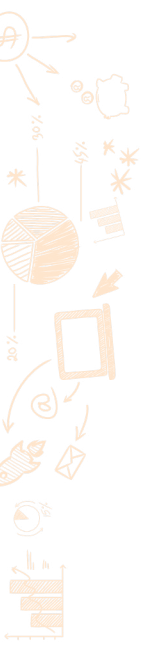


que implementen los restaurantes categorizados y no categorizados de la provincia de Sullana.

**PALABRAS CLAVE:** Estrategias, Decisión de compra, Marketing gastronómico, Tendencias, Sullana.

### **ABSTRACT**



The study aimed to determine gastronomic marketing strategies of categorized and non-categorized restaurants in the district of Sullana, Piura. It corresponds to research with a quantitative approach with a cross-sectional non-experimental descriptive design. A non-probabilistic convenience and intentional sampling was chosen, with the sample made up of 330 diners. The study accounts for the influence of gastronomic branding on the company decision in 77%, likewise, 93% agree that it is important that the establishment cares about satisfying their needs. 75% state that it is important that restaurants facilitate the online purchase of their products. On the other hand, staff training is perceived by diners, from which 87% consider it to be an important factor in the purchase decision. Another attribute is the differentiation of the restaurants, from which 82% indicate that this influences the purchase decision. In the same sense, innovation turns out to be a relevant aspect for 90% of the participants. An important fact is that 78% consider that the advertising issued by restaurants generates a purchase need. It is concluded that the purchase decision of diners is subject to gastronomic marketing strategies implemented by categorized and non-categorized restaurants.

**KEYWORDS:** Strategies, Purchase decision, Gastronomic marketing, Trends, Sullana.

