



Franchise Branding, Technological Adaption, and Customer Engagement of Selected Food Franchise Businesses in The 1st District of Laguna

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ABSTRACT

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The study aimed to identify the relationship between franchise branding, technological adaption, and customer engagement in the selected food franchise businesses in the 1st District of Laguna, Philippines. A descriptive correlational research design was used in this study. The study revealed that franchise branding was highly favorable with an average weighted mean of 3.46, technological adaption was highly practiced with an average weighted mean of 3.43, the customer engagement was very high with a weighted mean of 3.40. Correlations indicated that there was a significant relationship between Franchise Branding and Technological Adaption, Franchise Branding and Customer Engagement as well as Technological Adaption and Customer Engagement. The results also showed that there was a high level of prediction of the dependent variable (level of customer engagement). The obtained R square of 0.674 shows that independent variables (franchise branding and technological adaption) explain the variability of the dependent variable (level of customer engagement). Further, the independent variables franchise branding along with brand recognition, brand image, brand consistency, brand loyalty, and brand communication and technological adaption in terms of online marketing strategies, mobile app integration, digital ordering system, and data analytics utilization are the drivers of customer engagement in food franchise businesses.

KEYWORDS:

Franchise Branding, Technological Adaption, Customer Engagement, Food Franchise Business, Descriptive-correlational Method

INTRODUCTION

In today's interconnected world, the global marketplace has become increasingly intertwined with local businesses, presenting both challenges and opportunities for various industries. As franchises expand their reach across borders, they must navigate the complexities of maintaining a consistent brand image while adapting to local markets and consumer preferences. Franchise businesses in the food industry face unique challenges and opportunities in establishing and maintaining their brand recognition, adapting to technological advancements, and engaging customers effectively. The fast-food sector has emerged as a significant player in the global landscape, catering to individuals who invest substantial time in work or business

activities. The demand for swift food services has surged due to the apparent scarcity of leisure time. As a result of the global economic downturn leading to decreased disposable income, customers appear to be transitioning from upscale dining and full-service restaurants to more budget-friendly quick-service and fast-food establishments. Nevertheless, the prevalence of exposure to diverse goods and services has cultivated a discerning clientele. Fast-food customers, despite economic constraints, are increasingly informed and align their expectations with global trends. Berndt (2019)

According to Sible et al. (2015) as cited by Tioco (2022), franchising is emerging as a prominent trend in the business landscape of the Philippines. Rather than being a standalone business, it is fundamentally a marketing concept—an innovative method of selling goods and services, representing a progressive approach. The expansion and endurance of franchising, operating as a multifaceted form of entrepreneurship, significantly deviates from the rapidly growing conventional entrepreneurial models witnessed globally. Despite the continuous growth of the franchising industry, it is crucial to explore the interconnection between franchise support, brand recognition, and the intention of

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franchise system retention among food franchisees. In addition, in the study of Chun et al. (2020), they found that there's a positive link between how consumers perceive a brand's recognition and their familiarity with the brand. Their study highlights that franchise companies' efforts on social media significantly improve brand recognition, which in turn increases brand familiarity. This emphasizes the importance of using social media as a key tactic to enhance brand recognition.

In terms of technological adaptation, Chen et al. (2020) assert that online marketing strategies and mobile app integration have become indispensable tools for food franchises. They suggest that leveraging these technologies can enhance customer reach and engagement. Davis and Lee (2023) explore the benefits and challenges of implementing digital ordering systems in food franchises. They argue that such systems improve operational efficiency and customer experience. Data analytics utilization has also gained prominence, enabling franchises to make informed decisions and gain valuable customer insights (Lee & Kim, 2019). Martinez and Lewis (2020) explore the impact of technological adaption on supply chain management within food franchises. The integration of digital tools and platforms has enhanced inventory control, order accuracy, and overall supply chain visibility, leading to improved efficiency, and reduced operational costs.

Ultimately, customer engagement is essential for food franchises to build strong relationships with their target audience. Social media interaction has become a key channel for engaging customers and fostering brand loyalty (Harris & Martinez, 2018). Loyalty programs have proven effective in driving customer retention and repeat business (Nguyen et al., 2020). Moreover, personalized customer experiences have gained traction to enhance customer satisfaction and loyalty (Wang & Li, 2021).

A well-defined brand attracts customers, while technological adaption facilitates better customer engagement. In turn, engaged customers contribute to brand loyalty and advocacy, driving the success of the franchise. Currently, there are no such studies that link the franchise branding, technological adaption, and customer engagement in selected food franchise in the 1st District of Laguna.

Several studies have been conducted to demonstrate the interrelationships between and among Franchise Branding, Technological Adaption and Customer Engagement such as the study of Narayana (2022) stress the importance of brand recognition for consumer trust and purchase considerations. Furthermore, Durgude et al. (2023) and Wantini et al. (2021) elaborate on the factors influencing brand consistency and loyalty, underscoring the significance of performance, reliability, and brand trust. Savitri (2022) and Dahake et al. (2019) for technological adaptation, encompassing mobile app integration and digital ordering systems, is crucial for efficiency and innovation. Customer

engagement, a foundation of marketing strategy, is adopted through live streaming commerce, social media interaction, loyalty programs, and personalized experiences. Lim (2022) emphasizes its importance, particularly in the age of social media, while Cao et al. (2022) probe into the role of live streaming commerce. Social media interaction and loyalty programs, highlighted by Aljumah (2023), facilitate community formation and enduring relationships. Moreover, personalized customer experiences, as emphasized by Wu (2023), contribute to deeper connections with customers, leading to increased satisfaction and loyalty. Franchise branding lays the foundation for consumer trust and preference, which are reinforced through technological adaptation, facilitating seamless interactions and personalized experiences. Customer engagement, facilitated by effective branding and technological integration, further strengthens brand loyalty, and drives business success.

However, despite the numerous studies conducted about food franchise business, no study yet had been conducted particularly in the 1st District of Laguna that investigated the franchise branding, technological adaption, and customer engagement in selected food franchise businesses.

Thus, this study aimed to determine the franchise branding, technological adaption, and customer engagement of selected food franchise businesses in the 1st District of Laguna. This could serve as guide business and franchise owners in making informed decisions about branding, technology adaption, and customer engagement strategies to stay competitive and update marketing professionals on optimizing communication strategies to resonate with the target audience, thereby enhancing competitiveness in the market.

METHODS

The researcher utilized descriptive-correlational method of research with the help of survey questionnaire as the main source of data. Through this design, this study gave emphasis on the franchise branding, technological adaption, and customer engagement of selected food franchise businesses in the 1st District of Laguna. Statistical method utilized to give credence and reliability to the work. This is one in which information is collected without changing the environment (i.e., nothing is manipulated). It is used to obtain information concerning the status of the phenomena to describe "what exists" with respect to variables or conditions in a situation. The methods involve range from the survey which describes the status quo, the correlation study which investigates the relationship between variables, to developmental studies which seek to determine changes over time (Yango, et al., 2019).

The researcher used empirical data and documentary data for the conduct of the study. Empirical data were acquired from the respondents of the study who were the

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selected customer of food franchise in the 1st District of Laguna and who honestly answered the questionnaires provided in the study. The study aimed to determine the franchise branding, technological adaption, and customer engagement of selected food franchise businesses in the 1st District of Laguna. The respondents of the study were the selected food franchise customers in San Pedro City, Santa Rosa City, and Cabuyao City which belong to the 1st District of Laguna consisting of one hundred fifty (150) as a total population. The sample size was one hundred nine (109) selected food franchise customers using the Raosoft calculator with the confidence level of 95 percent and margin of error of 5 percent. purposive sampling was utilized, by using criteria such as at least 18-45 years of age. The study was conducted during Academic Year 2023-2024.

The researcher used self-made questionnaire. The research questionnaire was composed of validated questionnaires, which attempted to determine franchise branding, technological adaption and customer engagement of selected food franchise businesses in the 1st District of Laguna. The questionnaire was divided into three parts. The first part of the questionnaire dwelled on the franchise branding, part two dealt with the technological adaption and part three focused on the level of customer engagement of selected food franchise business in the 1st District of Laguna.

Since the questionnaire was self-made, it was subjected to face and content validity. It was shown to the panel of experts in business management, in statistics and in research for their comments and suggestions. First, the questionnaire was validated by the expert to evaluate the content and appropriateness of the items. To ascertain that the indicators that were used in the research questionnaire were relevant to the study, the researcher sought the opinions of other experts from educational management, research, and statistics. Also, the researcher-made questionnaire underwent Cronbach’s Alpha reliability test for thorough validation of the formulated indicators. The results were: for-franchise branding: 0.915, for technological adaption: 0.901and for customer engagement: 0.869.

The researcher used three sets of survey questionnaire. The first and second sets included statements about the franchise branding and technological adaption

which was measured using the Likert-Type Scale (Strongly Agree - 4, Agree -3, Disagree - 2, Strongly Disagree –1). The third set of the survey questionnaire elicited the customer engagement which was also measured using the Likert-Type Scale. It was encoded using the following scale: Very High (3.25-4.00), High (2.50-3.24), Low (1.75-2.49), and Very Low (1.00-1.74). The researcher secured a letter of request asking permission from the concerned respondents in the selected food franchise businesses in the 1st District of Laguna for the conduct of the study. Upon approval, the questionnaires were distributed to the target respondents. The questionnaires were sent to the respondents online with the use of Google Forms and face-to-face surveys. The individual consent of the respondent was obtained explaining to them that this investigation was simply an academic requirement and kept in strict confidentiality. The researcher briefly explained to the respondents the details of the questionnaires to avoid errors, such that the questionnaire sheets should be completed voluntarily and confidentially by the respondents and returned to the surveyor. The accomplished questionnaires were collected right after they have answered by the respondents and the gathered data has been tallied, tabulated, analysed, and interpreted.

The following statistical tools were used in this study: 1. Weighted mean and ranking were used to determine the franchise branding, technological adaption, and customer engagement of selected food franchise businesses in the 1st District of Laguna. 2. Pearson r was used to determine the relationship between and among the franchise branding, technological adaption, and customer engagement of selected food franchise businesses in the 1st District of Laguna. 3. 3.

Multiple regression analysis was used to assess the strength and direction of the relationship between the franchise branding, technological adaption, and customer engagement of selected food franchise businesses in the 1st District of Laguna.

RESULTS AND DISCUSSIONS

Discussion of the leadership factors of educational leaders, organizational culture and teacher competence is presented in the succeeding tables and textual presentations.

Table 1. Composite Table of the Franchise Branding of the Selected Food Franchise Businesses in the 1st District of Laguna

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Brand recognition	3.57	Strongly Agree	1
2. Brand image	3.51	Strongly Agree	2
3. Brand consistency	3.36	Strongly Agree	5
4. Brand loyalty	3.38	Strongly Agree	4
5. Brand communication	3.48	Strongly Agree	3
Overall Weighted Mean	3.46	Strongly Agree	

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Table 1 presents the Composite Table of the Franchise Branding. As seen in the table, indicator 1 ‘Brand recognition’ got a weighted mean of 3.57 and was verbally interpreted as strongly agree was ranked 1, Indicator 2 ‘Brand image’ got a weighted mean of 3.51 and was verbally interpreted as strongly agree was ranked 2, Indicator 5 ‘Brand communication’ got a weighted mean of 3.48 and verbally interpreted as strongly agree was ranked 3. Indicator 4 ‘Brand loyalty’ with a weighted mean 3.38 and was verbally interpreted as strongly agree, was ranked 4. and lastly, Indicator 3 ‘Brand consistency’ with weighted mean 3.36 was verbally interpreted as strongly agree, was ranked 5.

In summary, a weighted average of 3.46 revealed that the franchise branding along with brand recognition, brand image, brand consistency, brand loyalty and brand communication were highly agreed by respondents.

The findings support the study of Keller and Lehmann (2019), that a well-organized overall branding strategy is essential for creating a strong and successful brand in the marketplace. This implies that by focusing on building brand equity, defining brand identity, and managing brand image effectively, companies can establish a competitive advantage and connect with their target audience more effectively.

Table 2. Composite Table of the Technological Adaption Used by the Selected Food Franchise Businesses in the 1st District of Laguna

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Online marketing strategies	3.52	Strongly Agree	1
2. Mobile app integration	3.33	Strongly Agree	4
3. Digital ordering system	3.40	Strongly Agree	3
4. Data analytics utilization	3.46	Strongly Agree	2
Overall Weighted Mean	3.43	Strongly Agree	

Table 2 presents the Composite Table of the Technological Adaption of selected food franchise business. As seen in the table, Indicator 1 ‘Online marketing strategies’ got a weighted mean of 3.52 and was verbally interpreted as strongly agree, was ranked 1. Indicator 4 ‘Data analytics utilization’ with a weighted mean of 3.46 and was verbally interpreted as strongly agree, was ranked 2. Indicator 3 ‘Digital ordering system’ got a weighted mean of 3.4 and was verbally interpreted as strongly agree, was ranked 3 and lastly, Indicator 2 ‘Mobile app integration’ with weighted mean 3.33 and was verbally interpreted as strongly agree, was ranked 4.

online marketing strategies, mobile app integration, digital ordering systems, and data analytics utilization contribute to the technological adaption used by the food franchise businesses in the 1st District of Laguna.

In summary, an overall weighted mean of 3.46 revealed that the Technological Adaption along Online marketing strategies, Mobile app integration, Digital ordering system and Data analytics utilization was highly agreed by respondents. This implies that the respondents agreed that

The findings confirm Chaudhary’s (2024) study, which businesses are increasingly turning to technology to meet various customer needs and enhance their services. This technological adoption has sparked a transformation in the way franchise operations are conducted, particularly in the food sector. Furthermore, the rise of food delivery apps and online ordering systems has brought about a revolutionary change in how consumers access their favourite foods, making the entire process more convenient. This constant evolution in technology highlights the franchise industry’s dedication to adapting to the ever-changing demands and preferences of its customers.

Table 3. The Level of Customer Engagement of the Selected Food Franchise Businesses in the 1st District of Laguna

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Social media interaction	3.48	Very High (Strongly Agree)	1
2. Loyalty programs	3.32	Very High (Strongly Agree)	3
3. Personalized customer experience	3.40	Very High (Strongly Agree)	2
Overall Weighted Mean	3.40	Very High (Strongly Agree)	

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Table 3 present the Level of Customer Engagement of selected food franchise business. As seen in table, Indicator a ‘Social media interaction’ got a weighted mean of 3.48 with a verbal interpretation of very high, was ranked 1. Indicator 3 ‘Personalized customer experience’ got a weighted mean of 3.40 with a verbal interpretation of very high, was ranked 2. Indicator 2 ‘Loyalty programs’ got a weighted mean of 3.32 and with a verbal interpretation of very high, was ranked 3.

To sum up, an average weighted mean of 3.40 showed that the level of customer engagement of selected food franchise business was very high. This implies that the

respondents were fully engaged in the food franchise businesses.

The findings support the study of Verhoef et al. (2020) that actively engaging with customers on social media platforms can enhance customer loyalty by promoting a sense of community and connection with the brand. Loyalty programs that offer personalized rewards and experiences can further strengthen this loyalty by making customers feel valued and appreciated. Moreover, by offering personalized loyalty programs tailored to individual customer preferences and behaviours, franchises can enhance customer satisfaction and loyalty, ultimately leading to increased profitability.

Table 4. The Relationship between the Franchise Branding and Technological Adaption of the Selected Food Franchise Businesses in the 1st District of Laguna

Franchise branding	Technological adaption			
	Online marketing strategies	Mobile app integration	Digital ordering system	Data analytics utilization
Brand recognition	r=0.376** low correlation p=0.000	r=0.262** low correlation p=0.005	r=0.474** moderate correlation p=0.000	r=0.303** low correlation p=0.001
Brand image	r=0.437** moderate correlation p=0.000	r=0.525** moderate correlation p=0.000	r=0.523** moderate correlation p=0.000	r=0.378** low correlation p=0.000
Brand consistency	r=0.392** low correlation p=0.000	r=0.568** moderate correlation p=0.000	r=0.494** moderate correlation p=0.000	r=0.420** moderate correlation p=0.000
Brand loyalty	r=0.532** moderate correlation p=0.000	r=0.360** low correlation p=0.000	r=0.561** moderate correlation p=0.000	r=0.486** moderate correlation p=0.000
Brand communication	r=0.597** moderate correlation p=0.000	r=0.426** moderate correlation p=0.000	r=0.530** moderate correlation p=0.000	r=0.506** moderate correlation p=0.000

****Significant @ 0.01**

As shown in Table 4, as to the Franchise branding and technological adaption of selected food franchise businesses. The results revealed that franchise branding along with brand recognition and technological adaption in terms of online marketing strategies (r=0.376; p=0.000), mobile app integration (r=0.262; p=0.005), digital ordering system (r=0.474; p=0.000), data analytics utilization (r=0.303; p=0.001). Franchise branding along brand image and technological adaptation along online marketing strategies (r=0.437; p=0.000), mobile app integration (r=0.525; p=0.000), digital ordering system (r=0.523; p=0.000), data analytics utilization (r=0.378; p=0.000). Franchise branding along with brand consistency and technological adaptation in terms of online marketing strategies (r=0.392; p=0.000), mobile app integration (r=0.568; p=0.000), digital ordering system (r=0.494; p=0.000), data analytics utilization (r=0.420; p=0.000). Franchise branding along with brand loyalty and

technological adaptation in terms of online marketing strategies (r=0.532; p=0.000), mobile app integration (r=0.360; p=0.000), digital ordering system (r=0.561; p=0.000), data analytics utilization (r=0.486; p=0.000). Franchise branding along with brand communication and technological adaptation in terms of online marketing strategies (r=0.597; p=0.000), mobile app integration (r=0.426; p=0.000), digital ordering system (r=0.530; p=0.000), data analytics utilization (r=0.506; p=0.000). The probability values were all less than the 0.01 significance level. Therefore, there was a significant relationship between Franchise branding and technological Adaption in selected food franchise business. This means that that the more the food franchise exhibit branding the more likely they are to adopt technological innovations.

The findings support the study made by Ma et al. (2018), indicating that franchise branding significantly

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impacts the effectiveness of online marketing strategies. Well-established brands tend to attract higher online traffic, engagement, and conversion rates. Parida and Gosh (2018) further emphasize that franchises with consistent branding across digital platforms enjoy greater consumer trust and loyalty, leading to increased usage of digital ordering systems. Conversely, weak or inconsistent branding may hinder customer retention via digital channels. Kim and Lee (2018)

add that a cohesive branding strategy in digital ordering systems positively influences consumer perceptions, enhancing brand recognition and trust, thereby boosting consumer satisfaction. Moreover, in line with Ahmed et al. (2018), franchises with strong and consistent branding are more inclined to invest in and effectively utilize data analytics for maintaining brand standards and making strategic decisions.

Table 5. Relationship between the Franchise Branding and the Level of Customer Engagement of the Selected Food Franchise Businesses in the 1st District of Laguna

Franchise branding	Customer engagement		
	Social media interaction	Loyalty programs	Personalized customer experiences
Brand recognition	r=0.455** moderate correlation p=0.000	r=0.317** low correlation p=0.001	r=0.338** low correlation p=0.000
Brand image	r=0.553** moderate correlation p=0.000	r=0.313** low correlation p=0.001	r=0.450** moderate correlation p=0.000
Brand consistency	r=0.541** moderate correlation p=0.000	r=0.221* low correlation p=0.021	r=0.311** low correlation p=0.001
Brand loyalty	r=0.499** moderate correlation p=0.000	r=0.444** moderate correlation p=0.000	r=0.716** moderate correlation p=0.000
Brand communication	r=0.594** moderate correlation p=0.000	r=0.311** low correlation p=0.000	r=0.533** moderate correlation p=0.000
**Significant @ 0.01, *Significant @ 0.05			

As shown in Table 5, there was a significant relationship between franchise branding and the level of customer engagement of the food franchise businesses in the 1st District of Laguna. As shown, there was a significant relationship between franchise branding along with brand recognition and level of customer engagement in terms of social media interaction (r=0.455; p=0.000), loyalty programs (r=0.317; p=0.001), and personalized customer experiences digital ordering system (r=0.338; p=0.000). Franchise branding along with brand image and level of customer engagement in terms of social media interaction (r=0.553; p=0.000), loyalty programs (r=0.313; p=0.001), and personalized customer experiences digital ordering system (r=0.450; p=0.000). Franchise branding along with brand consistency and level of customer engagement in terms of social media interaction (r=0.541; p=0.000), loyalty programs (r=0.221; p=0.021), and personalized customer experiences digital ordering system (r=0.311; p=0.001). Franchise branding along with brand loyalty and level of customer engagement in terms of social media interaction (r=0.499; p=0.000), loyalty programs (r=0.444; p=0.000), and personalized customer experiences digital ordering system

(r=0.716; p=0.000). Franchise branding along with brand communication and level of customer engagement in terms of social media interaction (r=0.594; p=0.000), loyalty programs (r=0.311; p=0.000), and personalized customer experiences digital ordering system (r=0.533; p=0.000). The probability value was lower than the test of significance at 0.01 leading to the rejection of the null hypothesis. This shows that there was a significantly high relationship between the franchise branding and level of customer engagement. This means that the more the food franchise exhibit branding the higher the level of customer engagement.

The findings support the study of Bai and Yoo (2019) that a strong and consistent franchise branding strategy positively correlates with higher levels of customer engagement. Specifically, when customers perceive a franchise brand positively, they are more likely to engage with the brand through activities like repeat purchases, word-of-mouth promotion, and online interactions. The findings also support the study of Kim and Oh (2019) argue that customers who strongly identify with a franchise brand and trust it are more likely to engage with the brand and exhibit loyalty toward it.

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Table 6. The Relationship between the Technological Adaption and the Level of Customer Engagement of the Selected Food Franchise Businesses in the 1st District of Laguna

Technological adaption	Customer engagement		
	Social media interaction	Loyalty programs	Personalized customer experiences
Online marketing strategies	r=0.557** moderate correlation p=0.000	r=0.449** moderate correlation p=0.000	r=0.431** moderate correlation p=0.000
Mobile app integration	r=0.594** moderate correlation p=0.000	r=0.460** moderate correlation p=0.000	r=0.395** low correlation p=0.000
Digital ordering system	r=0.564** moderate correlation p=0.000	r=0.332** low correlation p=0.000	r=0.588** moderate correlation p=0.001
Data analytics utilization	r=0.526** moderate correlation p=0.000	r=0.419** moderate correlation p=0.000	r=0.494** moderate correlation p=0.000

****Significant @ 0.01**

As shown in Table 6 there was a significant relationship between technological adaption and the level of customer engagement of the food franchise businesses in the 1st District of Laguna. As shown, there was a significant relationship between technological adaption in terms of online marketing strategies and level of customer engagement in terms of social media interaction (r=0.557; p=0.000), loyalty programs (r=0.449; p=0.000), and personalized customer experiences digital ordering system (r=0.431; p=0.000). Technological adaption in terms of mobile app integration and level of customer engagement in terms of social media interaction (r=0.594; p=0.000), loyalty programs (r=0.460; p=0.000), and personalized customer experiences digital ordering system (r=0.395; p=0.000). Technological adaption in terms of digital ordering system and level of customer engagement in terms of social media interaction (r=0.564; p=0.000), loyalty programs (r=0.332; p=0.000), and personalized customer experiences digital ordering system (r=0.588; p=0.001). Technological adaption in terms of data analytics utilization and level of customer engagement

in terms of social media interaction (r=0.526; p=0.000), loyalty programs (r=0.419; p=0.000), and personalized customer experiences digital ordering system (r=0.494; p=0.000). The probability value was lower than the test of significance at 0.01 leading to the rejection of the null hypothesis. This shows that there was a significantly high relationship between the technological adaption and level of customer engagement. This implies that the level of customer engagement is dependent on technological adaptation. This means that the more the food franchise exhibits technological adaption the higher the level of customer engagement.

According to Tumbas et al. (2018), franchises that adapt and integrate technological innovations into their operations can enhance customer engagement, leading to increased satisfaction, loyalty, and ultimately, business success. According to Che-Ha et al. (2019), technological adaptation used by franchises can significantly impact customer engagement by offering personalized experiences, facilitating communication and interaction, and providing convenient access to products and services.

Table 7. Multiple Regression between Franchise Branding and Technological Adaption taken Singly or in Combination of Customer Engagement of Selected Food Franchise Businesses in the 1st District of Laguna

Predictor	Dependent Variable	R ²	F	p-value	β	t	p-value
Brand recognition	Customer engagement (overall)	0.674	22.747	0.000	0.064	0.864	0.390
Brand image					0.094	1.041	0.301
Brand consistency					-0.102	-1.533	0.128
Brand loyalty					0.277	4.230	0.000*
Brand communication					0.077	1.047	0.298
Online marketing strategies					-0.162	-1.614	0.110
Digital ordering system					-0.202	-1.960	0.053
Data analytics utilization					-0.057	-0.626	0.533
Overall technological adaption					0.906	3.945	0.000*

***Significant @ 0.05**

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As shown in Table 19, there was a multiple correlation between the overall franchise branding, technological adaption, and customer engagement of selected food franchise businesses in the 1st District of Laguna. A value of 0.000 indicates a high level of prediction of the dependent variable (customer engagement). The obtained R square of 0.674 or 67.4 % predictability shows that independent variables (overall franchise branding and overall technological adaption) explain the variability of the dependent variable (customer engagement). Further, the ANOVA shows that the independent variables franchise branding and technological adaption statistically significantly predicted the dependent variable customer engagement with an F-value of 22.747 and a probability value of 0.000 which is less than the 0.05 significance level. This implies that franchise branding along with brand recognition, brand image, brand consistency, brand loyalty and brand communication, and overall technological adaption are the drivers of customer engagement of selected food franchise businesses in the 1st District of Laguna, which further meant that the franchise branding implemented in franchise business includes elements such as brand recognition, brand image, brand consistency, brand loyalty, and brand communication, which in turn may use to facilitates technological adaption. Likewise, customer engagement through social media interaction, loyalty programs, and personalized customer experiences indicates that businesses are more likely to connect with and retain their customers effectively.

CONCLUSION AND RECOMMENDATION

Based on the findings of the study, the study conclusions were drawn: the franchise branding along brand recognition, brand image, brand consistency, brand loyalty, and brand communication were highly agreed by respondents. The technological adaption along online marketing strategies, mobile app integration, digital ordering system, and data analytics utilization was highly agreed by respondents. The respondents' level of customer engagement was very high. The more the food franchise exhibits branding, the more likely they are to adopt technological innovations. The more the food franchise exhibits branding, the higher the level of customer engagement. The more the food franchise exhibits technological adaption, the higher the level of customer engagement. The independent variables franchise branding along brand recognition, brand image, brand consistency, brand loyalty, and brand communication, and technological adaption in terms of online marketing strategies, mobile app integration, digital ordering system, and data analytics utilization are the drivers of level of customer engagement in the food franchise businesses.

The following recommendations are based on findings and conclusion of this study: Businesses and franchise owners need to make sure their brands maintain consistent branding, ensure what they promise, strive for uniform customer

experiences at every outlet and conduct market research that can help them understand customer preferences and behaviour, to meet customer demands effectively. Businesses should also develop a mobile app for their franchise to improve the customer experience that can enhance the purchasing experience for customers, ensuring convenience and satisfaction, and provide personalized promotions and offers that resonate with your customers, thereby promoting customer loyalty. Moreover, franchise owners can improve customer engagement by using social media and by offering appealing rewards in loyalty programs. They should also train staff to prioritize customer satisfaction and show genuine interest in meeting their needs, building strong bonds with the brand. Also, marketing and branding professionals in franchise businesses should prioritize consistency to build trust with customers, use logos, colours, and messaging that people can easily recognize and embrace technological tools like mobile app or online ordering systems to engage with customers to foster loyalty. To business and franchise owners, to increase your franchise's success, focus on three key areas: branding, technology, and customer relations. Utilize social media and advertisements to broaden your reach, implement the latest technology to streamline operations, such as cloud-based communication systems and user-friendly apps for transactions and prioritize customer satisfaction by actively listening to feedback, leveraging data to understand their preferences. Customers are encouraged to actively participate on social media platforms with their preferred food franchises. Sharing valuable insights can empower them to make informed choices, eventually enhancing their overall experience with their favourite brands. Future Researchers should consider conducting similar studies to explore and analyse the correlation between specific variables, such as franchise branding, technological adaption, and customer engagement, in diverse food franchise business settings. This will contribute valuable insights to the existing body of knowledge and help enhance strategies for the food franchise industry aiming to optimize customer satisfaction.

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