

Emerging Fast-Food Industry Trends and Engagement Strategies on TVL Senior High School Strand on Behavior Patterns

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Abstract—This study investigated the emerging fast-food industry trends and engagement strategies and their effects on behavior patterns of TVL Senior High School students. Specifically, it examined the status of fast-food industry trends, the level of student engagement strategies, and the extent to which these factors influenced TVL SHS strand on behavior patterns. Lastly, it is also measured the significant correlation between Fast-food industry trends and Engagement strategies on TVL SHS strands behavior. Using a descriptive-correlational research design, data were collected from 153 TVL strand Grade 11 and 12 students from Sta. Cruz Integrated National High School, Division of Laguna, for the School Year 2025–2026. through survey questionnaires. Findings revealed that the Status of Emerging Fast-food Industry trends, was determined as Highly manifested including Digital ordering, Drive-Thru enhancement and Self ordering kiosk, while the Delivery platform was very highly manifested among the Fast-food industry trends. The Student Engagement strategies, including participation in surveys, sustainability campaigns, loyalty programs, and experiential marketing, were highly engage and effective, with experiential marketing and loyalty programs exerting the greatest influence on students' behavior. The SHS strand behavior patterns including purchased preferences, digital engagement and health and wellness awareness was highly observed. The results indicate that both Fast-food industry trends and engagement strategies significantly shape TVL students' behavior patterns in terms of preferences, digital engagement, and awareness of health and wellness. The fast-food industry trends and engagement strategies has significant correlation on students' behavior that is why the hypothesis stated is rejected. Therefore, it is concluded that as the industry continuous to integrate technological innovations and customer-centered marketing approaches, students increasingly adapt their purchasing habits, and awareness of food-related choices in response to these developments. Also, developments can create more accessible, personalized, and interactive dining experiences that improve students' purchasing decisions and level of brand engagement. Further, recommendations include leveraging these findings to guide fast-food businesses, curriculum development, vocational education strategies, and future research, while preparing students for careers in the food industry and promoting sustainable practices. The results show the importance of integrating technological innovations, interactive engagement, and health-conscious practices in shaping consumer behavior among youth in the TVL strand.

Keywords— Emerging fast-food industry trends, engagement strategies, behavior patterns, TVL Senior High School students.

I. INTRODUCTION

The fast-food sector remains robust, driven by the country's young demographic and urban lifestyle (Euromonitor, 2022). With the proliferation of fast-food outlets near educational institutions. Focusing on the Technical-Vocational-Livelihood (TVL) senior high school strand, students are uniquely positioned within this landscape. Their vocational curriculum, balanced with academic and practical components, may make them more susceptible to or aware of contemporary industry practices (DepEd, 2018). As the fast-food industry intensifies engagement strategies through digital marketing, promotions, and collaborations, understanding the behavioral patterns of TVL students toward these initiatives becomes essential.

The fast-food industry, a global economic giant, continues to shape and respond to rapidly shifting consumer demands, societal trends, and technological advancements. As globalization accelerates, quick-service restaurants have adapted by adopting innovative practices such as plant-based menu options, digital ordering systems, and targeted social media campaigns trends observed by Khan et al. (2021) to drive transformation within the industry. These developments are particularly prominent among the youth, whose dietary preferences and consumption patterns influence and are influenced by such market evolutions (Kestens et al., 2019).

Filipino adolescents are increasingly exposed to convenient dining options, often prioritizing taste, affordability, and accessibility over nutritional habits but also shapes attitudes and behaviors that may persist into adulthood. Recognizing these developments, this study seeks to investigate emerging fast-food industry trends and engagement strategies, and how they influence behavior patterns among TVL senior high school students.

1.1 Statement of the Problem

Problem/s which were addressed by the research

This research aimed to determine the effect of emerging fast-food industry trends and engagement strategies on TVL Senior High School Strand on behavior patterns.

Specifically, it sought to find answers to the following questions:

1. What is the status of emerging fast-food industry trends in terms of:

- 1.1 delivery platforms;
- 1.2 digital ordering system;
- 1.3 drive-thru enhancement; and
- 1.4 self-ordering kiosk (SOK)?
2. What is the level of the Engagement Strategies in terms of the;
 - 2.1 participation rates;
 - 2.2 sustainability and charitable marketing campaigns;
 - 2.3 loyalty programs; and
 - 2.4 experiential marketing?
3. What is the extent of the TVL SHS Strand on behavior pattern in terms of;
 - 3.1 purchased preferences;
 - 3.2 digital engagement; and
 - 3.3 health and wellness awareness?
4. Do the Fast-food Industry trends have a significant correlation on TVL SHS Strands' behavior?
5. Do engagement strategies have a significant correlation on TVL SHS Strands' behavior?

II. METHODOLOGY

The study used a descriptive-correlational research design, data were collected from 153 TVL strand Grade 11 and 12 students from Sta. Cruz Integrated National High School, Division of Laguna, for the School Year 2025–2026. through survey questionnaires.

III. RESULTS AND DISCUSSION

This part discusses the results that were yielded from the treatment of the data that was gathered in this study. The following tabular presentations and discussions further characterize the relationship of emerging fast-food industry trends and engagement strategies to behavior patterns of TVL Senior high school students.

Status of Emerging Fast-Food Industry Trends

In this study, the status of emerging fast-food industry trends is described in terms of delivery platforms, digital ordering systems, drive-thru enhancement, and self-ordering kiosks. These trends represent technological and operational innovations adopted by fast-food establishments to improve service efficiency, customer convenience, and overall dining experience. The level of manifestation of these trends was determined using the mean and standard deviation based on the responses of TVL Senior High School students.

The fast-food industry has undergone a significant transformation due to rapid technological advancements and the growing demand for convenient food services. With the widespread use of smartphones, mobile applications, and digital payment systems, many fast-food establishments have integrated technology into their service operations. Understanding how these emerging trends manifest among students provides valuable insights into their consumption patterns and preferences.

Table 1 shows the status of emerging fast-food industry trends in terms of delivery platforms as observed by TLV Senior High school students. Students observed that delivery platforms make fast food more accessible. It also enables them

to explore a wider variety of fast-food options, grab great promotional deals, efficiently use their time specially during school days and choose popular fast-food restaurants in the delivery apps. These results indicate that delivery platforms significantly influence students' purchasing decisions and daily routines, particularly in terms of convenience and time efficiency.

Table 1. Status of Emerging Fast-Food Industry Trends in terms of Delivery Platforms

Statements	Mean	SD	Remarks
As a TVL Senior High School student, I...			
...observe that delivery platforms make fast food more accessible.	4.35	0.68	Strongly Agree
...choose fast-food restaurants that are available on popular delivery apps.	4.15	0.69	Agree
...am influenced by promotional deals on delivery platforms when selecting meals.	4.17	0.78	Agree
...utilize delivery platforms to save time during school days.	4.16	0.71	Agree
...explore a wider variety of fast-food options through delivery apps.	4.25	0.77	Strongly Agree
Weighted Mean	4.21		
SD	0.63		
Verbal Interpretation	Very Highly Manifested		

The status of emerging fast-food industry trends in terms of delivery platforms as perceived by TVL Senior High School students. The overall weighted mean of 4.21 with a standard deviation of 0.63 is verbally interpreted as Very Highly Manifested, indicating that delivery platforms are strongly evident and widely adopted in the fast-food industry.

Table 2. Status of Emerging Fast-Food Industry Trends in terms of Digital ordering System

Statements	Mean	SD	Remarks
As a TVL Senior High School student, I...			
...trust digital ordering systems to place my orders accurately.	4.14	0.85	Agree
...engage with restaurants that allow online or app-based ordering.	4.10	0.78	Agree
...experience time savings when using digital ordering compared to in-person transactions.	4.12	0.85	Agree
...customize my meals more easily through digital ordering systems.	4.09	0.88	Agree
...verify my orders before confirming using digital platforms.	4.19	0.86	Agree
Weighted Mean	4.13		
SD	0.69		
Verbal Interpretation	Highly Manifested		

Table 2 presents the level of emerging fast-food industry trends in terms of digital ordering systems as perceived by TVL Senior High School students. The findings reveal that students generally trust the accuracy of digital ordering platforms, prefer restaurants that provide online or app-based ordering, and recognize the time-saving advantages of using these systems instead of traditional counter transactions. They also appreciate the opportunity to customize meals and review orders before final confirmation, which enhances convenience and reduces ordering errors. These observations highlight how digital tools simplify the ordering process and make fast-food transactions more efficient and user-friendly.

The computed overall weighted mean of 4.13 with a standard deviation of 0.69, interpreted as Highly Manifested, suggests that digital ordering has become a widely experienced and established practice in the fast-food industry. This implies that students are already accustomed to technology-driven ordering and view it as a normal part of their purchasing behavior.

Overall, the findings indicate that digital ordering systems are a strongly evident trend in the fast-food industry and play an important role in shaping students' purchasing habits by enhancing convenience, efficiency, and personalization.

Table 3. Status of Emerging Fast-Food Industry Trends in terms of Drive-Thru Enhancement

Statements	Mean	SD	Remarks
As a TVL Senior High School student, I...			
...appreciate that drive-thru enhancements reduce my waiting time.	4.14	0.93	Agree
...select restaurants with organized and efficient drive-thru lanes.	3.98	0.91	Agree
...recognize that drive-thru technology improves my ordering experience.	3.99	0.89	Agree
...value modern and efficient drive-thru systems when choosing a restaurant.	3.93	0.94	Agree
...communicate effectively with drive-thru staff during orders.	3.99	0.96	Agree
Weighted Mean	4.01		
SD	0.77		
Verbal Interpretation			Highly Manifested

Table 3 presents the status of emerging fast-food industry trends in terms of drive-thru enhancement as perceived by TVL Senior High School students. The results show that students appreciate shorter waiting times due to enhanced drive-thru services, tend to choose restaurants with well-organized and efficient drive-thru lanes, and recognize that technology in drive-thru operations improves their ordering experience. They also value modern and efficient drive-thru systems and feel they can communicate their orders clearly with staff, suggesting that streamlined service and interaction quality are important to them.

Furthermore, the computed overall weighted mean of 4.01 with a standard deviation of 0.77, interpreted as Highly Manifested, indicates that drive-thru enhancements are both noticeable and widely experienced among students. This implies that improvements in drive-thru systems are a meaningful component of how students perceive and interact with fast-food services, especially in terms of convenience and service quality.

Overall, the findings indicate that drive-thru enhancement is a highly manifested trend in the fast-food industry and plays a significant role in shaping students' food purchasing behavior by improving service speed, accuracy, and overall convenience.

Status of Emerging Fast-Food Industry Trends in terms of Self-Ordering Kiosk (SOK)

Table 4 presents the status of emerging fast-food industry trends in terms of Self-Ordering Kiosk (SOK) usage as perceived by TVL Senior High School students. The data reveal that students generally find self-ordering kiosks easy to

use, employ them for faster meal ordering, and customize their food orders through the kiosk interface. They also experience convenience when ordering and report being able to confirm their orders accurately, suggesting that kiosk technology enhances both speed and control in the ordering process.

Table 4. Status of Emerging Fast-Food Industry Trends in terms of Self-Ordering Kiosk (SOK)

Statements	Mean	SD	Remarks
As a TVL Senior High School student, I...			
...find it easy to use self-ordering kiosks.	4.18	0.80	Agree
...utilize kiosks for quicker meal ordering.	4.18	0.78	Agree
...personalize my food orders through kiosks.	4.10	0.80	Agree
...experience convenience when ordering via kiosks.	4.16	0.88	Agree
...confirm my orders accurately when using self-ordering kiosks.	4.10	0.94	Agree
Weighted Mean	4.15		
SD	0.70		
Verbal Interpretation			Highly Manifested

In addition, the overall weighted mean of 4.15 with a standard deviation of 0.70, interpreted as Highly Manifested, indicates that self-ordering kiosks are a well-established and widely experienced trend among students. This shows that students are comfortable interacting with kiosk systems and recognize their practical benefits in everyday fast-food transactions.

Level of TVL SHS Strand Engagement Strategies

This section presents the discussion of findings related to the level of TVL students' engagement strategies. Specifically, it focuses on participation rates based on survey responses, as well as the effectiveness of sustainability and charitable marketing campaigns, loyalty programs, and experiential marketing initiatives. It aims to interpret the findings and demonstrate how these engagement strategies contribute to increasing participation and strengthening consumer relationships.

Table 5. Level of TVL SHS Strand Engagement Strategies in terms of Participation Rates

Statements	Mean	SD	Remarks
As a TVL Senior High School student, I...			
...am motivated to answer surveys from fast-food brands.	4.14	0.93	Agree
...participate more when surveys offer rewards or incentives.	3.89	0.79	Agree
...follow clear survey instructions to complete them efficiently.	4.06	0.82	Agree
...respond more when survey organizers communicate regularly.	4.06	0.86	Agree
...share my honest opinions when surveys emphasize the importance of feedback.	4.01	1.01	Agree
Weighted Mean	4.03		
SD	0.71		
Verbal Interpretation			Highly Engaged

Table 5 shows the level of TVL SHS Strand engagement strategies in terms of participation rates in fast-food related surveys. The results indicate that students are generally motivated to answer surveys from fast-food brands and are more likely to participate when clear instructions are provided and survey organizers maintain regular communication.

Students also report that they share honest opinions when the importance of feedback is emphasized, and they are inclined to join when incentives or rewards are offered, although this factor scored slightly lower than others. Collectively, these responses suggest that effective communication and perceived value play a central role in driving student engagement in survey activities.

Moreover, the overall weighted mean of 4.03 with a standard deviation of 0.71, interpreted as Highly Engaged, indicates that TVL Senior High School students demonstrate a high level of participation in engagement strategies related to fast-food industry surveys. This suggests that the students are not only willing to engage but also actively respond when engagement efforts align with their expectations for clarity, relevance, and reward.

Table 6. Level of TVL SHS Strand Engagement Strategies in terms of Sustainability and Charitable Marketing Campaigns

Statements As a TVL Senior High School student, I...	Mean	SD	Remarks
...support brands that highlight sustainability in their campaigns.	4.07	0.95	Agree
...engage with brands involved in charitable activities.	3.98	0.92	Agree
...trust brands that emphasize environmental responsibility.	3.97	0.93	Agree
...participate in initiatives by brands contributing to social causes.	3.93	0.94	Agree
...recognize and value corporate social responsibility efforts.	3.99	0.97	Agree
Weighted Mean	3.99		
SD	0.79		
Verbal Interpretation	Highly Engaged		

Table 6 outlines the level of TVL SHS Strand engagement strategies in terms of sustainability and charitable marketing campaigns. The results show that students generally support brands that highlight sustainability and are more likely to engage with brands involved in charitable activities. They also trust brands that emphasize environmental responsibility, recognize and value corporate social responsibility (CSR) efforts, and are willing to participate in initiatives that contribute to social causes. These responses suggest that ethical considerations and social impact influence students' attitudes toward brand engagement.

In addition, the overall weighted mean of 3.99 with a standard deviation of 0.79, interpreted as Highly Engaged, indicates that sustainability and charitable efforts by brands are perceived positively and resonate meaningfully with TVL Senior High School students. This implies that students are not only aware of CSR and sustainability messaging but also respond actively to brands that demonstrate social and environmental commitments.

Level of TVL SHS Strand Engagement Strategies in terms of Loyalty Programs

Table 7 on the next page, presents the level of TVL SHS Strand engagement strategies in terms of loyalty programs in fast-food restaurants. The results show that students generally enroll in loyalty programs at their preferred restaurants, consider earning points or rewards when selecting outlets, and

feel encouraged to revisit restaurants due to loyalty incentives. They also download and use mobile apps to participate in these programs and take advantage of promotions offered, suggesting that loyalty programs effectively influence their repeated purchasing behavior.

Table 7. Level of TVL SHS Strand Engagement Strategies in terms of Loyalty Programs

Statements As a TVL Senior High School student, I...	Mean	SD	Remarks
...enroll in loyalty programs at my preferred restaurants.	3.93	0.94	Agree
...consider earning points or rewards when choosing a fast-food outlet.	3.95	0.91	Agree
...am encouraged by loyalty programs to revisit restaurants.	3.91	0.93	Agree
...download and use mobile apps to participate in loyalty programs.	4.02	0.89	Agree
...take advantage of promotions offered in loyalty programs.	3.99	0.87	Agree
Weighted Mean	3.96		
SD	0.77		
Verbal Interpretation	Highly Engaged		

In addition, the overall weighted mean of 3.96 with a standard deviation of 0.77, interpreted as Highly Engaged, indicates that loyalty programs are a well-recognized and actively utilized engagement strategy among TVL Senior High School students. This shows that students are motivated by both tangible benefits, such as points and rewards, and digital convenience, such as mobile app participation.

Overall, the findings suggest that loyalty programs are a highly effective engagement strategy for TVL students, promoting repeat visits, app usage, reward-based motivation, and active participation, all of which strengthen the relationship between students and their preferred fast-food brands.

Table 8. Level of TVL SHS Strand Engagement Strategies in terms of Experiential Marketing

Statements As a TVL Senior High School student, I...	Mean	SD	Remarks
...enjoy attending tastings, pop-ups, or influence events by fast-food brands.	4.13	0.94	Agree
...interact with campaigns that allow hands-on product experiences.	3.92	0.85	Agree
...share memorable brand experiences on social media.	4.01	0.84	Agree
...am more likely to try new products after experiencing interactive campaigns.	3.93	0.87	Agree
...recall positive marketing experiences that influenced my choices.	3.98	0.97	Agree
Weighted Mean	4.00		
SD	0.74		
Verbal Interpretation	Highly Engaged		

Table 8 presents the level of TVL SHS Strand engagement strategies in terms of experiential marketing by fast-food brands. The results indicate that students generally enjoy attending tastings, pop-ups, and influencer events, and actively interact with campaigns that offer hands-on product experiences. They also share memorable brand experiences on social media, are more likely to try new products after participating in interactive campaigns, and recall positive

marketing experiences that influenced their food choices. These observations suggest that immersive and interactive marketing approaches play a significant role in shaping students' brand perception and behavior.

Furthermore, the overall weighted mean of 4.00 with a standard deviation of 0.74, interpreted as Highly Engaged, demonstrates that experiential marketing is a well-recognized and impactful engagement strategy among TVL Senior High School students. This implies that interactive campaigns successfully attract student attention and encourage active participation in brand-related activities.

In conclusion, the findings suggest that experiential marketing strategies are highly effective in engaging TVL SHS Strand by providing interactive, memorable, and shareable experiences, ultimately influencing product trials, brand perception, and consumer behavior.

Extent of TVL SHS Strand Behavior Pattern

This section presents the discussion of findings related to the behavior patterns of TVL SHS Strand and how these influence their consumer decisions. It specifically focuses on students' purchase preferences, their level of digital engagement, and their awareness of health and wellness. It aims to interpret the findings and demonstrate how TVL SHS Strand behavior patterns—through their purchase preferences, digital engagement, and health awareness—contribute to understanding their overall consumer behavior.

Table 9. Extent of TVL SHS Strand Behavior Pattern in terms of Purchased Preferences

Statements	Mean	SD	Remarks
As a TVL Senior High School student, I...			
...choose meals that are affordable, convenient, and suitable for school life.	4.01	0.92	Agree
...favor familiar fast-food brands that consistently deliver quality and taste.	3.99	0.85	Agree
...respond to promotions, discounts, and bundled deals when making food purchases.	4.03	0.83	Agree
...prefer meals that are easy to carry, consume between classes, and save time.	4.05	0.84	Agree
...balance price, taste, convenience, and perceived healthfulness when selecting meals.	4.04	0.88	Agree
Weighted Mean	4.02		
SD	0.72		
Verbal Interpretation	Highly Observed		

Table 9 presents the extent of TVL SHS Strand behavior patterns in terms of purchased preferences in fast-food consumption. The results reveal that students generally choose meals that are affordable, convenient, and compatible with school life. They also favor familiar fast-food brands known for consistent quality and taste, respond to promotions, discounts, and bundled deals, and prefer meals that are easy to carry and consume between classes. Additionally, students consider a balance between price, taste, convenience, and perceived healthfulness when selecting meals. These observations suggest that practical considerations strongly influence their fast-food choices, reflecting a mix of convenience, familiarity, and value.

In addition, the overall weighted mean of 4.02 with a standard deviation of 0.72, interpreted as Highly Observed, indicates that these purchasing behaviors are strongly present

among TVL Senior High School students. This implies that students actively apply these criteria when making food choices, demonstrating predictable patterns in fast-food consumption.

Overall, the findings imply that TVL SHS Strand exhibit highly observed purchasing behaviors in fast-food consumption, guided by affordability, convenience, taste, brand familiarity, and promotions, which collectively influence their meal selection and consumption habits.

Table 10. Extent of TVL SHS Strand Behavior Pattern in terms of Digital Engagement

Statements	Mean	SD	Remarks
As a TVL Senior High School student, I...			
...follow food promotions online.	4.12	0.91	Agree
...browse and order via apps for convenience.	3.93	0.84	Agree
...consult reviews before choosing a fast-food vendor.	4.05	0.84	Agree
...share food-related content on social media.	3.97	0.76	Agree
...engage with app-based promotions and offers.	3.99	0.86	Agree
Weighted Mean	4.01		
SD	0.72		
Verbal Interpretation	Highly Observed		

Table 10 presents the extent of TVL SHS Strand behavior patterns in terms of digital engagement with fast-food brands. The results show that students actively follow food promotions online, browse and order via apps for convenience, and consult reviews before selecting a fast-food vendor. They also share food-related content on social media and engage with app-based promotions and offers, indicating that digital platforms strongly influence their awareness, choices, and interactions with fast-food brands.

Moreover, the overall weighted mean of 4.01 with a standard deviation of 0.72, interpreted as Highly Observed, suggests that digital engagement behaviors are prevalent among TVL Senior High School students. This demonstrates that students not only consume information about fast food online but also actively participate in digital interactions that affect their purchasing decisions.

Overall, the findings imply that TVL SHS Strand exhibit highly observed digital engagement behaviors, utilizing online platforms and mobile applications to inform, interact, and transact, which significantly shapes their fast-food consumption patterns.

Table 11. Extent of TVL SHS Strand Behavior Pattern in terms of Health and Wellness Awareness

Statements	Mean	SD	Remarks
As a TVL Senior High School student, I...			
...check nutrition labels before choosing meals.	4.22	0.89	Strongly Agree
...prefer healthier food options when available.	4.09	0.85	Agree
...plan meals to include proteins, fiber, and essential nutrients.	4.06	0.83	Agree
...monitor my intake of sugar, sodium, and fats.	3.99	0.86	Agree
...participate in wellness activities that influence my food choices.	4.10	0.97	Agree
Weighted Mean	4.09		
SD	0.75		
Verbal Interpretation	Highly Observed		

Table 11 on the next page, presents the extent of TVL SHS Strand behavior patterns in terms of health and wellness awareness related to fast-food consumption. The results indicate that students check nutrition labels before choosing meals, prefer healthier food options when available, and plan meals to include proteins, fiber, and essential nutrients. They also monitor their intake of sugar, sodium, and fats and participate in wellness activities that influence their food choices, suggesting that health consciousness significantly affects their eating behavior.

In addition, the overall weighted mean of 4.09 with a standard deviation of 0.75, interpreted as Highly Observed, demonstrates that health and wellness awareness is a prominent aspect of TVL Senior High School students' dietary behavior. This implies that students actively integrate nutritional knowledge and wellness practices into their fast-food consumption decisions.

Overall, the findings suggest that health and wellness awareness is a highly observed behavior pattern among TVL students, guiding them to make nutritionally informed and balanced food choices, monitor intake, and prioritize wellness in their fast-food consumption.

Fast-food Industry Trends' Significant Relationship to TVL SHS Strand Behavioral Pattern

In this study, the significant relationship between Fast-food Industry Trends and TVL Students' Behavioral pattern were analyzed applying Pearson Correlation Coefficient using Minitab 14.

Table 12 on the next page, presents the significance of relationships between various fast-food industry trends and TVL SHS Strand behavior patterns—specifically purchase preferences, increased digital engagement, and health and wellness awareness. All Pearson correlation coefficients (r) are positive and statistically significant at $p < .05$, indicating meaningful associations between industry trends and the measured behavioral patterns of students (N=153). This suggests that as fast-food trends become more pervasive and accessible, students' behavior patterns adapt correspondingly.

First, the relationship between delivery platforms and students' behavior patterns revealed moderate, significant correlations with purchase preferences ($r = .492, p < .001$), digital engagement ($r = .440, p < .001$), and health and wellness awareness ($r = .445, p < .001$). These findings indicate that the availability and use of delivery services are associated with greater preference for convenient meals, more interaction with digital brand content, and increased attention to health considerations.

Next, digital ordering systems exhibited strong, significant relationships with purchase preferences ($r = .633, p < .001$) and digital engagement ($r = .606, p < .001$), as well as a moderate but significant relationship with health and wellness awareness ($r = .434, p < .001$). This demonstrates that digital ordering not only influences where and what students choose to eat but also increases their engagement with apps and online content, and—albeit to a lesser degree—relates to their health considerations.

Table 12. Fast-food Industry Trends' Significant Relationship to TVL SHS Strand Behavioral Pattern

Fast-food Industry Trends		Behavioral Patterns		
		Purchase Preferences	Increased Digital Engagement	Health and Wellness Awareness
Delivery Platforms	Pearson Correlation	.492**	.440**	.445**
	Sig. (2-tailed)	.000	.000	.000
	N	153	153	153
Digital Ordering System	Pearson Correlation	.633**	.606**	.434**
	Sig. (2-tailed)	.000	.000	.000
	N	153	153	153
Drive Thru Enhancement	Pearson Correlation	.625**	.678**	.655**
	Sig. (2-tailed)	.000	.000	.000
	N	153	153	153
Self-ordering Kiosk	Pearson Correlation	.709**	.626**	.575**
	Sig. (2-tailed)	.000	.000	.000
	N	153	153	153

Note ** $p < .05$

Similarly, drive-thru enhancement showed strong positive correlations with purchase preferences ($r = .625, p < .001$), digital engagement ($r = .678, p < .001$), and health and wellness awareness ($r = .655, p < .001$). These high correlation values suggest that improvements in drive-thru services strongly influence not only how students buy fast food (favoring convenience and speed) but also how they engage with digital and mobile platforms, and how they integrate health considerations into their choices. Even though some experimental technologies such as AI drive-thrus face mixed reactions from consumers, innovations in drive-thru systems continue to be pursued by major brands to enhance order accuracy and efficiency, which aligns with students' preferences for speed and convenience.

Furthermore, self-ordering kiosks had the strongest correlation with purchase preferences ($r = .709, p < .001$), followed by digital engagement ($r = .626, p < .001$) and health and wellness awareness ($r = .575, p < .001$). This implies that kiosks are particularly influential in shaping what students choose to buy, likely due to their convenience, customization options, and the interactive experience they provide. Industry reports confirm that self-ordering kiosks are increasingly prioritized by fast-food chains and are linked to higher customer traffic and preference among digitally oriented consumers.

Taken together, these relationships indicate that digital and service innovations in the fast-food industry—from delivery platforms and digital ordering to drive-thru enhancements and self-ordering kiosks—are significantly connected to students' food choices, how they engage with brands online and offline, and even how they incorporate health considerations into food selection. These trends reflect broader patterns in consumer

behavior documented in recent studies, showing that digital technologies and convenience-oriented services have become central influences on purchasing behavior, especially among younger generations. As a result, fast-food establishments continue to adopt innovative digital strategies to meet the evolving preferences and lifestyle demands of modern consumers, particularly students.

Table 13. Engagement Strategies' Significant Relationship to TVL Students' Behavior

Engagement Strategies		Behavioral Patterns		
		Purchase Preferences	Increased Digital Engagement	Health and Wellness Awareness
Participation Rates	Pearson Correlation	.701**	.605**	.668**
	Sig. (2-tailed)	.000	.000	.000
	N	153	153	153
Sustainability & Charitable Marketing Campaigns	Pearson Correlation	.650**	.671**	.673**
	Sig. (2-tailed)	.000	.000	.000
	N	153	153	153
Loyalty Programs	Pearson Correlation	.713**	.719**	.692**
	Sig. (2-tailed)	.000	.000	.000
	N	153	153	153
Experiential Marketing	Pearson Correlation	.731**	.722**	.671**
	Sig. (2-tailed)	.000	.000	.000
	N	153	153	153

Note ** p < .05

Table 13 presents the significant relationships between various engagement strategies and TVL SHS Strand behavioral patterns, measured through purchase preferences, digital engagement, and health and wellness awareness. All Pearson correlation coefficients (r) are positive and significant at p < .05, indicating that each engagement strategy meaningfully influences students' behavior. This demonstrates that how fast-food brands engage students—through participation, sustainability, loyalty, and experiential approaches—has a measurable impact on their consumption choices, online interaction, and health-conscious behaviors.

Participation rates showed strong, positive correlations with purchase preferences (r = .701, p < .001), digital engagement (r = .605, p < .001), and health and wellness awareness (r = .668, p < .001). These findings suggest that when students actively participate in surveys, feedback initiatives, or interactive brand activities, they are more likely to make informed purchase decisions, engage with digital platforms, and consider the health implications of their food choices.

Next, sustainability and charitable marketing campaigns were also significantly related to students' behavior, with correlations of r = .650 for purchase preferences, r = .671 for digital engagement, and r = .673 for health and wellness

awareness (all p < .001). This indicates that students are more likely to support brands that demonstrate environmental and social responsibility, engage with them online, and incorporate healthier choices into their meals.

Loyalty programs showed similarly strong relationships with all behavioral dimensions: purchase preferences (r = .713), digital engagement (r = .719), and health and wellness awareness (r = .692). These results indicate that reward systems, point accumulation, and app-based promotions encourage repeat purchases, increase digital interaction with brands, and even influence students' awareness of healthy options.

Finally, experiential marketing had the strongest correlations with purchase preferences (r = .731) and digital engagement (r = .722), and a strong correlation with health and wellness awareness (r = .671). This suggests that interactive events, product sampling, pop-ups, and influencer campaigns are highly effective in engaging students, encouraging them to try new products, share experiences online, and make conscious choices regarding health.

Overall, these findings indicate that engagement strategies—ranging from participation rates and loyalty programs to sustainability campaigns and experiential marketing—play a significant role in shaping TVL students' behavior. Effective engagement not only guides students' purchase preferences but also enhances digital interaction and promotes health and wellness awareness, emphasizing the importance of multifaceted marketing approaches in the fast-food industry.

IV. CONCLUSION AND RECOMMENDATIONS

The evolving trends in the fast-food industry significantly affects the behavior patterns of TVL students. Thus, the hypotheses is not supported. Therefore it is concluded that as the industry continues to integrate technological innovations and customer-centered marketing approaches, students increasingly adapt their purchasing habits, and awareness of food-related choices in response to these developments. The presence of digital platforms, modern ordering technologies, and interactive marketing initiatives reflects how the fast-food sector continues to transform the overall consumer experience for young individuals.

The technological advancements and engagement strategies improve service efficiency and shape how students interact with fast-food brands. The hypotheses is rejected. This implies that developments can create more accessible, personalized, and interactive dining experiences that improve students' purchasing decisions and level of brand engagement. As a result, students become more actively involved in digital platforms, promotional activities, and other forms of brand interaction that strengthen their connection with fast-food establishments.

Moreover, consumer behavior among TVL students is multidimensional. While convenience and affordability remain important considerations, students also demonstrate increasing awareness of health and wellness in relation to their food choices. This suggests that modern fast-food trends influence

not only purchasing behavior but also the way students think about nutrition, lifestyle, and responsible consumption.

Overall, the study underscores the strong relationship between fast-food industry developments and the behavioral responses of TVL students. The results emphasize the importance of understanding how technological innovations and engagement-driven strategies shape the attitudes and actions of young consumers. These insights may serve as a valuable reference for educators, researchers, and industry stakeholders in recognizing the evolving role of fast-food trends in influencing students' consumer behavior and decision-making processes.

From the drawn conclusions, the following recommendations are formulated for possible implementation.

For Fast-Food Businesses, particularly in the Santa Cruz area, the findings of this study may serve as a basis for refining marketing strategies, product offerings, and customer engagement approaches. A deeper understanding of TVL students' preferences and behavior patterns can inform the development of targeted strategies that emphasize digital innovation, service efficiency, and personalized experiences.

For the Community and Society, the study underscores the importance of promoting sustainable and innovative practices within the fast-food sector. Preparing students for active participation in this industry contributes to workforce readiness, local economic development, and the advancement of environmentally responsible business practices

For TVL Educators, the findings may be utilized to enhance curriculum development and instructional strategies by incorporating current industry trends and engagement practices.

For TVL Students, the study provides insights into digital innovations, sustainability practices, and consumer behavior within the fast-food industry, thereby strengthening their knowledge and competencies relevant to future careers.

For Future Researchers, this study provides a foundational framework for further investigation into the relationship between fast-food industry trends, engagement strategies, and student behavior. Future studies may expand the scope by examining additional variables such as health outcomes, digital influence mechanisms, and long-term behavioral patterns.

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