

Marketing strategies and economic performance of business enterprises in San Jose, Occidental Mindoro under the new normal

Candelario, Maria Christina L. ✉

Divine Word College of San Jose, Philippines (kristinacandelario20@gmail.com)

Macabata, Nancy S.

Divine Word College of San Jose, Philippines

Limos-Galay, Jenny A.

Divine Word College of San Jose, Philippines



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Abstract

Since the COVID-19 outbreak in early 2020, pandemic has had lingering impact on businesses around the globe. With this, the establishment of the new normal alters the path of history. This made it difficult for many entrepreneurs to keep their businesses running. Hence, the researcher came up with this study. A mixed-method approach was taken. For the qualitative phase, thirteen (13) business entrepreneurs were interviewed to find out what marketing strategies they practice. The thematized answer was the basis for the independent variable (IV) of the quantitative phase. For the quantitative phase, a descriptive-correlational survey was used, using the questionnaire, interview, and ocular inspection. Simple random sampling was done. The questionnaire was validated by the expert, and reliability ranges from high to very high using test-retest. Based on the findings of the study, majority of the respondents were in their prime years, were female, had a diverse educational background, and were not born in San Jose, Occidental Mindoro. Through the use of regression analysis, the research findings indicate that the profile of the respondents is deemed to have no significant relationship with regard to economic performance. Meanwhile, a significant relationship was discovered between marketing strategies and business enterprise economic performance. The result of this study is expected to support various initiatives aimed at improving the economic performance of business enterprises in San Jose, Occidental Mindoro, in the light of the new normal.

Keywords: marketing strategies, economic performance, business enterprises, the new normal, mixed-method

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1. Introduction

The development of any nation depends on the economic performance of business enterprises. The presence of business enterprises increases employment opportunities and also government coffers through the collection of taxes. These establishments should exercise due care in achieving their goals of financial prosperity. To achieve their goals, the business enterprise must continuously evolve (Kotler, 2020). The world where these business enterprises compete is figuratively described as a vast ocean of competition. As a business, it is incumbent upon the business to assess the strengths and weaknesses within its organization. Business enterprises must be able to shape the different internal factors such as marketing strategies and use of technology, vis-à-vis the external factors such as government regulations, taxes, and the presence of competitors. To survive in this field, an enterprise should carve its niche by employing the blue ocean strategy. This may include differentiation and low cost, opening up new market space, and creating new demand (<https://www.blueoceanstrategy.com>).

Marketing strategies come in different forms. Choosing the right marketing strategies may include analyzing the needs of the business, and the target audiences. In business parlance, the entrepreneur must know their demographics, their preferences, attitudes, and behavior, and also must know the specification required of the product (<https://www.yodiz.com>). Many also apply the 5Ps of the marketing mix – the product, price, promotion, place, and people (Hatten, 2016, <https://rockcontent.com>, 2021, <https://corporatefinanceinstitute.com>, 2022). There are plenty of marketing strategies that can be applied. The most suitable marketing strategies must be the basis for promotional marketing. Business enterprises must also remember that the market is continuously changing. Drucker (2015) affirmed that what defines entrepreneurs is their ability to change. Entrepreneurs must also search for change, respond to it, and exploit it as an opportunity. As supported by Moore et al., (2012) entrepreneurs see opportunities where others see chaos.

Change is synonymous with innovation and invention. Moreover, Vilorio et al., (2019) posited that the main function of an entrepreneur is to introduce innovation, and the profit in the form of a reward is given for his performance. As years go by, so as the taste and preferences of the customers especially the millennials. Innovation should be part of every business strategy. Any business owner who adheres to the old school of thought in management, especially on product development might be doomed to failure. Those who swim with the current tide of change will be rewarded in the form of customer patronage and eventually profitability. Aside from the changes from economic and political forces, natural calamities are now part of the uncontrollable factors that affect business operations (<https://www.clearpointstrategy.com>). At the height of the COVID-19 pandemic from 2019 to early 2020, all sectors, to survive must follow guidelines, and health protocols issued by the authority, Year 2022, the year of new normal changes the course of history. In light of the above scenario, the proponent was able to come up with a study entitled "Marketing Strategies and Economic Performance of Business Enterprises in San Jose, Occidental Mindoro under the new normal.

1.1 Statement of the Problem

The study sought to identify the marketing strategies and economic performance of business enterprises under the new normal. This aimed to answer the following questions: (1) What marketing strategy do business enterprises practice in the new normal? (2) What is the profile of the business owners in San Jose, Occidental Mindoro as regards: Age, Sex, Educational Qualification, and Ethnicity. (3) What is the extent of the respondents' marketing strategies in terms of Relationship, Internet, Transactional, and Word of mouth. (4) What is the level of the economic performance of business enterprises in San Jose, Occidental Mindoro regarding Sales, Expansion of the Market, Employment, and Taxes. (5) Is there a significant relationship between the

profile of business owners and the level of the economic performance of business enterprises in San Jose, Occidental Mindoro? (6) Is there a significant relationship between the extent of the respondents' marketing strategies and the level of economic performance?

1.2 Significance of the Study

The result of this study is expected to be beneficial to the following: First, to Local Entrepreneurs in San Jose, Occidental Mindoro. The findings of this study will help them find better marketing strategies to be able to survive and, in the end, be able to contribute to the economic growth of the province. Second, to the Consumers, the findings of this study will give them a better picture of the status of business enterprises in the locality and understand how the different entrepreneurs will affect their lives in the new normal. Third, to the Local Government Unit of San Jose. To be able to find ways how to help the business enterprise survive in the new normal. The ways they can help minimize the risk of failures in business ventures. Fewer failures are equated to more government revenues in the form of local taxes. Lastly, to Present/Future Researchers. The outcome of this study will be beneficial to either the present or future researchers. Through this research, the readers will gain greater business knowledge specifically the marketing strategies of the business enterprises in San Jose, Occidental Mindoro.

1.3 Scope and Delimitation of the Study

This study focused on the relationship among the profile of business owners, the extent of marketing strategies, and the level of the economic performance of business enterprises in San Jose, Occidental Mindoro. The marketing strategies were limited only to relationships, the internet, transactional, and word-of-mouth marketing. For economic performance, it is limited only to sales, expansion of the market, employment, and taxes. The study only covered the fiscal year 2022. This study was confined only to San Jose, Occidental Mindoro. Due to the different nature of the businesses in San Jose and some other constraints, the respondents were limited only to identifying hardware and grocery store.

2. Methodology

Research Design - In applied social research, mixed methods are gaining momentum. The mixed methods involve the use of qualitative and quantitative techniques (Creswell, 2013). Results of the qualitative phase through interviews give direction to the quantitative phase, and quantitative results are used to validate the qualitative findings (Frankel et al., 2013). The researcher in the qualitative phase prepared an interview guide and one on one discussion was done with the selected business entrepreneurs. It was an informal casual conversation. Open-ended questions were prepared to be able to get the marketing strategies the entrepreneurs of business enterprises implemented in the new normal (Ng et al., 2019). Regarding the quantitative phase, a descriptive correlational survey was used in the questionnaire, a follow-up interview, and an ocular inspection. Triangulation was used through thematic analysis "quantizing" (Frankel et al., 2013) of the qualitative results and in the quantitative form presenting the profile of business owners, marketing strategies, and the economic performance on the new normal and analyzing the correlational relationship between the independent and dependent variables.

Respondents of the Study - The respondents of the study were chosen through simple random sampling. The respondents are fifty-nine (59) business enterprises in San Jose, Occidental Mindoro. San Jose has 2,231 business owners who registered their business enterprises in San Jose, Occidental Mindoro in 2022. It generates the basic elements that support all other industries. Due to the numerous various kinds of business enterprises in San Jose, Occidental Mindoro, the study only targets business enterprises that meet the standard and criteria of this study. There was a total of 59 respondents who came from the Grocery and Hardware types of business enterprises in San Jose, Occidental Mindoro. Since the 2,231 registered businesses are of different types, the proponent opted to include only the hardware and grocery types of business. The researcher noted 50

respondents for groceries and 19 respondents for hardware that met the criteria. From those, the sample size was computed using the formula of the population divided by the total population multiplied by the total sample size generated from Raosoft (http://www.raosoft.com/sample_size.html). There are forty-three (43) grocery stores and nineteen (19) hardware in San Jose, Occidental Mindoro. Overall, it has fifty-nine (59) business enterprises in San Jose, Occidental Mindoro.

The business enterprise owners in San Jose, Occidental Mindoro were described in the study according to the profile variables of age, sex, educational qualification, and ethnicity. The age bracket from 37 to 47 comprised the highest number of enterprise owners with 39%. This is closely followed by 21 or 35.6% of them whose age fell within the 48-58 brackets. The oldest aged 59 and above comprised the lowest 3.4%, while the youngest age range from 26 to 36 consisted of 13 or 22% of the total respondents. The female group of business enterprise owners comprised the majority of 64.4% with 38 women entrepreneurs. Hence, they outnumbered their male counterpart by 35.6%. This suggests that the female group was more interested in venturing into business enterprise than their male counterpart. Looking into the educational qualification of the business enterprise owners, they came from varied fields as evidenced by 37 or 62.7%. Only 6.8% of them came from the accountancy sector, while there were 18 of them or 30.5% came from the business administration sector. These data suggest that anyone who enters the business field need not necessarily be a business graduate but as long as the person is inclined to run a business, he or she may venture into it regardless of his/her educational background. Since the largest ethnic group in the Philippines is Tagalog- people, San Jose, Occidental Mindoro is also composed of Tagalog people 56 or 93.7%. There were only two of them or 3.2 whose ethnicity is *Bisaya*.

Research Instrument - The main instrument in gathering data was the interview schedule in the qualitative phase and for the quantitative phase, the main instrument in gathering necessary data was the self-constructed questionnaire. It was specifically designed to pattern the relevant and related literature after the different sources. The questionnaire was composed of three (3) parts. There were four (4) sub-variables in part I, in part II with four (4) marketing strategy items, and four (4) items in part III. Part I focused on the profile of the business owners in San Jose, Occidental Mindoro under the new normal. It consisted of four (4) sub-variables namely, age, sex, educational qualification, and ethnicity. Respondents were asked to check the box closest to their answer. Part II on the other hand focused on the marketing strategies implemented by the entrepreneurs of small business enterprises in the new normal with four (4) marketing strategies as a result of the qualitative phase which was done through casual interviews using an open-ended question and was coded for the thematic analysis.

To ensure the validity of the survey questionnaire, the researcher tapped the expertise of the DWCSJ graduate school professors and some authorities in the business enterprise to validate the questionnaire. All suggestions were incorporated and upon the revision of the questionnaire it was presented to the adviser for final approval and upon approval, reproduced and distributed the said instrument for reliability testing. Those that were tapped for reliability testing were automatically not included in the final survey. The method used to test the reliability of items in the questionnaire was the test-retest method. The questionnaire was tried out on thirty (30) respondents, then after a week's interval, the same was administered to the same group of respondents. It should be noted that these respondents were not included in the final administration of the questionnaire. Two main components, namely: marketing strategies and economic performance with six (6) statement indicators each were tested for internal consistency using Cronbach's Alpha measure. The calculated correlation coefficient indicated the scores' stability in which the reliability method used was Cronbach's Alpha. The marketing strategies instrument underwent a pilot test and the computed Cronbach's alpha value of 0.788 for relationship marketing, 0.922 for internet marketing, 0.836 for transitional marketing, and 0.810 for word of mouth which denotes the high reliability of the instrument. And for the economic performance instrument, the computed Cronbach's alpha of 0.857 for sales, 0.838 for expansion of the market, 0.890 for employment, and 0.701 for taxes denotes the high reliability of the instrument.

Data Gathering Procedure - Letters of introduction and request were hand carried to the identified respondents both for qualitative and quantitative phases. For the quantitative phase after undergoing the validity

and reliability testing of the questionnaire and upon the approval of the researcher's adviser, the survey was conducted. Each respondent was given an appropriate one (1) week for answering the questionnaire. Upon receipt of the questionnaire, a personal interview was done.

Statistical Treatment of the Data - Data were collected, classified, tabulated, and coded for analysis using the statistical software, WARPPS version 7. Thematic Analysis was used to describe the results of the qualitative problem of what marketing strategies were employed by business enterprises. To describe the profile of business owners, frequency and percentage were applied. Computations were given using the Statistical Package for Social Sciences (SPSS) version 26. Weighted mean was used to analyze the respondents' extent of agreement and disagreement with the marketing strategies in terms of relationship, internet, transactional, and word of mouth. Also, the level of economic performance as regards sales, expansion of the market, employment, and taxes. To provide answers to the inferential problems involving the relationship between the respondents' profile and the level of economic performance and the relationship between the business marketing strategies employed and the economic performance, the Structural Equation Modeling (SEM) using the Partial Least Squares (PLS) method was used. This is a multivariate statistical analysis technique that intends to analyze the structural relationship among latent variables. The structural models and beta coefficients were processed using the statistical software, WARPPS version 7.

Ethical Considerations - All participants in research studies have moral and legal rights, thus ethical considerations are necessary. The researcher made sure that they treated participants with respect during this study. She did not breach their privacy without their consent and did not upset them but were acknowledged. Several ethical concerns that this research ensured for responders include the following:

Privacy and Confidentiality. The researcher assured that the data could not be traced to anybody else. Additionally, it was made clear to responders that their identities would be kept anonymous and that the results would be presented in a research article and may be published in a peer-reviewed journal.

Safety. The researcher certified that the research was not damaging to responders and that the information was used properly.

Autonomy. The researcher guaranteed that responders' participation in the study was entirely voluntary and that they may withdraw at any moment. There will be no more data collecting or analysis beyond this point, and all existing data were deleted.

Informed Consent. An explanation of the study's main components and what was required of responders were included in the consent letter that was attached to the survey form's first page. They must first give their agreement, demonstrating that they fully understand how this study would affect them.

3. Results and Discussions



Figure 1. Developed a Thematic Map of Marketing Strategies

The final themes in Figure 1 became the basis for the items constructed for the questionnaire which comprised internet marketing, relationship marketing, transactional marketing, and word-of-mouth marketing. These were presented in big semi-circular figures that identified the different marketing strategies that enterprises employed in their business under the new normal.

Table 1

Mean extent of respondents' marketing strategies in terms of relationship, internet, transactional and WOM

Marketing Strategies	Mean	Verbal Description
Relationship Marketing	4.59	Very High
Internet Marketing	3.55	High
Transactional Marketing	4.32	High
Word of Mouth Marketing	4.47	High

Legend: 4.50-5.00- Very High; 3.50-4.49-High; 2.50-3.49- Moderate; 1.50-2.49 -Low; 1.00-1.49- Very Low

Table 1 discloses the mean extent of the marketing strategies employed by business enterprises in terms of relationship marketing, internet marketing, transactional marketing, and word-of-mouth marketing. A very high composite means of 4.59 means that there is a very high extent regarding employing relationship marketing of business enterprises. The generally very high extent of using relationship marketing in their businesses gave a good indication of the business's future. This suggests that more than anything else, entrepreneurs gave prime importance to their customers. While it is true that in the past years, big companies focused on mass marketing. However, today's companies are building a deeper, more direct, and lasting relationship with more carefully selected customers, as revealed by Kotler and Armstrong (2013). It is believed that customers who have a strong relationship with a brand will also support new products introduced by the same company. This then translates into building trust and loyalty, and it becomes likely that long-term sales continue since customers also continue purchasing the product though prices may increase.

Furthermore, a high extent of internet strategy was used by business enterprises with a composite mean of 3.55 which means that there was a high extent regarding employing internet marketing. Internet marketing as a highly used strategy in business may be seen as what the present times demand. Since marketing through the use of the internet appears to be the trend nowadays, entrepreneurs have to adopt new ways for their businesses to thrive in this modern world. This is confirmed in a few studies (Kotler & Armstrong, 2013; Auqreiter, 2014) which disclosed that among the mediums, Twitter has been used to get the fastest and most honest research and it has given customers more depth into what products or services are like. Using a blog has also proven its effectiveness in disclosing product information to the public. Email is also found effective in capturing customers.

The purpose of transactional marketing is to maximize the efficiency and volume of individual skills rather than developing a relationship with the buyer (Edwards, 2020). A high composite mean means that there was a high extent regarding employing transactional marketing of business enterprises. Transactional marketing as a highly valued strategy used by business entrepreneurs has been pointed out by Edwards (2020) that while others want to make a sale without a long-term commitment, this type of marketing does not need customer interaction other than providing customer service assistance. An example given by Agrawal (2021) is "cold calling" wherein the customers are convinced to buy the product by assuring its quality at a very affordable price.

Considered the most common subtle form of marketing a product, the word-of-mouth strategy got a high extent of usage in business enterprises with a recorded composite mean of 4.47. This usually comes in the form of recommendations from family and friends and daily dialogues with other people. A high composite mean means that there was a high extent regarding employing word-of-mouth marketing of business enterprises. Because the word-of-mouth strategy entails no cost, the business enterprise owners perceived this strategy to a high extent of usage. While customers still preferred an authentic experience over an overnight social media sensation, consumers today are frugal, especially in light of the COVID-19 pandemic. As reported by Murshid (2020), consumers stay frugal with less spending, make deep cuts to their budgets, and change the way they shop

as a result of the COVID-19 pandemic. This has made consumers change their preferences, and changes in consumer behavior were expected to happen gradually. The priority now, as pointed out by Todorov (2022) is utility over price and quality over quantity from friends and family members who have used items and can vouch for their quality at the highest level. It is considered more effective than paid ads, thus resulting in five times more sales.

Table 2

Mean level of economic performance in terms of sales, expansion of the market, employment, and taxes

Marketing Strategies	Mean	Verbal Description
Sales	4.30	High
Expansion of the Market	3.60	High
Employment	4.47	High
Taxes	4.12	High

Legend: 4.50-5.00- Very High; 3.50-4.49-High; 2.50-3.49- Moderate; 1.50-2.49 -Low; 1.00-1.49- Very Low

Economic performance as previously defined points to the achievements brought by marketing strategies to sales, market expansion, employment, and taxes of business enterprises. Four indicators used in the study were sales, expansion of the market, employment, and taxes. Sales as disclosed in Table 2 were given a high composite mean rating of 4.30 which means that there was a high extent regarding sales of business enterprises. In business, most companies implemented and followed various sales marketing strategies to generate large sales. Based on the findings aforementioned, the entrepreneurs' high assessment of the economic performance can be attributed to sales and their pricing strategy. Pricing strategy intends to identify the optimum price for a product or service, as emphasized by Dolansky (2013), Associate Professor of Marketing, at Brock University. This is designed to maximize both sales and profits. Some of the common ways employed were the cost-plus pricing strategy, availing discounts from the suppliers, and directly buying supplies from manufacturers and suppliers.

The economic performance of business enterprises was also assessed through their expansion of the market. As a growth strategy, it involved offering the existing product or services to a new market that was generally outside of the current geographical area in which the business currently operated. Thus, the expansion of the market was still viewed at a high level. The expansion of the market, according to Liberto (2021) provides an increase in production and employment, and in turn, causes an increase in the income and spending of households and businesses. It is then suggested that to achieve better market expansion, marketing strategies such as prioritizing or selecting the market, crafting entry, building a plan, organizing, and selecting the right people to function in the company should be taken into consideration. Thus the expansion may contribute to the rise in employment, consumer confidence, and equity markets.

Employment is considered one driving force behind economic growth, according to Goodwin, et al. (2019). Through employment or providing job opportunities, business enterprises help improve the quality of life in a certain community. A high mean level of economic performance considering employment. This was given a composite mean of 4.47. The business enterprises set a high level of economic performance that was ascribed to the employment they provided to the locals. The findings above revealed the entrepreneurs' high regard for employment as an indicator of economic performance. This may be because business enterprises help improve the quality of life in certain communities by providing job opportunities (Nebris et al., 2019). In addition, as mentioned by Goldhahn et al. (2020), employment provides income to poor families, stimulates trade, and ensures domestic demand for goods and services to stimulate overall growth. On the other hand, unemployment causes workers to suffer financial hardship that impacts families, relationships, and communities.

The amount of tax paid by the business enterprises served as an indicator of the level of economic performance. The taxes citizens paid were used by the government to finance social services. Table 3 also shows the high level of economic performance set at the 4.12 composite mean. A high composite mean means that there was a high extent regarding taxes of business enterprises. The generally high perception of the importance of paying taxes provided a good impression that the local entrepreneurs were aware of their responsibility as good

citizens of the country. They paid taxes in either form, direct or indirect type. Value-added tax is one example of an indirect tax that is imposed on goods and services (Melvin and Boyes, 2013) while direct taxes are those paid by individuals in the form of income tax.

Table 3*Path Coefficients and P-values*

Path (For Ho2)	Beta-Coefficients (β)	p-values	Interpretation
RELMKTG→SALES	0.176	0.077	Not Significant
RELMKTG→EXPMRKT	0.039	0.380	Not Significant
RELMKTG→EMPLOY	-0.219	0.037	Significant
RELMKTG→TAXES	-0.138	0.136	Not Significant
NETMKTG→SALES	-0.242	0.024	Significant
NETMKTG→EXPMRKT	0.410	<0.001	Significant
NETMKTG→EMPLOY	-0.206	0.047	Significant
NETMKTG→TAXES	0.333	0.003	Significant
TRNSMKT→SALES	0.247	0.021	Significant
TRNSMKT→EXPMRKT	0.313	0.005	Significant
TRNSMKT→EMPLOY	0.237	0.026	Significant
TRNSMKT→TAXES	0.089	0.242	Not Significant
WRDMTH→SALES	0.108	0.197	Not Significant
WRDMTH→EXPMRKT	0.061	0.318	Not Significant
WRDMTH→EMPLOY	0.267	0.014	Significant
WRDMTH→TAXES	-0.017	0.448	Not Significant

**Significant at $p < 0.05$

Table 3 discloses the result of the Sequential Equation Modeling (SEM) using the Partial Least Squares method (PLS) in testing the null hypothesis of no significant relationship between the marketing strategies employed by business enterprises and their economic performance level. Computations were all set at the 0.05 significance level. Low to moderate but significant beta coefficients were registered to range from 0.0237 to 0.410. As the indicators evidenced, relationship marketing and word of mouth were linked to the four indicators of economic performance. However, only one emerged as being significantly influenced and this was with employment ($\beta = -0.219$; p -value=0.037). Employment was also seen to be positively influenced by the word-of-mouth marketing strategy showing a coefficient of 0.267 and attested by a p -value of 0.014. It should be noted that an inverse relationship existed between relationship marketing and employment. Employment of the staff of the enterprise can be affected by how the entrepreneurs marketed their products, be it through relationship marketing or word of mouth.

Internet marketing appeared to influence all the indicators of economic performance. The most affected by internet marketing was the expansion of the market as indicated by the moderate coefficient of 0.410 which was backed up by the <0.001 significance level. This was closely followed by the effect on taxes showing a 0.333 beta coefficient with the corresponding 0.003 significance. Meanwhile, a low inverse effect of internet marketing has been recorded with a -0.242 coefficient on sales and -0.206 on employment at significance levels, 0.024 and 0.047. In terms of transactional marketing, the result revealed that it posed an influence on sales ($\beta = 0.247$, p -values=0.021), expansion of the market ($\beta = 0.313$, p -values=0.005), and employment ($\beta = 0.237$, p -values=0.026). Economic performance as gauged by taxes ($\beta = 0.089$, p -values=0.242) was not influenced by the strategy using transactional marketing.

A new model as shown in Figure 2 emerged as a result of structural equation analysis. Among exogenous variables that included profile and business strategies, only the business marketing strategies at varied levels gave a direct influence on the enterprises' level of economic performance. The age, sex, education, and ethnicity profile failed to directly relate to economic performance. The emerging model also revealed that relationship marketing is directly linked only to employment. Similarly, word-of-mouth strategy was directly connected to employment. Also disclosed in Figure 2 were the coefficients of determination indicating the approximate percentage of variability in sales ($R^2 = 0.06$ or 6%), expansion of market ($R^2 = 0.41$ or 41%), employment ($R^2 = 0.31$ or 31%), and taxes ($R^2 = 0.13$ or 13%) which can be attributed to the business marketing strategies employed by

the entrepreneurs.

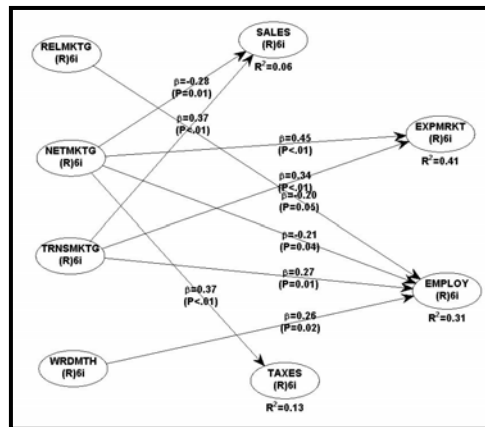


Figure 2. Structural Model

Table 4

Standardized Estimates of the Path in the Emerging Model

Hypotheses	Standardized Estimates (β)	Standard Error	p-value	Effect Size
RELMKTG→EMPLOY	-0.204	0.121	0.048	0.036
NETMKTG→SALES	-0.281	0.118	0.010	0.101
NETMKTG→EXPMRKT	0.453	0.111	<0.001	0.252
NETMKTG→EMPLOY	-0.210	0.121	0.044	0.054
NETMKTG→TAXES	0.367	0.114	0.001	0.135
TRNSMKT→SALES	0.373	0.114	<0.001	0.161
TRNSMKT→EXPMRKT	0.336	0.116	0.003	0.160
TRNSMKT→EMPLOY	0.272	0.118	0.012	0.112
WRDMTH→EMPLOY	0.259	0.119	0.017	0.104

Effect size coefficient **0.02 – small, 0.15 – medium, 0.30 – large

The standardized path estimates from the evolving model were displayed in Table 4. The following table lists the most significant direct effects of relationship marketing, web marketing, transactional marketing, and word-of-mouth marketing on sales, market expansion, employment, and taxes. The relationship marketing effect on employment had the smallest effect size, with a 0.036 effect size and a normalized estimate of -0.204. Relationship marketing may affect employment since businesses that adopted it sought to convert every new consumer into a recurring customer, increasing income. However, as LaFleur (2021) pointed out, a business must invest time in building relationships with its clients because sales don't happen at the first point of contact and need to develop over time. In this circumstance, adding more personnel is not given the utmost importance. Because word-of-mouth marketing has positive effects on employment, it is more likely that happy customers will recommend the product to others, creating a successful, viral, one-on-one marketing experience. As a result, higher sales may necessitate recruiting more personnel to ensure efficient product delivery.

Online marketing had a medium impact on the market expansion (0.252), transactional marketing to sales (0.161), and market expansion. This finding suggests that online marketing may be advantageous for small businesses. According to Parvez (2022), one of the most alluring features of digital marketing is that it is both affordable and successful. Businesses can advertise through social media, dispatch, and SEO-driven content marketing for a fraction of the cost of producing and distributing print advertisements or producing and running commercials on well-known radio and television stations. The market for the company could subsequently grow as a result of this. Online marketing had very little influence on sales (0.101), employment (0.054), and taxes (0.05). Transactional marketing's impact on employment (0.112) and word-of-mouth marketing's impact on employment (0.112) both had a marginally similar impact. Word-of-mouth (WOM) marketing, according to Haves (2022), takes place when a customer recommends a product or service to their peers after being satisfied with it. Yet, if a consumer has a negative experience, this could be terrible for the business and other areas of the

organization. A smaller sales volume requires fewer employees to operate. But, word-of-mouth promotion is great for businesses since it attracts clients without requiring them to invest more in marketing. Additionally, very small standard errors were noted, ranging from 0.111 to 0.121. Standard error assessed how effectively, accurately, and consistently a sample represented a population by determining how closely that distribution fit the sample (Ilola, 2018). The results mentioned above led to the rejection of the null hypothesis that business marketing strategies employed by entrepreneurs did not relate to their level of economic performance. It can then be stated that there was a significant relationship between the marketing strategies used by the entrepreneurs in their businesses and their economic performance.

4. Conclusions

Based on the summary of the findings, the following conclusions were drawn: From various marketing strategies, business enterprises in San Jose, and Occidental Mindoro incorporated marketing strategies that related to relationship marketing, internet marketing, transactional marketing, and word of mouth marketing. Business owners in San Jose, Occidental Mindoro were people in their prime years. Business owners in San Jose, Occidental Mindoro were women-dominated. As regards educational qualification, the majority of the business owners in San Jose, Occidental Mindoro did not graduate from any business-related course. In terms of ethnicity, most business owners were Tagalog people. Regarding relationship marketing, business enterprises in San Jose, and Occidental Mindoro understood customer expectations and we're committed to delivering to their expectation and believed that the customer was the life of the business. Business enterprises in San Jose, and Occidental Mindoro kept their audience up to date with the latest trends in their products and developed different internet strategies. In terms of transactional marketing, business enterprises offered a "Buy One- Get One" (BOGO) promo and recommended cross-selling. In the matter of word-of-mouth marketing, business enterprises believed that the word-of-mouth marketing was the best advertising and customer affinity was due to customer value.

Business enterprises in San Jose, mostly bought their products direct from the supplier to enjoy buying discounts. Business enterprises in terms of expansion of the market believed that their business was stable and could survive the test of time. Business enterprises strongly believed that the driving force in economic growth is employment, and laws and government policies can help in economic development. Business enterprises believed that tax was good for economic recovery. Based on the results of this study, the profile of business owners of business enterprises under the new normal in San Jose, Occidental Mindoro did not affect the growth of economic performance of business enterprises in San Jose, Occidental Mindoro. As per the result of this study, the marketing strategies of business enterprises under the new normal in San Jose, Occidental Mindoro affected the growth of economic performance of business enterprises in San Jose, Occidental Mindoro.

4.1 Recommendations

Based on the findings and drawn conclusions, the following recommendations are suggested: The result of this study shows that among the marketing strategies employed, internet marketing affects the variables constituting the economic performance of business enterprises, with that, business enterprises should take into consideration the enhancement of their internet marketing strategies and learning more about the digital world. Business enterprises must apply the Pareto principle of 80/20 which means letting go of the most troublesome customers and building a lasting relationship with the remaining profitable ones. Apply the new platform introduced by the Department of Trade and Industry (DTI), E-commerce. Intensify sales promotion and create a blue ocean strategy by opening up new market space and creating new demand. Do not sacrifice quality with quantity. Engage in different pricing strategies to maximize profit. Observe calculated risks to survive in the business operation. Abide by the government laws as regards employment, the driving force behind economic growth. Pay the correct taxes. It is good for economic recovery. Business owners of business enterprises can take into consideration showcasing their uniqueness in marketing and setting up their business enterprises like selling products that originate from their ethnicities and targeting people of all ages and genders. The use of the Internet

should be emphasized as a marketing strategy in business enterprises. It gives a valuable impact on the economic performance of business enterprises. Promoting products in the digital world will provide awareness to the public.

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