

# The jollibee phenomenon essay



**ASSIGN  
BUSTER**

Donna Cruz's daughter in a Jolly Spaghetti commercial. Donna responds, "Manang-mana ka talaga sa mommy." The success of this campaign can never be contested. Families flock any branch. Only in Jollibee do they find the perfect family dining moments when their kids are at their happiest, and the parents are at their most pleased.

Savoring Friendship Moments "Langhap-Sarap" and "Bida ang Sarap" have reached the hearts of the Jollibee lovers as famous one-liners of the brand. But just last year, something was added to this long list of Jollibee trademarks: "Bida ang barkada!" Alongside with this, establishments started to display "Barkada Pictures" on the walls where Jolly Toys used to be shown. Also, Jollibee launched a new offering in its menu with the introduction of the barkada chicken bucket meal. This may suggest that efforts towards penetrating the younger market are on the works.

In malls, all types of people gather. Therefore, it is easier to learn what types of people generally enter Jollibee. Contrast it to Jollibee's found near university campuses where predictably, students are the main customers. This way, the team is assured of observing a more natural Jollibee environment. Observation took place from June 24 to June 28. The timeframe is ideal for a more reliable data gathering. One week is devoted to collecting and validating data so a generalization can be made. Data Processing After collecting and validating, the team processed the data into useful insights.

The customer sample is divided into different profiles. Distinct behaviors were interestingly exhibited by each group as detailed in the following sections. CUSTOMER PROFILE The Bibo Kid. Bibo Kid creates fond childhood

memories in Jollibee. He sees Jollibee as his playground. With his parents, he enjoys Jollibee because of Chicken Joy, Jolly Spaghetti or Jolly Kiddie Meal. Bibo Kid only sits down for a while to eat his meal before he starts running and playing around again. The Teenage Barkada. Teenagers see Jollibee simply as one of the many options.

They are made up of high school students who enjoy Jollibee's affordable and familiar menu. Influenced by peers, they are now exposed to a wider variety of fast food establishments, such as McDonalds, KFC and Burger King. On the other end of this group's spectrum are the college students who start to see Jollibee as a possible hangout place especially during weeknights after class. With friends, they stay until the closing hours. The Busy Young Adult. The customer on-the-go. He goes to Jollibee after work, eats alone or with a small group of co-workers, or usually orders take-out.

He appreciates Jollibee's fast service that works well with his busy and tiring schedule. Because of the demands of his fast-paced life, going to Jollibee for the Busy Young Adult may only be an act of routine or convenience. The Filipino Family. Most of the time, it's because their children insist! The Filipino family can be seen in Jollibee after a day at the mall (as they are seen with department store bags) or after attending Sunday mass (as they are in their Sunday clothes). Time spent in Jollibee is considered precious bonding and quality time for immediate and extended families.

**OBSERVATIONS The Kids and their Families** When kids walk into Jollibee, they don't just see a restaurant. It's so much more to them. It's a playground. You'll see them run around the store wildly and dance on their chairs and

tables. It's a toy store. They'll look at the toys at the display and beg for the Jolly Kiddie Meal. And of course, it's a restaurant. There are two types of kids that enter Jollibee: those that know exactly what they want to eat and WILL tell when their parents got it wrong AGGRESSIVELY (yes!

They actually would fight for their wanted food), and those who let their parents decide and simply eat whatever's given to them. In any case, the order's most likely one of two things: Chickenjoy or Spaghetti. Perhaps even both, if they're lucky. As soon as the food is served to them, though, Jollibee turns back into a restaurant again. They finally settle down and just eat. After eating, however, watch out! They'll go back to running and playing. Parents who want to leave Jollibee are in for the fight of their lives: they'll have to persuade, threaten and sometimes carry their kids out.

Parents still like Jollibee though, because they see it as an easy way to reward or punish their kids. In essence, parents use Jollibee as a behavior reinforcer. An overheard conversation even went: "Sige, di na tayo magjo-JOLLIBEE ulit kung ganyan ka." The first thing that customers coming inside Jollibee would do is to look for a place. Usually crowded with people at peak hours, mom usually orders while dad saves a table and their children run around, mom calls the shots. At times however when the dad is not around, moms use their child to save a table.