .000

The result presented in Table 4.1 shows that there is a moderate positive correlation between marketing mix and customer engagement. Kotler & Keller (2015) presented that marketing mix indicators are

able to influence customer loyalty. When companies provide a quality service, reasonable price, accessible location, effective promotion strategy, people-oriented pieces of evidence, and reliable processes, companies have the ability to influence customer engagement and satisfaction positively (Harsono, 2016). A similar study by Salem and Chaichi (2018), all marketing mix factors positively increase customer engagement, and organizations should design their marketing mix efficiently to attract customers, loyalty in repeat purchases, more income for the company, and hesitation to purchase another product offered by another company. Furthermore, customer preferences and reactions to services can be well supported by loyalty (Albattat and Romli, 2017).

1.4.5. Significance of the Relationship between Marketing Mix and Brand Equity for Online Food Delivery Services

Table 5
Significance of the Relationship between Marketing Mix and Brand Equity for Online Food Delivery Services

Marketing Mix	Brand Equity				Overall
	Brand Image	Brand Loyalty	Brand Preference	Brand Leadership	
Product	.463** .000	.552** .000	.573** .000	.593** .000	.676** .000
Price	.382** .000	.397** .000	.395** .000	.526** .000	.519** .000
Place	.431** .000	.375** .000	.377** .000	.469** .000	.501** .000
Promotion	.453** .000	.467** .000	.438** .000	.529** .000	.576** .000
People	.440** .000	.438** .000	.481** .000	.522** .000	.579** .000
Physical Evidence	.462** .000	.438** .000	.465** .000	.482** .000	.567** .000
Processes	.492** .000	.469** .000	.482** .000	.522** .000	.602** .000
Overall	.538** .000	.540** .000	.554** .000	.626** .000	.693** .000

The result presented in Table 4.2 reveals that there is a moderately favourable link between marketing mix and brand equity. Marketing tactics have a huge impact on positive brand equity and consumer sentiments toward the product. Marketing tactics guided by management can be linked to brand equity via brand equity aspects. Marketing elements are critical instruments that the company employs to shape its offer for its customers, launch numerous actions, and demonstrate the relationship between brand equity generation and marketing operations. According to Niazi et al. (2021), one of the most important roles played by promotion in the establishment of brand equity is the value it demonstrates.

The findings revealed that each individual marketing activity helps to its dimension in the brand's

creation of the brand since they are favorably related to the dimensions of brand equity. The same study

conducted by Hilal (2019) presented a better understanding of the impact the extended marketing mix elements have on brand equity, revealing that the people element of the extended marketing mix is one of the major variables that influence brand equity, as are process elements and physical evidence.

Similar results presented by Prabowo, H. and Sriwidadi, T. (2019) that the loading factors of the 7Ps in the marketing mix; product, price, place, promotion, process, people, and physical evidence piqued attention in the brand equity loading factors brand image, perceived quality, and brand loyalty had a substantial and considerable influence in the end.

1.4.6. Significance of the Relationship between Brand Equity and Customer Engagement for Online Food Delivery Services

Table 6
Significance of the Relationship between Brand Equity and Customer Engagement for Online Food Delivery Services

Brand Equity	Customer Engagement						Overall
	Absorption	Enthusiasm	Attention	Identification	Interaction	Customer Loyalty	
Brand Image	.213** .000	.393** .000	.281** .000	.254** .000	.333** .000	.429** .000	.368** .000
Brand Loyalty	.456** .000	.579** .000	.513** .000	.431** .000	.522** .000	.599** .000	.604** .000
Brand Preference	.547** .000	.619** .000	.589** .000	.543** .000	.618** .000	.629** .000	.695** .000
Brand Leadership	.320** .000	.497** .000	.403** .000	.296** .000	.355** .000	.497** .000	.459** .000
Overall	.500** .000	.660** .000	.573** .000	.494** .000	.588** .000	.680** .000	.681** .000

The result presented in Table 4.3 shows that there is a moderate positive correlation between brand equity and customer engagement. Cambra-Fierro et al., (2021) stated that the essential variables that provide additional value for customers are brand awareness, brand associations or brand image, perceived quality or preference, and brand loyalty. When customers are familiar with a brand and have distinct, positive emotive and cognitive associations with it, it can have an impact on business reputation and customer engagement, among other things. Furthermore, Algharabat (2020) asserted that social media plays an important role in building brand equity through customer participation. Customers' connection with the brands given via social media represents their increased involvement in the presented brands and hence helps to brand equity. As a result, customer engagement improves their brand knowledge, which leads to strong, favorable, and distinct associations with the brand, influences their purchasing decisions, and provides value, and builds brand

equity (Asyhari et al., 2022; Leksono, H. and Prasetyaningtyas, S., 2021; Maskuroh 2022).

It was shown in Tables 4.1, 4.2 and 4.3 the results of the tests conducted to evaluate the interrelationship between variables. It was observed that there is a positive correlation on the relationship between, Marketing mix and customer engagement, marketing mix and brand equity, and brand equity and customer engagement with p -value of <0.000 which implies a high significant relationship at 0.00 significance level. This indicates that the higher the marketing mix of online food delivery services, the more it can affect customer engagement. On the other hand, customer perception is directly proportional to their ability to engage more positively in food delivery services. Furthermore, the higher the marketing mix, the higher it supports the brand equity.

1.4.7. Regression Weights 1: Influence of Marketing Mix on Customer Engagement

Table 7.

Regression Weights 1: Influence of Marketing Mix on Customer Engagement

	Estimate	S.E.	C.R.	P	Label
Customer Engagement <--- Marketing Mix	.821	.058	14.062	***	

Shown in Table 7 is the relationship between marketing mix and customer engagement for online food delivery services. Shown also are the regression weights of the marketing mix to customer engagement. It means that when the marketing mix increases by 1 standard deviation, customer engagement increases by 0.82. The regression weight estimate of 0.82 has a standard error of 0.058. By dividing the regression weight estimate by the estimate of its Standard Error (SE), it resulted in the critical ratio (CR) of 14.062. In other words, the regression weight estimate is 14.062 standard errors above zero. The regression weight for marketing mix in customer engagement is significant from zero at the 0.05 level (two-tailed).

1.4.8. Regression Weights 2: Influence of Brand Equity on Marketing Mix and Customer Engagement

Table 8.

Regression Weights 2: Influence of Brand Equity on Marketing Mix and Customer Engagement

	Estimate	S.E.	C.R.	P	Label
Brand Equity <--- Marketing Mix	.696	.042	16.744	***	
Customer Engagement <--- Marketing Mix	.392	.073	5.390	***	
Customer Engagement <--- Brand Equity	.616	.072	8.512	***	

Reflected in Table 8 are the relationships between the variables with their corresponding estimate, standard error, critical ratio, and probability value. It is shown that the relationship between marketing mix and brand equity (Path A) as a mediator is estimated at .696, which means that as the marketing mix goes up by 1, the brand equity goes up by .696. The regression weights estimate has a standard error (S.E.) of 0.042

and a critical ratio (C.R.) of 16.744, resulting from dividing .696 by 0.042. The probability (p) value of .000 means that the regression weight for brand equity differs from zero at the 0.001 level. This implies that the relationship is significant.

Additionally, the relationship between brand equity as a mediator and customer engagement (Path B) as the dependent variable has an estimate of .616 which means that as reason goes up by 1, customer engagement goes up by .616. The regression weights estimate has a standard error (S.E.) of 0.072 and a critical ratio (C.R.) of 8.512, resulting from dividing .616 by .072. The probability (p) value of 0.000 means that the regression weight for customer engagement differs from zero at the .001 level. This implies that the relationship is significant.

Moreover, the relationship between marketing mix and customer engagement (Path C) is estimated at .392, meaning that as the marketing mix increases by 1, customer engagement increases by .392. The regression weights estimate has a standard error (S.E.) of 0.073 and a critical ratio (C.R.) of 5.390. The probability (p) value of .000 means that the regression weight for the marketing mix is not different from zero at the 0.001 level. This implies that the relationship is significant with the sign unchanged.

The three steps must be for a third variable to act as a mediator (Baron & Kenny, 1986). In Figure 2, table 2, steps 1 to 3 are illustrated. In Step 1 (Path C), the marketing mix (independent variable) does significantly predict with sign unchanged customer engagement (DV), and the estimate has decreased. In step 2 (Path A), marketing mix (IV) significantly predicts brand equity (MV). Finally, in step 3 (Path B), brand equity (MV) significantly predicts customer engagement (DV). The objective of steps 1–3 in mediation analysis is to construct zero-order correlations across variables to ensure that the mediator variable actually mediates the relationship between the independent variable (IV) and the dependent variable (DV). Finally, the combination of marketing mix and customer engagement is significant.

Using Path Analysis, the result shows that the marketing mix to brand equity, brand equity to customer engagement, and marketing mix to customer engagement is signed unchanged. Hence, brand equity partially mediated the relationship between marketing mix and customer engagement. The result illustrates that brand equity has a significant role in creativity, fostering marketing mix and customer engagement for online food delivery services. Furthermore, brand equity as the mediating variable affects the causal association between marketing mix and customer engagement. This makes the relationship between the independent and dependent variables significant, with signs unchanged. The mediating effect is partial mediation.

1.5. Conclusion

According to the findings of this study, the following conclusions are drawn: online food delivery services in Davao City have a high level of marketing mix. This demonstrates that the online food delivery services marketing mix is being implemented properly in their operation, and it positively engages customers. Similarly, customer engagement is also high, characterized by active and meaningful interactions with its customers towards online food delivery services. Meanwhile, Brand equity's high results manifest an important paradigm towards the relationship between marketing mix and customer engagement. These findings indicate that the brand has successfully established a robust brand image in the minds of consumers, leading to high brand recall and recognition. Furthermore, the results also confirm a moderate positive correlation in the relationship between marketing mix and customer engagement for online food delivery services, marketing mix and brand equity, and brand equity and customer engagement. Lastly, the results show that brand equity partially mediates the relationship between marketing mix and customer engagement for online food delivery services.

1.6 Recommendation

Based on the findings of this study on marketing mix it is recommended that online food delivery

businesses may continue improving their current marketing practices in online food delivery services to their customers, especially on the distinctive services, update services products, provide a variety of services, and efficient website supporting services in the vicinity to increase purchase decision and engage and immerse customers positively.

On the other hand, based on the high result of customer engagement, the following recommendations are proposed. To gauge customer satisfaction and sentiment, online food delivery services may Implement regular customer feedback mechanisms, such as surveys, reviews, and social listening. It is also recommended to expand customer engagement efforts across various communication channels, including social media, email, website, mobile apps, in-person interactions, customer support, and community building.

Furthermore, the high level of brand equity recommends that online food delivery services may utilize the use of consistent brand messaging, continuous brand monitoring, innovation, and brand monitoring, prioritize customer engagement and provide exceptional customer experiences. Another recommendation is that the company may invest in community-building initiatives to foster a sense of belonging among customers. Engaging consumers in brand-related events, charitable activities, or online communities can strengthen brand loyalty and create a devoted customer base.

Moreover, with the moderate positive correlation in the relationship between marketing mix and customer engagement for online food delivery services, marketing mix and brand equity, and brand equity and customer engagement, it is recommended that food delivery businesses continue to plan and implement a marketing mix in online platforms in order to attract and retain customers. In addition, because the marketing mix plays the most important role in brand equity, online food delivery services may employ the various marketing mix aspects to promote positive brand equity and value. Furthermore, online food delivery businesses may continue to build brand equity in order to maintain a positive and impactful reputation in terms of client involvement.

Lastly, the results show that brand equity partially mediates the relationship between marketing mix and customer engagement for online food delivery services. it is recommended that online food delivery services may continue improving their services to help the company establish its credibility in the market, Brand loyalty lets customers perceive greater importance, and customers with brand loyalty will face a decision to choose their brand preference. Brand leadership will always look at the value of the online food delivery services as different compared to the traditional dine-in process, These indicators encourages customer to engage positively in the marketing mix of online food delivery services. Also, online food delivery services are recommended to help their customers to see the importance of marketing mix and brand equity to help them understand how useful these are in their engagement towards online food delivery services.

Overall, It was stressed that taking into account a social support construct adds to users' positive participation in their online community. Furthermore, social support helps to investigate the function of social commerce in the co-creation of business branding. In this theory, it explains that when marketing mix is used positively in social networks, it will affect the engagement of customers positively to share commercial information, other supportive information, and recommendation of a specific service provider to other possible customers that involves the engagement between service providers and recipients that added value or equity to the brand. When the recipient is satisfied with the marketing mix of the service provided, it increases customer engagement and enters into more satisfying and warm relations.

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