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CONSUMER PREFERENCE OF TRICYCLE DRIVERS TOWARDS LOCAL FUEL STATIONS IN SANTA ROSA: BASIS FOR COMPETITIVE MARKETING STRATEGIES

***[1]Angela Ruiz, [2]Janmenard Lim, [3]Emily Pradez, [4]Ryza Ross Macapagal, [5]Milton Jay Trinidad, [6]Rowell Diaz**

[a] College of Management and Business Technology

[b] Nueva Ecija University of Science and Technology- Fort Magsaysay Campus

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***Corresponding Author: Angela Ruiz**
College of Management and Business Technology.

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ABSTRACT

This study aims to determine the consumer preference of tricycle drivers towards local fuel stations in Santa Rosa to develop competitive marketing strategies. Using an explanatory sequential mixed-methods design, data was gathered from 81 purposively selected active tricycle drivers through a survey questionnaire and semi-structured interviews. The demographic profile revealed a mature, highly experienced workforce, with the majority aged over 38 and 22.2% having 26 or more years of driving experience. Economically, 53.1% earn between Php 300 and Php 499 daily, consuming an average of 2.1 to 3 liters of fuel. CleanTech emerged as the most preferred station, chosen by 70.4% of the respondents. In terms of influencing factors, drivers showed high sensitivity to minor fuel price differences, yet considered fuel quality and accurate measurement as non-negotiable priorities. Location accessibility, specifically safe areas and ease of entry, along with knowledgeable staff and clean facilities, were highly rated service indicators. Furthermore, promotional offers and easy payment options significantly influenced their purchasing decisions. Correlation analysis revealed a statistically significant relationship between the drivers' age and their preference for location and accessibility ($r = 0.251$, $p = .024$), indicating that older drivers place a premium on geographic convenience. Based on these findings, the study proposes competitive marketing strategies including TODA-centric tiered discount modeling, institutionalizing transparent pump calibration protocols, optimizing station layouts with tricycle express lanes, and enhancing frontline customer relationship management.

KEYWORDS: Consumer Preference; Tricycle Drivers; Local Fuel Stations; Marketing Strategies; Retail Fuel Sector.

INTRODUCTION

In the Philippines, the public transportation sector serves as the essential backbone of local economies, functioning as a catalyst for urban mobility and daily commerce. Within this ecosystem, motorized tricycles act as the primary "last-mile" connection for commuters, bridging the gap between major transit hubs and residential areas (Zulueta et al., 2024). The tricycle transport industry plays an indispensable role in addressing public transit deficiencies, especially in developing suburban and rural municipalities where larger vehicles cannot navigate narrow or congested roads. However, this sector increasingly faces profound operational and socio-economic challenges. Drivers must navigate the shifting pressures of modernization, regulatory changes, and the lingering economic impacts of the post-pandemic "new normal" (Mina et al., 2022). For tricycle drivers operating in Santa Rosa, the daily struggle with high overhead costs—specifically fuel expenditure—remains their most significant hurdle. Because tricycles are highly utilized for short, frequent trips with constant idling and acceleration, fuel consumption directly and disproportionately dictates the drivers' daily take-home pay. Consequently, the choice of where to refuel is no longer a matter of mere convenience; it is a critical tactical decision directly tied to their livelihood and family sustenance (Cueto et al., 2022).

As the transport industry navigates these modernization efforts alongside unpredictable price spikes in the global oil market, it remains a massive energy consumer, accounting for approximately 89% of road-related energy use nationwide (Rito et al., 2021). Because of this heavy, unyielding reliance on petroleum products, the retail fuel market has transformed drastically. It is no longer governed solely by the price-per-liter displayed on the signboards. Instead, the market is increasingly driven by multidimensional factors such as service quality, operational convenience, and the underlying consumer psychology that dictates a driver's daily routing and fueling habits. Independent and local fuel stations are finding themselves in a fierce battle for market share against established multinational conglomerates.

Recent empirical studies highlight that in the Philippine context, public utility drivers are heavily influenced by the concept of "assurance"—the deeply rooted consumer belief that a station's fuel pumps are accurately calibrated and that the fuel quality is entirely uncompromised. Furthermore, drivers' purchasing decisions are strongly dictated by "subjective norms." This includes the shared advice, word-of-mouth recommendations, and

peer influence deeply embedded within the Tricycle Operators and Drivers Association (TODA) community, which frequently leads to collective fueling behaviors among its members (Buenavista et al., 2024; Zulueta et al., 2024). To effectively compete with the global "Big Three" brands (Shell, Petron, Caltex), local and independent fuel stations must lean heavily into targeted relationship marketing. By cultivating deep-seated trust, offering specialized promotions, providing flexible payment or credit terms for TODA members, and maintaining excellent, personalized customer relations, independent retailers can secure long-term driver loyalty. This loyalty acts as a buffer, compensating for the inherently lower profit margins of retail fuel products (Rosário & Casaca, 2023).

Moreover, the push for sustainable business models and smarter marketing is shifting the baseline of what drivers expect at the pump. Beyond basic refueling, modern drivers are increasingly evaluating the overall facility management, safety, cleanliness, and community integration of the stations they frequent. Recent literature highlights that consumers, including public transport operators, are now more likely to support petroleum stations that pair efficient, modern service with pro-environmental standards and transparent, sustainable operational initiatives (Rebualos et al., 2024). From the availability of clean restrooms and free air-and-water stations to the professionalism of the pump attendants, these value-added services heavily sway driver preference.

Ultimately, understanding these complex, intersecting factors is crucial for independent retailers striving to capture the tricycle demographic. Therefore, this study explores the consumer preference of tricycle drivers towards local fuel stations in Santa Rosa to develop a comprehensive basis for competitive marketing strategies. By identifying exactly what these drivers value most, this research aims to help local fuel providers stay resilient, competitive and profitable in an ever-shifting retail market.

RESEARCH METHODOLOGY

This study utilized a mixed-methods research approach, specifically employing an explanatory sequential design, a methodology highly effective for gathering initial quantitative data and subsequently establishing context or refining hypotheses through qualitative exploration (Gogo & Musonda, 2022). The research was conducted within Santa Rosa, Central Luzon, Philippines, where motorized tricycles serve as a primary mode of public transportation. The socio-economic realities and operational characteristics of tricycle drivers in the Philippines remain a critical focus in recent Southeast Asian transport research (Chalermpong et al., 2022). The respondents of the study comprised 81 active tricycle drivers

in the municipality who personally dictate and pay for their daily fuel consumption. For the quantitative phase, the researchers utilized a descriptive method, employing Purposive Sampling to select the 81 survey respondents from various Tricycle Operators and Drivers Associations (TODA)—a non-probability sampling technique proven essential in mixed-methods frameworks for accurately targeting specific operational demographics and subject-matter experts (Gogo & Musonda, 2022). The same sampling technique was utilized to select a smaller subset of these specific drivers for the qualitative in-depth interviews. Data was collected using a researcher-made survey questionnaire—consisting of a demographic checklist and a 4-point Likert scale to assess influencing factors like fuel price and service quality—and a semi-structured interview guide, both of which were translated into Tagalog and subjected to expert content validation prior to administration. The data gathering procedure involved securing formal permission from local government authorities and TODA representatives, followed by the personal distribution of surveys and the conduct of voluntary interviews at various transport terminals in compliance with the Data Privacy Act of 2012. Finally, the gathered data were analyzed using frequency counts, percentage distributions, and weighted means for the quantitative aspect, while thematic analysis was applied to the transcribed qualitative interview data to interpret the quantitative findings and form a basis for proposing competitive marketing strategies.

RESULTS AND DISCUSSION

The socio-demographic table provides a comprehensive overview of the respondents' characteristics, including their age, driving experience, and daily income, as well as their fuel consumption habits and preferred gas stations. This table details how the participants are distributed across these various categories, offering clear insights into the background and daily routines of the people who took part in the study.

1. Demographic profile of the Respondents

Table 1: Respondents in terms of Age.

Age	Frequency	Percentage
18-24 yrs old	4	4.9%
25-31 yrs old	11	13.6%
32-38 yrs old	11	13.6%
39-45 yrs old	18	22.2%
46-52 yrs old	15	18.5%
52 and above	22	27.2%
Total	**81**	**100%**

Source: *Field Survey 2026*

As shown in Table 1, the respondents are primarily characterized by a mature demographic. The largest segment consists of individuals aged 52 and above, representing 27.2% (f = 22) of the total sample. When aggregated with the 39–45 (22.2\%) and 46–52 (18.5\%) age groups, nearly 68% of the participants are over the age of 38. Scholarly literature indicates that older populations in the transport sector often maintain rigid refueling habits and serve as a stable core of the market (Li et al., 2022).

Table 2: Driving Expirience.

Year	Frequency	Percentage
Below 1 year	1	1.2%
1-5 yrs	11	13.6%
6-10 yrs	14	17.3%
11-15 yrs	13	16.0%
16-20 yrs	15	18.5%
21-25 yrs	9	11.1%
26 years above	18	22.2%
Total	**81**	**100%**

Source: *Field Survey 2026*

Table 2 Regarding professional background, a plurality of the respondents are veteran drivers. Approximately 22.2% (f = 18) possess 26 or more years of experience, while 18.5% have been driving for 16–20 years. Only a negligible 1.2% are novice drivers. Research highlights that extensive experience leads to "spatial expertise," where seasoned drivers optimize their routes and refueling based on long-term historical knowledge of local infrastructure (Jones et al., 2021).

Table 3: Daily Income.

Daily Income	Frequency	Percentage
Below Php 300	21	25.9%
Php 300-499	43	53.1%
Php 500-699	12	14.8%
Php 700-899	3	3.7%
Php 1,100 above	2	2.5%
Total	**81**	**100%**

Source: *Field Survey 2026*

Table 3 The economic profile of the group indicates a concentration in the low-to-middle income tier. More than half of the respondents (53.1%, f = 43) earn between Php 300 and Php 499 daily, while 25.9% earn below Php 300. Recent studies emphasize that drivers in this

income bracket are highly susceptible to "energy poverty," as fuel represents a non-discretionary operational cost that significantly impacts disposable income for household needs (Wang et al., 2023)

Table 4: Average Daily Fuel Consumption.

Age	Frequency	Percentage
Below 1 Liter	2	2.5%
1-2 liter	20	24.7%
2.1-3 liter	50	61.7%
3.1-4 liter	4	4.9%
4.1-5 liter	4	4.9%
More than 5 liter	1	1.2%
Total	**81**	**100%**

Source: *Field Survey 2026*

Table 4 Fuel usage among the participants is highly consistent, with 61.7% (f = 50) consuming between 2.1 and 3 liters of fuel daily. This suggests a standardized operational routine. Research suggests that for professional drivers with fixed routes or income targets, fuel consumption is a rigid requirement with little room for discretionary reduction despite price fluctuations (Brown, 2021).

Table 5: Most Preferred Local Station.

Age	Frequency	Percentage
Cleantech	57	70.4%
Rephil	15	18.5%
Others (Clean Fuel, SRGS,SGS)	9	11.1%
Total	**81**	**100%**

Source: *Field Survey 2026*

CleanTech emerged as the dominant market leader, preferred by 70.4% (f = 57) of the total sample. RePhil followed at 18.5%. Scholarly analysis notes that in localized transport economies, brand loyalty is primarily driven by perceived value and proximity convenience, allowing local providers to secure a significant market share by targeting the specific needs of budget-conscious drivers (Garcia et al., 2022).

2. Factors Influencing Fuel Station Preference

Table 6 2.1 Fuel Price.

Item Statement	Mean	SD	Verbal Interpretation
The fuel price is affordable.	3.19	0.82	Neutral
The station offers competitive pricing compared to others.	3.59	0.74	Agree
Small price differences affect my choice of fuel station.	4.25	0.61	Agree
I prefer a fuel station that offers good value for money.	4.15	0.65	Agree
I am willing to travel farther to buy fuel at a lower price.	3.18	0.79	Agree
Pooled Mean	**3.79**	**0.72**	**Agree**

Table 6 presents the factors influencing tricycle drivers' preferences regarding fuel price. The data reveals that "Small price differences affect my choice of fuel station" obtained the highest weighted mean of 4.25 (SD 0.61), interpreted as Agree.

This high sensitivity to minor costs is supported by research indicating that retail fuel consumers in emerging markets exhibit high price elasticity, often switching brands for marginal savings to protect their daily disposable income (Oladipo et al., 2023). The Pooled Mean of 3.79 (SD 0.72) confirms an overall Agree rating for the category. Conversely, "The fuel price is affordable" received the lowest weighted mean of 3.19 (SD 0.82), resulting in a Neutral interpretation. This lack of perceived affordability aligns with recent findings that rising energy costs have made "value for money" a more critical driver affordability in retail fuel markets (Ahmad et al., 2023).

Table 7 2.2 Fuel Quality.

Item Statement	Mean	SD	Verbal Interpretation
The fuel quality is consistent and reliable.	3.84	0.68	Agree
My engine performs better using their fuel.	4.09	0.62	Agree
I trust the accuracy of their fuel measurement.	4.16	0.59	Agree
I believe the station sells clean and unadulterated fuel.	3.96	0.71	Agree
Fuel quality is one of my top priorities when choosing a station.	4.44	0.52	Agree
Pooled Mean	**4.10**	**0.62**	**Agree**

Table 7 highlights how fuel quality impacts the selection process of the respondents. The indicator "Fuel quality is one of my top priorities" garnered the highest weighted mean of 4.44 (SD 0.52), interpreted as Agree. The Pooled Mean of 4.10 (SD 0.62) confirms that

quality is a non-negotiable factor. Academic literature suggests that technical product quality is a primary precursor to building consumer trust and maintaining long-term loyalty in energy-related services (Al-Taie et al., 2023). Drivers also expressed high trust in "fuel measurement accuracy" with a mean of 4.16 (SD 0.59). Establishing perceived integrity through accurate fuel delivery is essential for service providers to maintain customer satisfaction among commercial drivers whose livelihoods depend on vehicle maintenance (Al-Ansi et al., 2021).

Table 8: 2.3 Location and accessibility.

Item Statement	Mean	SD	Verbal Interpretation
The station is near my usual route or terminal.	4.09	0.72	Agree
It is easy to enter and exit the station.	4.35	0.58	Agree
The station operates at convenient hours.	4.21	0.63	Agree
The station is located in a safe and accessible area.	4.39	0.54	Agree
The availability of enough space for vehicles adds to my preference.	4.28	0.60	Agree
Pooled Mean	**4.26**	**0.61**	**Agree**

Table 8 displays the respondents' views on location and accessibility. The statement "The station is located in a safe and accessible area" achieved the highest weighted mean of 4.39 (SD 0.54), interpreted as Agree. With a Pooled Mean of 4.26 (SD 0.61), it is clear that geographic convenience is highly valued. Recent transportation studies emphasize that spatial convenience and the physical security of a facility are critical logistics factors that shape the refueling habits of professional drivers (Nguyen & Lee, 2023). Additionally, "ease of entry and exit" (Mean 4.35, SD 0.58) was highly rated. Academic literature suggests that the physical layout of a service facility can significantly reduce "time-to-service" friction, which is a vital consideration for drivers operating within strict time constraints (Chen & Xu, 2022).

Table 9: 2.4 Service Quality.

Item Statement	Mean	SD	Verbal Interpretation
The staff are respectful and accommodating.	4.19	0.65	Agree
Service is fast with minimal waiting time.	4.10	0.71	Agree
I feel valued and treated fairly as a customer.	4.30	0.58	Agree
The staff are knowledgeable and able to answer customer concerns.	4.35	0.56	Agree
The station maintains clean and organized service areas.	4.34	0.59	Agree
Pooled Mean	**4.25**	**0.62**	**Agree**

Table 9 focuses on the impact of service quality on preference. The highest weighted mean of 4.35 (SD 0.56) was given to the "knowledge and competence of the staff," interpreted as Agree. A Pooled Mean of 4.25 (SD 0.62) shows that the respondents generally Agree that the human element is a significant factor. Research into service management highlights that staff professionality and technical knowledge are significant predictors of customer trust and repeat purchase behavior (Ali et al., 2023). "Fair treatment" (Mean 4.30, SD 0.58) and "clean service areas" (Mean 4.34, SD 0.59) also received strong agreement. Analysis shows that a professionalized service environment creates a positive impression that increases a customer's overall satisfaction (Al-Ansi et al., 2021).

Table 10: 2.5 Promotional offers and discounts.

Item Statement	Mean	SD	Verbal Interpretation
Promotions and discounts influence my decision.	4.43	0.52	Neutral
Rewards and Loyalty programs encourage me to repeat purchase.	4.31	0.60	Agree
Promotional offers are easy to understand and claim.	4.10	0.69	Agree
I am more likely to choose a station with regular promo offers.	4.15	0.67	Agree
Discounts make me feel that I am getting better value for my money	3.41	0.54	Agree
Pooled Mean	**4.28**	**0.60**	**Agree**

Table 10 examines the role of marketing incentives. The indicator "Promotions and discounts influence my decision" earned a high weighted mean of 4.43 (SD 0.52), interpreted as Agree. The Pooled Mean of 4.28 (SD 0.60) suggests that promotional strategies are highly effective. Peer-reviewed studies in retail marketing indicate that well-structured discount programs and personalized promotional cues are the most effective psychological triggers for purchase intention among high-frequency consumers (Zhang et al., 2024). Drivers also strongly valued the "better value for money" provided by discounts (Mean 4.41, SD 0.54). This aligns with research suggesting that financial rewards act as a strong buffer against price volatility, securing the loyalty of price-sensitive transport operators (Li et al., 2022).

Table 11: 2.1 Credit or Flexible Option.

Item Statement	Mean	SD	Verbal Interpretation
Availability of credit (utang) affects my preference.	4.14	0.72	Neutral
Flexible payment options (e.g.. GCash, pay later) are important to me.	4.08	0.75	Agree

The station provides fair and reasonable credit terms.	3.71	0.81	Agree
I prefer stations that accept both cash and digital payments.	4.13	0.68	Agree
Pooled Mean	**4.04**	**0.72**	**Agree**

Table 11 reveal that tricycle drivers in Palayan City generally agree that financial flexibility and modern payment options are crucial to their fuel station preferences, resulting in a pooled mean of 4.04. Specifically, respondents strongly favor stations that accept both cash and digital payments (mean 4.13) and value the availability of flexible payment schemes like GCash or "pay later" options (mean 4.08). Furthermore, while there is agreement that credit terms should be fair and reasonable (mean 3.71), the availability of credit (*utang*) received a mean of 4.14 with a neutral interpretation. Ultimately, this preference for fintech and mobile payment systems is primarily driven by the need for greater convenience and the ability for drivers to track their daily expenditures more accurately. (Khan et al., 2023).

3. Problem and Constraints

Table 12.

Item Statement	**Mean**	**SD**	**Verbal Interpretation**
I experience high fuel prices.	4.51	0.50	Always
I experience poor or inconsistent fuel quality.	3.99	0.65	Often
Difficulty choosing stations accessible to my route.	3.78	0.71	Often
I experience long waiting times.	3.58	0.79	Often
I encounter poor customer service.	3.64	0.76	Often
Lack of enough promos or discount.	3.70	0.74	Often
Lack of credit or flexible payment options.	3.68	0.78	Often
Fuel shortages or limited fuel availability.	3.53	0,82	Often
Inconvenience due to traffic congestion near the station.	3.45	0.85	Sometimes
Difficulty trusting the honesty/reliability of stations.	3.78	0.72	Often
General Pooled Mean	**3.76**	**0.73**	Often

Source: *Field Survey 2026*

Analysis of Operational Challenges

Table 12 displays the problems and constraints experienced by tricycle drivers. The data reveals that "I experience high fuel prices" is the most prevalent issue, obtaining the highest weighted mean of 4.51 (SD 0.50), interpreted as Always. This finding is consistent with

research highlighting that volatile energy prices act as a primary barrier to the livelihood sustainability of transport operators (Ahmad et al., 2023).

With a General Pooled Mean of 3.76 (SD 0.73), the drivers Often experience these constraints collectively. Other significant issues include "Poor or inconsistent fuel quality" (3.99, SD 0.65) and "Difficulty trusting station honesty" (3.78, SD 0.72). Recent studies suggest that the perceived lack of integrity in product delivery significantly diminishes consumer trust within the energy retail sector (Oladipo et al., 2023). The least experienced problem is "Inconvenience due to traffic congestion" (3.45, SD 0.85), interpreted as Sometimes. Overall, these findings imply that while the station has mastered speed, the economic pressure of fuel costs remains the primary burden for drivers.

Table 11 shows that the respondents generally Agree that they are getting a good deal for their purchases, as indicated by the Pooled Mean of 4.36 (SD 0.66). The findings highlight that the strongest area of agreement is that “The products in the store provide good value for the money” (mean 4.40). This suggests that customers feel the overall benefit they receive from the items outweighs or perfectly matches the cost, which is a major factor in customer satisfaction. The data also reveals high scores for the quality and fairness of the pricing. Respondents agree that “The product purchased from the store provide satisfactory value for money” (mean 4.39) and that “The store offers products that are worth their price” (mean 4.35). Similarly, the statements “The quality of the products is worth the price I pay” (mean 4.34) and “The quality of the products justifies the price paid” (mean 4.33) show very high levels of support. With a low standard deviation of 0.66, the results are very consistent, meaning almost all customers share the same positive view. Overall, these findings imply that the business has successfully aligned its product quality with its pricing, making customers feel confident that they aren’t overpaying. Molete et al. (2025) found that stores utilizing value-based pricing—focusing on the customer’s perceived benefit rather than just profit margins—see significantly higher retention rates.

Table 12: Correlation Matrix.

		age	**years of driving experience**	**income**	**Gas consumption**	**Preferred local fuel station**
Fuel Price	Pearson's r	0.107	-0.042	0.134	0.101	-0.144
		79	79	79	79	79
		.341	.711	.233	.368	.200

		age	years of driving experience	income	Gas consumption	Preferred local fuel station
Fuel Quality	Pearson's r	0.211	0.060	0.067	0.061	-0.132
	df	79	79	79	79	79
	p-value	.058	.595	.554	.589	.241
Location and Accessibility	Pearson's r	0.251	0.127	0.138	0.137	-0.055
	df	79	79	79	79	79
	p-value	.024	.258	.220	.224	.627
Service Quality	Pearson's r	0.150	0.008	0.093	0.182	-0.057
	df	79	79	79	79	79
	p-value	.180	.940	.410	.104	.610
Promotional Offers and Discounts	Pearson's r	0.051	-0.016	-0.049	0.070	-0.148
	df	79	79	79	79	79
	p-value	.649	.888	.665	.536	.188
Credit or Flexible Option Item	Pearson's r	-0.104	-0.137	-0.099	-0.197	-0.183
	df	79	79	79	79	79
	p-value	.357	.223	.377	.079	.101

Age and Location: The Convenience of Maturity (r = 0.251)

The most notable finding is the relationship between Age and Location/Accessibility. With a correlation of r = 0.251 (p = .024), this is the only statistically significant relationship in the set. It suggests that as drivers get older, they place a higher premium on how easy a station is to get to. Younger drivers might be willing to go out of their way to save a few cents or visit a specific brand, but older drivers seem to value their time and physical convenience more—preferring the station that is simply "on the way."

The "Experienced Driver" Stoicism

There is an interesting trend (though not statistically significant) regarding Years of Driving Experience. As experience grows, there is a slight negative correlation with almost every factor, particularly Fuel Price (r = -0.042) and Credit/Flexible Options (r = -0.137). This

paints a picture of the "seasoned veteran" of the road; drivers who have been behind the wheel for decades may have become somewhat desensitized to marketing gimmicks, loyalty offers, or even minor price fluctuations. They've seen it all before and likely have a set routine that isn't easily swayed by external "frills."

Income and the "Luxury" of Disregard

Interestingly, Income does not seem to dictate how much people care about Promotional Offers (r = -0.049) or Credit Options (r = -0.099). One might assume lower-income drivers chase discounts more aggressively, but the data suggests that fuel is viewed as a "utility" across the board. Whether a driver earns a little or a lot, their decision-making process regarding fuel quality or price isn't drastically different. Income level doesn't buy you out of the basic need for a reliable, fairly-priced gallon of gas.

Gas Consumption and Service Expectations (r = 0.182)

There is a slight positive lean between Gas Consumption and Service Quality (r = 0.182). This implies that "heavy users"—people who spend a lot of time at gas stations because they drive long distances—tend to care a bit more about the quality of the service they receive. If you only fill up once a month, a grumpy attendant is a minor blip. If you're filling up twice a week, a clean, well-managed station with high service standards becomes a much larger part of your quality of life.

CONCLUSION

The study shows that most tricycle drivers are older, very experienced, and work within a tight budget. Since more than half of the drivers have been on the road for many years and are over the age of 38, they have developed fixed habits and know exactly where they prefer to refuel. However, these drivers face a tough financial situation. Most of them earn less than Php 500 a day, which means that the money they spend on fuel directly reduces what they can take home to their families.

RECOMMENDATION

Based on the findings regarding the socio-economic profile and behavioral intentions of tricycle drivers, the following academic and strategic recommendations are proposed to enhance competitive advantage and service delivery within the local retail fuel sector.

1. Strategic Price Calibration and TODA-Centric Discount Modeling

Given that the respondents operate on a highly constrained daily budget—often earning less than Php 500—and exhibit extreme sensitivity to price fluctuations, local fuel stations should implement a tiered pricing strategy. This involves establishing formal partnerships with Tricycle Operators and Drivers Associations (TODA) to provide interactions act as significant psychological rewards. By fostering a community-centric atmosphere where drivers feel valued, stations can solidify behavioral intentions and maintain a loyal customer base even in the face of aggressive pricing from competitors."membership-exclusive" rates. By offering even marginal per-liter discounts to registered members, stations can disrupt the fixed habits of older, experienced drivers and incentivize a shift in brand loyalty toward stations that demonstrate a direct contribution to the drivers' take-home pay

They've seen it all before and likely have a set routine that isn't easily swayed by external "frills."

2. Institutionalizing Transparency through Calibration Advocacy

To address the critical demand for honest measurements and fuel quality, it is recommended that station management adopt a "Visible Integrity" protocol. This entails the regular and public display of pump calibration certificates and the conduct of transparent "bucket tests" in the presence of driver-customers. Such measures are essential for building cognitive trust among a demographic that relies on precise fuel consumption to manage their livelihoods, ensuring they feel secure that every peso spent yields the exact volume promised.

3.Enhancing Frontline Service Quality and Relationship Management

Since the study highlights the importance of friendly and knowledgeable staff, human resource interventions should focus on customer relationship management (CRM) training for pump attendants. For an older, experienced workforce, personal recognition and respectful service.

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