

Exploring Opportunities for Food Service Marketing in Condominiums: A Conjoint Analysis Approach

Karl Justeen C. David*, Nikko L. Laorden, Thaddeus R. Acuña, and Vladimir A. Shuck

University of the Philippines Mindanao

*Correspondence

School of Management,
University of the Philippines
Mindanao, Mintal, Tugbok District,
Davao City 8022, Philippines

T +63 82 295 2188
E justeen.david@gmail.com

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Abstract

Davao City, one of the fastest growing economies in the Philippines, has seen an increase in the development and demand for condominiums in recent years. Current trends in other major cities worldwide include the integration of food service and food distribution channels within condominium projects. This study explores the potential for food marketing within condominiums using conjoint analysis, cluster analysis, and logistic regression. The study gathered 200 responses for a survey encompassing socio-demographic profiles, consumer preferences, as well as 18 plan cards (unique condominium attribute combinations) that respondents were tasked to rate from 1 to 10. Results show that most potential condominium buyers are career-driven people within the age range of 20–40 who have relatively high monthly incomes. Of the 200 respondents, 90.50% preferred condominiums with in-house food services. The conjoint process shows that there is a positive relationship between a condominium's marketability and presence of in-house food services (9.344%). However, it should be noted that primary attributes like furnishing level score higher importance values (26.035%). Cluster analysis reveals two distinct consumer groups: the "Unit-Focused" cluster that focuses largely on unit-specific attributes and the "Meticulous" cluster that pay relatively more attention to secondary attributes like integrated food services. A binary Logit analysis shows that respondents who are married, have relatively large households, and eat out because of better food quality are more likely to be "Meticulous" buyers, and these buyers pay more attention to a condominium's in-house food channels and other amenities. Condominium developers and the food service sector may capitalize on this opportunity, but food-integrated condominium offerings should be tailored to married food-cautious buyers and those that live highly urban lifestyles.