

Challenges in Product, Place, and Promotion Among Selected Snack Houses in Ormoc City Proper

Juliana Charlize D. Palencia¹, Jayson S. Manatad¹, Ana Jane S. Cabalejo¹, Lindsay S. Amen¹, Jude F. Bahinting¹, Allyne Honey Lette P. Calabia¹, Gabriel Ruiz L. Entino¹, Algerico Jr. A. Luzares¹, Eljoy D. Patricio¹, Jeriel Roy M. Pinote¹, Ishane Mae V. Piquero¹, Christian M. Sanico¹, Vince Wary R. Sedaya¹, Jessel H. Villa¹, Kevin Martin P. Villamiel¹, Jenny A. Babor²

¹*School of Tourism and Hospitality Management, Western Leyte College, Ormoc City, Leyte, Philippines*

²*Research Adviser, School of Tourism and Hospitality Management, Western Leyte College, Ormoc City, Leyte, Philippines*

Email of Corresponding Author: jenny.babor@wlcormoc.edu.ph

Publication history:

Received: September 10, 2026

Revised: October 8, 2026

Accepted: October 11, 2026

Published: October 12, 2026

International Journal of Sustainable and Integrated Studies, Vol. 1, No. 3, pp. 368–374, October 2026.

Abstract

This study examined the challenges in Product, Place, and Promotion among selected snack houses in Ormoc City Proper, Leyte. Anchored on Porter's Generic Strategies and Kotler's Marketing Mix Theory, the study employed a qualitative descriptive approach using a multiple-case study design. Twenty (20) participants, consisting of owners or managers and staff members from ten (10) purposively selected snack houses, participated in one-on-one interviews using a validated, self-constructed semi-structured interview guide. Data were analyzed through thematic analysis following Braun and Clarke's six phases, supplemented by within-case and cross-case analyses. Findings revealed that product-related challenges involved balancing menu variety with customer preferences, maintaining quality and consistency, and managing packaging costs and presentation. Place-related challenges included accessibility, visibility, parking limitations, traffic congestion, nearby competition, and limited space. Promotional challenges involved sustaining social media activities, utilizing traditional and word-of-mouth marketing, maintaining customer engagement, and evaluating promotional effectiveness. Although the establishments experienced similar challenges, their responses varied according to available resources, customer preferences, location, employee capabilities, and operational conditions. The study recommends improving product standards, accessibility, space utilization, and promotional practices, alongside local government support for small food enterprises. The findings align with Sustainable Development Goal (SDG) 8, Decent Work and Economic Growth, and SDG 9, Industry, Innovation and Infrastructure, by addressing small-business competitiveness, product innovation, and business accessibility. The study contributes to local economic and institutional sustainability by providing practical insights that may support business continuity, entrepreneurship development, and informed local government initiatives.

Keywords: Business Accessibility; Marketing Challenges; Multiple-Case Study; Product Strategy; Promotion Strategy; Snack Houses; Sustainable Development Goals

1. Introduction

Snack houses contribute to the local food service industry by providing affordable and convenient food options while supporting small-scale entrepreneurship. In Ormoc City Proper, these establishments face marketing challenges involving product quality, business accessibility, and promotional effectiveness. These challenges may affect customer satisfaction, competitiveness, and long-term business sustainability. Guided by Porter's Generic Strategies and Kotler's Marketing Mix Theory, this study employs a qualitative multiple-case study approach to examine the Product, Place, and Promotion challenges experienced by selected snack houses in Ormoc City Proper.

The competitiveness of snack houses depends on their ability to maintain product quality, establish accessible business locations, and implement effective promotional strategies. Product challenges include menu innovation, food consistency, variety, and packaging. Place challenges involve location, visibility, accessibility, and store layout, while promotion challenges concern advertising, social media marketing, and customer engagement. Limited resources, changing consumer preferences, and increasing competition may affect the effectiveness of these strategies. Understanding these challenges is essential for improving marketing practices and sustaining small food enterprises in Ormoc City Proper.

Previous studies emphasize the importance of product innovation, accessibility, and promotion in food service competitiveness. Braganza (2025) identified service quality as a significant predictor of customer satisfaction, while Patropis and Arispe (2025) and Manhas, Sharma, and Quintela (2024) highlighted the positive influence of product innovation on customer experience. Sapin (2022) similarly established an association between food aesthetics, marketing mix practices, and customer satisfaction. Regarding operational challenges, Briones, De Mesa, Gamalando, Seco, and Verano (2025) identified financial planning, competition, and business location as concerns among food stall operators. Rivera and co-researchers (2024) reported that small restaurants experienced rising operational costs, customer retention difficulties, and limited innovation. Alvarez (2020) further emphasized the importance of product quality, distribution, and marketing strategies in business competitiveness. Promotional effectiveness was examined by De Jesus and Dela Cruz (2021), who identified advertising, direct selling, and sales promotions as important marketing practices. Wongsunopparat and Obomwan (2021) found that promotional campaigns influenced purchasing behavior but did not necessarily establish long-term loyalty. Rebulanan (2020) emphasized advertising and direct marketing, while Hilmi (2020) highlighted customer relationships and word-of-mouth promotion among small food vendors. Nunez, Abadiano, and Chan (2022) and Shcherbakova (2020) likewise emphasized diversified marketing strategies and business adaptability. Meanwhile, Yadav et al. (2025) identified infrastructure and coordinated marketing as considerations for sustainable tourism development. Collectively, these studies demonstrate the importance of adaptable marketing strategies in supporting business competitiveness.

In Ormoc City Proper, snack houses serve students, employees, commuters, and other consumers seeking accessible and affordable meals. Their operations may be influenced by competition, customer preferences, business location, and promotional resources. Philippine studies conducted in Davao, Quezon, Laguna, Nueva Ecija, Isabela, and Metro Manila have identified challenges involving service quality, product innovation, accessibility, and marketing effectiveness (Braganza, 2025; Sapin, 2022; Alvarez, 2020). International research similarly highlights product innovation, promotional strategies, and operational adaptability in food service establishments (Manhas, Sharma, and Quintela, 2024; Wongsunopparat and Obomwan, 2021; Hilmi, 2020). However, findings from other locations and larger restaurant chains may not fully represent the experiences of independently operated snack houses in Ormoc City Proper.

The study is anchored on Michael Porter's Generic Strategies (1985) and Philip Kotler's Marketing Mix Theory (1967). Porter's framework explains competitiveness through cost leadership, differentiation, and focus, emphasizing affordability, distinctive offerings, and targeted customer segments. Kotler's framework identifies Product, Price, Place, and Promotion as essential marketing elements, although this study specifically examines Product, Place, and Promotion. The study adopts an Input–Process–Output conceptual framework. The input consists of marketing challenges involving Product, Place, and Promotion; the process involves interviews, coding, and thematic analysis; and the output comprises empirical findings on the common and distinct challenges experienced by selected snack houses.

Existing studies primarily examine established fast-food chains, quick-service restaurants, and food establishments outside Ormoc City Proper. Many also emphasize customer satisfaction and quantitative marketing assessments rather than the experiences of small-business operators. Consequently, localized qualitative evidence concerning Product, Place, and Promotion challenges among snack houses remains limited. To address this gap, the study employs a qualitative multiple-case study involving twenty (20) participants from selected snack houses operating for at least two years. It examines the challenges associated with product strategy, business location and accessibility, and promotional practices to identify similarities and differences across establishments.

The study aligns with SDG 8 (Decent Work and Economic Growth) by examining marketing challenges that may influence small-business competitiveness and economic sustainability. It also supports the objectives of SDG 9 (Industry, Innovation and Infrastructure) through its focus on product innovation, business accessibility, and promotional improvement. The findings may inform strategies that strengthen local entrepreneurship and sustainable small-enterprise development.

The study contributes to socio-economic, community, and institutional sustainability by providing insights into the marketing challenges of small food enterprises. Its findings may help snack house owners improve product offerings, accessibility, and promotional practices while supporting customer satisfaction and business continuity. The results may also guide the Local Government Unit of Ormoc City in developing entrepreneurship support and marketing training initiatives. Furthermore, the study provides localized evidence for future research on small-business competitiveness and sustainable food service operations.

2. Material and methods

2.1 Research Design

The study utilized a qualitative descriptive approach through a multiple-case study design involving ten (10) selected snack houses. Each establishment was treated as an individual case to examine experiences related to product quality and innovation, business location and accessibility, and promotional practices. Data were gathered through one-on-one semi-structured interviews, transcribed, and translated from Bisaya into English while preserving their original meaning. Thematic analysis following the six phases of Braun and Clarke, together with within-case and cross-case analyses, was employed to identify recurring patterns and differences across establishments.

2.2 Locale of the Study

The study was conducted in Ormoc City Proper, Leyte, an urban center in Eastern Visayas with food establishments serving residents and tourists. The location was selected because of its accessibility and the presence of snack houses offering various food products. The study covered ten establishments: IKEA Cakes and Snacks, Mayong's Bakeshop and Snack House, Tokyo Takoyaki, Daniel's Diet Food, Tita Tatta, Panny's Bakeshop, Sophia's Bread and Pastries, Alberto's Pizza, Hungry Crust, and Nghiongan ni Dok. As presented in Table 1, the establishments offered different food products and had operated for at least two years, with some having several decades of business experience. Each establishment represented an individual case for examining similarities and differences in Product, Place, and Promotion challenges.

2.3 Respondents of the Study

The respondents consisted of twenty (20) individuals from ten selected snack houses in Ormoc City Proper. Each establishment contributed two respondents: an owner or manager responsible for business decisions and one staff member directly involved in daily operations and marketing activities. Participants were selected based on their knowledge and experience concerning product offerings, business accessibility, promotional strategies, and operational challenges.

2.4 Sample and Sampling Procedure

Purposive sampling was employed to select ten (10) snack houses and twenty (20) respondents with relevant operational and marketing experience. Eligible establishments were located within Ormoc City Proper, had operated continuously for at least two years, and voluntarily agreed to participate. Respondents were required to be actively involved in business operations or management and knowledgeable about Product, Place, and Promotion practices. This sampling approach enabled the researchers to obtain detailed information from participants with firsthand experience of the challenges being investigated.

2.5 Research Instrument

The primary research instrument was a self-constructed semi-structured interview guide containing open-ended questions about product quality, menu variety, innovation, business location, accessibility, advertising, digital marketing, and customer engagement. The instrument was validated by three (3) qualified grammarians who evaluated the clarity, grammatical accuracy, relevance, and comprehensibility of the questions. Their recommendations were incorporated to improve the wording, organization, and overall quality of the interview guide before data collection.

2.6 Data Gathering Procedure

Before data collection, the researchers secured permission from participating snack house owners or managers and obtained informed consent from respondents. One-on-one interviews were conducted using the validated semi-structured interview guide, allowing participants to describe their experiences and challenges concerning Product, Place, and Promotion. Responses were recorded, organized, transcribed, and translated from Bisaya into

English when necessary. The researchers subsequently coded and examined the responses while maintaining participant confidentiality and using the information exclusively for academic purposes.

2.7 Data Analysis Techniques

The researchers employed thematic analysis following the six phases of Braun and Clarke: familiarization with the data, generation of initial codes, searching for themes, reviewing themes, defining and naming themes, and producing the report. Interview transcripts were repeatedly examined to identify meaningful statements and recurring patterns involving product quality, menu innovation, pricing, business accessibility, visibility, promotional practices, and customer engagement. Within-case analysis was conducted to understand the experiences of each snack house, while cross-case analysis compared findings across the ten establishments to identify common and distinct challenges. Credibility was supported through repeated examination of interview responses, transferability through contextual descriptions, dependability through organized documentation of research procedures, and confirmability through interpretations grounded in participants' actual statements. The resulting themes were developed from the interview data, with related literature used to contextualize the findings.

2.8 Ethical Considerations

The study observed the ethical principles of autonomy, beneficence, justice, privacy, and confidentiality. Participation was voluntary, and informed consent was obtained before conducting interviews. Respondents were treated fairly, informed of their right to withdraw, and subjected only to minimal risks associated with answering interview questions. No monetary or material compensation was provided. All collected information was treated confidentially and used solely for academic purposes.

3. Results and Discussion

3.1 Product Strategy Challenges Among Selected Snack Houses

3.1.1 Balancing Menu Variety with Customer Preferences

Participants identified menu variety and product innovation as important considerations in maintaining customer interest. However, introducing new products was challenging because of customer preferences, ingredient availability, preparation time, affordability, and uncertain demand. Product decisions were influenced by customer requests, best-selling items, and available business resources. These findings indicate that menu innovation requires balancing customer expectations with operational capabilities. This is consistent with Patropis and Arispe (2025) and Manhas, Sharma, and Quintela (2024), who emphasized the importance of product innovation in improving customer experience and satisfaction.

3.1.2 Maintaining Product Quality and Consistency

Participants emphasized the importance of standard recipes, proper measurements, fresh ingredients, and employee training in maintaining product consistency. However, employee turnover, varying staff skills, busy operating periods, and fluctuations in ingredient quality and availability created difficulties in sustaining uniform product standards. The findings suggest that product consistency depends on effective preparation procedures, ingredient management, and employee competence. Braganza (2025) similarly highlighted reliability and service quality as important factors influencing customer satisfaction.

3.1.3 Managing Product Presentation and Packaging

Participants considered product presentation and packaging essential for protecting food, maintaining product appearance, and improving customer convenience. Challenges included increasing packaging costs, limited supplier availability, and finding materials that were affordable, durable, and visually appealing. Packaging requirements also differed according to product types and delivery arrangements.

These findings demonstrate that packaging decisions involve balancing functionality, presentation, and operational costs. Sapin (2022) similarly emphasized the relationship between food aesthetics and customer satisfaction, highlighting the importance of product presentation in food service establishments.

3.2 Place Strategy Challenges Among Selected Snack Houses

3.2.1 Strategic Location, Accessibility, and Customer Reach

Participants reported that locations near schools, commercial areas, major roads, and other establishments provided opportunities to attract customers. Accessibility and visibility helped customers locate snack houses, while proximity to target consumers supported customer convenience and business exposure. The findings indicate that strategic location contributes to customer reach, although its advantages depend on surrounding conditions. Briones, De Mesa, Gamalando, Seco, and Verano (2025) similarly identified business location as an important consideration affecting food stall operations.

3.2.2 Parking, Traffic, and Accessibility Challenges

Participants identified limited parking, one-way streets, traffic congestion, and nearby competition as challenges affecting customer convenience. These conditions were particularly noticeable during peak operating hours. Some

establishments addressed accessibility difficulties through online ordering and delivery services. These findings indicate that a visible business location does not necessarily guarantee convenient customer access. Location-related constraints may require adjustments in service delivery and operational arrangements to accommodate customer needs.

3.2.3 Limited Space and Store Layout Management

Participants reported that limited space affected seating arrangements, customer movement, equipment placement, and employee activities. During busy periods, some establishments experienced congestion and difficulties maintaining an organized customer flow. Cleanliness and efficient space utilization were identified as important operational considerations. The findings suggest that effective layout management helps snack houses maximize available space while maintaining customer convenience and operational efficiency. However, the extent of these challenges varied according to each establishment's physical conditions and available facilities.

3.3 Promotion Strategy Challenges Among Selected Snack Houses

3.3.1 Traditional Promotion and Word-of-Mouth Marketing

Participants reported using posters, promotional materials, customer recommendations, discounts, free samples, and loyalty programs to attract customers. Word-of-mouth marketing remained an important promotional practice, particularly through satisfied customers and repeat patrons. However, the implementation of these activities varied across establishments. These findings indicate that traditional promotional methods remain relevant to small food businesses. De Jesus and Dela Cruz (2021) similarly identified advertising, direct selling, and sales promotions as important practices for increasing customer awareness and engagement.

3.3.2 Social Media Marketing and Promotional Consistency

Participants identified Facebook and other social media platforms as convenient channels for advertising products, announcing promotions, and communicating with customers. However, maintaining regular posts, updating promotional content, and responding to customer inquiries required consistent effort and available resources. The findings suggest that social media provides opportunities to expand promotional reach but requires sustained engagement. This supports De Jesus and Dela Cruz (2021), who highlighted the importance of promotional strategies in strengthening business visibility and customer interaction.

3.3.3 Customer Engagement and Promotional Effectiveness

Participants emphasized customer service, direct communication, feedback, and promotional incentives as important engagement practices. Some establishments monitored sales, inquiries, comments, and customer responses to assess promotional activities. However, participants reported difficulty identifying which promotional methods directly influenced purchasing decisions. These findings indicate that customer engagement provides useful information about preferences and promotional responses, although measuring promotional effectiveness remains challenging. Wongsunopparat and Obomwan (2021) similarly found that promotional campaigns influenced purchasing behavior but did not necessarily establish long-term customer loyalty.

3.4 Practical Strategies for Addressing Product, Place, and Promotion Challenges

Participants reported adopting practical strategies based on their operational conditions. Product-related practices included monitoring customer preferences, maintaining quality standards, training employees, checking ingredients, and testing new offerings. Place-related practices involved cleanliness, store organization, signage, space management, and delivery services. Promotional practices combined social media, word-of-mouth recommendations, discounts, loyalty programs, and customer feedback. These findings demonstrate that the selected snack houses used different approaches to address shared marketing challenges. Their strategies depended on available resources, customer needs, business location, employee capabilities, and daily operations. The variation across establishments highlights the importance of context-specific marketing practices rather than uniform solutions.

3.5 Cross-Case Analysis of Marketing Challenges

The cross-case analysis revealed common and case-specific challenges across the ten selected snack houses. IKEA Cakes and Snacks, Mayong's Bakeshop and Snack House, Tokyo Takoyaki, Daniel's Diet Food, Tita Tatta, Panny's Bakeshop, Sophia's Bread and Pastries, Alberto's Pizza, Hungry Crust, and Nghiongan ni Dok emphasized product quality and customer preferences while experiencing different concerns involving ingredient costs, menu variety, and consistency. Accessibility, visibility, parking, cleanliness, available space, and nearby competition influenced their place strategies. Most establishments utilized social media and customer recommendations, although promotional activities and monitoring practices varied. These findings indicate that Product, Place, and Promotion challenges were interconnected but differed according to each establishment's resources, location, customers, and operational conditions. The multiple-case analysis demonstrated that while snack houses experienced similar marketing pressures, their responses reflected their individual business circumstances. Overall, the findings emphasize the importance of adaptable product strategies, accessible business

operations, and consistent customer engagement in addressing marketing challenges among snack houses in Ormoc City Proper.

4. Conclusion & Recommendations

The study revealed that selected snack houses in Ormoc City Proper experienced common and case-specific challenges in Product, Place, and Promotion. Product-related challenges involved maintaining quality and consistency, responding to customer preferences, introducing new products, and managing packaging costs and presentation. Place-related challenges included accessibility, visibility, parking, traffic congestion, nearby competition, and limited space. Promotional challenges involved sustaining social media activities, utilizing traditional and word-of-mouth marketing, engaging customers, and assessing promotional effectiveness. Although the establishments shared similar concerns, their responses varied according to customer needs, available resources, business location, employee capabilities, and operational conditions. Overall, the findings demonstrated that marketing challenges and the strategies used to address them differed across establishments.

Snack house owners and managers are encouraged to monitor customer preferences, maintain product quality through standardized preparation and employee training, and select affordable, functional packaging. They should also improve cleanliness, signage, store organization, accessibility, and space utilization while considering delivery and pick-up arrangements where feasible. Promotional efforts may combine social media, word-of-mouth marketing, customer engagement, and regular monitoring of promotional responses. The Local Government Unit of Ormoc City may support small food establishments through traffic and parking management, business development seminars, consultations, and participation in local promotional activities. Future researchers may examine other food-service establishments, expand the geographical coverage, include customer perspectives, and investigate specific marketing practices and business characteristics to provide a broader understanding of the challenges experienced by small food businesses.

The study was limited to twenty (20) participants from ten (10) selected snack houses operating in Ormoc City Proper. Its qualitative multiple-case study design focused specifically on challenges involving Product, Place, and Promotion, based on the experiences and perspectives of participating owners, managers, and staff members. Consequently, the findings reflect the circumstances of the selected establishments and may not represent all snack houses or other food-service businesses in different locations. Customer perspectives were not directly examined, and the study did not establish the measurable effects of specific promotional activities on sales.

5. Compliance with ethical standards

The study involved voluntary participation by owners, managers, and staff of selected snack houses in Ormoc City Proper, Leyte, with permission obtained from participating establishments and informed consent secured from all respondents. Data were collected through non-invasive, semi-structured interviews, and confidentiality was maintained by using the information solely for academic purposes without disclosing participants' identifying information. The researchers acknowledge the participating snack houses and respondents for their cooperation and contributions to the study.

REFERENCES

- Alvarez, M. T. S. (2021, October). Marketing strategies of food service industry in the province of Isabela, Philippines. ResearchGate. https://www.researchgate.net/publication/355191720_Marketing_Strategies_of_Food_Service_Industry_in_the_Province_of_Isabela_Philippines
- Braganza, E. E. (2024, February 26). Measuring service quality and customer satisfaction: Empirical evidence from fast-food restaurants in Davao Region, Philippines. *Review of Integrative Business and Economics Research*, 14(3), 213–225. https://buscompress.com/uploads/3/4/9/8/34980536/riber_14-3_16_s24-041_213-225.pdf
- Briones, J. P., Mesa, F. C. D., Gamalando, M. D., Seco, E. G., & Verano, J. P. E. (n.d.). Food stall operations practices in a province-based food park in the Philippines. *Logistics and Operations Management Research*. <https://journals.researchsynergypress.com/index.php/lomr/article/view/3063>
- Costales, A. F., Sapin, S. B., Decena, M. A., Ramos, S. L., & Medrano, M. O. (2022). Quantitative study on food aesthetics, marketing mix, and customers' satisfaction among restaurant establishments in Calamba City, Laguna, Philippines. *Tourism and Sustainable Development Review*, 3(2), 26–56. <https://doi.org/10.31098/tsdr.v3i2.80>
- De Jesus, F. S., & Dela Cruz, C. F. (2021, December). Promotional practices of selected fast-food chain: An assessment. ResearchGate.

https://www.researchgate.net/publication/358040714_PROMOTIONAL_PRACTICES_OF_SELECTED_FAST-FOOD_CHAIN_AN_ASSESSMENT

- Donato, S. B., Andres, J. F. V., Ang, C.-C. A., Infante, R. M. E., & Ibarra, J. M. C. (2024, March 30). Expectation vs. reality: Food service, price, and promotion of a fast-food restaurant. *International Journal of Research and Innovation in Social Science*. <https://rsisinternational.org/journals/ijriss/articles/expectation-vs-reality-food-service-price-and-promotion-of-a-fast-food-restaurant/>
- Hilmi, M. (2020, March 11). Street food vendors' entrepreneurial marketing characteristics and practices from 12 countries: What lessons can be learned for improving food marketing in BOP/subsistence marketplaces. *Middle East Journal of Agriculture Research*. <https://www.curreweb.com/mejar/mejar/2020/mejar.2020.9.2.27.pdf>
- Manhas, P. S., Sharma, P., & Quintela, J. A. (2024, June 30). Product innovation and customer experience: Catalysts for enhancing satisfaction in quick service restaurants. *Tourism and Hospitality*, 5(3), Article 34. <https://www.mdpi.com/2673-5768/5/3/34>
- Nunez, J. (2022). Understanding the approach and business marketing strategies of successful Filipino food chains in the country and overseas. *International Journal of Social and Management Studies*, 5(5). <https://ijsmsjournal.org/ijsms-v5i5p114.html>
- Patropis, I., & Arispe, V. (2025, May 9). Enhancing customer experience through product and service innovation: Evidence from a quick-service restaurant in the Philippines. *East Journal of Human Science*. <https://eastpublication.com/index.php/ejhs/article/view/169>
- Porter, M. (n.d.). Porter's generic competitive strategies (Ways of competing). Institute for Manufacturing, University of Cambridge. <https://www.ifm.eng.cam.ac.uk/research/dstools/porters-generic-competitive-strategies/>
- Rebulanan, M. L. F. (2025). The marketing communication mix strategies of a quick service restaurant. ResearchGate. https://www.researchgate.net/publication/393566950_The_Marketing_Communication_Mix_Strategies_of_a_Quick_Service_Restaurant
- Rivera et al. (2024). Small restaurant challenges in Davao. Scribd. <https://www.scribd.com/document/835362588/Researchrevision1-0>
- Sherbakova, K. (2020, November). Importance of diversified marketing strategies for fast food restaurant chains. ResearchGate. https://www.researchgate.net/publication/346412514_Importance_of_Diversified_Marketing_Strategies_for_Fast_Food_Restaurant_Chains
- Wongsunopparat, S., & Obomwan, I. B. (2021, May 5). The study of promotion campaigns that affect brand choice of quick service restaurant (QSR) in Bangkok focusing on KFC, McDonald's, and Burger King. *International Journal of Research*. <https://ijrjournal.com/index.php/ijr/article/view/21>
- Xia, Y. (2023, July). The 4Ps of marketing and applications in various brands. ResearchGate. https://www.researchgate.net/publication/372407300_The_4Ps_of_Marketing_and_Applications_in_Various_Brands
- Yadav, S., & Yadav, R. K. (2025, August). India as a global tourism hub: Opportunities, challenges and strategic interventions for sustainable growth. *Management Insight: The Journal of Incisive Analyzers*. https://www.researchgate.net/publication/395624652_India_as_a_global_Tourism_Hub_Opportunities_challenges_and_strategic_sustainable_Growth