

Restaurateur's Cognizance on Brand Resonance

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Abstract— *This study delves into how cognizant restaurateurs are of brand resonance with the objective of identifying gaps and putting forth a strategic plan for company success. It was distributed to 35 individuals who were selected based on their jobs and depth of knowledge in the restaurant industry and who represented various sectors of the city. The study investigates socioeconomic characteristics and awareness levels using statistical techniques such as percentage analysis and weighted mean formulae. The report emphasizes how millennials, especially those between the ages of 31 and 40, who make up 48% of respondents, have a big influence on the business. They are known for their preferences for digital integration, community-focused ideals, and socially conscious dining. Furthermore, the overrepresentation of women in the Philippines (57.1%) highlights the impact of culture on participation dynamics. Due in major part to the increase in online meal delivery caused by the pandemic, 42.9% of eateries in this dynamic business have been in operation for one to three years. Sixty percent of respondents prefer sole proprietorship, which emphasizes financial transparency, simplicity, and authenticity for restaurant owners. The study offers thorough insights into the dynamic cognizance of Urdaneta City's restaurateurs, facilitating the creation of customized tactics, successfully raising brand awareness, and guaranteeing long-term success in this cutthroat industry.*

Indexed Terms—*Awareness Levels, Brand Awareness, Participation Dynamics, Restaurateurs, Socioeconomic Characteristics*

I. INTRODUCTION

Beyond solely surface recognition, brand resonance creates an emotional, intellectual, and sensory bond with customers that encourages advocacy and loyalty. It stands for the level of relatability and connection a customer has with a product. It starts with brand identification, which is a crucial first step in making

sure that consumers recognize the brand. The next step is brand establishment, which entails instilling in consumers' minds the complete meaning of the product so they will begin to recall it. Gathering consumer feedback, or understanding how consumers feel about the brand, is the next stage. Ultimately, the goal is to establish a solid rapport with the client in order to guarantee recurring business and foster brand loyalty. When it comes to restaurants, brand resonance is essential for surviving a fiercely competitive industry. It is the rationale for creating a deep emotional connection between patrons and restaurants. Through positive word-of-mouth recommendations and promoting repeat business, this emotional connection fosters customer loyalty (Hedberg and Lounsbury, 2021). These two outcomes are vital for both customer acquisition and retention. Moreover, restaurants that have great brand resonance will have a sustained competitive edge. The restaurant's capacity to stand out in a crowded market is fueled by this uniqueness, which draws in a constant flow of new customers. Furthermore, enhanced customer happiness and trust are fostered by a strong brand resonance, which eventually leads to higher revenue and sales. Brand equity is significantly impacted by the emotional component of brand resonance (Lazar, et al., 2023). The value that a brand brings to a good or service is known as brand equity, and it is the outcome of how consumers view the brand. Customer impressions of the brand are shaped by emotional ties, and this can result in higher brand equity. Customers are more likely to view a brand as valuable and trustworthy when they have an emotional connection to it, and this can result in better brand equity. Additionally, consumers' willingness to pay higher rates for goods or services is influenced by their emotional relationships. Customers are more likely to pay a premium for a brand's goods or services when they have an emotional connection to it. This is a result of their perception that the brand is reliable and valuable, and their willingness to pay extra for goods and services that meet their standards. For restaurants looking to make a splash in a crowded market,

knowing their brand resonance is very important. By evoking strong feelings in consumers through branding—from the name to the environment—it fosters a devoted following. Positive referrals and repeat business are encouraged by this emotional bond. In the constantly changing restaurant business, several issues have surfaced that require quick solution (Beldona, et al., 2014). Contemporary customers have complex identities, are constantly developing their ideas of authenticity, and obtain information from a variety of sources. Their purchasing habits have also changed significantly, largely as a result of things like the COVID-19 pandemic. Restaurants in Northern Luzon, Philippines, had operational challenges related to costs, staff and service dependability, location, and atmosphere. A deep understanding of brand resonance is necessary for restaurant MSMEs to successfully traverse this difficult market. This is crucial because they can only truly connect with customers who are looking for experiences that are in line with their changing values and preferences if they have a thorough understanding and knowledge of brand resonance. By accomplishing this, these MSMEs will be able to stand out in a crowded market, adjust to changing consumer preferences, foster customer loyalty and trust, and develop persuasive marketing plans that will appeal to their target market and ultimately support their long-term survival. By evaluating the level of brand resonance awareness among Urdaneta City restaurateurs, this study seeks to close the gap. Not only is the location of the awareness gaps to be identified, but a strategy model to close these gaps is also to be provided. The objective of the study is to help restaurant owners comprehend the importance of brand resonance awareness and how it impacts their business. The researchers think that by investigating and comprehending these gaps, strong branding tactics can be created, leading to the discovery of techniques that work. In an effort to strengthen and develop the restaurant community in Urdaneta City, this study ventures into the center of the city's culinary industry.

II. METHODOLOGY

To determine the degree of awareness regarding the brand resonance elements—identity, meaning, response, and relationship—the study used the descriptive survey approach. descriptive investigation.

This approach proved useful for dispersing data, spotting irregularities, and determining patterns among variables. It enables both qualitative and quantitative descriptions, providing a thorough grasp of the general characteristics of the group under investigation. In addition, using t-tests and ANOVA (Analysis of Variance) as statistical methods to examine the information gathered. The study employed ANOVA to analyze the means of numerous groups, facilitating the detection of significant differences in brand resonance factors between different target population segments. Using a gap analysis along with statistical analysis and the descriptive survey method improves the accuracy of finding differences between current perceptions and ideal benchmarks. The focus of this study is Urdaneta City residents who work in the restaurant business. After a careful selection process, 35 participants from various parts of the city were selected based on their responsibilities and deep knowledge of the restaurant industry. Simultaneously, a preliminary inquiry made to the City BLPO (Business Licensing and Permit Office) produced an exhaustive list of all 80 restaurants that are registered in Urdaneta City. The main resource used to choose participants was this list. However, the research agenda primarily focused on MSMEs because of their unique challenges and contributions to the local economy, as well as their unique insights into smaller-scale establishments, in line with the research's targeted focus on MSMEs within the restaurant industry. As a result, the viewpoints and experience of these chosen stakeholders, along with the targeted selection of MSMEs, promise to provide priceless insights into the difficulties faced by neighborhood restaurants and also reveal unrealized potential. The focus on involving individuals who possess a deep awareness of the dynamics of the local restaurant enhances the study's capacity to offer precise and significant recommendations.

III. RESULTS AND DISCUSSION

A clear distribution of responders across various age groups is shown in Table 1. The data indicates that a considerable proportion of the participants, accounting for 48% of the total, are between the ages of 31 and 40, suggesting that this age group is the most well-represented in the survey. On the other hand, the

proportion of respondents who are 61 years of age or older is just 2.9% of the total, highlighting the low number of people in this senior age group that were surveyed.

Table I. Socio-economic profile of the respondents

Profile Variable		Frequency	Percentage
Age	21-30 y/o	10	28.6
	31-40 y/o	17	48.6
	41-50 y/o		14.3
	51-60 y/o	2	5.7
	61 above	1	2.9
Gender	male	15	42.9
	Female	20	57.1
Years of Business Operations	1 year below	10	28.6
	1-3 years	15	42.9
	more than 3 years	10	28.6
Form of Business Organization	Single Proprietorship	21	60.0
	Corporation	6	17.1
	Partnership	8	22.9

This distribution shows that people in their 30s and 40s are the ones who reply to the survey the most often, with a far lesser percentage of respondents being 61 years of age and older. Upon examining the influence of millennials on the restaurant industry, it is apparent that this significant group, primarily comprised of adults aged 26 to 42, wields significant influence over the industry. The dynamics of the industry are significantly shaped by their propensity towards unique and different dining experiences, emphasis on digital integration, socially responsible dining preferences, and community-oriented ideals. As a result, millennial influence is evident in the survey's age distribution as well as being a major factor influencing the strategies and trends used by the restaurant business. When it came to sex, of the 35 respondents, 20 of them (57.1% of the total) were female, and 15 of them (42.9%) were male. This suggests that women made up the majority of survey respondents and that they were well-represented in the research. The cultural setting and social roles are two

possible explanations for this distribution. The overrepresentation of women in the study may have been influenced by this cultural attitude, which values women's leadership and strength (Tabares, 2021). It supports the notion that women are viewed as leaders and engaged citizens who take part in a variety of activities, such as conducting research and surveys. Recognizing the distinct societal environment in which the poll is conducted and interpreting its gender distribution require an understanding of these cultural dynamics. The pandemic made it possible for Filipino business owners to begin selling meals and other food products online, which greatly expanded the market for online food delivery (statista.com). According to research, 42.9% of restaurants have been in operation for one to three years, which is a larger percentage than any other year. Businesses that have been in operation for one year or less and three years or more, which account for 28.6% of the market, are the least prevalent. The age distribution of restaurants in the Philippines is indicative of the country's changing food service economy, as new culinary entrepreneurs and shifting consumer expectations have led to a boom in the online food delivery industry. With a frequency count of 21, or 60%, sole proprietorships accounted for the majority of MSME business operations, while corporations accounted for the smallest percentage with 6, or 17.1%. Many restaurant owners in the city were thought to be at ease with the direct ownership and control of their businesses as a result. This could come as a result of the comparatively simple registration procedure and the capacity for prompt decision-making without the requirement for complex corporate governance frameworks. Based on the statistics, it can be observed that a significant trend exists in Urdaneta City: 60% of MSMEs choose to operate as sole proprietorships. These benefits include being simple to form, quickly building a brand, having no bureaucracy, and being able to react quickly to trends and market demands. Additionally, sole proprietorships' secrecy and restricted public disclosure contribute to the brand's air of exclusivity and mystery, which might appeal to customers looking for one-of-a-kind experiences. Essentially, the preponderance of sole proprietorships in Urdaneta City's restaurant industry represents a common attitude among business owners who value sincerity, clarity, steadfast control, and financial transparency. This pattern highlights the importance of these

benefits in building a strong base for consumer loyalty and brand resonance. It also provides policymakers and business support groups with useful information when trying to encourage and support entrepreneurship in the city's restaurant industry (Peira, et al., 2018). The level of awareness that MSMEs in the restaurant business in Urdaneta City have in important areas of brand resonance is revealed in this section. It investigates how they interpret meaning, response tactics, brand identity, and relationship-building initiatives. It provides insight into how much MSMEs understand about the significance of different branding components and how those factors affect building a strong brand presence and customer interactions through tables and analysis.

Table 2. Mean result of the level of awareness in key areas of Brand Resonance in terms of Identity

Indicators	WM	DE
The importance of Brand Salience or being brand top-of-mind and easily recalled or recognized	2.8 3	Fully Awar e
The importance of improving visual representation creates brand identity	2.8 0	Fully Awar e
Using templates to distinguish your brand	2.5 1	Awar e
Designing ads as an effective way to introduce a brand	2.7 1	Fully Awar e
Engaging the business in activities helps the development of consistency and familiarity with your clients.	2.4 0	Fully Awar e
Using taglines that align with the business increases the brand identity.	2.5 4	Fully Awar e
Significance of brand guidelines for brand recognition	2.1 7	Awar e
AWM	2.5 4	Fully Awar e

Table 2 demonstrates that the importance of being easily remembered and recognized—also known as brand salience—ranks first among respondents' assessments, with a 2.83 weighted mean that indicates full awareness. The importance of improving visual

representation to create brand identity comes in second with a 2.80 weighted mean. With 2.17, which was classified as aware, brand rules for brand identification were the least significant. This suggests that MSME eateries understand how important it is for their patrons to remember or recognize them quickly. This implies that these companies are conscious of the need to build a solid brand presence and recognition within their target market. The same goes for developing a strong brand identity and consistently enhancing and perfecting the brand's visual elements. To better represent the brand's values and objectives, this can entail improving the overall design aspects, upgrading the color palette, or refining the logo. Although brand guidelines are important for brand recognition, people are not as aware of them as they are for brand salience. This suggests that in order to improve their brand identification and recognition, MSME restaurants in Urdaneta City can gain from the creation and application of more precise and uniform brand rules. When evaluating the brand resonance awareness of restaurant micro, small, and medium enterprises (MSMEs) in Urdaneta City, particularly in terms of their brand identity, brand salience—being top-of-mind and quickly recalled or recognized—is of the utmost value. Being able to make an impression and stick out is crucial in the cutthroat food industry. Cost is viewed as having less value in the context of brand standards for brand recognition when it comes to creating brand resonance awareness. This is because it is recognized that the fundamental goal of brand standards is to ensure that a brand maintains an identifiable and consistent visual and tonal identity (Liudmyla, et al., 2023). While maintaining a consistent brand is obviously important, especially for larger and more established businesses, smaller restaurants in Urdaneta City may not see it as their top concern (Rocker, 2019). These businesses might place more emphasis on other areas including developing distinctive and emotionally compelling brand identities, attending to consumer preferences, and offering top-notch dining experiences.

Table 3. Mean result of the level of awareness in key areas of Brand Resonance in terms of in terms of Meaning

According to Table 3, the respondents rated pricing practices as having the least impact on customers' perceptions of brand meaning (2.06), whereas

targeting the audience with messages for positive feelings and brand meaning received the highest ratings (2.77) as fully aware. This suggests that the majority of respondents are aware of the brand's capacity to reach their target market with messages that evoke good emotions and significance. They are less conscious, though, of how price policies affect how consumers interpret the meaning of a brand. This could suggest that the brand's pricing strategies are less successful in projecting a favorable brand image than their messaging and communication efforts, or that variations in respondents' awareness levels can be attributed to a variety of factors, such as personal prejudices, individual beliefs, and the brand's communication strategies.

Indicators	WM	DE
Creating a brand image through performance and imagery	2.66	Fully Aware
Importance of a clear mission statement and vision for brand meaning	2.71	Fully Aware
Targeting the audience with messages for positive feelings and brand meaning	2.77	Fully Aware
Using various media for added brand meaning	2.69	Fully Aware
Designing products that meet customer needs for brand meaning	2.71	Fully Aware
Customer service experiences linked to brand performance and meaning	2.23	Aware
Pricing practices shaping customer perceptions of brand meaning	2.06	Aware
AWM	2.55	Fully Aware

According to Kim, et al. (2012), positive emotions in social media communications created by brands have the opposite effect on interactive and personal involvement. This suggests that Urdaneta City's MSMEs are fully aware that using emotive content alone is not enough to have a successful online presence. It necessitates a deeper comprehension of the target market, their inclinations, and the particular objectives a company seeks to fulfill. Some may believe that emotive content increases likes and, thus, brand visibility, while others may believe that it is more crucial to support retweets in order to disseminate the word about the operational difficulties restaurants in the Northern Philippines encounter, including problems with pricing. For the latter, a more all-encompassing strategy is needed, one that incorporates distinctiveness, building strong brand identities, and emotional relationships with

consumers. The ability to customize communications to local preferences and beliefs, overall consumer experience, and branding are the main elements that influence these features.

Table 4. Mean result of the level of awareness in key areas of Brand Resonance in terms of in terms of Response

Table 4 demonstrates that, with a weighted mean of 2.69 for advertising campaigns, taglines, and identity adjustments for audience engagement, respondents' assessments of the MSMEs' brand resonance awareness were highest. With a weighted mean of 2.26 for understanding what makes a business unique for a successful response, respondents' assessments were lowest. This suggests that, in the opinion of the respondents, modifying advertising campaigns, taglines, and brand identities for audience engagement is the main focus for raising brand resonance awareness among MSMEs, with less attention paid to comprehending what makes businesses unique for a positive outcome.

Indicators	WM	DE
Studying competitors to learn effective branding strategies for response	2.43	Fully Aware
Understanding what sets business apart for a successful response	2.26	Aware
Adjusting advertising campaigns, taglines, and identity for audience engagement	2.69	Fully Aware
Targeting specific customer groups vs. broad targeting for response campaigns	2.69	Fully Aware
Maintaining an active presence on social media for brand response	2.60	Fully Aware
Focusing on digital communication for reaching new customers and improving response	2.66	Fully Aware
Using hashtags in ads to increase online brand exposure and interaction for a response	2.37	Fully Aware
AWM	2.53	Fully Aware

The focus on modifying branding and advertising tactics to interact with the local audience in Urdaneta City, which is likewise susceptible to these kinds of events, shows an understanding of the city's diversified clientele and the necessity of customized messaging. It implies that eateries have developed into highly flexible spaces that are receptive to various

strategies for ensuring their survival in trying times. However, another piece talked about how the past operating priorities of the restaurants in the area could be a contributing factor to this poor awareness. In the past, many businesses have placed more of an emphasis on aspects like food quality, cost, and customer service than on branding and uniqueness. This low knowledge is also exacerbated by the absence of resources for education and training specifically designed for restaurant operators in the Philippines (Khamis, 2020). Moreover, the intense competition present in the local restaurant industry, as evidenced by the growing quantity of dining establishments, highlights the reasons why companies operating in the area could not completely appreciate the need of differentiating themselves to achieve a favorable outcome.

Table 5. Mean result of the level of awareness in key areas of Brand Resonance in terms of in terms of Relationship

Table 5 shows that strategies for building emotional relationships, such as interest-generating campaigns, had the highest respondents' assessments of brand resonance awareness of the MSMEs in terms of relation; on the other hand, transactional relationships and attracting short-term customers based on cost had the lowest weighted mean, at 1.77.

Indicators	WM	DE
Transactional relationships and attracting short-term customers based on cost	1.77	Aware
Role of personalization in building short-term and long-term brand relationships	2.09	Aware
Emotional customer relationships aiming to understand customer feelings	2.09	Aware
Strategies for creating emotional relationships, including campaigns generating interest	2.34	Fully Aware
Importance of building a supportive community for referrals and loyalty, benefiting brand relationships	2.09	Aware
Trust and long-term connections in building strong brand relationships over time	2.11	Aware
A community as a network of brand supporters, strengthening brand relationships uniquely	1.94	Aware
AWM	2.06	Aware

This implies that MSMEs may not be as successful in transactional and cost-driven tactics, but they do well in developing brand resonance through strategies that center on emotional connections and interest-generating initiatives. The TV program "Cheers," where the employees knew each of the patrons by name, is an example of this. This attention to detail and familiarity with clients exemplify the techniques for fostering emotional connections outlined in Table 5. Furthermore, the article promotes getting to know clients by name and their orders because it creates a deep emotional bond and expresses gratitude for their support and presence. This is consistent with Table 5's findings, which show how successful methods that prioritize forming strong emotional bonds with customers are at increasing MSMEs' brand resonance and awareness. As a result, in terms of developing brand resonance awareness for MSMEs (Micro, Small, and Medium-sized Enterprises) in Urdaneta City's restaurant industry, transactional connections and the pursuit of short-term clients based only on cost rank lowest. This viewpoint is consistent with the notion that focusing just on short-term, budget-conscious patrons may impede brand resonance awareness in the fiercely competitive restaurant industry in Urdaneta City. To create enduring brand resonance, it is more important to cultivate client connections, go beyond quick transactions, and concentrate on difference (Cooke, 2022). The article's observations support the need to go beyond transactional thinking and are consistent with the restaurant industry's goal of establishing long-term profitability and resonance for its brand.

Table 6. Distribution of the Respondents' Overall Assessments on the Brand Resonance Awareness

Indicators	WM	DE
Identity	2.54	Fully Aware
Meaning	2.55	Fully Aware
Response	2.53	Fully Aware
Relationship	2.06	Aware
OAWM	2.42	Fully Aware

For the MSMEs restaurant industry, the category with the highest assessment of "fully aware" is "meaning," with an average weighted mean of 2.55. This shows

that, in the context of restaurant MSMEs, the respondents have a solid grasp of the "meaning" component. On the other hand, the category with the lowest assessment, "Relation," has an average weighted mean of 2.06. This suggests that respondents' perceptions of the "relationship" component of the MSMEs restaurant business could use some work. According to Table 6, the respondents' overall ratings of restaurant MSMEs' brand resonance level are 'completely aware,' as indicated by the weighted average of 2.42. This suggests that respondents are generally highly informed and cognizant of the brand resonance in the restaurant MSMEs. But before we can use this high degree of awareness to our industry's advantage, let's go a little deeper into the details to see what makes it so. But according to the study of Dohtani and Matsuyama (2023), some businesses fall flat with consumers because they don't build a deep emotional connection with them. This may be the result of inadequate brand positioning, inconsistent brand messaging, inefficient marketing techniques, or a lack of comprehension of the target market. There can be a variety of reasons why a restaurant's brand doesn't resonate with customers. Lack of vision, insufficient expertise in the business, bad location, poor menu planning and pricing, excessive employee turnover, uneven cuisine and service, and a low number of returning customers are some of the typical causes of restaurant failure.

Table 7. Significant difference between the respondents' assessments on the level of awareness in key areas of Brand Resonance to their socio-economic profile

Source of Variation	Sum of Squares	Df	Mean of Squares	Fc	F _T	S _i
Age						
Between Columns	0.69	3	0.23	3.24	2.59	N
Within Groups	1.43	16	0.09			
Total	2.12	19				
Years of Business Operations						
Between Columns	0.58	3	0.19	4.07	9.75	S
Within Groups	0.16	8	0.02			
Total	0.74	11				
Form of Organization						
Between Columns	0.37	2	0.19	4.26	2.24	N
Within Groups	0.75	9	0.08			
Total	1.12	11				

It can be gleaned from Table 7 that there are no significant differences between the respondents' assessments on the level of brand resonance awareness of the MSMEs in Urdaneta City restaurant industry of their socio-economic profile since the computed significant values are greater than the tabular values as to age ($F_c = 3.24 > F_T = 2.59$) and form of business ($F_c = 4.26 > F_T = 2.24$), thereby rejecting the null hypothesis of the study, which is stated as there is a significant difference between the respondents' assessments on the level of brand resonance awareness of the MSMEs in Urdaneta City restaurant industry of their socio-economic profile. It implies that respondents across a range of age groups are similarly aware of the brand resonance among MSMEs in the restaurant business in Urdaneta City. This implies that a person's age has no bearing on how they view or are aware of the branding initiatives in this sector. In a similar vein, the lack of significant variation according to the kind of business, sole proprietorship, partnership, or corporation, implies that respondents' perceptions of brand resonance in these enterprises are not considerably impacted by the legal structure of the company. Their brand recognition does not appear to be distinguished by their type of business. In real terms, this suggests that age and type of business may not be the most important aspects to take into account when developing strategies for raising brand resonance awareness in the Urdaneta City restaurant market. The level of brand resonance awareness may be more significantly impacted by other elements or circumstances, such as marketing campaigns, service quality, or geographic location. As a result, companies and legislators might need to direct their attention toward other factors that have a greater impact on the target audience's understanding of brand resonance. Table 7 provides additional evidence that the respondents' assessments of the MSMEs' brand resonance awareness and their socioeconomic profile differ significantly from one another. This is because the computed significant values for years of operation are smaller than the tabular values, which have a computed value of 4.07 and a tabular value of 9.75, supporting the study's null hypothesis. When there is a substantial variation based on the years of operation, it implies that respondents' perceptions of brand resonance awareness in the Urdaneta City restaurant industry are influenced by the length of time a restaurant has been open. This implies that a

restaurant's brand awareness can be greatly impacted by how long it has been in operation or how recent it is. From a practical standpoint, this suggests that brand resonance awareness is influenced by the length of time a restaurant has been open. While newer restaurants may find it difficult to create brand resonance awareness, more established restaurants may have better brand recognition and awareness (Baker and Welter, 2020). Companies with greater experience may have had more time to develop their reputation, brand, and clientele. A company's brand can be significantly impacted by how long it has been in operation. To establish a solid brand reputation, it is crucial for companies to balance their short- and long-term goals.

Table 8. Significant difference between the respondents' assessments on the level of awareness of the key areas of Brand Resonance to their socio-economic profile

Groups	N	Mean	t	df	p	Sig.
Male	15	2.4	2.45	6	0.81	NS
Female	20	2.44				

The table shows that when it comes to the respondents' assessments of brand resonance awareness among MSMEs in the Urdaneta City restaurant business, there are no notable variations depending on gender in their socioeconomic profiles. According to the research, women have a mean score of 2.4 for brand resonance awareness, but men have a similar mean score of 2.44 for the same awareness. This shows that in terms of brand resonance awareness, there are no appreciable differences between the two genders. Furthermore, the impact of gender on managerial techniques is minimal. The consistent outcomes indicate that firms should give preference to credentials and skills over gender when making managerial decisions. It is crucial to create inclusive environments where people of all genders can succeed on the basis of their merits. This strategy is essential for encouraging diversity, addressing the intricacies of the business world, and creating a more balanced workforce.

CONCLUSION

The restaurant business in Urdaneta City is mostly influenced by millennials, or those in the 31–40 age range, and they are strongly represented by women, which reflects societal norms. The pandemic has clearly caused an increase in internet meal delivery, as seen by the large number of enterprises that have flourished for one to three years. 60% of MSMEs prefer sole proprietorships, which highlights a shared desire for authenticity and control. These findings advocate for focused support programs that encourage entrepreneurship while making sure they are in line with changing business conditions. Another provides important information. It evaluates brand resonance awareness among restaurants in Urdaneta City, concentrating on identification, meaning, response, and relation. As a reflection of the competitive realities in the market, there is a clear emphasis on the critical role that visual representation and brand salience play in building brand identity. Although MSMEs are excellent at projecting a favorable picture of their brands and adjusting tactics to engage their target audiences, there is room for improvement in terms of pricing tactics and the development of more precise brand guidelines to increase brand recognition. A commitment to building long-lasting relationships beyond quick transactions is shown by the industry's significant emphasis on emotional connections, which is essential for maintaining brand resonance and overall effectiveness (Liudymła, et al., 2023). Furthermore, the participants exhibit a strong comprehension of the "Meaning" component, as indicated by the highest rating of 2.55, underscoring its noteworthy significance. But 'Relation' receives the lowest score (2.06), suggesting that there may be room for development in terms of forming connections. The respondents' cumulative score of 2.42 indicates that they are generally well aware of brand resonance. This emphasizes how important it is to conduct additional research in order to fully utilize this awareness. The study ends by highlighting how crucial it is to deliberately strengthen emotional ties and improve "Relation" in order to enable restaurant MSMEs to have a more significant presence in Urdaneta City. The impact of socio-economic characteristics on brand resonance in the Urdaneta City restaurant industry has been analyzed, and the results show that gender and age do not significantly affect brand awareness.

Nonetheless, the length of time a restaurant has been in business has a big impact on brand awareness, with longer-running companies having more recognition. By contrast, brand resonance awareness is not much impacted by the legal structure or kind of corporate organization. These findings give industry stakeholders a more nuanced understanding of how to adapt strategies that take into account the lifetime of their firm while maintaining a universal approach across different organizational frameworks.

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