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Factors Influencing Customer Loyalty of Bakery Shops in Nueva Ecija: Basis for a Customer Relationship Management Plan

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Abstract

This study, "Factors Influencing Customer Loyalty of Bakery Shops in Nueva Ecija: Basis for a Customer Relationship Management Plan," examined the key factors affecting customer loyalty among bakery consumers in Talavera, Nueva Ecija. Using a descriptive quantitative research design, the study gathered responses from one hundred (100) regular bakery customers selected through purposive sampling. A structured questionnaire assessed the influence of product quality, pricing strategies, promotions, service quality, and customer relationship management (CRM) on customer loyalty.

The results revealed that young working adults constitute the majority of bakery customers, emphasizing the importance of affordability, product freshness, and accessibility. Among the identified factors, product quality

and service cleanliness emerged as the strongest determinants of loyalty, while consistent pricing and personalized promotional efforts also significantly influenced repeat patronage. Furthermore, effective CRM practices—such as friendly customer interactions, responsiveness, and eco-friendly initiatives—fostered trust and long-term relationships.

Based on these findings, a Customer Relationship Management Plan was proposed, focusing on continuous product quality assurance, fair pricing, digital engagement, and professional service enhancement. The study concludes that strengthening CRM systems and maintaining customer-centered strategies can enhance loyalty, satisfaction, and business sustainability among bakery shops in Nueva Ecija.

Keywords: Customer Loyalty, Bakery Shops, Service Quality, Pricing Strategy, Customer Relationship Management

Introduction

Customer loyalty has become a critical determinant of business success in today's highly competitive market. Like many other businesses, Bakeries face challenges brought about by intense competition, evolving consumer preferences, and economic pressures. Well-established bakery brands continuously innovate by introducing new products and enhancing customer experiences to maintain their market share. The rise of online food delivery services and the growing demand for healthier and more diverse food options have also reshaped how bakeries attract and retain customers.

In this environment, successful bakeries have recognized that customer loyalty goes beyond consistently delivering high-quality products. It also requires strong customer engagement and effective marketing strategies to strengthen long-term relationships. In Nueva Ecija, bakery shops play an essential role in everyday life by offering a variety of baked goods that cater to the tastes, preferences, and convenience of the local community. Their accessibility and affordability make them a preferred choice among families and individuals seeking fresh and satisfying products.

However, local bakeries face challenges, such as increasing competition from nearby establishments and emerging online delivery platforms. To remain competitive, bakery owners must adapt their business strategies to meet changing consumer expectations for product quality, service, and overall customer experience. Understanding the factors that influence customer loyalty is therefore vital in identifying the strengths and weaknesses of local bakeries, which in turn can guide improvements in customer retention.

The importance of customer loyalty cannot be overstated. Loyal customers make repeat purchases and are more likely to recommend the bakery to others, thereby contributing to a positive brand reputation. According to Freedman (2024) ^[10], customer loyalty further drives word-of-mouth marketing, as satisfied customers often share their personal or online

experiences. This form of advocacy is potent, as consumers tend to trust recommendations from friends, family, and even online reviews.

In this context, factors such as product quality, pricing strategies, promotions, service quality, and customer relationship management (CRM) are critical to the success of bakeries. This study, therefore, aims to examine the factors influencing customer loyalty in bakery shops across Nueva Ecija. The findings will provide valuable insights and practical recommendations for enhancing customer satisfaction and formulating an effective Customer Relationship Management Plan to support local bakeries' long-term growth and competitiveness.

Conceptual Framework

This study is anchored on the idea that customer loyalty in bakery shops is influenced by various business factors such as product quality, pricing, promotions, service quality, and customer relationship management (CRM). These factors shape the overall customer experience, determining the likelihood of repeat purchases, customer satisfaction, and positive word-of-mouth referrals.

The framework begins with the demographic profile of customers (age, gender, employment status, income, and purchase frequency), which provides insights into the characteristics and buying behavior of bakery consumers in Nueva Ecija. These demographics interact with the key loyalty factors—product quality, pricing strategies, promotions, service quality, and CRM practices—that directly affect how customers perceive and evaluate bakery shops.

The effectiveness of current CRM practices is assessed in terms of customer preferences, engagement, service, and order management. The findings from this analysis will form the basis for developing a Customer Relationship Management Plan to strengthen loyalty and ensure the long-term competitiveness of bakery businesses in the province. Thus, the framework illustrates the flow from customer characteristics and influencing factors toward CRM practices, ultimately guiding the proposed CRM plan.

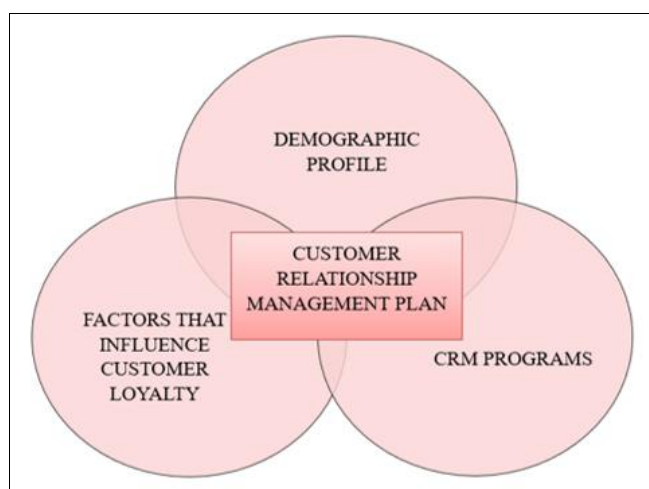


Fig 1: Conceptual Framework of the Study

The framework illustrates the flow of the study, beginning with the **demographic profile of customers** (age, gender, employment status, monthly income, and purchase frequency) as the input. These characteristics interact with the **factors influencing customer loyalty**—product quality,

pricing strategies, promotions, service quality, and customer relationship management—which serve as the process variables. Analyzing these factors leads to **assessing CRM practices** in terms of customer preferences, engagement, service, and order management. Finally, the outcome of this study is a **proposed Customer Relationship Management Plan** designed to strengthen customer loyalty and enhance the long-term competitiveness of bakery shops in Nueva Ecija.

Statement of the Problem

This study examines the factors influencing customer loyalty in bakery shops in Nueva Ecija and their implications for developing an effective Customer Relationship Management (CRM) plan. Specifically, it aims to answer the following questions:

1. How may the demographic profile of customers of bakery shops in Nueva Ecija be described in terms of:
 - 1.1 Age
 - 1.2 Gender
 - 1.3 Employment Status
 - 1.4 Monthly Income Level
 - 1.5 Frequency of Purchase
2. How may the factors that influence customer loyalty in bakery shops in Nueva Ecija be described in terms of:
 - 2.1 Product Quality
 - 2.2 Pricing Strategies
 - 2.3 Promotions
 - 2.4 Service Quality
 - 2.5 Customer Relationship Management
3. How may the existing CRM practices of bakery shops in Nueva Ecija be described in terms of:
 - 3.1 Customer Preferences
 - 3.2 Customer Engagement
 - 3.3 Customer Service
 - 3.4 Order Management
4. What customer relationship management plan may be proposed based on the findings of the study?

Research Methodology

This study employed a descriptive quantitative research design to investigate the factors influencing customer loyalty among bakery shops in Talavera, Nueva Ecija. The descriptive method was deemed appropriate as it allows for systematic data collection, organization, and interpretation, enabling the researchers to understand bakery customers' patterns, behaviors, and perceptions. Quantitative analysis was used to generate numerical data that could be statistically interpreted, ensuring objectivity and accuracy in addressing the research questions.

The study's respondents were one hundred (100) customers who regularly purchase from bakery shops across selected barangays in Talavera. They were chosen through selective sampling, ensuring representation across different age groups, genders, and buying behaviors. The locale of the study, Talavera, was selected due to its growing business sector and the increasing presence of bakery enterprises contributing to local economic development.

A structured questionnaire served as the primary research instrument, consisting of three parts: respondents' demographic profiles, factors influencing customer loyalty (product quality, pricing, promotion, service quality, and customer relations), and challenges affecting loyalty.

Responses were rated using a four-point Likert scale ranging from “Strongly Disagree” to “Strongly Agree.”

The data gathering procedure involved securing approval from academic authorities and **distributing questionnaires to the identified respondents. Collected data were tabulated and analyzed using frequency, percentage, and mean to interpret customer loyalty levels and influencing factors. Ethical considerations, including informed consent, confidentiality, and anonymity, were strictly observed to ensure the integrity and credibility of the study.**

Results and Discussion

1. Demographic Information

1.1 Age

This table presents the age distribution of the respondents to identify which age group most commonly purchases bakery products in Talavera, Nueva Ecija.

Table 1: Age range of bakery customers in Talavera

Age	Frequency	Percentage
Under 18	4	4%
18-30	65	65%
31-40	21	21%
41-50	7	7%
51 above	3	3%
Total	100	100%

The data reveal that most respondents (65%) are aged 18–30, followed by 21% aged 31–40. Only a small proportion of respondents belong to the younger (4%) and older (3%) age brackets. This suggests that bakery customers in Talavera are predominantly young adults. Their purchasing behavior indicates that this age group is highly engaged with bakery products due to lifestyle factors, taste preferences, and spending capacity. Meanwhile, the relatively minor representation of older customers may be attributed to differences in dietary preferences and consumption patterns.

1.2 Gender

This table shows the gender identities of the respondents to understand the general composition of bakery customers in terms of sex and gender orientation.

Table 2: Gender identity of the respondents

Gender	Frequency	Percentage
Male	39	39%
Female	54	54%
LGBTQ+	7	7%
Total	100	100%

The results show that a majority of bakery customers are female (54%), followed by male respondents (39%) and LGBTQ+ individuals (7%). This implies that women constitute the primary customer base of bakery shops in Talavera, reflecting their more frequent household purchasing and food preferences. Including LGBTQ+ respondents highlights gender diversity among customers, suggesting that marketing efforts should remain inclusive and considerate of all gender identities to enhance market reach and customer satisfaction.

1.3 Employment Status

This table shows the respondents' employment status, giving insight into the working background of bakery customers.

Table 3: Employment status of respondents

Employment Status	Frequency	Percentage
Employed	46	46%
Self-employed	14	14%
Unemployed	39	39%
Retired	1	1%
Total	100	100%

Most respondents are employed (46%), followed by unemployed individuals (39%) and self-employed persons (14%), while only one respondent (1%) is retired. These findings indicate that many bakery customers are economically active, with stable income sources supporting frequent purchases. However, many unemployed respondents suggest the need for bakeries to maintain affordable pricing and promotions to cater to budget-conscious customers.

1.4 Monthly Level Income

This table illustrates the respondents' monthly income range, which helps assess their spending capacity on bakery products.

Table 4: Respondents' monthly income levels

Monthly Level Income	Frequency	Percentage
Less than PHP 10,000	51	51%
10,000-20,000	31	31%
20,001-30,000	12	12%
30,001-40,000	5	5%
More than 40,000	1	1%
Total	100	100%

More than half of the respondents (51%) earn below PHP 10,000 monthly, followed by 31% earning between PHP 10,000 and 20,000. Only a small percentage earn above PHP 20,000. This indicates that most bakery customers belong to lower-income groups, strongly influencing their purchasing decisions. Consequently, bakeries must adopt competitive pricing and offer budget-friendly options to remain accessible and appealing to this demographic.

1.5 Frequency of Purchase

This table reveals how often customers buy bakery products, which helps evaluate consumer behavior and demand patterns.

Table 5: The frequency of customer purchases of bakery items

Frequency of purchase	Frequency	Percentage
Daily	23	23%
Once a week	27	27%
2-3 times a week	33	33%
Once a month	7	7%
2-3 times a month or more	10	10%
Total	100	100%

Most respondents (33%) purchase bakery products two to three times per week, followed by 27% buying once a week, and 23% purchasing daily. These results suggest a high level of product demand and frequent consumption among customers. The data underscore the importance of maintaining product freshness, quality, and availability to satisfy repeat customers and foster continued loyalty.

2. Factors That Influence Customer Loyalty

2.1 Product Quality

This table examines how the quality of bakery products affects customer loyalty. It looks into freshness, taste, appearance, and consistency.

Table 6: Product quality

Product Quality	Weighted Mean (WM)	Verbal Interpretation (VI)
I am influenced by the taste of the bakery products when deciding to buy them.	3.47	Agree
I am likelier to stay loyal to a bakery that regularly offers freshly baked goods.	3.50	Strongly Agree
I prefer a bakery that offers a wide variety of products.	3.48	Agree
I prefer bakeries that provide consistent portion sizes for their products.	3.38	Agree
I base my purchasing decisions on the appearance of the bakery products (e.g., color, shape, presentation).	3.35	Agree
Total	3.43	Agree

Legend: 3.50 – 4.00 Strongly Agree; 2.50 – 3.49 Agree; 1.50 – 2.49 Disagree; and 1.00 – 1.49 Strongly Disagree

The highest weighted mean (3.50) shows that respondents strongly agree that freshly baked products significantly influence their loyalty to a bakery. This underscores the importance of product freshness as a key determinant of satisfaction and repeat patronage. Conversely, the lowest weighted mean (3.35) indicates that while product appearance matters, it is secondary to freshness and consistency. Hence, bakeries should prioritize daily freshness and standard quality to enhance customer trust and loyalty.

2.2 Pricing Strategies

This table evaluates the impact of pricing strategies on customer loyalty. It includes how fair pricing, value for money, and price stability affect buying decisions.

Table 7: Pricing strategies

Pricing Strategies	Weighted Mean (WM)	Verbal Interpretation (VI)
I am willing to pay a premium price for bakery products if they are of high quality.	3.25	Agree
I stay loyal to a bakery that consistently provides good value for money.	3.4	Agree
I prefer a bakery that has consistent pricing and avoids frequent price increases.	3.42	Agree
I remain loyal to a bakery that offers a price range that fits my budget and purchasing habits.	3.32	Agree
I continue buying from a bakery where the price of products is justified by their size, quality of ingredients, and overall value.	3.41	Agree
Total	3.36	Agree

Legend: 3.50 – 4.00 Strongly Agree; 2.50 – 3.49 Agree; 1.50 – 2.49 Disagree; and 1.00 – 1.49 Strongly Disagree

The highest weighted mean (3.42) indicates that customers appreciate consistent pricing without frequent increases, emphasizing the role of price stability in maintaining loyalty. Meanwhile, the lowest weighted mean (3.25) shows that while some customers are willing to pay more for high-quality products, affordability remains essential. Thus, bakeries should maintain fair pricing aligned with perceived value to balance quality and cost-effectiveness, particularly for low-income consumers.

2.3 Promotion

This table explores how different promotional activities influence customer loyalty. It includes general offers, discounts for repeat customers, and special promotions.

Table 8: Promotion

Promotion	Weighted Mean (WM)	Verbal Interpretation (VI)
I am more likely to purchase bakery products if promotions or special offers are available.	3.24	Agree
I feel more valued when a bakery offers exclusive promotions or discounts to repeat customers.	3.38	Agree
I pay attention to promotional advertisements from bakery shops when deciding where to buy.	3.35	Agree
I appreciate bakeries that celebrate holidays with attractive promotions or discounts.	3.31	Agree
I appreciate bakeries that offer free delivery for orders above a certain amount, making it more convenient for me to order.	3.37	Agree
Total	3.33	Agree

Legend: 3.50 – 4.00 Strongly Agree; 2.50 – 3.49 Agree; 1.50 – 2.49 Disagree; and 1.00 – 1.49 Strongly Disagree

The highest weighted mean (3.38) suggests that exclusive promotions and discounts for repeat customers enhance their sense of value, strengthening loyalty. Conversely, the lowest weighted mean (3.24) indicates that general promotions are effective but less impactful than personalized ones. These findings suggest that bakeries in Talavera can improve loyalty by focusing on customized offers and customer appreciation programs tailored to frequent buyers.

2.4 Service Quality

This table highlights the role of service quality in customer satisfaction and loyalty. It covers cleanliness, staff behavior, efficiency, and payment convenience.

Table 9: Service Quality

Service Quality	Weighted Mean (WM)	Verbal Interpretation (VI)
I prefer bakery shops that provide prompt and efficient service.	3.48	Agree
I feel more satisfied with my purchase when the bakery staff are friendly and helpful.	3.5	Strongly Agree
I prefer bakery shops that are clean and well-maintained.	3.59	Strongly Agree
I am likelier to return to a bakery that consistently provides	3.57	Strongly Agree

excellent service.		
I appreciate bakeries that provide easy and convenient payment options (e.g., mobile payment).	3.24	Agree
Total	3.47	Agree

Legend: 3.50 – 4.00 Strongly Agree; 2.50 – 3.49 Agree; 1.50 – 2.49 Disagree; and 1.00 – 1.49 Strongly Disagree

The highest weighted mean (3.59) demonstrates that cleanliness and shop maintenance are critical to customer satisfaction and loyalty, reflecting customer preference for a hygienic and professional environment. The lowest weighted mean (3.24) shows that while convenient payment options are appreciated, they are less influential than overall service quality. Therefore, bakeries should maintain cleanliness, friendliness, and prompt service while integrating modern payment systems to improve customer experience.

2.5 Customer Relationship Management

This table assesses how building personal connections with customers and addressing their concerns affects loyalty. It also includes customer feedback and eco-friendly practices.

Table 10: Customer Relationship Management

Customer Relationship Management	Weighted Mean (WM)	Verbal Interpretation (VI)
I feel a stronger connection with the bakery when the staff remembers my preferences or previous orders.	3.45	Agree
I prefer bakeries that build welcoming and friendly relationships with regular customers.	3.52	Strongly Agree
I support bakeries that listen to and act upon customer feedback seriously.	3.48	Agree
I appreciate it when the bakery takes the time to respond to my inquiries or concerns promptly.	3.47	Agree
I like bakeries that show they care about the environment and use eco-friendly practices.	3.52	Strongly Agree
Total	3.48	Agree

Legend: 3.50 – 4.00 Strongly Agree; 2.50 – 3.49 Agree; 1.50 – 2.49 Disagree; and 1.00 – 1.49 Strongly Disagree

The highest weighted means (3.52) reveal that customers highly value friendly relationships with staff and appreciate eco-friendly practices, fostering emotional connection and trust. The lowest weighted mean (3.47) suggests that timely responses remain essential but are slightly less emphasized. This indicates that loyalty is strengthened through responsiveness, genuine relationship-building, and ethical business practices.

3. CRM Programs of Bakery Shops

3.1 Customer Preference

This table identifies challenges related to customer preferences that affect loyalty. It looks into product variety, availability, and responsiveness to changing needs.

Table 11: Customer Preference

Customer Preference	Weighted Mean (WM)	Verbal Interpretation (VI)
I am often disappointed when my favorite bakery runs out of my preferred products.	3.02	Agree
I struggle to find a bakery that offers a variety of products that match my personal preferences.	3.01	Agree
I find it challenging when the bakery doesn't offer enough variety to suit my changing preferences.	2.98	Agree
It is challenging when a bakery doesn't respond to customer feedback and improve based on what others and I prefer.	3.26	Agree
I find it difficult to stay loyal to a bakery that doesn't offer the same high-quality products I've enjoyed.	3.28	Agree
Total	3.11	Agree

Legend: 3.50 – 4.00 Strongly Agree; 2.50 – 3.49 Agree; 1.50 – 2.49 Disagree; and 1.00 – 1.49 Strongly Disagree

The highest weighted mean (3.28) shows customers struggle to remain loyal when bakeries fail to maintain consistent product quality. The lowest mean (2.98) indicates that insufficient product variety can reduce satisfaction. These findings emphasize the need for bakeries to maintain product consistency while introducing variety to accommodate changing customer preferences and sustain loyalty.

3.2 Customer Engagement

This table examines how engagement, or the lack of it, affects loyalty. It includes recognition of long-time customers, online responses, and loyalty programs.

Table 12: Customer Engagement

3.2 Customer Engagement	Weighted Mean (WM)	Verbal Interpretation (VI)
I feel disconnected when the bakery does not respond to my questions or comments on social media.	3.00	Agree
I struggle to feel loyal to the bakery when they don't acknowledge long-time customers like me.	3.13	Agree
I lose interest when no loyalty rewards or programs encourage regular visits or purchases.	3.14	Agree
I struggle to feel engaged when there's no apparent effort from the bakery to build a relationship beyond transactions.	3.24	Agree
I find it frustrating when the bakery doesn't reply to my online messages or comments.	3.06	Agree
Total	3.11	Agree

Legend: 3.50 – 4.00 Strongly Agree; 2.50 – 3.49 Agree; 1.50 – 2.49 Disagree; and 1.00 – 1.49 Strongly Disagree

The highest weighted mean (3.24) suggests customers feel less engaged when bakeries fail to build relationships beyond transactions, highlighting the need for emotional connection. The lowest mean (3.00) indicates unresponsiveness to social media comments leads to customer disengagement. Therefore, bakeries should improve online interaction and recognize long-time customers to strengthen engagement and loyalty.

3.3 Customer Service

This table discusses customer service quality issues that may impact their loyalty. It focuses on staff professionalism, attentiveness, and responsiveness.

Table 13: Customer Service

Customer Service	Weighted Mean (WM)	Verbal Interpretation (VI)
I find it frustrating when staff are not friendly, attentive, or welcoming during my visits.	3.25	Agree
I feel dissatisfied when my concerns or complaints are not handled professionally.	3.25	Agree
I often experience delays in getting help or assistance when I need it.	3.29	Agree
I feel discouraged when staff don't seem knowledgeable about the products they are selling.	3.29	Agree
I feel disrespected when the staff chat with coworkers instead of attending to customers.	3.31	Agree
Total	3.27	Agree

Legend: 3.50 – 4.00 Strongly Agree; 2.50 – 3.49 Agree; 1.50 – 2.49 Disagree; and 1.00 – 1.49 Strongly Disagree

The highest weighted mean (3.31) reveals that customers feel disrespected when staff neglect them in favor of personal conversations, indicating that attentiveness is vital in service interactions. The lowest means (3.25) suggest poor complaint handling negatively affects satisfaction. Hence, bakery staff should receive training in professional customer service, courtesy, and problem resolution to build

trust and ensure loyalty.

3.4 Order Management

This table analyzes order-related issues such as incorrect orders, delayed preparation, and a lack of digital payment methods. These affect the overall customer experience and loyalty.

Table 14: Order Management

Order Management	Weighted Mean (WM)	Verbal Interpretation (VI)
I find it stressful when I'm asked to repeat my order multiple times, and it still gets mixed up.	3.43	Agree
I struggle when the bakery can't handle multiple orders during busy times.	3.29	Agree
I struggle when there's no clear-cut-off time for placing orders, especially before weekends or holidays.	3.22	Agree
I feel inconvenienced when I only have to pay in cash and have no GCash or other digital payment options.	3.03	Agree
I get upset when I'm told to return for my order later, but it's still not ready after waiting.	3.32	Agree
Total	3.25	Agree

Legend: 3.50 – 4.00 Strongly Agree; 2.50 – 3.49 Agree; 1.50 – 2.49 Disagree; and 1.00 – 1.49 Strongly Disagree

The highest weighted mean (3.43) indicates that order mix-ups are a significant source of customer frustration, emphasizing the importance of order accuracy. The lowest mean (3.03) shows that limited payment options cause inconvenience. These results suggest that bakeries should streamline order processes, ensure accuracy, and adopt digital payment systems to enhance efficiency and customer satisfaction.

4. Proposed a Customer Relationship Management Plan based on the results of the study

Table 15: Proposed Customer Relationship Management (CRM) Plan for Bakery Shops in Nueva Ecija

Key Area / Issue	Objective	Proposed Strategies / Activities	Persons Involved	Time Frame	Expected Outcome
Product Quality	To ensure consistent freshness and product excellence	- Implement daily quality checks for baked goods - Schedule regular staff training on baking standards and portion consistency - Use customer feedback forms for product improvement	Bakery Owner / Head Baker / Staff	Continuous	Improved customer satisfaction and repeat patronage
Pricing Strategy	To maintain fair and competitive pricing aligned with customer income levels	- Conduct periodic market price analysis - Introduce "budget combo" options - Offer loyalty discounts for regular customers	Bakery Owner / Marketing Staff	Quarterly	Increased customer retention and affordability perception
Promotion and Marketing	To strengthen customer engagement and visibility	- Offer loyalty cards or digital punch rewards - Create social media pages for promotions and customer feedback	Marketing Team / Store Manager	Monthly to Quarterly	Enhanced brand awareness and stronger customer relationships

		- Introduce holiday and birthday promotions			
Service Quality	To improve staff professionalism and customer interaction	- Conduct customer service training - Enforce cleanliness and hygiene protocols - Establish customer feedback and complaint systems	Owner / Staff / HR / Quality Assurance	Biannually	Higher service satisfaction and positive word-of-mouth
Customer Relationship Management Practices	To foster long-term customer relationships and trust	- Maintain a customer database for regulars - Send appreciation messages or discounts to loyal customers - Introduce eco-friendly packaging and community initiatives	Owner / Marketing / Staff	Continuous	Stronger loyalty and community goodwill
Customer Preference	To align product offerings with customer demand	- Conduct regular surveys on product preferences - Introduce seasonal or limited-edition products - Maintain consistent availability of best-sellers	Owner / Production / Sales	Every 6 months	Increased responsiveness to customer needs
Customer Engagement	To enhance communication and emotional connection	- Respond actively to online comments and messages - Recognize long-time customers publicly (e.g., "Customer of the Month") - Host small community events or tasting promos	Owner / Staff / Marketing	Monthly	Improved engagement and customer connection
Customer Service	To provide courteous, efficient, and knowledgeable service	- Develop a "Customer First" service policy - Implement staff incentive programs for good service - Provide introductory product knowledge sessions	Manager / Staff / HR	Quarterly	Enhanced service quality and customer satisfaction
Order Management	To ensure order accuracy and convenience	- Adopt digital order tracking (Google Forms, Messenger Bot, or POS) - Offer multiple payment methods (GCash, debit cards) - Set clear pick-up and delivery schedules	Owner / Cashier / Staff	Within 3 months	Reduced order errors and increased convenience for customers

Summary of the Proposed CRM Plan

The proposed CRM Plan focuses on improving customer satisfaction and loyalty by addressing product quality, pricing, promotion, service, and order management issues. It emphasizes consistent product freshness, affordable pricing, professional service, and personalized engagement. Including digital tools such as online promotions and cashless payments ensures adaptability to modern customer preferences. Overall, the CRM Plan aims to help bakery shops in Nueva Ecija build sustainable customer relationships, strengthen their market position, and achieve long-term business success.

Conclusion and Recommendations

Conclusions

1. Demographic Influence:

The findings indicate that Talavera, Nueva Ecija bakery customers are primarily young working adults with moderate income levels. This suggests that affordability, accessibility, and product freshness are vital considerations in maintaining customer loyalty.

2. Key Loyalty Drivers:

Product freshness, quality, and service cleanliness

emerged as the strongest determinants of customer loyalty. Bakeries that consistently maintain high-quality standards, clean environments, and friendly service are more likely to retain customers.

3. Pricing and Promotion:

The study concludes that fair, consistent pricing and well-planned promotional activities significantly influence repeat patronage. Loyalty programs, personalized offers, and social media promotions effectively enhance customer engagement and satisfaction.

4. Customer Relationship Management:

Effective CRM practices—responsiveness, friendly staff interaction, and eco-friendly initiatives—contribute to trust, satisfaction, and emotional attachment between bakeries and customers.

5. Customer Loyalty Challenges:

Inconsistencies in product availability, limited engagement efforts, and inefficient order management processes hinder customer satisfaction. These challenges highlight the need for better operational systems and communication strategies.

6. Proposed CRM Plan:

The formulated CRM plan emphasizes continuous quality assurance, staff development, pricing review, digital marketing engagement, and enhanced customer service. Its implementation will strengthen loyalty, improve satisfaction, and sustain bakery business success in Talavera, Nueva Ecija.

Recommendations

1. Ensure Consistent Product Quality:

Conduct daily quality checks and regular staff training, and maintain freshness standards to ensure customer satisfaction and encourage repeat purchases.

2. Maintain Affordable and Competitive Pricing:

Review market trends and customer purchasing power regularly to keep pricing fair and accessible while ensuring product value.

3. Enhance Promotional Strategies:

Introduce loyalty cards, digital reward systems, and social media campaigns to strengthen brand visibility and customer connection.

4. Improve Service Quality:

Implement customer service training and cleanliness protocols. Friendly and professional interactions should be emphasized to create a positive experience for every customer.

5. Strengthen CRM Practices:

Establish a customer database, gather feedback systematically, and recognize loyal customers through appreciation posts or reward incentives to build long-term relationships.

6. Increase Customer Engagement:

Use online platforms for interactive posts, prompt responses, and community-based promotions. Hosting small events or sampling activities can also boost customer interaction.

7. Streamline Order Management:

Adopt digital ordering tools and flexible payment options such as GCash or debit cards to make transactions faster and more convenient.

8. For Future Researchers:

Further studies may be conducted to explore customer loyalty in other food-related industries or in different areas of Nueva Ecija to validate and expand the findings of this study.

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