

Product Innovation and Consumer Loyalty of Lucky Me Pancit Canton Noodles

Marceline Jenn Hasief Dugo¹, Salvador Billen Jr.¹, Alexa Nicole V. Olitres¹, Michael Angelo B. Raganit¹, Princess Erica Beup Alovera Maed Chra^{1*}, Eliza T. Satulan Dbm Spbe¹

¹ The Department of Business Administration, Dr. Carlos S. Lanting College, Quezon City, Philippine

Email Address

marcelinejennhasief@yahoo.com (Marceline Jenn Hasief Dugo), billensalvador1997@gmail.com (Salvador Billen Jr.), alexa.olitresss@gmail.com (Alexa Nicole V. Olitres), michaelangeloraganit421@gmail.com (Michael Angelo B. Raganit), erikkabeup@lanting.ph.education (Princess Erica Beup Alovera Maed Chra), elizasatulan@lanting.ph.education (Eliza T. Satulan Dbm Spbe)

*Correspondence: erikkabeup@lanting.ph.education

Received: 12 May 2023; **Accepted:** 3 July 2023; **Published:** 24 July 2023

Abstract:

Lucky Me's Pancit Canton Noodles have been a favorite of the Filipino household, and up until now, many Filipinos are still eating it. New Product Development (NPD) is bringing a new product to the marketplace. The aim of this study is to determine if there is a significant relationship between the product innovation and to the customer loyalty. There are factors to specify if the product innovation and consumer loyalty of Lucky Me Pancit Canton. Those factors are Taste, Texture, Packaging, and Variant Size. The researcher used the Likert Scale to understand if there is a significant relationship between the perceived level of product innovation and whether there is no. The researchers constructed an online survey questionnaire with 160 respondents around Talipapa, Tandang Sora, and Sangandaan Quezon City. The Survey results show that when it comes to the perceived level of the product innovation made by the lucky me pancit canton noodles, packaging has the highest and is interpreted as very effective in terms of the product innovation. While the level of affects of product innovation towards customer loyalty, the factors of a product contain the highest interpretation of moderate affect towards the product innovation in consumer loyalty. The findings of this study are very beneficial for product innovation studies and future research related to this study.

Keywords:

Lucky Me Pancit Canton Noodles (LMPCN), Innovation, Customer

1. The Problem and Its Background

This chapter will explain the background of the marketing research study and its problem. This chapter introduces the Lucky Me Pancit Canton Noodles product innovation and consumer loyalty. The significance of the study explains its benefits and importance to others. The statement of the problem contains what the researchers

see in this study. Theoretical Framework and Conceptual will help the researchers to support this study and have an outcome at the end of the study. A hypothesis shows the expectation or prediction in this study. The operational definition of terms explains the essential detailed information that the researchers used in this study. Lastly, the Scope and Delimitation of the study describe the range and parameters for exploring the respondents and their location.

2. Introduction

In recent years, the rapid changes of many businesses and companies regarding innovating their products and services have made it very important for them to improve and develop new changes to discover better solutions to achieve a competitive advantage over their competitors in the market. (Dorin, Maftai, Maeir, and Bițan, 2019).

The term “innovation” in marketing refers to a process that involves fresh concepts that benefit a new good or service. Product innovation is the field that deals with creating new, cutting-edge products, changing the designs of items that currently exist, and enabling the use of superior and novel components or materials in previously existing products. Product innovation can contribute to companies that need to stay in a competitive position in the market; therefore product innovation is standard in different fields of business. Lucky Me! has since developed into a well-known brand that practically every Filipino family loves.

As Lucky Me! grew in popularity among Filipinos over time, it has consistently innovated its products to be understanding and responsive to its valued customers. The paper tries to understand how effective the Lucky Me Pancit Canton Noodles product innovation affects the consumer on their different perception of the product to identify if the innovation succeeded.

Based on the study of Maier et al. (2019), it has been found in recent years that product innovations can strengthen a company or organization and society, as it is seen to be a way to achieve sustainable economic growth and development within the market. The market sales of instant noodles as of the year 2020 are worth P39.9 billion. The company, in its IPO prospectus last May 2020, says that increasing the growing urbanization, disposable income, busy life schedules, expenditure on food, and better access to different product categories could result in increasing the preferences that the customers have. Including having fast, budget- friendly and delicious meals and having consumption per capita of the instant noodles they eat.

According to the Article Website of Yummy.ph, written by Bea Faicol (2021), in 2016, the Lucky Me pancit Canton Noodles changed its contents. Like the noodles became thicker, and they became round noodles. Many Filipinos are surprised by the changes brought about by Pancit Canton noodles, which have become a part of their childhood and comfort foods. They also started an online petition to bring back the original square noodles. However, despite the new changes made by the Lucky Me, many Filipinos are still interested in purchasing it in convenience, grocery, sari- sari, and many stores within the market.

As stated by the Manila Bulletin written by John Legaspi (2022), in 2020, the brand lucky me pancit canton magnified the feeds of social media for the Filipinos as they put some creative ideas and designs about the iconic brand packaging of the pancit canton noodles in a redesign challenge.

The adored food company has grown so well-known over the years that Filipinos find it enjoyable and simple to envisage it in new ways. Lucky Me, this time! With a new package design, Lucky Me! Reveals its response to the issue and establishes the legitimacy of its revamping. We've all heard they called it “the only constant in life changes”, and with Lucky Me! In this instance, the shift manifests as a new aesthetic with more vibrant colors and design features that emphasize the flavors that go into its goods. Because that is what it is, call it a glow-up. Its font has a minimalistic style that is both clean and classic. The new package, which has a larger view of the pancit canton than the old one did, beckons customers to dig in and enjoy it.

As explained by Andersen, N. (2019), the development of absorptive capacity through careful organizational learning is something businesses should focus on doing more to produce recent technological advances and add value to by-product resources. It could be used in having a product innovation to possess a competitive advantage over your competitors in the market and to have a successful process that gives them the power to have more customers and achieve customer loyalty.

Theoretical Framework

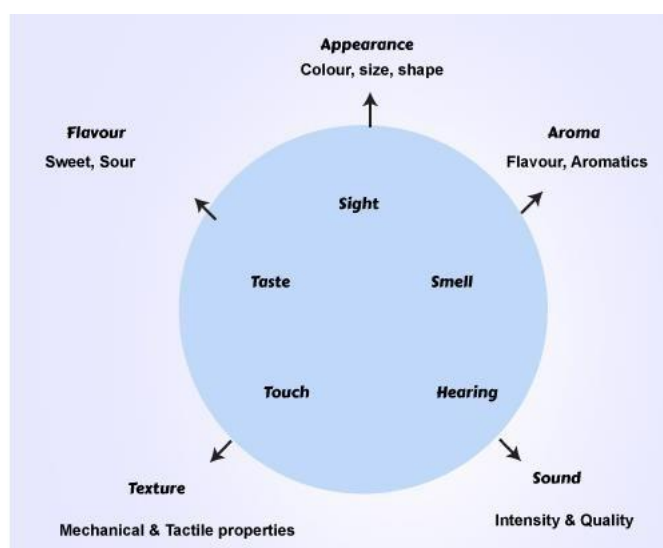


Figure 1. A research theoretical framework on sensory evaluation analysis. A theoretical of Food Research Lab (2021).

The Food Research Lab (2021), explained that several factors influence people's dietary decisions, including price, personal taste, experience, and health concerns. Perhaps even more importantly, they use data gleaned from their senses of sight, touch, taste, and smell. A food's sensory qualities can improve its allure, showcase its attractiveness and quality, or cater to the preferences of target audiences. Manufacturers can benefit from sensory analysis of food products in various ways, including but not limited to product improvement, advertising, and other claims. The scientific field of sensory assessment includes all methods used to elicit, measure, analyze, and interpret consumers' reactions to food based on their sense of taste, smell, touch, sight, and hearing. The perceptions of taste and smell, especially as they relate to feeding habits, have long aroused the interest of scientists. Sensory evaluation is currently being disregarded in the food and beverage industry, but it can benefit a vineyard if the procedures are carried out efficiently. Evaluation of sensations to the senses has the potential to serve as a basis for judgments, but only under certain conditions: if controls are adequately implemented; if panelists are carefully selected;

if practical training is provided; if appropriate sensory methods are utilized, and if correct statistical interpretation is performed.

As stated by Utama, I. D. (2022), improving the customer's experience mainly depends on the interaction quality with the company's representatives. Customer loyalty and brand awareness can be cultivated by appealing to their five senses. Findings demonstrated that the customer's experience could be influenced by their five senses, affecting their satisfaction level and propensity to return. Several facets of sensory marketing are essential to consider in this scenario because of the higher value it provides compared to features of the other senses, such as sight, smell, and taste. Therefore, food and drink businesses can focus on the presentation of food and drink, the quality of the food and drink, and the decor of the store to provide a consistent brand experience.

The new Lucky Me Pancit Canton product adapts and improves with sensory input. By appealing to their sense of sight, consumers will find the new packaging more appealing, and the brand will attract new customers. LMPCN's newly improved product finds its niche thanks partly to the sense of taste. Finally, LMPCN asserts that its noodles have a superior texture and taste because they feel better in the mouth. Using this framework, we can determine whether or not LMPCN's new product is a good fit for the market and whether or not it has the desired effects. The fact that LMPCN is widely recognized as one of the cheapest instant noodle brands in the Philippines is one of the brand's primary selling points. Brand innovations are still well received by Filipino consumers, who continue to buy the company's products. It's an intelligent strategy for making instant noodles more hip and popular with buyers.



Figure 2. *A research theoretical framework on the role of marketing mix in building customer satisfaction and loyalty: a theoretical study of Ohrabi et. al. (2017).*

The term “define marketing mix” refers to a set of marketing tactics that businesses employ to reach their objectives. Product, price, promotion, and distribution are the four pillars of every successful marketing strategy, and together they form what is known as the marketing mix. What this means is that firms can utilize mixed marketing as a tool to shape customer reactions (Ohrabi et. al. (2017).

Product - According to Ernesto, et. al. (2021), a product is offered to willing buyers, whether a service or an actual physical item. This accounts for most of the things people buy but does not include benefits. As stated by Razak, et. al. (2016); Ellitan (2021), makes clear that the product itself is the starting and finishing point of the marketing mix. Product definition: “something which is put forward in the market in the hope that it will attract consumers, that it will be purchased secondhand, and that it will satisfy demands or requirements.” It was noted that the "product" idea of perception often dominated the literature.

Price - Many experts in the field agree that a competitive price is a crucial part of the marketing mix because it boosts sales and revenue while also attracting a more extensive customer base. In sum, he could assess the product's worth thanks in part to the price tag attached. Therefore, monetary considerations are crucial to providing value to customers willing to pay for it. The only variable in marketing that directly

affects revenue is price; all others are expenses. There is always an inverse link between the level and the quantity sold; the higher the price, the fewer units sold.

Place - One definition of "place" is the physical location of a storefront or other business where goods and services are sold to the general public. Based on Alipour et. al. (2018), explain that Decisions for physical distribution take into account the processing of orders, the location of storage, the number of preparations, and the handling and transportation of goods.

Promotion - Marketing communication, including promotion, is an effort to get the word out about a business or its products in the hopes that more potential customers will become aware of them, like them, and ultimately purchase them. Marketing should highlight the product's advantages over competitors rather than its features alone.

Customer Satisfaction

It's all about how you frame things regarding happy customers. Also, this is relative. Business success depends on listening to and responding to consumer demands.

Business-speak for the extent to which its target market appreciates a company's products and services. This is one of the four sections of the Balanced Scorecard that focuses on KPIs, or key performance indicators, for businesses. When companies are vying for the same pool of consumers' dollars, customer happiness is increasingly important as a competitive differentiation. Understanding clients, developing value for them, spreading the word to potential buyers about that value, and streamlining the purchasing process are the four pillars of effective marketing (Astuti et. al. 2018).

Customer Loyalty

According to Ellitan (2021), to paraphrase Thomas and Tobe (2013), "loyalty is more profitable." The expense of acquiring brand-new clients exceeds that of retaining existing ones. Repeat business from satisfied customers is a sure sign that others will follow their lead and consider switching providers more carefully. The judgments you make about your product's origins and aesthetics will have a significant impact on how devoted your customers become.

Customer loyalty can be fostered through thoughtful design that takes into account the user or customer's needs and preferences. Over time and through multiple interactions, customers develop a loyal following. A loyal customer is one who remains committed to a brand despite the presence of competing options or the presence of external factors, such as promotions or price changes, that would force them to switch brands in the future. Loyalty is defined as a commitment held by a firm to buy or support a product or service that is preferred in the future even if the influence of the marketing situation and effort has the potential to cause consumers to shift their preferences. The level of trust between a brand and its target market is a crucial factor in the sales process.

A company's success is mainly dependent on the loyalty of its customers. Loyalty from shoppers is directly proportional to their level of contentment with service (Kasiri et al., 2017). Loyal customers return to a business or shop with a company often and express positive feelings or sentiments about the company. Several analyses highlight the growing importance of maintaining loyal customers. Regular consumers are known to spend more money and visit stores more often than new or casual customers. As a result of price and other special discounts, they often switch to other

brands; conversely, they attract new customers through positive word of mouth, which can sometimes save a lot of money on advertising.

Three of the four components of the marketing mix are used to measure how committed consumers are to the new LMPCN. Introducing a new product demonstrates the company's evolving marketing strategy to provide a more comprehensive selection of products at competitive prices and attractive promotions to more of its target demographic, ultimately increasing the brand's accessibility to the vast majority of Filipino consumers. The company often introduces new features and upgrades to its product to ensure its loyal customer base continues to enjoy it. As the organization takes on an external challenge by holding a competition to determine the product's next creative direction, the initiative quickly gains traction and becomes a standard.

Conceptual Framework

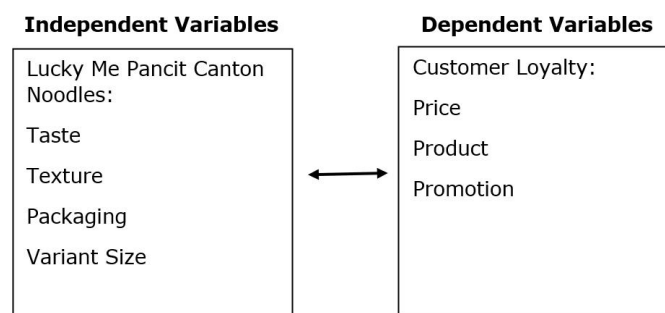


Figure 3. This is the paradigm of a conceptual framework that illustrates by the researcher's.

The researchers used independent variables and dependent variables (IVDV) for their conceptual framework. Researchers use IVDV because of the descriptive correlation where this method evaluates the relationship between and among multiple variables. Independent variables (IV) is a variable that is modified by a researcher in order to determine whether it influences another variable. This other variable, which is measured and projected to be reliant on the independent variable, hence referred to as the dependent variable (DV). In Sensory of Lucky Me Pancit Canton Noodles there are factors under it which are the taste, texture, packaging, and variant size, and in customer loyalty under it are the price, product, and promotion. Those are the factors that the researchers want to determine if they have a significant relationship with each other.

Statement of the problem

The purpose of this study is to determine the product innovation and consumer loyalty of Lucky Me Pancit Canton Noodles. This study will attempt to answer the following question:

- a. What is the demographic profile of the respondent in terms of:

Age

Gender

Occupation

Monthly Income

- b. What is the frequency of eating the Lucky Me Pancit Canton Noodles and the ranking of most favorite flavors to least favorite?

c. What is the perceived level of the product innovation of Lucky Me Pancit Canton Noodles through sensory analysis in terms of:

Taste

Texture

Packaging

Variant Size

d. What is the level of consumer loyalty of the Lucky Me Pancit Canton Noodles in terms of:

Price

Product

Promotion

e. Is there a significant relationship between the perceived level of the product innovation of Lucky Me Pancit Canton Noodles and the frequency of the respondents' consumption of it?

f. Is there a significant relationship between the perceived level of the product innovation of Lucky Me Pancit Canton Noodles and the consumer loyalty?

Hypothesis of the Study

To be able to know the reasonable explanation of this study the following hypothesis were formulated:

H1 = There is no significant relationship between the perceived level of the product innovation of Lucky Me Pancit Canton Noodles and the frequency of the respondents' consumption of it.

H2 = There is no significant relationship between the perceived level of the product innovation of Lucky Me Pancit Canton Noodles and consumer loyalty.

Scope and Delimitations of the study

This study was limited to the product innovation and consumer loyalty of the Lucky Me Pancit Canton Noodles. To determine the correct number of respondents, the researcher's used convenience sampling to gather the respondents. According to Edgar and Manz (2017), convenience sampling is a technique for collecting conveniently available samples near a location or internet service that is used in gathering data for survey questionnaires. The convenient sampling technique is defined as the respondents' availability to answer the survey questionnaires in a given time that the researchers gave to them. The respondents of this study come from people who mainly eat and purchase Lucky Me Pancit Canton Noodles between 18 to 50 years old and above within District 6, Barangay Talipapa, Sangandaan and Tandang Sora Quezon City, Philippines. The researchers will communicate with respondents by distributing research instruments answerable in Online Google form that the researchers created for them and to answer the questions given. This study will be completed in one semester, School Year: 2022-2023, and will collect the data from its respondents for the marketing research Study.

Significance of the Study

The outcome of this study will give great importance and benefits to the following groups of people:

To the company of LMPCN- the company will benefit from the study because it provides the information to determine and identify the perceived level of the product innovation and consumer loyalty that the company does to their products.

To the Consumers of LMPCN - the consumers of LMPCN will have a chance to understand more about the new changes in lucky pancit canton noodles, from the new taste, texture, packaging, and variant size and terms of the effects of it on price, product, and promotion that could be the factors to determine the product innovation and consumer loyalty.

To other Entrepreneurs, Company firms, and different Industries - the other entrepreneurs, company firms, and different Industries will benefit from this for them to understand and recognize the importance of the great contribution of product innovation to the community and to the market.

To the Future Researchers - the researchers are hoping that they could use this study as their reference, looking for data or information to use in any research study that is or related to the topic of the product innovation and consumer loyalty of Lucky Me Pancit Canton Noodles.

Operational Definition of Terms

Absorptive Capacity (ACAP) - the ability to identify and determine the value of new information to apply, disseminate, share, and transform the knowledge to a firm's or company's commercial ends.

Customer Loyalty - is a constant emotional connection for you and your consumers that reflects in their willingness to engage with you and keep coming back from you as opposed to your competition.

IPO prospectus - A IPO prospectus is a document that must be required to pass to the SEC and contains information regarding an offering of securities for sale to the general public.

Lucky Me Pancit Canton (LMPCN) - refers to the product that made an innovation to improve and enhance the existing development and to increase sales and competitive advantage within the market.

Noodles - refers to a pasta or dough in strips, rings, or tubes. They are generally produced with eggs and are typically eaten with sauce or in soup.

Product Innovation - refers to the existing product that made new changes in establishing a new product to meet the customer's wants and needs to fulfill theirs satisfactorily.

Product Valorization - A product's pricing is based on how many potential customers are willing to spend.

Sensory Analysis - examines the properties (texture, flavor, taste, appearance, and smell) of a product or food using the 5 senses and for years this type of analysis is used to accept or reject food products.

3. Review of Related Literature and Studies

This chapter contains the different factors that the researchers have to support their study. It gives them detailed information about the other existing studies or literature that is connected, related, and relevant to their research. With this related literature, they find that it is already published in a particular research study or article, which will help their study be more reliable and factual as they gather the information to support their studies.

Lucky Me's Pancit Canton Noodles has been a favorite of the Filipino household. This Lucky Me's Pancit Canton Noodles is the kind of snack that every age group will love and enjoy when they eat it. Everyone can eat it anytime, in the morning, afternoon, evening, or midnight. Upon growing up, Lucky Me's Pancit Canton Noodle was one of the best instant dish and comfort foods the Filipinos could ever have. Still, during the year 2020, there will be a variety of product innovations in Pancit Canton, especially with the taste, packaging, texture, and variant size. However, the changes made by LMPCN Filipinos are still purchasing it as it allows them to fulfill and satisfy their needs anytime and anywhere.

THE IMPORTANCE OF THE PRODUCT INNOVATION

According to Sinaga, Gaol, and Ichsan (2021), it is a guideline that product innovation will influence customers' interest in purchasing. This will take into the customers' growing appeal in having an interest in purchasing decisions at the end of the process. This situation will be much more favorable if product innovation is allowed to continue being applied and improved. Lucky Me Pancit Canton Noodles, throughout the years, have had to improve and innovate its noodles. It shows that they are also making a move to create a strategy to catch the interest and attraction to make noise by customers trying the latest improvement of it.

Based on the study of Tjiptono (2017), in order to improve the company's productivity, creating products is one of the keys to introducing new products to the customers within the market as it provides new changes that grow and develop the product that the company implements and produces in the market. At the same time, process innovation can be used as a cost-cutting tactic. Lucky Me Pancit Canton Noodles made a product innovation for them to increase sales and make new changes for their product to attract more potential customers as they want to gain a competitive advantage. Therefore, Product innovation will increase a company's capacity to produce exceptional items that can improve the performance of the company and the product to make the customers even more valuable and interested in the new existing product.

As it stated by Gupta, D. and Bisla, M. (2019), that the future of the instant noodle market will be competitive and opportunistic since various individuals have diverse requirements and tastes, as evidenced by the fact that individuals' perceptions of instant noodles vary. According to Giannakis, Dubey, Yan, Spanaki, and Papadopoulos (2020), New Product Development (NPD) is one of the core priorities of organization survival and development, as well as a critical focal point of corporate strategy and decision-making processes.

As it is explained by Gonzalez-Zapatero et al., (2017); Yan & Wagner, (2017), that through this strategy, organizations can ensure the value of customers and potential customers, as well as guarantee that there is a demand for the final product of the highest quality before launching it into the market. For the Lucky Me Pancit Canton Noodle, before the organization and manufacturer launch it into the market, they

ensure that the product is of high quality and has no defects when the customer purchases it. Based on the study of Sae-Eaw, Wongsachia, Giacalone, Naruetharadhol, and Ketkaew (2022), instant noodles, a product category that is manufactured and distributed globally, can represent a typical ethnic flavor and are incredibly convenient to consume.

As reported by the World Instant Noodles Association (WINA), the global demand for instant noodles reached 1,064,2 million servings in 2019 and has increased annually since 2015, reaching 1,064,2 million servings in 2019. It has become more popular in the market as many customers want easy and convenient cooking food, and Instant noodles are giving them the flavor of satisfaction and fulfillment in their stomachs.

As mentioned by Lendel, Hittmár, and Latka, 2015; Dorin, Maftai, Maeir, and Bitan (2019), innovation can affect an organization and the entire system of operations, from research and development to human resources, affecting every aspect of the business. Therefore, in innovating a product, a company must be aware and informed about the possible risk that occurs as they develop new products that already exist. These can cause two things: either a success or a failure of the project innovation process they do in their products to the customers. If doing this, companies should determine, evaluate, and distinguish the possible risks they may encounter. It will be notable for enhancing the products as it shows the effectiveness of innovating them in the company's good reputation.

As explained by (Jimenez and Valle 2011; Hosseini et al., 2018), innovation is crucial for success, survival, and competitive advantage. Continuous and comprehensive improvement and innovation are, in essence, an endeavor to identify new techniques and answers to environmental challenges, changes, and advancements. The settings of organizations are more dynamic than ever, and for organizations to be successful, they must strive toward progress. As the researchers gathered the related literature to support the product innovation, according to the authors, product innovation could help the product increase its popularity and make customers interested in purchasing more about it. Therefore, the product innovation made by the LMPCN allows them to expand and create a demand for their products as it grows and develops to gain a competitive advantage towards their competitors. As it innovates, it identifies new changes to make the product more attractive and effective to purchase and build a good reputation for its company in achieving success within the market.

FACTORS DETERMINE THE PRODUCT INNOVATION TASTE

The company of Lucky Me Pancit Canton Noodles, particularly the Monde Nissin, presented the media with different varieties during the tour. These include the limited-edition Sweet Spicy Mansi and Extra Chiliman Hot pancit canton variations (combination packs of two flavors) and the Lucky Me Milky Me noodle soup (in chicken and corn). Mark Tiangco, the head of corporate communications for Monde Nissin Corporation, explained in an email to BusinessWorld how the company develops its flavors. "They listen to their customers, which is where many of our ideas originate. They look to trends in the food sector as a whole, not just in noodles, for inspiration. From there, a research and development (R&D) team turns the flavors and components into candidate goods that undergo rounds of internal and consumer evaluation. Simultaneously, they collaborate with the manufacturing and QA (quality assurance) teams to ensure that these new items can be regularly produced with the

highest quality.” as the article says Business World (2022) for Mr. Tiangco’s given statement.

According to the interview made by the Business World (2022). “They have been putting in so much hard work and effort to enhance the quality of our products and release new versions regularly—some of them, like the addition of vitamins and minerals to noodles”. The transition to natural preservatives as part of our NAPA (no artificial preservatives added) program are things that they have already shared with them. Other modifications are more subtle, such as the gradual reduction of sodium over time and the application of our most recent High-speed Airflow technology to cut the amount of saturated fat in noodles by fifty percent. Both of these modifications will take place over time. These adjustments are continually made to improve the quality of Lucky Me! for its customers without compromising the product's flavor or the pleasure it brings them. Those are Mr. Tiangco's words.

As explained by Serhan, & Serhan (2019), customers’ acceptable standards of food quality are another way to describe food quality. Both goods’ pleasant and enticing qualities encouraged the respondents to choose them. Similar to a study where caretakers rated BG puree as “extremely delicious,” and the sensory qualities were viewed favorably (Oyeyinka, A. T. et al., 2017). Finally, because both goods satisfied respondents’ requirements and wants, it can be assumed that the noodles will make a successful commercial venture.

As stated by Inoni (2017), claimed in a study that immediate Food that is quick and easy to make could be referred to as fast and handy Food. Comfortable to eat. Global statistics showed that the COVID-19 outbreak had driven the instant noodle industry. 2020 sales in APAC the movement control order (MCO) has caused many people to remain at home and keep emergency supplies on hand. Instant noodles are now required because of this each family's food supply.

Based on the study of Harahap et al., (2019), one of our most distinct emotional senses is our sense of taste. This principle is frequently demonstrated in real-world situations through sweetness, sourness, and flavour. Although there are tasters on the palate and throat, we use taste buds on the tongue to taste similar things. A firm can produce various flavour sensations to establish a product or brand image to boost its brand identity. It makes little difference whether the business or brand organically appeals to tastes with its offerings. Studies carried out in a food court area of Medan City demonstrated a favourable association between the sense of smell and consumer purchases.

Many authors believe that taste is one of the key factors in product innovation when it comes to food because it is the overall outcome of the innovation made by the LMPCN. Taste is considered the final outcome as it needs to taste or eat the product, and it consists of their different flavours as the pancit canton innovates their product. Also, it will determine and identify consumer satisfaction as the taste includes new vitamins and minerals for their seasoning and for their noodles. This innovation is examined through different processes like internal and consumer evaluation and assessment before launching in the market. This LMPCN is one of the most convenient to eat as the preparations are easy to do, delicious, and tasteful and serve as a portion of comfort food for many Filipinos, most specifically in the needs of the people in the time of the Covid-19 Pandemic.

TEXTURE

According to Adejunwon, Jideani, & Falade, (2019), that since elements like flour quality, choice and quantity of salt or alkaline combinations, as well as processing variables like sheeting, steaming, and dehydration technique applied, vary by location, the texture is one of the complicated features of noodles that differs substantially by region. Therefore, Lucky Me Pancit Canton Noodles are still making the texture more smooth, chewy, and firm even after it is steamed or cooked, as Filipinos love the Instant noodles made by the Lucky Me.

Based on the study of Sae-Eaw, Wongsachia, Giacalone, Naruetharadhol, and Ketkaew (2022), “instant noodles are a ready-to-eat product made of dry noodles, deep-frying steamed and dehydrated blocks of noodles, sachets of powdered broth, and flakes of dry vegetables, meat, or seafood.” Due to their ability to provide a meal in a cost-effective, simple, and timely manner, instant noodles have grown in popularity across the globe. Instant noodles are one of the most sought-after convenience foods among Asian consumers. Lucky Me Pancit Canton Noodles is one of those convenient instant noodles that has a good texture when people cook it.

In accordance to miss moonlight (2018), feedback she/he stated that “Its smooth texture was easy to be chewand is easy to slurp.” which is many people agree. As reported by the article in Manila standard written by Lopez, T. (2021), the new Pancit Canton instant noodles consume 80 grams and basically consist of a variety of flavors like sweet, spicy, Kalamansi, etc., and also include wheat flour, salt, and vegetable oil. They sell instant noodles for P11 that can be shared with two or more people. Consumers can also add cooked eggs to add taste and content. Noodles can be classified into several types based on different processing technologies, such as fresh raw noodle, dried noodle, parboiled noodle, frozen noodle, steamed noodle, and instant noodle. According to Asian Noodle Manufacturing (2020), LMPCN is obviously an instant and dried type of noodles because it is fried and air-dried for its long shelf life.

As stated by Tournier, Demonteil, Ksiazek, Marduel, et al. (2021), texture significantly impacts young children's acceptance of foods, particularly during the era of complementary feeding. An unknown variety of food textures are complex for children to accept or influence. Since Lucky Me Pancit Canton Noodles is for all ages, it can never deny that many consumers, especially the young ones, are choosy in choosing the foods they eat, especially in the texture. Texture has become one of the things to see in a portion of food, especially in noodles, as it considers many factors for the consumers to see before or after they eat the instant noodles.

In accordance with Murdinah and Wahyuni, (2020), textural characteristics are an essential factor in determining cooked noodles' quality and consumer approval (Bhattacharya et al., 1999). Texture has a significant role in defining the eating quality of foods and substantially impacts food intake and nutrition. The texture is strongly tied to the food's structure and content, and both microscopic and macroscopic levels of structure can affect texture perception.

Based on the study of Iston Dwija Utama (2022), with the help of the sense of touch, they may interact physically with the environment, observe, and learn more about three-dimensional objects. The sense of touch helps them to develop a sense of shape that will enable them to determine an object's texture, such as whether it is sharp, complicated, or rounded. Additionally, they don't always need to touch things because looking at them or thinking about them might help to recall and recreate how something feels. Many businesses still need to learn how crucial the human senses are

to environmentally friendly advertising. But in terms of marketing, brands who help create a distinctive touch experience have a great chance to build their personality and brand around the product. Consumers' decisions to buy something or make a choice at a specific location may be influenced by studies relating to the touch sensor they experience when they touch the items in the area (a store, hotel, or cafe).

As the researchers gathered the review-related literature, as explained by the authors in their article and studies, that texture is one of the complicated features of the noodles as it needs to determine the quality of it before and after it is cooked. Therefore, the LMPCN, in terms of their texture noodles, still make their noodles loved by their customers by making them chewier, smoothly structured and firm as it is finished cooking and mixed with their seasoning. With these instant noodles made by the LMPCN, despite having innovation, many customers still love and like the texture of the noodles as it plays a big important role in the overall product.

PACKAGING

As it stated in an interview with BusinessWorld (2022), Monde Nissin has just inked a deal to power practically all of its facilities, including Malvar, with 100 percent renewable energy. In any case, Mr. Tiangco also informed BusinessWorld about its future sustainability initiatives, including the use of renewable energy and the reduction of plastic packaging. While the packaging is crucial for delivering quality items to our clients, they are striving to reduce our plastic packaging's environmental impact. They have adopted design solutions to reduce packaging material consumption without sacrificing product quality. Regarding Lucky Me's usage of single-use plastic, he added, "they are making the plastics usable and recyclable by using mono-materials that are easy to reprocess and convert into other usable goods."

As Monde Nissin also said that They're enhancing the waste management methods to send zero garbage to landfill from their manufacturing activities by 2025. They need aid in tackling plastic pollution and also in engaging with other stakeholders to be part of a circular economy, collecting the worth of waste plastic instead of allowing it to leak into the environment. They plan to cooperate with researchers and packaging suppliers to find alternative materials and with consumers to convey correct trash disposal so it may be recovered and reused. Researchers and business people agree that creative packaging is crucial for grabbing customers' attention and succeeding as a consequence in a busy market Cascini et al. (2020).

Behavioral effects like customer attention, improved recognition, purchase propensity, brand preference, and financial success can be influenced by creative packaging Spence et al., (2019). Retailers and brand managers worldwide use innovative packaging to communicate brand meaning and quality Togawa et al., (2019). For instance, one of Germany's best-selling beer companies, Hasseröder, had a significant rise in sales after changing the design of its beer bottles Amster Brand (2019). Like Hasbro, one of the biggest toy manufacturers in the world, significantly cut its package footprint through innovative design and production techniques that resulted in less waste, lower costs, and, most importantly, improved customer experience (Orth and Malkewitz 2012;Mohan, 2018).

An edible starch-based film was developed to pack the seasoning used in instant noodles. In order for the seasoning bag to be able to blend into the soup of instant noodles while they are being prepared, the edible film can quickly dissolve in hot

water (Chen, H., Alee, M., Chen, Y., Zhou, Y., et al. (2021). Visualization can be used as a tactic. A brand's image can be developed and brand awareness raised through the sense of sight, enhancing the client experience by stimulating other senses. Symbols or other representations of the firm that it wishes to associate with itself help shape the company's identity and serve as the foundation for customers' perceptions of its identity. Most people agree that one of the most vital and alluring human senses is sight. We can recognize changes and distinctions when we see a new design, differentiate a packing type, or a new store thanks to our sense of sight and visual system. Compared to other substances, the sense of sight is the most dominant (Nugraha & Setiyorini, 2013; Iston Dwija Utama (2022).

Since the researchers gathered the review-related literature in terms of the packaging, as explained by the authors of their studies and article says that LMPCN still uses plastic for the packaging of their available products in the market as they intend to make innovation to the product, but despite of using plastics it is something that usable, recyclable and sustainable as it consists of mono-materials that can make the packaging easier to reprocess again and make it into other usable materials for them to use and avoid problems. As the company, the LMPCN plans to collaborate with other researchers to think of another possible packaging that is easy to dispose of, recycle, and reuse as it innovates the LMPCN because the packaging is the first thing that the customers can see on their products.

VARIANT SIZE

According to the report article made by INQUIRER.net (2022) they stated that the company provided an early preview of Lucky Me's updated appearance variations on pancit canton. The Original, Kalamansi, Extra Hot Chili, Chilimansi, Sweet & Spicy, and of course, the Chilimansi variants are all represented here. Lucky Me! The emblem is clearly recognized thanks to a larger typeface, and the packaging of each variety may be easily identified from one another thanks to its bold colors. The brand hopes to innovate with this new appearance and reassure consumers that it is committed to continuing to grow. The Lucky Me Pancit Canton also introduced the KASALO pack, which contains 1 1/2 of the original size of Pancit Canton they also released Pancit Canton's limited edition Mix & Match flavors, which are the Extra Chiliman Hot (Extra Hot Chili + Calamansi) and the Sweet Spicy Mansi (Sweet & Spicy + Chilimansi).

Based on the study of Werkman, Doorn, & Ittersum (2022) they stated that the serving-size effect is the result of overconsumption, in which consumers rely on their eyes rather than their stomachs to identify when and how to stop eating. Consequently, regardless of the actual amount of food offered, people tend to consume the majority of the food on their plates before feeling satisfied (Wansink et al., 2009). That's why Lucky Me Pancit Canton Noodles created a new variant size like Kasalo and Ka-solo for those people who want enough servings. Since the LMPCN is innovating their products to the market, they intend to launch a new variant size, the Kaslo and Ka-solo Limited Edition.

Based on the report article and the study, A Kasalo LMPCN is bigger than the regular new LMPCN from 80 grams to 120 grams of Kasalo pack. The Ka-solo limited-edition pack consists of a size of 80 grams with a twist of combining flavours like SweetSpicy-Mansi and Extra-Chilimansi-hot flavours to their product. Therefore, the brand of the LMPCN, in terms of product innovation and launching new variants, succeeded in its goals to not just depend on the regular but to make innovations to

other products that they have for them to achieve growth and development for their product. This new variant also helps to make a consumption on how much the customers eat a pancit canton as it is terrible for their health to always eat it.

FACTORS DETERMINE THE CUSTOMER LOYALTY

As it explained by Zephan (2018), customer satisfaction can be the difference between customers' expectations before consuming a product or service and the reality of those expectations after consuming that product or service. As a result, having satisfied customers can lead to having loyal customers as long as the business continues to deliver high-quality services that encourage customers to return. The Lucky Me Pancit Canton Noodles still provides high-quality noodles for its customers to determine the new changes. Even if they make innovations to their product, it is still consistent as they eat it alone or with someone else that could give the product fulfillment or satisfaction that can make them repeat purchases or achieve customer loyalty.

As it stated by Khadka and Maharjan (2017), acquiring a new customer cost significantly more than retaining an existing one. Loyal customers will encourage others to purchase the products but will be hesitant to buy another product from another company. Albattat and Romli (2017), says that customer loyalty can effectively support product preferences and responses. Therefore, Salem and Chaichi (2018), mention that consumer loyalty will increase repeat purchases and firm revenue. Thus, customer loyalty is the behavior of customers who repeatedly buy a company's items after analyzing them and determining they are satisfactory.

According to Gil-Perez, Rebollar, and Lidon (2020), one of the most prominent aspects of packaging imagery is what is portrayed in it (i.e., its subject). Hence the majority of studies undertaken to date have focused on examining its manipulation's effects. Overall, photographs can be divided between those depicting food and those expressing other things. This distinction is essential because food visuals are salient stimuli that rapidly and unintentionally draw customer attention and stimulate salivation and desire. As it stated by Adikaram & Khatibi, 2016; Sudaria, Tarofderb, et al. 2019. The customer satisfaction experienced by others is the most important factor in a company's overall success that could result in having customer loyalty in the process of purchasing.

Based on what the researchers gathered from their review-related literature, the Authors say that to have consumer loyalty, businesses or products must provide consumer satisfaction by providing a high-quality product they sell within the market. And LMPCN delivers high-quality products that include the overall improvement and consistency of the said products, which is having the seasoning, noodles and packaging that can lead to satisfaction and consumer loyalty. Achieving consumer loyalty can significantly benefit the products and the company as they make repeat purchases and encourage other customers to do so as they try the product quality and services it provides. With all these, consumer loyalty could be an effective way to support the product as it gives it more credit for all its features and quality. Therefore, LMPCN is providing all their best to achieve success in achieving consumer loyalty as they provide innovation to their products within their customers in the market.

PRICE

According to the report article by market data made by the Monde Nissin Corp., the 40-year-old company that manufactures and sells Lucky Me, the product was

consumed by 98 percent of Filipino households in the Philippines. If the employees were to purchase a hamburger from restaurants or fast food, the effort of buying it would cost them 30 to 60 pesos for just one meal, but in Lucky Me, for only P12 to P17 each, you can eat it with a full stomach and be satisfied. As explained by HIDALGO (2021), many American households still have financial difficulties in the current environment. A significant change in consumer purchasing patterns has increased from cost-conscious consumers. Also, in the research study in a recent survey, customers prioritize price when determining where to shop for food, and more than 80% of participants actively hunt for ways to cut costs. Retailers need to emphasize ways for clients to effectively control their spending if they want to properly satisfy the demands of these customers. The following is a list of several strategies for marketing to consumers on a tight budget.

According to the report made by Elena Peña (2017), that due to their accessibility and cost, instant noodles have become the staple food of the Filipino populace. Typically, a standard pouch provides enough food for a household of three. It aids in moving the freshly cooked rice through the digestive tract and it becomes affordable to Filipino households and can gain a competitive advantage over other competitors within the market. The price must always be connected to the customers as it applies affordability and convenience to its people to purchase as competitive markets are arising because of the new changes that are happening in the market.

As explained by Emily Wylde (2022), Value for Money (VfM) is crucial for weighing the pros and cons of challenging policy and program decisions. Even though conventional development programs for social protection and humanitarian cash and food assistance share many conceptual approaches to VfM and methods for estimating, up until now, this literature has developed in very independent silos. The two strands are joined with a little amount of effort. Based on the study of Kotler and Keller's argument in Herviana and Anik (2018), price is a sum of money or value that consumers exchange in order to get profits from ownership or that is charged for a product or service. The customer receives instant noodles for the price.

while the seller gets the money for that price. This is the price that something is going to be for the consumer. The primary source of revenue and profit for the price seller is the sale of their product.

As stated by Kotler and Armstrong in Friani et al. (2018), another definition of price is "the sum of money that is exchanged for a product and service." In addition, prices are a number of values that customers exchange for several benefits they receive due to owning or using an item or service. It makes sense that the Price made by the Lucky Me Pancit Canton in their product, even if it changes because of innovation, is still affordable to the customers to purchase and eat whenever they need or want it with their family and friends.

As explained by the authors, Price is one of the key factors in determining consumer loyalty for the product that the company sells or offers within the market. The LMPCN innovations indeed affect the price they have, but despite having innovation to their products, they still managed to make it affordable for their customers to purchase and eat it. The price is the money that the customers give in exchange for the products or services they want or need, and the price is always connected with the customers as it is the basis of whether they buy or purchase it or not as they have preferences on it. Therefore, LPMCN is still an affordable instant noodle in the market, and this affordability of the price could lead to satisfaction for

the customers to repeat purchases and have achieved consumer loyalty at the end of the purchasing process.

PRODUCT

According to Heri Erlangga (2022), the act of developing fresh concepts and putting them into action is known as innovation. Since innovations involve fresh product ideas, the outcomes are improved. In corporate settings, Product innovation creates new products, and process innovation creates new services. Services or enhancements to currently available ones, as well as process innovation that results in new ways to carry out a process. Globalization of the market makes it difficult for every organization to be able to innovate so that they can provide exceptional and distinctive items and services consistently.

As stated in the study of Fandy Tjiptono (2017), the release of new goods has a significant impact on raising Process innovation and plays a function as a strategy for cutting costs while increasing a company's efficiency. Cost-cutting product innovation will be able to improve the ability of the business to create high-quality items. Product is essential to make as it represents the company's selling method to strategize even more for them to increase sales and make a demand that could have more customers to purchase as Lucky Me Pancit Canton Noodles must have for them to achieve success and goals. Kotler and Keller, as cited in Herviana and Anik., (2018), describe Product Quality as the entirety of a product or service's traits and qualities that depend on its capacity to satisfy declared or implicit needs. As it stated to Akpoyomare in Djumarno et al. (2018), superior product quality enhances customer loyalty.

Based on the study of Sitanggang, Sinulingga, and Fachruddin (2019), product quality refers to the endeavor to meet or surpass client expectations. A product whose quality fulfills the standards of quality that have been established; quality is an ever-changing condition, as consumers' tastes and expectations for a product are constantly evolving. Therefore, So that consumers wouldn't lose faith in the product in question, quality changes and improvements are intended to maintain the product's conformity with the established standard. Quality is a factor in product development that contributes to its usefulness for its intended purpose.

According to Verma and Singh (2017), as cited in Iorait (2016), a product is "a tangible good or service that the consumer is willing to pay for." This includes half of the tangible products, such as furniture, clothing, and food, and intangible products, such as services, that consumers purchase. The company develops its products in response to customer needs and desires. Offering innovative products is now a necessity for the majority of businesses in order to create products that meet customers' needs. As stated by the authors, LMPCN, in terms of innovative products, consists of the overall features and quality to develop and enhance its product to create new services, including the whole product. Like seasoning and noodles that include taste, texture, packaging and the new variant they have in the market. High-quality of the new LMPCN is essential for the company in providing excellent services for their customers as they innovate their products and achieve a brand image or reputation that catches the expectation of their customers within the market.

PROMOTION

Promotion is one way to entice potential customers to do business with merchants so that it is possible for the business to turn a profit. Kotler and Keller state the following (2017), believe "Promotion is a unique component of personal marketing

and sales. Public relations and Promotion are two strategies used by businesses to achieve their advertising and marketing targets ". Promotion is an important aspect of life, say Gitosudarmo in Sunyoto in Fortunata and Toni (2020), an activity intended to get consumers to become familiar with the products supplied to them by the business, which makes them happy and prompts them to purchase the goods.

According to a quote made by Išoraitė (2016), that "the promotion of the marketing mix is a tool that helps disseminate information, encourages the purchase, and affects the process of making a purchase decision." A consumer product can be promoted by making it available for purchase and drawing attention to it in the marketplace. The promotion needs to be appealing and should be able to convince customers to continue purchasing and consuming the product in question. The sales are boosted in a relatively short amount of time thanks to promotions, which also contribute to an increase in customers' price sensitivity (Bogomolova et al., 2017).

As stated in the study of E. Genchev, and G.Todorova (2017), Being in a highly competitive environment drives businesses to adopt various marketing strategies and tactics for gaining new customers, which will increase their profitability. Sales promotion, which also includes activities to increase consumer spending, add transient value to items, and enhance the effectiveness of intermediaries, is one of the best methods for keeping current customers while attracting new ones.

Based on Nurul Zarirah Nizam¹, Johanna Abdullah Jaafar, and Siti Hindun Supaat (2018), Online advertising is a type of marketing that communicates with potential customers over the internet and the world wide web. Online classified ads, banner ads, blogs, rich media ads, interstitial commercials, particular networking advertising, advertising networks, contextual ads that show up on search engine results pages, and spammy email marketing are all forms of online advertising.

As stated by the authors, the promotion made by the LMPCN is more effective in Social Media. Tv Commercials as the consumers tend to be familiar with the said promotion video or posters given to them by the companies, which gives the consumers an idea to make a repeat purchase or to try the new innovative product made by the LMPCN. New Promotions can provide the product with a new introduction based on the new changes through its features or the quality of the product to the customers. With this, the consumers catch an idea about the promotions that they've watched or seen in some marketing advertisements that the LMPCN has in the market.

SYNTHESIS

The researchers gathered some information that will support the analysis connected with the research topics that this research paper consists of; The related-review literature findings contain information about the importance of the new product development in the new market. It shows how product innovation helps the product and the companies to achieve its goals and be competitive enough with their other competitors. As for the new market development it will increase the demand of the specific innovative product that can lead to many benefits for the company.

Even if LMPCN innovates its product, many customers are still purchasing the product as it establishes a well-known brand, a number 1 instant noodle in the Philippines. With the help of the information that the researchers gather, researchers can determine the importance and effectiveness of each factor in this research study - taste, texture, packaging, variant size, that readers can rely on. The texture that

focuses more on the noodles in terms of consistency and the overall quality of noodles. The Packaging that signifies the color, fonts, size and how it will secure the product inside of it. The variant size with the new kasalo and kasalo pack that emphasizes the size to me is more shareable and enjoyable with our loved ones.

In terms of the factors in achieving customer loyalty, Price is one of them as it still becomes more affordable despite the new product innovation made by the LMPCN that also can benefit as part of the comfort foods of many Filipino Households. The product has an overall performance as it represents not only the brand but also the company on giving their 100% quality performance for their customers. Lastly the Promotions, despite the product innovations, LMPCN are still consistent in promoting the brand and creating more content for their customers to like it, love it and get their customers interest for them to purchase in the end to achieve customer loyalty. The implication of this related-review literature that the researchers found is to support the study that they conducted. These supporting details will help the researchers to establish the knowledge and understanding of every factor given.

4. Research Design and Methodology

This chapter will discuss the research design and methodology for the marketing research study, including Research Design and Research Respondents, Population and Sampling, Research Environment, Research Instrumentation, Validation of Instrument, Research Procedure, Gathering Data, and Statistical Treatment.

Research Design

The researchers used a Descriptive Correlational research design and survey questionnaire type of research method to analyze the researcher's gathered information. IvyPanda (2022) stated that the Descriptive correlational design is utilized in studies that aim to produce static depictions of circumstances and establish the relationship between variables. (McBurney & White, 2009), with the help of Descriptive Correlational design, this study will quickly establish and describe the existence of the forecasting relationship utilizing two or more data sets to identify and determine the strength in establishing the relationship among them.

The survey questionnaire research method requires data collection to examine the hypothesis and assumption and answer the questions about the product innovations and consumer loyalty of Lucky Me Pancit Canton Noodles. In this study, the researchers used the quantitative design appropriately coordinated. The researcher gathered information from the respondents and converted it into numerical equivalents. To figure out the distinction between the variables in this study these mathematical techniques will assist the researchers in deriving the conclusion and recommendations addressed in our presentation of the study's problem.

Research Respondents

The researcher's target respondents are only available as this study used convenience sampling to determine and identify those respondents who will answer the survey questionnaires as the researchers give to them. The specific target respondents are from 18 to 50 years old and above who eat the LMPCN. These respondents are located in District 6, Quezon City, around Barangay Talipapa, Sangandaan, and Tandang Sora.

Population and Sampling

The researchers chose to focus on those in Brgy. Talipapa, Sangandaan, and Tandang Sora Quezon City, Philippines, and to collect information from some respondents who eat Lucky Me Pancit Canton Noodles from 18 to 50 years old and above. The researchers used the convenience sampling technique for the availability of their respondents for the population to answer and participate in the marketing research study. The researchers concluded 160 respondents were involved in the study, and the survey questionnaire will be distributed on online Google forms and social media platforms, specifically Facebook and Messenger to spread and get the result at the end of the survey.

Research Environment

This marketing research study will be conducted in some parts of District 6, Quezon City, Philippines, around Barangay Talipapa, Sangandaan, and Tandang Sora. These only apply to those areas as the boundaries of the study are not in general scope as we have a limitation to gathering or collecting the data of information given by the respondents who answered the survey questionnaire and got the result at the end of the process. With these locations that the researchers chose, they still got the information they needed for this marketing research study.

Research Instrumentation

The Instrument of the study that the researcher used to gather data from its respondents would be the survey questionnaires. These could help us, researchers, to identify the product innovations and consumer loyalty of the Lucky Me Pancit Canton Noodles. The respondents should answer these survey questions based on how effective the product innovations made by the lucky me pancit canton are. And also, for us to distinguish the level of frequency of consumers eating the Lucky Me Pancit Canton Noodles, the researchers decided to utilize the Likert scale to determine them based on the statement variables we have in our survey questionnaire.

Since the researchers are based on the quantitative research method, the process of how the researchers will collect the data information through First is to rank the most likely flavors by the respondents rank 1 being the most likely favorite and 5 being the not-so-likely flavors. Second, The researchers also measured the perceived level in answering the given questions we have in the survey on a scale of five being the highest and one being the lowest, where (5) described as “Extremely Effective,” (4) “Very Effective,” (3) “Moderate Effective,” (2) “Slightly Effective,” (1) “Not all Effective.” Third, the researchers also measured the level of effects on consumer loyalty to the product innovation made by the Lucky Me Pancit Canton Noodles. It describes five being the highest and one being the lowest, which describes (5) “Major Affect,” (4) “Moderate Affect,” (3) “Somewhat Affect,” (2) “Minor Affect,” and (1) “No Affect.” The researchers will focus on providing the survey questionnaire to its respondents that will answer the data needed for the study to be completed and achieve successful marketing research at the end of the semester School Year: 2022-2023.

Validation of Instrument

This marketing research study was validated and checked by our marketing research advisers, experts, and research director as the researcher’s submitted validation of the instrument and signed by them. After verifying the marketing research instrument, the researchers of this Study immediately distributed their survey questionnaires to available selected respondents they have. Afterward, the respondents answer the

information given in the survey questionnaire. They directly forward the outcome to their statistician to help and assist them in statistical analysis for the survey result. This study also used Cronbach's alpha coefficient to have a measurement for interpreting internal consistency in a reliability test result, which aids in making the study more reliable. On the other hand, a reliability test is to identify and determine the data reliability that was collected from this marketing research study as it reflected based on the statement of the problems and survey questionnaires that the researchers have for this Study.

Research Procedure

Before creating this marketing research study, the researchers' first step is to have brainstorming sessions, Face-to-Face and online meetings to establish an idea and concept on how they will effectively work on this marketing research. As the researchers come up with an idea and notion that is connected to the statement of the problems that the researchers have in this study they immediately submitted it to their respective research adviser to check and revise those statement of the issues and the survey questions that the researchers have in their study, after our researcher adviser approve it, we submitted it to the expert panelist and to the research director to recheck it before distributing the survey questionnaires, after agreeing the survey, the researchers proceed to their statisticians to recheck again the survey before releasing or giving it to their available respondents, after the statisticians confirm the survey they advise the researchers to distribute the survey questionnaires to the open respondents that they have for their marketing research study who eat and known about the Lucky Me Pancit Canton Noodles and Later on, they submit it to their credited statistician to analyze the data information for the result to have an evaluation and answer based on the response in the survey questionnaires that the respondents have.

Data Gathering Technique

The data processing of this study started when the researchers created their survey questionnaire. The researchers used google form as their survey questionnaire that they conducted online. They used it as their marketing research instrument to gather the respondents' data around District 6, Barangay Talipapa, Sangandaan and Tandang Sora of Quezon City, Philippines, as the respondents answered the survey questionnaire. As the statement of the problems indicated in this study, the intention of the researchers for this study is to identify and determine the perceived level of product innovation and consumer loyalty of Lucky Me Pancit Canton Noodles. After the researchers collected all the data information in the survey questionnaires from their available respondents, the researchers accumulate the result of the survey questionnaires and organize it before they submit it to their statistician.

The survey questionnaires include the demographic profile of the respondents and the factors that the researchers have that are connected in their statement of the problems to arrange it and are easy to understand by the statisticians. The researchers will present different tables that reflect the percentage and answer based on the overall answers of the available respondents to summarize them and in order to understand, the researchers used a Likert scale of level of effectiveness and the level of affects in each factors and variables that shows the overall percentage among the respondents with the help of the table of Likert scale.

Statistical Treatment

The researchers will be using the following statistical tools to aid in the analysis and interpretation of data.

The Cronbach's alpha. Is a measure to have an interpretation in internal consistency in having a reliability test result that helps the study be more reliable. The Frequency and Percentage. The percentage equivalent of a particular frequency and sample size is calculated using this formula. The Pearson Correlation is statistical correlation that represents to determine and identify the relationship between the two variables that it has in the study. The Spearman's rho is to compute the strength with the two intercorrelation of the two variables. The Reliability test. It is a test to measure the consistency of the study if it is dependable, stable or not where it is based on the response of your respondents in the study. The Standard Deviation. Is a measure of dispersion and how far the data differs from the mean. The standard deviation increases as the data spread out. Weighted Mean. Used to find the average by computing the sum of all observed scores from the data and dividing it by all the number of scores of standard deviations.

Table 1. *The Likert scale weighted mean interpretation for the perceived level of the respondents in product innovation of Lucky Me Pancit Canton Noodles.*

SCALE	WEIGHTED MEAN	INTERPRETATION
5	4.21-5.00	EXTREMELY EFFECTIVE
4	3.41-4.20	VERY EFFECTIVE
3	2.61-3.40	MODERATELY EFFECTIVE
2	1.81-2.60	SLIGHTLY EFFECTIVE
1	1.00-1.80	NOT AT ALL EFFECTIVE

Table 1 shows the weighted mean of the likert scale for the level of effectiveness of the respondents in product innovation of Lucky Me Pancit Canton Noodles.

Table 2. *The Likert scale weighted mean interpretation for the level of affects of the respondents in consumer loyalty of the product innovation of Lucky Me Pancit Canton Noodles.*

SCALE	WEIGHTED MEAN	INTERPRETATION
5	4.21-5.00	MAJOR AFFECT
4	3.41-4.20	MODERATE AFFECT
3	2.61-3.40	SOMEWHAT AFFECT
2	1.81-2.60	MINOR AFFECT
1	1.00-1.80	NO AFFECT

Table 2 shows the weighted mean of the likert scale for the level of affects of the respondents in consumer loyalty of the product innovation of Lucky Me Pancit Canton Noodles.

Table 3. *Size of correlation coefficient and its interpretation.*

SIZE OF CORRELATION	WEIGHTED MEAN
0.90-1.00 (-0.90 to -1.00)	Very High positive (negative) correlation
0.70- 0.90 (-0.70 to -0.90)	High positive (negative) correlation
0.50-0.70 (-0.50 to -0.70)	Moderate positive (negative) correlation
0.30-0.50 (-0.30 to -0.50)	Low positive (negative) correlation
0.00-0.30 (0.00 to -0.30)	Negligible correlation

Table 3 shows the size of correlation coefficient and its interpretation that has been used by the researchers in marketing research study.

Table 4. *Computed Value of Cronbach Alpha.*

INTERPRETATION

Interpreting ALPHA for dichotomous or Likert scale questions.	
Cronbach's Alpha	Internal Consistency
0.90 and above	Excellent
0.80 - 0.89	Good
0.70 - 0.79	Acceptable
0.60 - 0.69	Questionable
0.50 - 0.59	Poor
below 0.50	Unacceptable

Table 4 shows the computed value for the interpretation of the cronbach alpha that has been used to complete and answer the reliability test for the research instrument that the researchers used in the marketing research study.

Table 5. *Reliability Test Result of the Research Instrument.*

Scales	Cronbach's Alpha	N of Items	Internal Consistency
Level of Effectiveness	0.88	12	Good Reliability
Product Innovation on consumers' loyalty	0.85	9	Good Reliability
Overall	0.93	21	Excellent Reliability

Table 5 shows the reliability test result of the research instrument. The researchers made questionnaires for the perceived level of product innovation and consumer loyalty of Lucky Me Pancit Canton Noodles, as perceived by the respondents, a total of 21 items (Alpha=0.93) with an internal consistency of "Excellent Reliability." The Level of Effectiveness consisted of 12 items (Alpha=0.88) with an internal consistency of "Good Reliability," and the Product Innovation on consumers' loyalty consisted of 9 items (Alpha=0.85) with an interpretation of "Good Reliability" as well.

According to Sürücü and Maslakci (2020), the stability and consistency of the measuring instrument are mostly referred to as reliability. In other words, reliability is the ability of instruments to generate comparable results when used at different times. The reliability of the measuring instrument is an essential consideration for the study's healthy results. As a result, researchers must ensure that the measuring instrument used is reliable.

5. Presentation, Analysis, and Interpretation of Data

This chapter presents the data that the researchers gather from their chosen selective available respondents around some parts of District 6, Quezon City, particularly in Barangay Talipapa, Sangandaan and Tandang Sora with the use of tabular, textual and graphical forms to gather the data and have the results of this presentation. All the data that has been collected and shown in this study will be checked and verified with the help of the trusted and well-knowledgeable statistician through different statistical analysis as they evaluate and assess the outcome of the result that is presented on the statement of the problem in this marketing research study.

The Demographic Profile

The following results are the quantitative demographic profiles of the respondents for this study.

Table 6. *The demographic profile of the respondents in terms of Age.*

AGE	FREQUENCY (f)	PERCENTAGE (p)
18 - 25	134	84%

26 - 35	15	9%
36 - 50	9	6%
51 and above	2	1%
Total	160	100%

Table 6 shows the respondents' demographic profile regarding their Age, and the sampling was based on convenience sampling of the respondents in a range group. Out of 160 respondents, 18 - 25 years old, have the highest frequency of 134 with a percentage of 84%. Followed by 26 - 35 years old with a frequency of 15 and a percentage of 9%. The third one is the age group of 36 - 50 years old, with a frequency of 9 and a percentage of 6%. Lastly, the 51 years old and above with a frequency of 2 and a percentage of 1% with an overall total of 100%.

Based on the study of A. Mohammed, W. Ismail, N. Hashim, N. Mazlan (2022), the findings demonstrate that generation Z is more likely than prior generations to purchase quick noodles due to their practicality and simplicity of preparation. Most adults aged 51 years old and above are mostly health conscious, so they don't often eat instant noodles or unhealthy food that can affect their health.

Table 7. *The demographic profile of respondents in terms of Gender.*

Gender	FREQUENCY (f)	PERCENTAGE (p)
Male	44	27%
Female	102	64%
LGBTQIA+	14	9%
Total	160	100%

Table 7 shows the respondents' demographic profile regarding their Gender, and the sampling was based on convenience sampling of the respondents. Out of 160 respondents, 102 of the respondents were Female and have the highest percentage of 64%. Followed by the 44 respondents that were Male with a percentage of 27%. Lastly, 14 of the respondents were LGBTQIA+ with a percentage of 9% with an overall percentage of 100%.

As stated in the finding study of Dahal, Basnet, Khanal et. al, (2022), there was no gender difference in eating habits, but there was a gender difference in food preferences. Food preferences and eating habits did not significantly correlate with health. However, there was a correlation between respondents' eating habits and their current living situation.

Table 8. *The demographic profile of respondents in terms of Monthly Income.*

Monthly Income	FREQUENCY (f)	PERCENTAGE (p)
10,000 below	104	65%
10,001 - 20,000	34	21%
20,001, - 30,000	18	11%
30,001 and above	4	3%
Total	160	100%

Table 8 shows the respondents' demographic profile regarding their Monthly Income, and the sampling was based on convenience sampling of the respondents. Out of 160 respondents, 10,000 below have the highest frequency of 104, with a percentage of 65%. Followed by 10,001 - 20,000 with a frequency of 34 and a percentage of 21%. The third is the monthly income of 20,001 - 30,000, with a

frequency of 18 and a percentage of 11%. Lastly, the 30,0001 and above with a frequency of 4 and a percentage of 3% with an overall total of 100%.

As explained by Cabaero, N. (2022), a person can eat only P18.62 without any nutrients to keep healthy. That money could allow a person to buy a cup of rice with a tiny egg, a piece of bread, or instant noodles. Everyone can afford instant noodles regardless of their monthly income, even if their monthly payment is below 10,000 or higher because instant noodles are affordable to buy and easy to prepare for them to eat.

As it also explained in the study of Dr. Nair and Dr. Prava Das (2020), the world is shifting toward more nutritious eating habits. Eating habits change all the time. Consumers are becoming more health conscious and adopting a healthier lifestyle throughout the year. The findings of their study show that people are becoming more aware of healthy lifestyles and food items that can increase their calorie intake. Purchase intent and consumption of unhealthy brands aren't their priority for them to eat. These could indicate that people were becoming more health conscious and a shift in food culture away from junk food and toward healthy food. Upper-Class people with high monthly incomes don't prefer to eat instant noodles and other unhealthy foods as they prefer to purchase healthy foods to serve at the table.

Table 9. *The demographic profile of respondents in terms of Occupation.*

Occupation	FREQUENCY (f)	PERCENTAGE (p)
Employed	49	31%
Self Employed	17	11%
Unemployed	94	58%
Total	160	100%

Table 9 shows the respondents' demographic profile regarding their Occupation, and the sampling was based on convenience sampling of the respondents. Out of 160 respondents, 94 were Unemployed and had the highest percentage of 58%. Followed by the 49 respondents that were Employed with a percentage of 31%. Lastly, 17 of the respondents were Self Employed, with a percentage of 11% with an overall percentage of 100%.

According to the report of Philippine Statistics Authority (2020), an estimated 6.4 million underemployed or employed individuals wish for more significant work hours in their current job, an additional or irregular job, or a new job. In April 2020, they accounted for 52.5% of the total underemployment. Based on the results gathered, there are a lot of people who are unemployed because most of them are still studying and don't have a regular job. Nevertheless, unemployed people can still afford instant noodles because they are not overpriced and are still affordable and convenient for them to purchase in the market.

Table 10. *The frequency of eating Lucky Me Pancit Canton Noodles.*

Variables	FREQUENCY (f)	PERCENTAGE (p)
Always	4	2.50%
Often	35	21.88%
Sometimes	92	57.50%
Rarely	28	17.50%
Never	1	0.62%

Table 10 shows the Frequency of eating Lucky Me Pancit Canton Noodles. Majority of the respondents sometimes eat Lucky Me Pancit Canton Noodles with

92(57.50%) responses followed by Often 35 (21.88%) responses, rarely 28 (17.50%) responses, always 4 (2.50%) responses and never 1(0.62%) response.

As explained by Hardiyanti, Maryanti, Wulandary, and Irawan (2022), they also revealed that most of the customers consume instant noodles “sometimes in a week”, with customers who give the reason that to cook instant noodles the way is practical, easy to cook and does not require a long time to cook. (Ratnasari et al., 2012).

Table 11. *Ranking of the most favorite flavors to least favorite of LMPCN.*

Flavors of LMPCN	FREQUENCY (f)	PERCENTAGE (p)	RANK
Original	2.38	47.60%	5
Calamansi	3.28	65.60%	3
Chilimansi	3.54	70.80%	2
Sweet & Spicy	3.76	75.20%	1
Hot & Spicy	3.17	63.40%	4

Table 11 shows the Ranking of the most favorite flavors to least favorite of Lucky Me Pancit Canton Noodles. Based on the table above majority of the respondents' response that the most favorite flavor of LMPCN is Sweet and Spicy with a Mean of $M = 3.76$ (75.20%, Rank 1) followed by Chilimansi with a mean of $M=3.54$ (70.80%, rank 2), Calamansi with a mean of $M=3.28$ (65.60%, rank 3), hot and spicy with a mean of $M=3.17$ (63.40%, rank 4) and the least flavor is original with a mean of $M=2.38$ (47.60%, rank 5).

Based on the study of Song, Chung, and Cho (2017), The findings revealed that consumers were generally favorable to eating instant noodles of sweet and spicy taste. On a 9-point hedonic scale, the mean liking ratings for the different sweet and spicy noodles brands were 7.1, 7.6, and 7.6, respectively. The sweet and spicy flavors appealed to them because they were distinct yet familiar to their taste. Another reason for liking it was the balanced salty, sweet, and spicy flavor.

The Summary Survey Result

The Following outcome results are about the Likert scale summary for the different factors that the respondents answer in the survey questionnaires in this marketing research study.

Table 12. *Likert scale summary for Taste.*

Statement	Weighted Mean	Interpretation
I find the taste of LMPCN more appetizing	3.70	Very Effective
I find the taste of LMPCN seasoned	3.95	Very Effective
I find the taste of LMPCN sweeter	3.41	Very Effective
I find the taste of LMPCN sourer	3.34	Moderately Effective
I find the taste of LMPCN spicier	3.84	Very Effective
Overall Weighted Mean	3.65	Very Effective

Table 12 shows the perceived level of product innovation of Lucky Me Pancit Canton Noodles. Based on the findings above in terms of taste majority of the respondents find that the taste of LMPCN seasoned with a weighted mean of (WM=3.95, Very effective) followed by LMPCN spicier (WM=3.84, Very effective), LMPCN more appetizing (WM=3.70, Very effective) and LMPCN sweeter (WM=3.41, Very effective). However, they respond (WM=3.34, moderately effective) that LMPCN is sourer. Hence, the computed overall weighted mean is (OVM=3.65, very effective). As stated in the report of Asian Food Lovers (2022), they stated that the unique flavors of Lucky Me Pancit Canton Noodles have won several national and

international awards. Pancit Canton noodles have a typical delicate taste of pancit canton noodle dish. It includes the seasoning of it as it makes the instant noodles tastier and more flavourful to eat to the enjoyment of the customers who will purchase. Lucky Me Instant Pancit Canton Noodles are delicious and savory, spicy, and even a little bit of sourer.

Table 13. Likert scale summary for Texture.

Statement	Weighted Mean	Interpretation
I find the texture of noodles has better consistency.	3.78	Very Effective
I find the texture of noodles thicker.	3.53	Very Effective
I find the texture of noodles more smoothly structured.	3.62	Very Effective
I find the texture of the noodles more firm after cooking.	3.70	Very Effective
I find the color texture of the noodles more vigorous.	3.53	Very Effective
Overall Weighted Mean	3.63	Very Effective

Table 13 shows in terms of texture, majority of the respondents find the texture of noodles has better consistency with a weighted mean of (WM=3.78, Very Effective) while they find the texture of the noodles firmer after cooking (WM=3.70, Very Effective), the texture of noodles more smoothly structured (WM=3.62, Very Effective), the texture of noodles thicker (WM=3.53, Very Effective) and the color texture of the noodles more vigorous (WM=3.53, Very Effective) as well. Thus, the computed overall weighted mean is (OVM=3.63, very effective). According to Liu et al. (2020), the innovation of noodles is a solution to a problem in terms of replacing Carbohydrates with a high-quality and consistent type of noodles, and ease of preparation is in high demand in many countries. Noodles are typically made from wheat as the raw material, which results in smooth, soft, and highly consistent elastic texture noodles that customers would like to find.

Table 14. Likert scale summary for Packaging.

Statement	Weighted Mean	Interpretation
I find the packaging more informative.	3.83	Very Effective
I find the packaging more visually appealing.	3.76	Very Effective
I find the packaging is now easy to open.	4.29	Extremely Effective
I find the packaging looks bigger	3.76	Very Effective
I find the packaging more durable	3.55	Very Effective
Overall Weighted Mean	3.84	Very Effective

Table 14 shows in line with packaging, majority of the respondents' response extremely effective that the packaging is now easy to open with a weighted mean of (WM=4.29, Extremely Effective) followed by the packaging more informative (WM=3.83, Very Effective), the packaging looks bigger (WM=3.76, Very Effective), the packaging more visually appealing (WM=3.76, Very Effective) and the packaging more durable (WM=3.55, Very Effective). Thus, the computed overall weighted mean is (OVM=3.84, very effective).

As explained by Sterling Anthony (2021), packaging is considered as the primary marketing tool; nonetheless, people do not purchase a product for the packaging, but rather for the product's contents. This open secret highlights the significance of easy-opening. The more packaging (through its structural and aesthetic components) succeeds in arousing desire for the goods, the more it represents taunting if it serves as an obstacle to obtaining the product. Because a package is a container, consumers will

always appreciate the ease of quick opening. Easy opening can be a competitive advantage-generating differentiation. This is a statement that cannot be disputed.

Table 15. Likert scale summary for Variant Size.

Statement	Weighted Mean	Interpretation
I find the size more shareable.	3.66	Very Effective
I find the size more enjoyable.	3.71	Very Effective
I find the size more satisfying.	3.64	Very Effective
I find the limited edition of LMPCN's serving size has been lessened.	3.63	Very Effective
Despite modifications in shape, LMPCN serving size remains the same	3.62	Very Effective
Overall Weighted Mean	3.65	Very Effective

Table 15 shows the majority of the respondents find that variant size of LMPCN is more enjoyable with a weighted mean of (WM=3.71, Very Effective) followed by the size is more shareable (WM=3.66, Very Effective), the size more satisfying (WM=3.64, Very Effective), the limited edition of LMPCN's serving size has been lessened (WM=3.63, Very Effective) and despite modifications in shape, LMPCN serving size remains the same (WM=3.62, Very Effective). Hence, the computed overall weighted mean is (OVM=3.65, very effective).

According to the Scramble (2020), they stated that most of the family preferred a large amount of food because they can share it with their loved ones. Sharing a meal, whether with family or with others, fosters strong relationships. Food is intended not merely to feed and nourish us, but also to fulfill us. It is supposed to be joyful and pleasurable, and to facilitate social interaction.

Table 16. Likert scale summary for Price.

Statement	Weighted Mean	Interpretation
I find the price still budget friendly	3.58	Moderately Affect
I find the price of the product very competitive with the other brands.	3.79	Moderately Affect
I found the product value for money.	3.64	Moderately Affect
Overall Weighted Mean	3.67	Moderately Affect

Table 16 shows the product innovation of the Lucky Me Pancit Canton Noodles affect consumer loyalty. In terms of Price, majority of the respondents find the price of the product very competitive with the other brands with a weighted mean of (WM=3.79, Moderately Affect) while they found also that the product value for money (WM=3.64, Moderately Affect) and the price still budget friendly (WM=3.58, Moderately Affect). The computed overall weighted mean of (OVM=3.67, Moderately Affect).

Based on the study of Yeon-Ji Jo and Sung Hee Park (2019), instant noodles are becoming increasingly prevalent worldwide due to various benefits such as the convenience of eating them, longer shelf life, low cost, and price competitiveness with other market competitors with the same brand. With this result, Instant Noodles can lead to a competition-based pricing strategy where it focuses not on the cost of the product but the price that the competitors have.

Table 17. Likert scale summary for Product.

Statement	Weighted Mean	Interpretation
I find the newly introduced product interesting.	3.62	Moderately Affect

I find the newly innovate product of LMPCN very intriguing	3.52	Moderately Affect
I find the products of LMPCN still the number one instant noodles in the philippines.	4.02	Moderately Affect
Overall Weighted Mean	3.72	Moderately Affect

Table 17 shows in terms of product, majority of the respondents find the products of LMPCN still the number one instant noodles in the Philippines with a weighted mean of (WM=4.02, Moderately Affect), find the newly introduced product interesting (WM=3.62, Moderately Affect) and the newly innovate product of LMPCN very intriguing (WM=3.52, Moderately Affect). The computed overall weighted mean of (OVM=3.72, Moderately Affect).

According to Monde Nissin (2021), Lucky Me dominated the industry in 2019 with 837 million Consumer Rate Points (CRP), and According to Kantar, nearly all Philippine households (97.2%) purchased the brand more than 35 times per year in 2019. It will never deny the fact that the product of Lucky Me Pancit Canton made by the Monde Nissin Corp. is still consistent in providing instant noodles for many customers in giving comfort and convenient foods in the market.

Table 18. Likert scale summary for Promotion.

Statement	Weighted Mean	Interpretation
I find the social media advertising of LMPCN very attractive.	3.73	Moderately Affect
I find the TV Commercial of LMPCN very fascinating.	3.76	Moderately Affect
I find the Radio advertising of LMPCN very engaging.	3.26	Moderately Affect
Overall Weighted Mean	3.58	Moderately Affect

Table 18 shows that in terms of promotion, the respondents find the TV Commercial of LMPCN very fascinating with a weighted mean of (WM=3.76, Moderately Affect) and the social media advertising of LMPCN very attractive (WM=3.73, Moderately Affect) but they find moderately effective the Radio advertising of LMPCN very engaging (WM=3.26, Moderately Affect). Thus, the computed overall weighted mean of (OVM=3.58, Moderately Affect).

As stated by Dr. Mihalís Kuyucu (2020), Customers will remember what they see on TV and then purchase those in real life, remembering how much they liked the advertisement when they saw it on TV. This effect cannot be achieved with radio or newspaper advertisements, which is why television plays such an important role. Television plays a vital role in promoting the advertisement of the Lucky Me Pancit Canton Noodles as they also used artists, most especially Luis Manzano, to advertise it within the market for their potential customers who will see the ads.

Table 19. The significant relationship between the perceived level of the product innovation of Lucky Me Pancit Canton Noodles and the frequency of the respondents' consumption.

Correlations				
			PLPI	CON
Spearman's rho	PLPI	Correlation Coefficient	1.000	.211**
		Sig. (2-tailed)	.	.008
		N	160	160
	CON	Correlation Coefficient	.211**	1.000
		Sig. (2-tailed)	.008	.
		N	160	160

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

Table 19 shows the significant relationship between the perceived level of the product innovation of Lucky Me Pancit Canton Noodles and the frequency of the respondents' consumption. The study comprised of (N=160) respondents with (df=159) and spearman rho- computed value (=0.211, low positive correlation). Since, the p- value (p= 0.008) which is less than the level of significance 0.01. Therefore, there is enough evidence to reject the null hypothesis and it implies that there is a low positive significant relationship between the perceived level of the product innovation of Lucky Me Pancit Canton Noodles and the frequency of the respondents' consumption.

According to Wales (2017), the noodles must be soaked by placing them to boil water and then remove the water and place it in a plate or bowl then. The seasoning powder must be added before the noodles are ready to be consumed. As a result of lessening the expertise required to prepare instant food, It is indeed one of the most convenient foods for the customers. As a result, it signifies the consumption of convenience foods.

Table 20. *The significant relationship between the perceived level of the product innovation of Lucky Me Pancit Canton Noodles and affect consumer loyalty.*

Correlations			
Level of effectiveness (LEFF)	Pearson Correlation	1	.775**
	Sig. (2-tailed)		.000
	N	160	160
Product Innovation (PI)	Pearson Correlation	.775**	1
	Sig. (2-tailed)	.000	
	N	160	160

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

Table 20 shows the significant relationship between the perceived level of the product innovation of Lucky Me Pancit Canton Noodles and product innovation of the Lucky Me Pancit Canton Noodles affect consumer loyalty. The study consisted of (N=160) respondents with (df=159) and r- computed value (r =0.775, High positive correlation). Since, the p- value (p= 0.000) which is less than the level of significance 0.01. Therefore, there is enough evidence to reject the null hypothesis and it implies that there is a high positive significant relationship between the perceived level of product innovation and consumer loyalty of Lucky Me Pancit Canton and product innovation of the Lucky Me Pancit Canton Noodles affect consumer loyalty.

According to the study of Retno Purwani Setyaningrum claims that (2021), innovation and perceived value can raise consumer happiness, which boosts clients to gain customer loyalty and trust. In other words, only customer loyalty, trust, and satisfaction can build a bridge between innovation and the perceived value of customers in terms of the products.

6. Summary of Findings, Conclusions and Recommendations

This chapter explains the overall summary of the collected data that the researchers gather. It presents the summary of findings, conclusions, recommendations that the researchers conducted for their marketing research study school year 2022-2023. It also shows the outcome of the study as they analyze and gather the data result, this also include the references, appendices, and the researchers curriculum vitae to credit those rightful owners and their hard work in making this study possible.

6.1. Summary of Findings

Based on the survey result, the researchers therefore conclude the following:

Demographic profile of the respondents

Based on the result in terms of the demographic of age, majority of the respondents are aged between 18 - 25 years old, comprising 134 respondents and that is equivalent to 84%.

Based on the result in terms of the demographic of gender, majority of the respondents were female, comprising 102 respondents and that is equivalent to 64%.

Based on the result in terms of the demographic of monthly income, majority of the respondents have a monthly income of 10,000 below, comprising 104 respondents and equivalent to 65%.

Based on the result in terms of the demographic of occupation, majority of the respondents in occupation answered unemployed, comprising 94 or respondents and that is equivalent to 58%.

Frequency of eating and Ranking of most to least favorite LMPCN Flavors

Based on the result in terms of Majority of the respondents who frequently eat LMPCN answered "Sometimes, comprising 92 respondents and that is equivalent to 57.50%.

Based on the result in terms of most likely flavor of LMPCN answered Sweet and Spicy with a weighted mean of 3.76 and a percentage of 75.20%.

Based on the result in terms of least likely favorite flavor of LMPCN answered Original with a weighted mean of 2.38 and a percentage of 47.60%.

Perceived level of Product Innovation through Sensory Analysis

Based on the result, the perceived level made by LMPCN in terms of taste has a "Very Effective" interpretation on the product innovation with an overall weighted mean of 3.65.

Based on the result, the perceived level made by LMPCN in terms of texture has a "Very Effective" interpretation on the product innovation with an overall weighted mean of 3.63.

Based on the result, the perceived level made by LMPCN in terms of packaging has a "Very Effective" interpretation on the product innovation with an overall weighted mean of 3.84.

Based on the result, the perceived level made by LMPCN in terms of variant size has a "Very Effective" interpretation on the product innovation with an overall weighted mean of 3.65.

Level of Consumer Loyalty of LMPCN

Based on the result, the level of affects made by LMPCN in product innovation for consumer loyalty in terms of price has a interpretation of "Moderately Affects" with a overall weighted mean of 3.67.

Based on the result, the level of affects made by LMPCN in product innovation for consumer loyalty in terms of product has a interpretation "Moderately Affects" with overall weighted mean of 3.72.

Based on the result, the level of affects made by LMPCN in product innovation for consumer loyalty in terms of promotion has a interpretation "Moderately Affects" with overall weighted mean of 3.58.

Significant Relationship of Product Innovation

Based on the result, there is a low positive significant relationship between the perceived level of the product innovation of Lucky Me Pancit Canton Noodles and the frequency of the respondents' consumption

Significant Relationship of Consumer Loyalty

Based on the result, there is a high positive significant relationship between the perceived level of product innovation of lucky me pancit canton noodles and affect consumer loyalty.

6.2. Conclusions

Based on the findings showed in the study, the researchers therefore conclude the following:

Based on the survey the researchers conducted with 134 respondents, the survey result said that the ages 18 to 25 years old, equivalent to 84 percent, sometimes consume Lucky Me Pancit Canton Noodles. They only eat LMPCN sometimes a week. And it shows that most Gen Z eat instant noodles like Lucky Me Pancit Canton Noodles. Also, according to the survey result in terms of gender, the majority of the respondents that eat LMPCN are Female, with the equivalent of 64 percent. In terms of monthly income, most respondents have a monthly income around 10,000 or below, with the equivalent of 65 percent.

According to the survey result it said that the Sweet and Spicy is the most favorite flavor in LMPCN and the least favorite is the Original one. 75.20% are saying that they preferred Sweet and Spicy flavor than the other.

Majority of the people find that the new taste of Lucky Me Pancit Canton Noodles is more seasoned than before. With the help of seasonings, noodles will be more tasteful and appetizing for consumers. Since the new creation of LMPCN is more extensive and more tasteful, many consumers find eating enjoyable and satisfying.

In terms of the texture, the texture of the noodles of LMPCN has a better consistency. In the past years, changing the number of grams of noodles did not affect their texture.

In terms of the packaging, the survey said that the new packaging of LMPCN is now easy to open. It is more convenient now than before, with no tearing part on the packing.

In terms of prices, the new product innovation of LMPCN is very competitive with the other brands. Since LMPCN is one of the most affordable and cheapest priced noodles in the market, everyone can purchase it regardless of their status in life.

LMPCN is still the number one instant noodle in the Philippines. And the only instant noodles that many Filipinos will love and enjoy eating with their friends and family.

Buyers are fascinated with television commercial ads because consumers visually see the product; in that commercial, they are not just introducing it to you. They are informing you about the product without doing anything.

6.3. Recommendations

After examining the study's findings, the researchers make the following recommendations:

For LMPCN:

Level of Product Innovation

The researcher recommends that LMPCN continues developing new features and refining existing ones. According to the results of the survey, LMPCN should place a high priority on the development of new products while also ensuring that its current offerings remain of high quality. Since the survey found that only 47.60% of respondents chose the original flavor of LMPCN, the researcher suggests increasing the advertising of this flavor. Finally, LMPCN, as a business, should consider introducing a new flavor to the product to boost the element of surprise. They should continue delivering new surprises to the industry, as this strategy has proven highly successful across all areas. The success of LMPCN will benefit from its continuous commitment to producing great noodles.

Level of Consumer Loyalty

According to the survey results, LMPCN has a minimal effect on a selection of factors influencing customer loyalty. It has been suggested by the research group that LMPCN thinks carefully about the product, price, and marketing moves before implementing them. Since the survey found that only 3% of consumers with an income of P30,000 or more were interested in LMPCN, the researcher suggests that the company develop a new product that caters to the interests of the higher class. And since the study's average score of customer loyalty was only at moderate affect, the researcher suggests that the LMPCN expand its domains in comes with consumer loyalty by offering loyalty rewards or promotions that can increase consumer loyalty. In light of the implications, the researchers suggest that LMPCN gradually improves its qualities to win over new customers and strengthen ties with existing ones.

For Consumer of LMPCN

Now that consumers have responded to the survey, researchers advise keeping an eye on how the product evolves. The study participants were also encouraged to take a more active role in pushing the brand to develop or to change to maximize product development.

For Other SME

The study's authors suggested that aspiring and established business owners use the findings of the LMPCN innovation research as a benchmark for their product development strategies. Thus it will increase their chances of having their brand or product recognized by customers.

For Future Researchers

Since this study only contains a small number of people, the researchers recommend that future researchers recruit additional participants to acquire more data. More reliable information is obtained, which can be used to strengthen the product

innovation strategy of a small or medium-sized business. Finally, it is vital to interview the producer and consumer to learn about and evaluate their experience, as the information may vary for other companies.

Conflicts of Interest

The authors declare that there is no conflict of interest regarding the publication of this article.

Funding

This research received no specific grant from any funding agency in the public, commercial or not-for-profit sectors.

References

- [1] Adejunwon, Jideani and Falade (2019). Retrieved from Food Reviews International Quality and Public Health Concerns of Instant Noodles as Influenced by Raw Materials. Available online: https://d1wqtxts1xzle7.cloudfront.net/60896447/adejuwon2019noodles_revei20191014-20183-1thqqmy-with-cover-page-v2.pdf?Expires=1665071718&Signature=FZdvh41Qrc3SPxyoYFqzSCQdNuuo6JjHWcNm9z5r1aqG2SPF6DZWcDSexYILQ4h0jW0E-lecFNHRs~ll7voahF~GXB4E4e7YI6QGhK0lirQmyLMRFiYqWJILJulBEIZRfnR5hvQdf1LtS7WhgO~LWmO3LD7flqfDnysKNnpkkzfdPjOfQII0ArIzFYpJlZqxLtI-wUm2Kfp9RqfIES4EwsfWkOkHk99NGIRQ0MR3pIWqtYQlhvY6k0seGZVC~Lefky2yrlBzHgOvdFHKanHqX-HRi4knBwoOOhkg-WnQ2fOtgYXenyR2Kv-imFIYkoAYVgHay-jazPjlnbR5ndQ&Key-Pair-Id=APKAJLOHF5GGSLRBV4ZA (accessed on 15 May 2023).
- [2] Akopoyomare (2018). Retrieved from The Effect of Price and Product Quality Towards Customer Satisfaction and Customer Loyalty on Madura Batik. Available online: <https://www.semanticscholar.org/paper/The-Effect-of-Price-and-Product-Quality-Towards-and-Wantara-Tambrin/46de214dd130e3aa1d28863af9a78abd81a832e8> (accessed on 15 May 2023).
- [3] Albattat and Romli (2017). Retrieved from Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products. Available online: https://www.researchgate.net/publication/333188173_Measuring_the_critical_effect_of_marketing_mix_on_customer_loyalty_through_customer_satisfaction_in_food_and_beverage_products (accessed on 15 May 2023).
- [4] Alipour, M., Pour, B. M., & Darbahaniha, A. (2018). the role of marketing mix in building customer satisfaction and loyalty: a theoretical study. (PDF) THE ROLE OF MARKETING MIX IN BUILDING CUSTOMER SATISFACTION AND LOYALTY: A THEORETICAL STUDY (researchgate.net)
- [5] Andersen (2019). Retrieved from Innovation and by-product valorization: A comparative analysis of the absorptive capacity of food processing firms. Available online: https://www.sciencedirect.com/science/article/pii/S0959652619348139?fbclid=IwAR0cejfXEIRkmFBYY1lx8j_KQLtTnlI6dKyOszbAWZgzWCaEZHZcDl8s1uE (accessed on 15 May 2023).
- [6] Anthony (2021). Retrieved from The importance of easy-to-open packaging.

- Available online: <https://www.packworld.com/home/blog/13362890/the-importance-of-easy-to-open-packaging> (accessed on 15 May 2023).
- [7] Astuti, R., Lutfian, R., Silalahi, R., Dian, G., & Wijaya, P. (2018). the role of marketing mix in building customer satisfaction and loyalty: a theoretical study. (PDF) THE ROLE OF MARKETING MIX IN BUILDING CUSTOMER SATISFACTION AND LOYALTY: A THEORETICAL STUDY (researchgate.net)
- [8] Business World (2022). Retrieved from Noodles Untouched by human hands. Available online: <https://www.bworldonline.com/arts-and-leisure/2022/09/08/473053/noodles-untouched-by-human-hands/> (accessed on 15 May 2023).
- [9] D. Maier, A. Maier, Maftai, and Bitan (2019). Retrieved from A Review Of Product Innovation Management Literature In The Context Of Organization Sustainable Development. Available online: https://www.researchgate.net/profile/Maier-Dorin/publication/337237217_A_Review_of_Product_Innovation_Management_Literature_in_the_Context_of_Organization_Sustainable_Development/links/5dcdbc614585156b35136c1a/A-Review-of-Product-Innovation-Management-Literature-in-the-Context-of-Organization-Sustainable-Development.pdf (accessed on 15 May 2023).
- [10] D. Maier, et al., (2019). Retrieved from A Review Of Product Innovation Management Literature In The Context Of Organization Sustainable Development. Available online: https://www.researchgate.net/profile/MaierDorin/publication/337237217_A_Review_of_Product_Innovation_Management_Literature_in_the_Context_of_Organization_Sustainable_Development/links/5dcdbc614585156b35136c1a/A-Review-of-Product-Innovation-Management-Literature-in-the-Context-of-Organization-Sustainable-Development.pdf (accessed on 15 May 2023).
- [11] Dahal, Basnet, Khanal, Baral, And Dhakal (2022). Retrieved from Gender Difference in Food Choice and Eating Practice and Their Association with Health among Students of Kathmandu, Nepal. Available online: <https://www.hindawi.com/journals/job/2022/2340809/> (accessed on 15 May 2023).
- [12] Dr. Veni Nair, and Dr. Sarit Prava Das. (2020). "A STUDY ON THE PERCEPTION OF YOUTH TOWARDS FAST FOOD." International Journal of Engineering Technologies and Management Research, 7(3), 12-20. DOI: 10.29121/ijetmr.v7.i3.2020.537
- [13] Edgar and Manz (2017). Retrieved from Exploratory Study. Available online: <https://www.sciencedirect.com/topics/computer-science/convenience-sampling> (accessed on 15 May 2023).
- [14] Ellitan, L. (2021). Retrieved from THE ROLE OF MARKETING MIX IN BUILDING CUSTOMER SATISFACTION AND LOYALTY: A THEORETICAL STUDY (PDF) THE ROLE OF MARKETING MIX IN BUILDING CUSTOMER SATISFACTION AND LOYALTY: A THEORETICAL STUDY (researchgate.net)
- [15] Erlangga (2022). Retrieved from The Effect of Product Promotion and Innovation Activities on Marketing Performance in Middle Small Micro Enterprises in Cianjur. Budapest International Research and Critics Institute-Journal. Available online: <http://repository.unpas.ac.id/56557/1/The%20Effect%20of%20Product%20Promotion%20and%20Innovation%20Activities%20on%20Marketing>

- ng% 20Performance%20in%20Middle%20Small%20Micro%20Enterprises%20i
n%20Cianjur.pdf (accessed on 15 May 2023).
- [16] Ernesto, J., Ellitan, L. Handayani, Y. (2021). retrieved from The role of marketin
g mix in building customer satisfaction and loyalty: a theoretical study (pdf) the r
ole of marketing mix in building customer satisfaction and loyalty: a theoretical st
udy (researchgate.net)
- [17] Faicol (2021). Retrieved from OMG, All Pancit Canton Flavors Now Have The O
riginal Thin Noodles. <https://www.yummy.ph/news-trends/lucky-me-pancit-canton-thin-noodles-a00260-20210412?fbclid=IwAR08HY60AZEk0Cn6plDnO5jGil4NsuUo86J-C9eyRaomtxn7enFuBEIK4i0> (accessed on 15 May 2023).
- [18] Fortuna and Toni (2020). Retrieved from The Effect of Product Promotion and In
novation Activities on Marketing Performance in Middle Small Micro Enterprise
in Cianjur.
Available online: <http://repository.unpas.ac.id/56557/1/The%20Effect%20of%20Product%20Promotion%20and%20Innovation%20Activities%20on%20Marketing%20Performance%20in%20Middle%20Small%20Micro%20Enterprises%20in%20Cianjur.pdf> (accessed on 15 May 2023).
- [19] Food Research Lab (2021). Sensory Evaluation of Food. Available online: https://www.foodresearchlab.com/blog/rte-rtc/sensory-evaluation-of-food/?fbclid=IwAR1ucX-ulRQEEgjOuGhbjD_2dT6O3RgfhAUCUax_2NuL-0HIXpQAQf47Kw (accessed on 15 May 2023).
- [20] Genchev and Todorova (2017). Retrieved from Sales Promotion Activities – Effe
ctive Tool of Marketing Communication Mix.
Available online: <https://www.semanticscholar.org/paper/Sales-Promotion-Activities-%E2%80%93-Effective-Tool-of-Mix-Genchev-Todorova/4380238a86b2eed5832be46e72f57c6f377ddc54>. (accessed on 15 May 2023).
- [21] Harahap, D. A., Hurriyati, R., Gaffar, V., & Amanah, D. (2019). Retrieved from
CREATING CUSTOMER SATISFACTION THROUGH SENSORY MARKET
ING. Available online: <https://jurnal.stiepas.ac.id/index.php/jebe/article/view/229/274> (accessed on 15 May 2023).
- [22] Giannakis, Dubey, Yan, Spanaki, and Papadopoulos (2020). Retrieved from
Social Media and sensemaking patterns in new product development:
demystifying the customer sentiments.
Available online: <https://link.springer.com/article/10.1007/s10479-020-03775-6>.
(accessed on 15 May 2023).
- [23] Gil-perez, Rebollar, and Lidón (2020). Retrieved from Effects of Product Quality,
Service Quality and Price Fairness on Customer Engagement and Customer
Loyalty.
Available online: <https://www.semanticscholar.org/paper/Effects-of-Product-Quality%2C-Service-Quality-and-on-Dhasan-Aryupong/abb1d18109ce18deea2da37f8257a29438b81d92> (accessed on 15 May 2023).
- [24] Gupta and Bisla (2019). Retrieved from Consumer perception and satisfaction
towards instant noodles.
Available online: <https://www.ijirmf.com/wp-content/uploads/IJIRMF201906004.pdf> (accessed on 15 May 2023).

- [25]H, L & Y Chen, Alee, Zhou, yang, Ali, Liu, and Yu (2021). Retrieved from Developing Edible Starch Film Used for Packaging Seasonings in Instant Noodles. Available online: <https://www.mdpi.com/2304-8158/10/12/3105/htm> (accessed on 15 May 2023).
- [26]Hidalgo (2021). Retrieved from Meeting the Demands of Budget-Conscious Consumers. Available online: <https://clarkstonconsulting.com/insights/budget-conscious-consumers/> (accessed on 15 May 2023).
- [27]Hosseini, et al., (2020). Retrieved from The effect of price promotions on impulse buying: the mediating role of service innovation in fast moving consumer goods. Available online: https://www.researchgate.net/profile/Seyed-Hosseini-2/publication/339990272_The_effect_of_price_promotions_on_impulse_buying_the_mediating_role_of_service_innovation_in_fast_moving_consumer_goods/links/5ee33c35299bf1faac4e7ffe/The-effect-of-price-promotions-on-impulse-buying-the-mediating-role-of-service-innovation-in-fast-moving-consumer-goods.pdf (accessed on 15 May 2023).
- [28]Hosseini, Zadeh, Shafiee, and Hajipour (2020). Retrieved from The effect of price promotions on impulse buying: the mediating role of service innovation in fast moving consumer goods. Available online: https://www.researchgate.net/profile/Seyed-Hosseini-2/publication/339990272_The_effect_of_price_promotions_on_impulse_buying_the_mediating_role_of_service_innovation_in_fast_moving_consumer_goods/links/5ee33c35299bf1faac4e7ffe/The-effect-of-price-promotions-on-impulse-buying-the-mediating-role-of-service-innovation-in-fast-moving-consumer-goods.pdf (accessed on 15 May 2023).
- [29]INQUIRER.NET (2022). Retrieved from New look, same taste: Here's a peek at Lucky Me! Pancit Canton's refreshed packaging. Available online: <https://pop.inquirer.net/327256/new-look-same-taste-heres-a-peek-at-lucky-me-pancit-cantons-refreshed-packaging> (accessed on 15 May 2023).
- [30]Ivy Panda (2022). Retrieved from Descriptive Correlational. Available online: <https://ivypanda.com/essays/descriptive-statistics-and-correlational-design/> (accessed on 15 May 2023).
- [31]Jo and Park (2019). Retrieved from Evaluation of energy efficacy and texture of ohmically cooked noodles. Available online: <https://www.sciencedirect.com/science/article/abs/pii/S0260877419300081>
- [32]Kasiri, Leila Agha & Guan Cheng, Kenny Teoh & Sambasivan, Murali & Sidin, Samsinar Md., (2017). THE ROLE OF MARKETING MIX IN BUILDING CUSTOMER SATISFACTION AND LOYALTY: A THEORETICAL STUDY (PDF) THE ROLE OF MARKETING MIX IN BUILDING CUSTOMER SATISFACTION AND LOYALTY: A THEORETICAL STUDY (researchgate.net)
- [33]Khadka and Maharjan (2017). Retrieved from Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products.

- Available online: https://www.researchgate.net/publication/333188173_Measuring_the_critical_effect_of_marketing_mix_on_customer_loyalty_through_customer_satisfaction_in_food_and_beverage_products (accessed on 15 May 2023).
- [34] Kotler and Keller (2017). Retrieved from The Effect of Product Promotion and Innovation Activities on Marketing Performance in Middle Small Micro Enterprises.
Available online: <http://repository.unpas.ac.id/56557/1/The%20Effect%20of%20Product%20Promotion%20and%20Innovation%20Activities%20on%20Marketing%20Performance%20in%20Middle%20Small%20Micro%20Enterprises%20in%20Cianjur.pdf> (accessed on 15 May 2023).
- [35] Kotler and Kelly (2018). Retrieved from The Effect of Price and Product Quality Towards Customer Satisfaction and Customer Loyalty on Madura Batik.
<https://www.semanticscholar.org/paper/The-Effect-of-Price-and-Product-Quality-Towards-and-Wantara-Tambrin/46de214dd130e3aa1d28863af9a78abd81a832e8> (accessed on 15 May 2023).
- [36] Kuyucu (2020). Retrieved from Television And Advertising: The History Of Tv Advertising From And Industrial Look.
Available online: https://www.researchgate.net/publication/340944009_Television_And_Advertising_The_History_Of_Tv_Advertising_From_And_Industrial_Look (accessed on 15 May 2023).
- [37] Legaspi (2022). Retrieved from Remember the pancit canton design challenge? This time it's for real.
Available online: <https://mb.com.ph/2022/05/04/remember-the-pancit-canton-design-challenge-this-time-its-for-real/> (accessed on 15 May 2023).
- [38] Lopez (2021). Retrieved from Instant noodles to instant billions.
<https://manilastandard.net/opinion/columns/virtual-reality-by-tony-lopez/356603/instant-noodles-to-instant-billions.html> (accessed on 15 May 2023).
- [39] Missmoonlight (2018). Retrieved from A food review: lucky me pancit canton.
Available online: <http://missmoonlightgirl.blogspot.com/2018/02/a-food-review-lucky-me-pancit-canton.html> (accessed on 15 May 2023).
- [40] Mohammed, Hashim, and Mazlan (2022). Retrieved from CONSUMER PURCHASE INTENTION TOWARD INSTANT NOODLES.
Available online: <http://www.ijafb.com/PDF/IJAFB-2022-41-07-17.pdf> (accessed on 15 May 2023).
- [41] Monde Nissin (2021). Retrieved from Lucky Me! Still the Philippines' No. 1 in 2020. Available online: <https://mondenissin.com/lucky-me-still-the-philippines-no-1-in-2020/> (accessed on 15 May 2023).
- [42] Murdinah and Wahyuni (2020). Retrieved from The nutritional quality and preference of wheat noodles incorporate with Caulerpa sp. Seaweed.
[http://www.ifrj.upm.edu.my/27%20\(03\)%202020/DONE%20-%2006%20-%20IFRJ19361.R1.pdf](http://www.ifrj.upm.edu.my/27%20(03)%202020/DONE%20-%2006%20-%20IFRJ19361.R1.pdf) (accessed on 15 May 2023).
- [43] Nizam, Jaafar, and Supaat (2018). Retrieved from Interactive Online Advertising: The Effectiveness of Marketing Strategy towards Customers Purchase Decision

- Available online: https://www.matec-conferences.org/articles/mateconf/pdf/2018/09/mateconf_mucet2018_0_5043.pdf?fbclid=IwAR2B7IqUKyJQb_yQCXveu msbL-vPfw66H- iDWoLyRJbkcNB0vE8rBZIZY5E (accessed on 15 May 2023).
- [44] Nugraha, M. E., & Setiyorini, H. D., Utama, I. D. (2022). Retrieved from CREATING CUSTOMER SATISFACTION THROUGH SENSORY MARKETING.
Available online: <https://jurnal.stiepas.ac.id/index.php/jebe/article/view/229/274> (accessed on 15 May 2023).
- [45] Nurjaya, Affandi, Elangga, Sunarsi, and Jasmani (2021). Retrieved from The Effect of Product Promotion and Innovation Activities on Marketing Performance in Middle Small Micro Enterprises in Cianjur.
Available online: <https://www.bircu-journal.com/index.php/birci/article/view/1636> (accessed on 15 May 2023).
- [46] Ohrabi, A. S., Hanbolooki, S. K., & Hazavi, T. G. (2017). Retrieved from The role of marketing mix in building customer satisfaction and loyalty: a theoretical study (pdf) the role of marketing mix in building customer satisfaction and loyalty: a theoretical study (researchgate.net).
- [47] Sae-Eaw et al., (2022). Retrieved from Conceptualizing a Gluten-Free Instant Noodle Prototype Using Environmental Sustainability Aspects: A Cross-National Qualitative Study on Thai and Danish Consumers.
Available online: https://www.researchgate.net/publication/362697696_Conceptualizing_a_Gluten-Free_Instant_Noodle_Prototype_Using_Environmental_Sustainability_Aspects_A_Cross-National_Qualitative_Study_on_Thai_and_Danish_Consumers (accessed on 15 May 2023).
- [48] Sae-Eaw, Wongsachia, Giacalone, Naruetharadhol, and Ketkaew, (2022). Retrieved from Conceptualizing a Gluten-Free Instant Noodle Prototype Using Environmental Sustainability Aspects: A Cross-National Qualitative Study on Thai and Danish Consumers.
Available online: https://www.researchgate.net/publication/362697696_Conceptualizing_a_Gluten-Free_Instant_Noodle_Prototype_Using_Environmental_Sustainability_Aspects_A_Cross-National_Qualitative_Study_on_Thai_and_Danish_Consumers (accessed on 15 May 2023).
- [49] Salem and Chaichi (2017). Retrieved from Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products.
https://www.researchgate.net/publication/333188173_Measuring_the_critical_effect_of_marketing_mix_on_customer_loyalty_through_customer_satisfaction_in_food_and_beverage_product (accessed on 15 May 2023).
- [50] Setyaningrum, R. P. (2021). Retrieved from Enhancing customer loyalty through product innovation and perceived value: A study on customers batik in Bekasi District, West Java, Indonesia. *Linguistics and Culture Review*, 5(S3), 1337-1355. <https://doi.org/10.21744/lingcure.v5nS3.1816>
- [51] Sinaga, Lumban, and Ichsan (2021). Retrieved from The Effect of Product Innovation on Consumer Interest in the Purchase of Bottled Tea Products at PT. Sinar Sosro Medan.

Available online: <https://www.bircu-journal.com/index.php/birci/article/view/1762/0> (accessed on 15 May 2023).

- [52] Sitanggang, Sinulingga, and Fachruddin (2019). Retrieved from Analysis Of The Effect Of Product Quality On Customer Satisfaction And Customer Loyalty Of Indihome ATPT Telkom Regional 1 Sumatera, Medan, North Sumatra, Indonesia. Available online: <https://www.aijbm.com/wp-content/uploads/2019/03/C232637.pdf> (accessed on 15 May 2023).
- [53] Song, R., Chung, S., & Cho, S. (2017). Consumer Acceptance of Korean Jang Products Among Halal Food Consumers Using FGI Approach. *Journal of the Korean Society of Food Culture*, 32(3), 266–274. <https://doi.org/10.7318/KJFC/2017.32.3.266>
- [54] Sudaria, et al., (2019). Retrieved from Retracted: Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products. Available online: <https://pdfs.semanticscholar.org/b56c/3e11b91ecf577f4ab1d47cc8457aff83d566.pdf> (accessed on 15 May 2023).
- [55] Sudaria, Terofderb, Khatibia, and Thama (2019). Retrieved from Retracted: Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products. Available online: <https://pdfs.semanticscholar.org/b56c/3e11b91ecf577f4ab1d47cc8457aff83d566.pdf> (accessed on 15 May 2023).
- [56] Sürücü and Maslakci (2020). Retrieved from Validity and Reliability in Quantitative Research. Available online: https://www.researchgate.net/publication/344379869_VValidity_and_Reliability_in_Quantitative_Research (accessed on 15 May 2023).
- [57] Tjiptono (2017). Retrieved from Service Quality and Satisfaction. Available online: <http://repository.unpas.ac.id/56557/1/The%20Effect%20of%20Product%20Promotion%20and%20Innovation%20Activities%20on%20Marketing%20Performance%20in%20Middle%20Small%20Micro%20Enterprises%20in%20Cianjur.pdf> (accessed on 15 May 2023).
- [58] Tournier, Demonteil, Ksiazek, Marduel, Weenen, and Nicklaus (2021). Retrieved from Factors Associated With Food Texture Acceptance in 4- to 36-Month-Old French Children: Findings From a Survey Study. Available online: <https://www.frontiersin.org/articles/10.3389/fnut.2020.616484/full> (accessed on 15 May 2023).
- [59] Utama, I. D. (2022). Retrieved from CREATING CUSTOMER SATISFACTION THROUGH SENSORY MARKETING. Available online: <https://jurnal.stiepas.ac.id/index.php/jebe/article/view/229/274> (accessed on 15 May 2023).
- [60] Verma and Singh (2017). Retrieved from Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products. https://www.researchgate.net/publication/333188173_Measuring_the_critical_effect_of_marketing_mix_on_customer_loyalty_through_customer_satisfaction_in_food_and_beverage_products (accessed on 15 May 2023).

- [61]Wylde (2022). Retrieved from Value for money of social assistance in crisis settings: considerations, evidence, and research priorities
Available online: <https://opendocs.ids.ac.uk/opendocs/handle/20.500.12413/17205> (accessed on 15 May 2023).
- [62]Zephan (2018). Retrieved from Retrieved from The Effect of Price and Product Quality Towards Customer Satisfaction and Customer Loyalty on Madura Batik.
Available online: <https://www.semanticscholar.org/paper/The-Effect-of-Price-and-Product-Quality-Towards-and-Wantara-Tambrin/46de214dd130e3aa1d28863af9a78abd81a832e> (accessed on 15 May 2023).



© 2023 by the author(s); licensee International Technology and Science Publications (ITS), this work for open access publication is under the Creative Commons Attribution International License (CC BY 4.0). (<http://creativecommons.org/licenses/by/4.0/>)