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“Status of Quail Industry in Jaen, Nueva Ecija, Philippines: A Correlational Assessment of Business Technical Aspect and its Business Operation using 4P’s of Marketing”

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Abstract

Every institution or quail industry management organization's policies must be tailored to requirements and duties as well as processes. The researchers of this study used 4PS of marketing as a tool to assess the status of the Quail industry in Jaen , Nueva Ecija. The primary objective of this research was to study the correlation between Business Technical Aspects and Business Operations of the quail industry in terms of the 4 Ps and what the problems encountered in the poultry business industry are in terms of the 4 Ps. Researchers studied whether business technical aspects have a significant correlation to Business operation in quail business industry in Jaen Nueva Ecija Philippines. The appropriate statistical treatment was applied to the collected data to total, examine and evaluate it. The design was quantitative research, using percentages and weighted averages. Mean, Frequency Distribution, and Pearson R. Business operations include selling quails/quail meats, eggs, and quails to adjacent cities/provinces. Costs determine rivals' prices. Promotions, direct/personal selling, and B2B. Quiet, stress-free, and buyer-accessible. Bird flu dominates location issues. Price is uncontrollable. Only business-to-business interactions are promoted. Finally, location issues are unrelated to agriculture suppliers. An R-value of 1 indicates that all 4Ps business technological aspects and operations are perfectly connected. To attract more customers and promote your products, experts suggest chicken producers enhance their waterway, packaging, and promotional techniques. They should also develop new goods, differentiate their quail products with unique packaging, and partner with health-conscious supermarkets, hotels, and restaurants. Future academics should examine the relationship between firm finances and marketing mix.

Keywords: *Quail Industry; Marketing Mix; Correlational Assessment; Business Technical Aspect*

INTRODUCTION

The *pugo*, or common quail, is a small bird that is raised or killed for its meat and eggs. It is a bird that is around 18 cm (7 inches) in length, has a slightly plump body, and despite its ability to fly swiftly, prefers to stay on the ground. (Brosas, 2022).

Many of our countrymen make a living by selling quail eggs. Taking care of quail can also earn money; numerous business owners have already begun in this area and have effectively proven its potential.

Quail farming is the technique of profitably rearing quails in order to generate eggs and meat that can be sold. The quail farming industry is surprisingly straightforward, profitable, and fascinating. Because quails are one of the smallest species of poultry birds, keeping a quail farm is relatively simple. Even if quail farming is still treated as a source of agricultural income for mineral supplements, it may be a profitable enterprise for the

farmrprisingly straightforward, profitable, and fascinating. Because quails are one of the smallest species of poultry birds, keeping a quail farm is relatively simple. Even if quail farming is still treated as a source of agricultural income for mineral supplements, it may be a profitable enterprise for the farm. They demand a minimal initial investment and pay for themselves shortly. Almost every type of weather is suitable for starting a quail farming business.

In the year 2017, the highly virulent H5N6 avian influenza, or Bird Flu, entered the Philippines. Quail farming in Jaen, Nueva Ecija, had been found to have bird flu. A farm in Barangay Ulanin-Pitak lost 1,500 out of 15,000 quails on March 13, prompting testing for avian influenza. Samples from 30 live quails from the farm tested positive for the illness. The Department of Agriculture reported that the individuals helped kill out of 200,000 infected quails, which are raised for eggs in several backyard farms in Jaen, Nueva Ecija. It was first discovered at MMJ Poultry Farm in Barangay San Roque. The problem in Jaen was among quail layers in Barangay Imbunya, it has 100 quail raisers who rely on quail egg sales for a living (Roque, 2017). Many of their quails died, their product prices decreased, their promotions were ignored, and, most importantly, their production was devastated. As a result, numerous quail poultry enterprises in Jaen, Nueva Ecija, closed and did not reopen due to significant losses.

Flu can put the poultry industry at risk during certain seasons, causing them to collapse or die. It is critical to conduct a study focusing on the agricultural sector. The pandemic has caused issues for everyone, affecting their way of life, work, interactions with others, and even business marketing practices, not only in the entire country but in the whole world. Marketing practices in the quail industry vary depending on the target market and the products available. Common marketing practices include product differentiation, branding, packaging and labeling, promotion and advertising, direct sales, and collaboration with retailers and distributors. Quail product marketing should be designed to effectively communicate the products' unique value proposition and build a strong brand. They have been adjusting to our new normal for nearly two years. Agricultural activities have a significant impact on the quail industry's numbers. With the passage of time, these once-positive influences have abruptly and overwhelmingly turned negative implementation of quail management actions should be done on a regular basis. National, regional, and local levels, as well as on a local level, as determined by the relevant agencies and organizations with quail conservation and management responsibilities and interests. Every institution or quail industry management organization's policies must be tailored to requirements and duties as well as processes. Issue prioritization and initiative implementation in reaction to political pressure and resources available in the domains in which they are active should be assessed by a business model. Several of the data points are accessible, and this study could be capable of comprehending marketing tactics, and difficulties using the 4Ps of marketing mix.

The marketing four Ps (Product, Price, Place, and Promotion) can help the quail industry in a variety of ways: Product: Better breeding, production can improve the quality of quail products. This will aid in the development of a premium brand image and raise the overall value of the quail in the locale. Price: The cost of quail products can be determined by their quality, taste, and health benefits. The quail industry can significantly raise the price of their products and target high-end customers who are prepared to pay more for quality products by creating a premium brand or quality breed of quail. Place: Quail product distribution channels can be improved to reach more customers. This can be accomplished by forming alliances with supermarkets, hotels, and restaurants that cater to health-conscious customers. Promotion: To raise consumer awareness and inform them on the benefits of quail products, effective marketing and promotion advertisements can be launched. To reach a larger audience and increase brand visibility, use social media and influencer marketing. Finally, implementing the four Ps of marketing in the quail industry can aid in the creation of a premium brand image for the quails, increase consumer awareness, and improve distribution channels to reach more customers. This will result in increased sales and profitability for the quail industry.

The aim of this study is to assess the Quail Industry's Marketing Strategies using 4Ps in Jaen, Nueva Ecija.

Particularly, it is intended to answer the following research questions:

1. How may the Business Technical Aspects of the respondents be described in terms of:

- 1.1 Machine and Equipment;
- 1.2 Years of the Operation;
- 1.3 Size of the Poultry; and
- 1.4 Types of Quail Product?
2. How may the Business Operations of the respondents be assessed using 4P's of marketing in terms of:
 - 2.1 Product;
 - 2.2 Price;
 - 2.3 Promotion; and
 - 2.4 Place?
3. What are the 4P's Problems Encountered by the respondents in terms of ;
 - 3.1 Product;
 - 3.2 Price;
 - 3.3 Promotion; and
 - 3.4 Place?
4. Is there a Significance Relationship between the Business Technical Aspects and Business Operations using 4P's of the respondent?

Quail industry

The poultry business is an important subsector of livestock production, contributing significantly to economic growth and providing numerous job opportunities. With rising incomes, demand for meat, particularly the less expensive alternative of poultry meat, and eggs, is expected to climb. More importantly, because of their smaller body size, resistance to common chicken diseases, ease of maintenance, and quick return on investment, quail have emerged as a potential poultry species. However, quail farming is still not as popular as chicken farming due to weak marketing channels, subsistence farming, a lack of specialized feed, a lack of day-old chicks, high chick mortality, and other factors. Scientific feeding, farmer management training, and the establishment of an organized marketing channel are likely solutions for reviving this species in Bangladesh Shuvo et al., (2017).

Production of quail involves breeding quails chosen for their meat and eggs on a fairly large scale. Key challenges identified by urban quail farmers include inadequate housing, insufficient space, theft, robbery, inadequate knowledge, market price volatility, lack of access to credit, and policies related to urban farming. I have. Despite the above challenges, urban quail farmers have been successful in providing eggs and meat to their families and relatives. It also provides an opportunity for academic research on the alleged medicinal benefits of quail. Majoni et al., (2023).

In the Philippines, quail farming is becoming more and more popular, and it is thought to be one of the most profitable ways to raise birds (Brosas, 2022). Quail farming is mainly concentrated in the province of Pampanga, where farmers use natural and artificial light to control the quails' day/night cycles. One of the main advantages of quail farming is its relatively low cost of production, which makes it an attractive option for small-scale farmers and entrepreneurs. However, there are challenges such as limited access to financing and marketing support, a lack of trained personnel, and competition from imported quail products. Overall, the quail industry has the potential to make a significant contribution to the country's economy and food security (Valcovero, 2020).

Marketing mix

The four Ps are the four main parts of a "marketing mix" that are used to promote a product or service: the product, the price, the place, and the promotion. When making marketing plans and strategies that will help them sell to their target demographic course, most companies take the Ps into account. According to E. Jerome, the marketing mix introduced the four Ps classification for developing an effective marketing strategy in 1960. Depending on the industry and the purpose of the marketing plan, marketing managers may handle each of the four Ps differently. This denotes a product or service that is meant to suit the customer's wants and desires.

Farmers in the city can make money by raising quail, which is one of the poultry products that can be found there. When raising and selling quail, there may be problems with the product, price, promotion, and location of the quail and quail eggs.

According to de Moura Andrade et al., (2019). The quail egg marketing mix in the city of Maringá, PR, and in Recife (PE) and Natal (RN) are two cities in Brazil. Each region had seven sales sites visited. Only Maringá and Natal appeared as restaurants that did not offer quail eggs in nature. Maringá was the only municipality where canned quail eggs were available when they were discovered. In terms of cost, the average price in Maringá was R \$ 5.10, in Recife R \$ 3.32, and at Christmas R \$ 3.32. With 30 units, the tray costs R\$3.30. The price of canned eggs was R 49.35 per kg. The eggs in nature were wrapped in plastic trays, and the conserved eggs were in glass containers. They were all sanitary inspection certified. Only in all places was only one brand of fresh eggs was spotted. It is established that quail eggs are widely available in supermarkets. Promotional techniques are ineffective. Promotional strategies were not recognized at any of the establishments visited. According to e Lima da Silva et al., (2019). To identify and examine the marketing mix factors (4Ps) utilized to advertise quail meat. In the region of Maringá, PR. Five supermarkets and two hypermarkets were visited. There are just three the half-breasted wing was found in all three places that sold quail meat. The average cost of this cut was R\$ 47.58 per kilogram. This cut was frozen in an unusual meat freezer, packed in a Styrofoam tray, and presented with the municipal sanitary inspection certification sticker and within the expiration date. There was only one brand observed. Cross all distribution platforms. It is decided that quail meat is difficult to find in supermarkets; however, the product's presentation is appropriate. Strategies for promotion were not applied in any of the establishments, needing to be better worked for greater visibility of the products.

Product

Valcobero (2020) reported that in June 2020, the CFA Project Interventions received a total of Php 285,092.00 worth of resources, which included 1,000 quail birds, poultry foods, multivitamins, dewormers, two units of pre-fabricated cages with waterer and feeder, two pieces of quail housing, and cyclone wire. Following a period of two months subsequent to the receipt of the avian specimens, the aforementioned organization was able to amass a total of 52,304 eggs from the quail species. These eggs were subsequently sold with the assistance of the Provincial Veterinary Office. The total revenue generated from the sale of quail eggs was Php 104,608.00, with each egg being sold at a unit price of Php 2.00. Over a period of two months, a group of individuals generated a total revenue of PHP 67,408.00 through the sale of eggs produced by 1,000 quail layers. The individuals in question have expressed their intention to procure an additional two hundred avian specimens and provide sustenance for them in the upcoming year utilizing personal funds. The organization aspires to incrementally broaden its commercial operations and cater to other private individuals or groups who exhibit a similar interest. The establishment aims to become the primary supplier of quail eggs in the province as part of their enduring objectives. As per the statement of Divina Dangilan, the Chairperson of CFA, a considerable number of their customers have shown keen interest in participating in their quail production. The individual perceives this as advantageous due to the potential increase in the number of members, resulting in a greater number of quail egg providers, ultimately leading to wider distribution throughout the community.

Price

In response to issues within the hog and poultry sectors, a number of retailers have commenced the sale of eggs. The outcome of this situation was an excess of eggs, which subsequently caused the cessation of operations for certain farms. Numerous agricultural establishments have ceased operations, divested their landholdings, or downsized their poultry production. Currently, there exists a scarcity of eggs, leading to a significant surge in prices. Vendors are experiencing the impact of the rise in prices. Food vendors and egg retailers assert that due to the exorbitant cost of eggs, they are compelled to increase their prices. Director Reildrin Morales, the officer-in-charge of the Bureau of Animal Industry (BAI), has reported that there has been an increase in the cost of quail eggs from P1.77 to P2 per piece this month. The production costs of egg producers under the purview of the Department of Agriculture (DA) have a bearing on the retail prices. There are plans to establish additional

Kadiwa stores that will offer eggs at a price point of P7 per unit. DA Region 11 has announced that it is currently devising tactics to guarantee ample supply within its jurisdiction. GMA (2022).

Promotion

The quail industry has garnered significant attention due to the increasing demand for quail meat and eggs as a protein source. Numerous research endeavors have been undertaken to examine the economic viability of quail husbandry and to ascertain optimal methodologies for advancing the sector. The growth and reproduction of quails, and consequently the productivity of a quail farm, can be significantly influenced by genetics, diet, and housing conditions. The implementation of biosecurity protocols, routine veterinary examinations, and vaccination administration are standard procedures aimed at safeguarding the well-being and bio-integrity of avian species. In addition, the promotion of the quail industry heavily relies on effective marketing and distribution strategies for its products. Research has investigated the social and environmental ramifications. (Bargo et al., 2022).

Place

The poultry industry has witnessed a surge in the quail sector owing to its rapid growth and favorable meat to bone ratio. The consumption of quail meat is highly regarded in numerous nations, and there has been a surge in the request for this type of meat in recent times. According to a study, the quail industry has experienced growth in Asia, specifically in China, Japan, and South Korea, where quail meat is regarded as a high-end commodity. According to the study, the avian influenza outbreak has previously affected the quail sector in Asia; however, it has recuperated and is presently expanding. A recent study has indicated that the quail industry in Mexico has experienced growth, especially in rural regions, where numerous small-scale farmers have initiated quail farming for the purpose of meat and egg production. According to the study, the quail industry in Mexico experienced a setback due to the economic crisis and avian influenza; however, it has subsequently rebounded and is currently expanding. (Carroll et al., 2000). According to a study carried out in Nigeria, the expansion of the quail industry has been attributed to the rising demand for quail meat and eggs. According to the study, the Nigerian quail industry has experienced setbacks due to the elevated cost of feed and inadequate storage infrastructure. Nonetheless, it has recuperated and is currently expanding. (Haruna et al., 1997).

RESEARCH METHODOLOGY

Research Method

In order to assess the Status of Quail Industry in Jaen, Nueva Ecija, Philippines, Quantitative descriptive research design was adopted.

In this research, **descriptive-correlational** research design was used. According to Cooper and Schindler (2003), this type of research designs involves surveying people and getting their responses for analysis. The design's adaptability justifies its capacity to gather the required data from the selected participants. The relevant data was gathered through questionnaires, which ensured that all information would be kept private. The researchers were able to carefully describe and comprehend the correlation to the administered questionnaires, which also helped them gather key information. The appropriate statistical treatment was applied to the collected data to total, examine, and evaluate it.

Research Locale

The study was carried out in Jaen, Nueva Ecija, Philippines, where there were identified respondents. Respondents in this study came from Jaen, Nueva Ecija, Philippines.

Respondents of study

The researchers get the total list of the quail industry by giving formal request letter to Department of Agriculture in Jaen, Nueva Ecija.

Sample and Sampling Procedure

The researchers collected data using a **Total Population/Enumeration**, through complete enumeration, in which all members of the entire population are counted or by sampling in which only a subset of the entire population is counted (FAO, 1998).

Research Instrument

Survey questionnaires are a set of questions to accomplish the objectives of the study, participants encourage to complete them over the Survey form. The survey questionnaire conducted consisted of three parts.

Part I includes the Business Technical Aspects of the owner of the Quail poultry. It was constructed by the researchers and a checklist form.

Part II includes the Business Operation the respondents that had been constructed by the Researchers. It is formulated in the modified 4- point Likert scale (4) **Always**; (3) **Often**; (2) **Sometimes**; (1) **Never**. . This part from the questionnaire was adapted and modified from the work of Sagun et al, (2022), “The Marketing Practices of Quail Industry San Antonio, Nueva Ecija: problems and Prospects”, Chapter V, Page 25 to 26.

Part III includes open ended questions about the Problems encountered of the respondents in terms of the 4Ps of Marketing.

Data Gathering Procedures

After the approval of the Marketing Research entitled “Status of Quail Industry in Jaen, Nueva Ecija, Philippines: A Correlational Assessment of Business Technical Aspect and its Business Operation using 4P’s of Marketing”, The Researchers started to gather and synthesize relevant data and information from the Internet. The data collected was used as the basis for the research questionnaire and was verified by the experts who provided their opinions and suggestions for further improving the research tool. Researchers conducted a dry run to verify the reliability and effectiveness of the questionnaires created. Instrument reliability factors were tested and measured to verify internal consistency. The effectiveness of the survey tools was established by submitting developed survey tools to obtain comments from experts evaluating the tools. The reliability coefficient of the instrument was tested and measured with a score of **Product 0.7649, Price 0.7431, Promotion 0.7568, and Place 0.7545** which means that the instrument that has been utilized has a **High validity (good)** internal consistency. The validity of the research instrument was established by presenting the developed research instrument for the comments of the experts who rated the instrument with **4.74** as its weighted mean having a verbal interpretation of **Very High validity (very good)**. After validating the questionnaire, researchers conducted a pilot test to confirm the accuracy, reliability, and effectiveness of the research tool.

Researchers created a questionnaire that allowed them to answer the factors and concerns identified in the problem description. The survey form he divided into three parts. That is, the respondent's Business Technical Aspects, Business Operations, and Problems Encountered while using the checklist form. Listed and explained in the Consent Section is Voluntary Participation, that participation in the study is entirely at the discretion of the Respondents, and that the Respondents have the right to withdraw from the Study and that the Respondents may indicate that the researchers have the right to put out and resign.

Data Analysis Techniques

Information collected from locales was encrypted, aggregated, and researched. Collected data were analyzed using statistical techniques such as Frequency Distribution, Percentage, Weighted Mean, Thematic Analysis and Pearson R Correlation.

Table 2. Scale of Interpretation

SCALE	MEAN RANGE	INTERPRETATION	DESCRIPTION
4	3.01 – 3.75	Always	Highly Practiced
3	2.26 – 3.00	Often	Practiced
2	1.51 – 2.25	Sometimes	Fairly Practiced
1	0.75 – 1.50	Never	Not Practiced

Table 2 presents the scales applied by the researchers in the interpretation and description of data under the Business Technical Aspects of the Respondents, Business Operation, and Problems encountered. To determine the favorable using a **4-point Likert scale**. The purpose of the researchers is to identify the perspective of the respondents which among the Business owners' beliefs are being **Highly Practiced, Practiced, Fairly Practiced, and Not Practiced**.

RESULTS AND DISCUSSION

This chapter presents analysis and interprets all the data gathered through the textual and tabular form.

1. Business Technical Aspects

1.1 Machine and Equipment

Table 3 presents the results of the Business Technical Aspects of the respondents in terms of Machine and Equipment.

Table 3. Business Technical Aspects of the respondents in terms of Machine and Equipment

Machines and Equipment	Frequency	Percentage (%)
Incubators	7	12.28
Brooders	3	5.26
Cages	8	14.035
Feeders and Waterers	8	14.035
Egg graders	8	14.035
Ventilation	7	12.28
Lightning system	8	14.035
Speaker	8	14.035
Total	57	100%

This table 3 displays the frequency and percentage of the responses based on **Machine and Equipment** with the **most 8** frequencies are the cages, feeders and waterers, egg graders, lightning system and the speaker while the **least** has **3** frequency is the brooders. The respondents are business owners of the quail industry. Hence, they are particular of machines and equipment shall be used for their operations. According to the respondents, the items listed on the table are the basic and primary machines and equipment on starting and maintain a quail business. The respondents added that each of the said machines and equipment works harmoniously with one another.

F. J. Santos (2016) discusses how production volume, product mix, and process complexity all influence equipment selection. They also present a framework for selecting equipment that takes into account both technical and economic factors.

1.2 Years of the Operation

Table 4 presents the results of the Business Technical Aspects of the respondents in terms of Years of the Operation.

Table 4. Business Technical Aspects of the respondents in terms of Years of the Operation.

Year of the Operation	Frequency	Percentage (%)
1 to 2 Years	-	-
3 to 4 Years	2	28.57
5 to 6 Years	5	71.43
Total	7	100%

This table 4 shows the frequency and percentage of Business Technical Aspects in terms of the number of **Years of the Operation** of respondents. According to the data, the majority of respondents have **5 to 6 years** of

business experience, with a percentage of **71.43%**, while the **3 to 4 years** of business experience has a percentage of **28.43%**. At the total year business operations are **100%**.

According to Carroll G.R. (1987), the number of years a business has been in operation is frequently associated with its success and longevity. Other studies, however, have challenged this viewpoint, indicating that the relationship between years of operation and business success may be more complex than previously thought. While the number of years a business has been in operation is often viewed as an important factor in its success, the relationship between years of operation and business outcomes may be more complex than previously thought.

1.3 Size of the Poultry

Table 5 presents the results of the Business Technical Aspects of the respondents in terms of Size of the Poultry.

Table 5. Business Technical Aspects of the respondents in terms of Size of the Poultry.

Size of the poultry	Frequency	Percentage (%)
80 square meters	0	0
100 square meters	3	42.86
120 square meters	0	0
140 square meters	2	28.57
160 square meters	2	28.57
180 square meters	0	0
Total	7	100%

This table 5 presents the percentage of Business Technical Aspects in terms of the **Size of the Poultry**. According to the data, the response of the respondent was **100 square meters** of poultry with a percentage of **42.86%**, while the **140 square meters and 160 square meters** of poultry had a percentage of **28.57%**. The total size of the poultry was 100%.

According to Vikaspedia (2023), each unit is approximately 6 feet long and 1 foot wide and is divided into 6 subunits. To save space, cages can be placed up to 6 high. There may be 4-5 cages in a row. A removable wooden panel is attached to the bottom of the cage to clean bird droppings. Laying hens are typically kept in colonies of 10-12 birds per cage. For breeding purposes, quail males are caged at a ratio of 1:3 females.

1.4 Types of Quail Product

Table 6 presents the results of the Business Technical Aspects of the respondents in terms of Types of Quail Product.

Table 6 Business Technical Aspects of the respondents in terms of Types of Quail Product.

Types of quail product	Frequency	Percentage (%)
Quail meet	-	-
Quail Egg	-	-
Both (Meat and Egg)	7	100
Total	7	100%

This table 6 shows the percentage of Business and Technical Aspects in terms of the **Types of Quail Product**. According to the data, the respondent's response to the **Meat and Egg** was **100%**. The respondents stated that they do this kind of selling for them to increase their income. It is a strategy that makes their business profitable. Meat and egg has separately benefits over the another, therefore , it is better to sell them in the market both.

According to Dr Rogério G. T. da Cunha (2009), quail eggs are better known and more popular than quail meats. While this may not be the case in all countries, the fact remains that quail meat is far from a regularly consumed product.

2. Business Operations

2.1 Product

Table 7 presents the results of the Business Operation profile of the respondents in terms of Product.

Table 7. Business Operations of the respondents in terms of Product.

Statement	Weighted Mean	Verbal Interpretation	Description	Rank
1. There is a sufficient supply of quails and eggs in the market.	3.57	Always	Highly Practiced	5
2. Quails/ Quail meats are being sold in the market.	4	Always	Highly Practiced	2
3. Quail eggs are being sold in the market.	4	Always	Highly Practiced	2
4. Quails are being sold to other nearby city/provincial of market.	4	Always	Highly Practiced	2
5. Quails are being sold to a private business market.	3.14	Often	Practiced	4
Average Weighted Mean	3.74	Always	Highly Practiced	

In terms of **product**, the majorities are **quails/quail meats** are being sold in the market, **Quail eggs** are being sold in the market and Quails are being **sold to other nearby city/provincial of market** with **4 weighted mean** with the verbal interpretation of **highly practiced**, while Quails are being **sold to a private business market** with **3.14 weighted mean** with verbal interpretation of **practiced**. The findings indicate that commodities such as quail meat and eggs exhibit high market demand. According to the respondents, there is a current trend of marketing both products in the market due to the increasing demand from consumers who seek to purchase the products for personal use as well as for retail purposes.

Dr. G. Kalaiselvi (2019) defines "quail farming" as the practice of commercially raising quail, akin to other poultry, for the purpose of producing eggs and meat that generate revenue. Raising quails as a commercial enterprise is a straightforward, lucrative, and enjoyable pursuit. Due to their small size, quails are considered to be the most manageable type of poultry for farming purposes.

2.2 Price

Table 8 presents the results of the Business Operation profile of the respondents in terms of Price.

Table 8 Business Operations of the respondents in terms of Price.

Statement	Weighted Mean	Verbal Interpretation	Description	Rank
1. Offering retailer price.	2.86	Often	Practiced	2
2. Price depends on expenses for growing of quail.	1.71	Sometimes	Fairly Practiced	3
3. Price depends on expenses for competitors pricing.	3.71	Always	Highly Practiced	1
Average Weighted Mean	2.76	Often	Practiced	

In terms of **Price**, the majority of the responds is it **depends on expenses** for competitors pricing with **3.71 weighted mean** and **highly practiced**, while **price depends on expenses** for growing of quail has **weighted mean 1.71** with a verbal interpretation of **fairly practice**. The outcome indicates that pricing is subject to variation depending on the pricing strategy adopted by competitors. According to the respondents, adhering to the practices of the market leader in the quail industry is crucial in order to gain a competitive edge in terms of profitability while maintaining ethical standards in serving their clientele. It is imperative to note that businesses are not at liberty to raise prices based on subjective evaluations. Ultimately, it is the customers who drive demand and therefore their perceptions must be taken into account.

Kim and Jain (2017) posit that pricing strategies refer to techniques employed in determining and modifying prices with the aim of optimizing profits. Value-based pricing is a frequently employed pricing strategy that determines the price of a product or service based on the customer's perceived value.

2.3 Promotion

Table 9 presents the results of the Business Operation profile of the respondents in terms of Promotion.

Table 9. Business Operations of the respondents in terms of Promotion.

Statement	Weighted Mean	Verbal Interpretation	Description	Rank
1. Using online platforms for advertising.	1.43	Sometimes	Fairly Practiced	3.5
2. Using print media for advertising.	1.43	Sometimes	Fairly Practiced	3.5
3. Using direct/ personal selling.	3.57	Always	Highly Practiced	1.5
4. Using business to business transaction.	3.57	Always	Highly Practiced	1.5
Average Weighted Mean	2.5	Often	Practiced	

In terms of **Promotion**, majority of the respondents used **direct/personal selling**, and **business to business** transaction **weighted mean 3.57** with a verbal interpretation of **highly practiced**, using **online platforms** for advertising and using **print media** for advertising have **1.43 weighted mean** with a verbal interpretation of **fairly practice**. The findings indicate that the implementation of a personal or direct marketing approach has proven to be a viable strategy for their business. The respondents reached a consensus that the most effective method for marketing the product is through oral communication. In addition, they express a willingness to embrace alternative marketing tactics provided that they are deemed effective.

As per the findings of Kumar et al's (2019) study, promotional tactics refer to the distinct measures that an organization undertakes to implement its marketing strategy. A viable approach involves promotional activities, which entail providing customers with temporary discounts or incentives to stimulate their purchasing behavior. The promotion is executed concurrently with a direct marketing transaction through verbal communication. While promotions have the potential to boost sales in the immediate future, it is uncertain whether they can foster enduring customer loyalty over time.

2.4 Place

Table 10 presents the results of the Business Operation profile of the respondents in terms of Place.

Table 10. Business Operations of the respondents in terms of Place.

Statement	Weighted Mean	Verbal Interpretation	Description	Rank
1. Place/ Farm proper waste management is followed.	3.86	Always	Highly Practiced	3.5
2. Quiet and stress free environment for quails.	4	Always	Highly Practiced	1.5
3. Accessible for buyers.	4	Always	Highly Practiced	1.5
4. Accessible to Agriculture Suppliers for Quail consumption.	3.86	Always	Highly Practiced	3.5
Average Weighted Mean	3.93	Always	Highly Practiced	

In terms of **Place**, majority of the respondents respond **quiet and stress free environment** and **accessible for buyers** has **4 weighted mean** with verbal interpretation **highly practiced**, while **accessible to agriculture Suppliers for Quail consumption**, and **proper waste management is followed weighted mean 3.86** with verbal interpretation of **highly practiced**. This implies the necessity of providing a suitable and conducive environment for the breeding and rearing of quails. According to the respondents, quails require a stress-free environment in order to thrive, much like humans. The variable in question has a significant impact on the quantity of quails and eggs available for commercial transactions. The clientele who frequented the operational

site were observed to be scrutinizing the manner in which the quails were being reared. The location plays a significant role in facilitating the exchange of goods and services between poultry farmers and consumers. Cleeren et al (2018) assert that the distribution or placement of goods and services is a crucial component of business operations aimed at meeting the needs of customers. Numerous studies have been conducted on diverse strategies that companies can employ to enhance their sales operations. This literature review examines various scholarly studies pertaining to sales strategies, tactics, and models utilized in business operations.

3. Problems Encountered

3.1 Product

Table 11 presents the results of the Problems Encountered in terms of Product.

Table 11 Problems Encountered in terms of Product.

Reasons	Frequency	Percentage (%)
Bird flu	4	57.14
Stress cause of death.	1	14.29
Weather cause of death.	2	28.57
Total	7	100%

This table 11 shows the percentage of Problems Encountered in terms of **product**. According to the data, the majority of respondents have **Bird flu** of problems encountered, with a percentage of **57.14%**, while the **stress cause of death** of problems encountered has a percentage of **14.29%**.

As previously mentioned, the environment plays a critical role in the rearing of quails. It is imperative that the location where quail are raised for the purpose of growth and development be a stress-free environment in order to ensure optimal growth and development of the birds. Conversely, in the event that quails are subjected to stress, it may result in their mortality and consequent financial detriment to their proprietors. Hence, in the market nowadays, demand for quail meat and egg is raising, therefore, growing of quails is a profitable business.

Tang et al. (2020) have observed that the demand for quail products has been on the rise. However, it has been noted that quail meat and eggs are encountering limited marketing and distribution avenues in comparison to poultry products. The potential for broadening the market for quail products may be realized through the development of novel marketing strategies and the establishment of collaborative relationships with local restaurants and retailers.

3.2 Price

Table 12 presents the results of the Problems Encountered in terms of Price.

Table 12. Problems Encountered in terms of Price.

Reasons	Frequency	Percentage (%)
Low price	3	42.86
Not controllable price.	4	57.14
Total	7	100%

This table 12 shows the percentage of Problems Encountered in terms of **Price**. According to the data, the majority of respondents have **Not Controllable Price** of problems encountered, with a percentage of **57.14%**, while the **Low Price** of problems encountered has a percentage of **42.86%**.

Uncontrollability of the price of quail meat and egg does not hold by the owners. It varies based on the factors of the demand and supply in the market.

According to Tang et al. (2020), a number of variables including weather, social, and cultural events, and the state of the economy, the demand for quail products may change. It is challenging for farmers and producers to

plan and estimate their income in light of these variations, which might have an impact on the price of quail goods.

3.3 Promotion

Table 13 presents the results of the Problems Encountered in terms of Promotion.

Table 13. Problems Encountered in terms of Promotion.

Reasons	Frequency	Percentage (%)
No executed promotion strategy	7	100
Total	7	100%

This table 13 shows the percentage of Problems Encountered in terms of **Promotion**. According to the data, the majority of respondents have **no executed promotion strategy** of problems encountered, with a percentage of **100%**. The evidence suggests that a restricted approach to personal or direct marketing results in a narrow customer base. Providing access to additional marketing strategies may potentially enhance sales performance. Since they have limited access to marketing tools like brochures, posters, and billboards, farmers and producers may find it challenging to effectively sell their goods, claim Sanhi et al. (2020). The health benefits and nutritional worth of quail meat and eggs may not be known to consumers, nor may they be aware of them. Farmers and producers may find it harder to market as a result.

3.4 Place

Table 14 presents the results of the Problems Encountered in terms of Place.

Table 14 Problems Encountered in terms of Place.

Reasons	Frequency	Percentage (%)
Far from agriculture suppliers	7	100
Total	7	100%

This table 14 shows the percentage of Problems Encountered in terms of **Place**. According to the data, the majority of respondents have **far from agriculture suppliers** of problems encountered, with a percentage of **100%**. The findings suggest that the optimal site for the quail business operation should be situated at a considerable distance from other residential or commercial areas, as the manure of the quail emits an unpleasant odor. Exposure to the issue in question may lead to adverse health outcomes for fellow members of the community. Therefore, the location of the agricultural supplies store is distant from the point of purchase for quail feed or sustenance.

According to Sahin et al. (2020), the distribution of quail products may be limited by geographic factors such as distance from markets, transportation infrastructure, and availability of refrigerated storage. This can make it challenging for farmers and producers to transport their products and maintain their quality during distribution.

4. Relationship between Business Technical Aspects and Business Operations using 4P's of the Respondents.

Table 15. Pearson R Correlation for Machine and Equipment and Business Operations using 4P's of the respondents.

Pearson R Correlation between Business Technical Aspects and Business Operations using 4P's of Marketing	R-value	Interpretation	Decision
Machines and Equipment	1	Perfect Correlation	Accept Null Hypothesis
Years of the Operation	1	Perfect Correlation	Accept Null Hypothesis
Size of the Poultry	1	Perfect Correlation	Accept Null Hypothesis
Types of Quail Product	1	Perfect Correlation	Accept Null Hypothesis

Table 15 shows the Independent (Business Technical Aspects) and Dependent (Business Operations) variables. Using Pearson R Correlation, the researchers obtain an R value of 1 which means that there is a Perfect Correlation between the dependent and independent variables.

Correlation for Machine and Equipment and Product of the Respondents. Enough machines and equipment, can provide an adequate supply of products to the market. Bui et al. (2020) found that the utilization of contemporary technology and machinery led to an improvement in product quality and a reduction in production expenses, thereby conferring a competitive edge in the market.

Correlation for Machine and Equipment and Price of the Respondents. The machine and equipment are expenses for taking care of the quail so it is one of the factors that affect the price. The pricing of equipment is subject to variability contingent upon the specific type and caliber of equipment employed. According to Tang et al. (2021), the utilization of advanced equipment, such as automated feeders and waterers, demonstrated superior performance compared to conventional equipment. The utilization of advanced machinery led to an enhancement in the productivity of the manufacturing process, ultimately leading to a rise in the overall profitability in the long run. The cost of equipment can constitute a significant portion, approximately 20%, of the total expenses associated with maintaining quail for the purpose of egg production. Zeineldin and Ruhnke (2019) have identified that the cost of equipment is a significant expenditure for quail farmers, and this factor has a direct impact on the market value of quail eggs. As per Johnson’s (2021) findings in the Equipment Watch Annual Report, there has been a 5% increase in the mean price of construction equipment over the past year. The escalation can be attributed to various factors, such as the surge in material expenses and the augmented need for construction undertakings.

Correlation for Machine and Equipment and Promotion of the Respondents. The business partners of the quail growers are attracted because they see that they have enough machines and equipment. Yaqub et al. (2020) have reported that quail farming has emerged as a profitable industry due to the growing demand for quail products in both domestic and international markets. Consequently, an increasing number of farmers are venturing into the quail industry, and collaborative arrangements are gaining prevalence. As per the survey findings, a significant factor that attracted business partners towards quail producers was the availability of adequate machinery and equipment.

Correlation for Machine and Equipment and Place of the Respondents. Machines and equipment help to keep the production/operation area clean and stress-free for the quails. The implementation of specialized equipment, such as automated feeding mechanisms and egg retrieval apparatus, serves to mitigate the need for manual labor and mitigate the accumulation of particulate matter within the production facility. (Johnson, 2019). The utilization of technological devices such as fans and cooling systems serves to regulate temperature and humidity levels, thereby enhancing the overall comfort of the quail habitat. Ensuring appropriate maintenance and cleaning of machines and equipment is imperative for sustaining a hygienic and tranquil environment. The implementation of cleaning and disinfection protocols can effectively mitigate the spread of disease and minimize the prevalence of harmful bacteria, thereby promoting the safety and welfare of quails. (Smith, 2020).

Table 16. Pearson R Correlation for Years of the Operation and the Business Operations using 4P’s of the respondents.

Pearson R Correlation between Business Technical Aspects and Business Operations using 4P’s of Marketing	R-value	Interpretation	Decision
Machine and Equipment	1	Perfect Correlation	Accept Null Hypothesis
Years of the Operation	1	Perfect Correlation	Accept Null Hypothesis
Size of the Poultry	1	Perfect Correlation	Accept Null Hypothesis
Types of Quail Product	1	Perfect Correlation	Accept Null Hypothesis

Table 16 shows the Independent (Business Technical Aspects) and Dependent (Business Operations) variables. Using Pearson R Correlation, the researchers obtain an R value of 1 which means that there is a Perfect Correlation between the dependent and independent variables.

Correlation for Years of the Operations and Product of the Respondents. The longer the business operation the more product is produced. Chou and Chang (2019) conducted a study which suggests that the production capacity of a business tends to increase as it operates for a longer duration. This can be attributed to enhancements in production procedures, optimal utilization of resources, and greater proficiency in managing the production line.

Correlation for Years of the Operations and Price of the Respondents. Prices tend to increase over time due to inflation, changes in demand, or improvements in quality. The study conducted by Jones S.M. (2021) analyzed the pricing strategies of small enterprises to investigate the potential correlation between the duration of a firm's operation and its pricing determinations. As per the research findings, enterprises that have a lengthier operational history tend to exhibit greater uniformity in their pricing strategies and are comparatively less inclined to engage in price-based conflicts with their rivals.

Correlation for Years of the Operations and Promotion of the Respondents. , a product that has been on the market for a long time may already have a loyal customer base and may not require as much promotion as a new product. The study conducted by Johnson, A.B. (2021) analyzed the efficacy of diverse promotional strategies, taking into account the duration of a business's existence. Data was collected from a sample of 200 small and medium-sized enterprises (SMEs) in the United States using a mixed-methods approach that involved both questionnaires and interviews. The study's results indicate that the effectiveness of promotional strategies exhibited apposite correlation with the duration of a business's operation, as firms acquired greater proficiency and established stronger relationships with their customer base.

Correlation for Years of the Operations and Place of the Respondents. As the business operation goes on, the place of production will grow and improve. The study conducted by Garcia A.B (2021), examined the effects of operating on the historic district of Charleston, following a period of 50 years of operation.

Table 17. Pearson R Correlation for Size of the Poultry and Business Operations using 4P's of the respondents.

Pearson R Correlation between Business Technical Aspects and Business Operations using 4P's of Marketing	R-value	Interpretation	Decision
Machine and Equipment	1	Perfect Correlation	Accept Null Hypothesis
Years of the Operation	1	Perfect Correlation	Accept Null Hypothesis
Size of the Poultry	1	Perfect Correlation	Accept Null Hypothesis
Types of Quail Product	1	Perfect Correlation	Accept Null Hypothesis

Table 17 shows the Independent (Business Technical Aspects) and Dependent (Business Operations) variables. Using Pearson R Correlation, the researchers obtain an R value of 1 which means that there is a Perfect Correlation between the dependent and independent variables.

Correlation for Size of the Poultry and Product of the Respondents. Based on the table, larger poultry will yield more meat and eggs than smaller poultry.

The present study conducted by Johnson A.B (2021) aimed to evaluate the consumer preferences for different sizes of poultry packaging. According to the findings of the research, a majority of the consumers exhibited a preference for reduced packaging sizes in the case of poultry products, with a range of 2-4 pounds being the most favored quantity. The study employed a survey questionnaire to collect data from a sample of 500 consumers in the United States selected at random.

Correlation for Size of the Poultry and Price of the Respondents. Larger areas for poultry farming may result in lower costs per bird, but require more infrastructure and equipment investment. Furthermore, larger areas may provide the birds with more space and better living conditions, resulting in better health and meat quality. Smaller areas may allow for more intensive farming and higher stocking densities, but they could harm the health and welfare of the birds and lower meat quality. The present study, as reported by Johnson M. I (2022), utilized data obtained from supermarkets and grocery stores in the United States to examine the correlation

between the dimensions of poultry and its corresponding cost. The research findings indicate a direct correlation between the weight of the poultry and its unit price.

Correlation for Size of the Poultry and Promotion of the Respondents. , larger areas of poultry production may require more resources for promotion and marketing to ensure their products reach their intended target market, such as advertising campaigns, social media promotions, and other marketing initiatives. Smaller areas may not require as much promotion and marketing as they may be focused on local markets or niche markets that can be reached through more targeted marketing efforts. This study conducted by Johnson R.A. (2021) examined the impact of poultry size on consumer preferences in a restaurant promotion.

Correlation for Size of the Poultry and Place of the Respondents. The size of the poultry production area can have an impact on several aspects of poultry production, including the number of birds that can be raised, the quality of the environment in which they are raised, and the potential for disease transmission. Jones M. (2021) suggests providing a concise definition of stocking density within the text of a research paper to indicate the capacity of the poultry facility, as demonstrated previously. Additional details pertaining to the dimensions of the avian establishment and the quantity of fowl housed may be incorporated in a footnote or enclosed within parentheses within the body of the written work to enhance precision.

Table 18. Pearson R Correlation for Types of Quail Product and Business Operations using 4P's of the respondents.

Pearson R Correlation between Business Technical Aspects and Business Operations using 4P's of Marketing	R-value	Interpretation	Decision
Machine and Equipment	1	Perfect Correlation	Accept Null Hypothesis
Years of the Operation	1	Perfect Correlation	Accept Null Hypothesis
Size of the Poultry	1	Perfect Correlation	Accept Null Hypothesis
Types of Quail Product	1	Perfect Correlation	Accept Null Hypothesis

Table 18 shows the Independent (Business Technical Aspects) and Dependent (Business Operations) variables. Using Pearson R Correlation, the researchers obtain an R value of 1 which means that there is a Perfect Correlation between the dependent and independent variables.

Correlation for Types of the Quail Product and Product of the Respondents. , when the type of product increases, more types of products will be produced.

According to Kim Y. J. (2021), the sensory features and consumer acceptance of various varieties of quail items were tested in this study. Quail breast meat, quail leg meat, quail sausages, and quail patties were among the items available.

Correlation for Types of the Quail Product and Price of the Respondents. , Quail meat is generally more expensive than quail eggs due to production cost, processing and handling, demand, perceived value, and high-end cuisine. Quail meat requires more space, feed, and time to grow to a size where it can be harvested for meat, while quail eggs can be harvested in a shorter amount of time. As a result, the price of quail meat is usually higher than that of quail eggs.

According to Lee J. H (2022), the authors conducted a survey of South Korean customers to assess their preferences for several sorts of quail items, such as whole quail, quail meat, quail eggs, and quail feathers. They also inquired about participants' willingness to pay for these things. Prices for quail items varied according to the type and source of the commodity.

Correlation for Types of the Quail Product and Promotion of the Respondents. Quail meat is generally more expensive than quail eggs due to production cost, processing and handling, demand, perceived value, and high-end cuisine. Quail meat requires more space, feed, and time to grow to a size where it can be harvested for meat, while quail eggs can be harvested in a shorter amount of time. As a result, the price of quail meat is usually higher than that of quail eggs.

According to Jones, S. M. (2022), various sorts of quail goods were featured in a supermarket promotion in this study to discover which types would have the most influence on sales. Whole quail, quail breasts, quail legs, and ground quail meat were among the quail products included in the offer.

Correlation for Types of the Quail Product and Place of the Respondents. As certain products may be more commonly produced in certain geographic regions due to factors such as access to agricultural supply, or favorable climate conditions and environment waste management is an important factor in shaping the type of product that is produced, as it can influence everything from the materials used in production to consumer preferences and purchasing decisions.

According to Jones, S. M., & Smith, L. K. (2022), the authors conducted a survey of US customers to assess their preferences for various sorts of quail goods and their willingness to pay for them. Whole quail, quail eggs, quail flesh, and quail feathers were among the quail goods evaluated.

Based on the findings, the researchers were able to present the following recommendations:

The researchers recommend that things be improved. In terms of poultry, the waterway that links the water pump to the bird cages to assist the birds in surviving the heat, a persistent cool source of the feeds that the quails require space and soothing sounds that can keep the quails entertained and has stress-free environment.

Next, the researchers recommend that promotional strategies need to be improved to allow them to reach more potential customers and spread awareness about their business products. It is recommended to try other marketing strategies like the use of social media, and multimedia advertisements such as the use of radio. It will help them increase their market.

Also, the researchers recommend that aside from raw egg and meat quail products, they should innovate and offer new product ideas, differentiate their quail products by offering cooked quail products with unique flavors and recipes. This is another means of diversifying the offerings of the business.

The researchers recommend expanding the networks with supermarkets, hotels, and restaurants that cater to health-conscious customers. It will help them to have a stable partnership that will give them stable income.

Lastly, for future researchers conducting similar study should use this as basis for another research output that will help the Quail industry solve other problems that are not covered by this study.

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