The Correlation of 4Ps of Marketing in the Business Performance of MSEs in Palayan City, Nueva Ecija

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ABSTRACT

The researchers' primary considerations in conceptualizing what aspects should be introduced into the business marketing strategy with the business performance of Small and Medium Enterprises in Palayan City, Nueva Ecija. This research is critical for companies that want to improve their business performance by providing better service. This study created a business plan for MSEs to use the Marketing Mix and improve customer satisfaction by improving business performance. This study used a quantitative research design and descriptive analysis to describe and summarize the data that was gathered. The research was carried out at 30 licensed MSEs in and around Palayan City, Nueva Ecija. The researchers used a total enumeration technique to simply identify all of the respondents who met the criteria for the study. A total of 30 respondents were surveyed, the majority of whom were rank and file owners of licensed SMEs. The information gathered from the respondents was encoded, tallied, and analyzed using statistical tools such as Percentage, Frequency Distribution, Weighted Mean, Pearson r, and Thematic Analysis. The findings revealed a significant relationship between the respondents' marketing mix and business performance. Furthermore, the majority of respondents are dissatisfied with the business performance they are providing. The MSE owner can adapt improvements in business performance such as promotional strategy, lowering expenses, improving product quality, and providing good service to increase sales revenue and business growth. It is recommended that the researchers' development plan be used to assist respondents in gaining more knowledge about improving business performance to increase efficiency and effectiveness and may serve as a guide for the MSE to approach, which would increase the business's productivity and sale revenue in the long run.

INTRODUCTION

Businesses view internationalization as a means of remaining competitive in today's globalized economy. According to Gbolagade et al. (2013), marketing strategy has become a critical tool for any organization seeking to remain competitive in an increasingly competitive market environment. A marketing strategy is a means of providing a high-quality product that meets the customer's needs, charging an affordable price, expanding distribution, and promoting the product effectively (Owomoyela et al., 2013).

Marketing strategy is a necessary condition for an industry to grow its market share and mitigate the impact of competition. According to Ellis (2005), marketing practices are a better predictor of business performance than accounting procedures since they have a high link with overall business performance.

The importance of marketing in small-scale manufacturing has been a consistent emphasis for the previous few decades. Some expressed concern that marketing may not be a priority for small manufacturers, while others believed it was not accorded the attention, recognition, or resources it deserved by the industry (Sivanand & Murthy, 1999).

Spillan and Parnell (2006) noted that the relationship between strategy and performance has been established at the firm and functional levels, even though the two frequently overlap. In business, strategy patterns are sometimes referred to as representations, frameworks, and archetypes. They defined various generic strategic approaches and served as a theoretical foundation for establishing strategic groups within sectors.

According to Haghighinasab et al. (2013), performance can be quantified through growth, market share, and profitability. The higher the indices, the more successful the business, and vice versa.

SMEs account for 99.6% of all registered firms in the Philippines and employ more than 70% of the workforce. They do, however, confront a plethora of growth obstacles, including a lack of technical capacity, difficulty accessing Asian regional markets, and, most significantly, a lack of access to finance, accounting for only 35% of GDP (Roberto, 2002).

According to Chaston (1997), ineffective marketing is one of the primary causes of small business failure. Customers are growing in strength as a result of various product selections and negotiating power, resulting in tough competition in both domestic and foreign marketplaces. As a result of rising rivalry, organizations must adopt proper marketing mix methods (product, price, place, and promotion) to ensure organizational success and market viability. However, intrinsic challenges jeopardize MSEs' long-term existence and performance owing to a lack of financial resources, management expertise, poor location, inadequate infrastructure, low demand for products or services, corruption, and raw material shortages (Akabueze, 2002).

Apart from the issues outlined above, many MSE owners struggle with how to implement the Marketing Mix to increase business performance and assure customer satisfaction with the services they provide. As a result, the researchers hope to assist MSE owners in increasing their business performance through the use of a developmental plan developed by the researchers, as well as to learn about effective marketing strategies that MSEs can use to increase their business performance and customer satisfaction, resulting in a successful business.

The major objective of this study was to correlate the business performance of MSEs in Palayan City, Nueva Ecija, using Marketing Mix. Additionally, the researchers outline their marketing strategy's success and efficiency, as well as a long-term company plan for profitability and longevity.

Specifically, it answered the following questions

1. How may the marketing strategy of a business be analyzed in terms of :
    1.1 Product;
    1.2 Price;
    1.3 Promotion and
    1.4 Place?

2. How may the business performance of the respondent be analyzed in terms of :
    2.1 Sale Revenue;
    2.2 Promotion and
    2.3 Business Growth?

3. Is there any significant relationship between marketing strategy and the business performance of MSEs?

4. What development plan may be proposed to improve the performance of the MSEs in Palayan City?

Null Hypothesis

There is no significant relationship between marketing strategy and the business performance of MSE.

REVIEW OF RELATED LITERATURE

The Marketing Mix or the Four P's

The product, according to Kotler & Keller, (2009), is more than a branded packaged good for sale. It comprises the services and benefits associated with the product. It may be enhanced by adding features and expanding the number of available options. Products sold in business-to-business markets fulfil the desires or demands of buyers. Product strategy encompasses packaging, branding, labelling, and high-quality product qualities such as style, feature, and design. A high brand preference is a value-added feature.

Price

The second P of the marketing mix factors is price. The only component of the marketing mix that creates income for the business is the price; all other components are costs. The price of an item has a vital role in determining the value of sales. In theory, price is determined by the customer's discovery of the item's perceived value. Thus long, marketing managers have been required to cultivate the habit of constantly analyzing and reexamining the prices of the products and services they sell to ensure that the firm's prices remain consistent with the reality of the present market scenario. Depending on market demand variations and the level of competition, price reductions may be essential at times. Occasionally, depending on market conditions, it may be necessary to increase prices. Numerous firms have learned that the amount of time and money used in developing a product does not justify the product's or service's profitability. As a result, even if increasing their pricing results in a loss of market share, the remaining market share can still produce a profit on each sale.

Jobber D, (1995) asserts that price is the most successful component of marketing mix tactics because it is completely responsible for a business's profit, survival, and growth pattern. Price is influenced primarily by 10 elements, all of which are dependent on the price elasticity of demand, and both demand and sales are highly dependent on price.

Promotion

Promotion is a type of marketing that is used to facilitate communication between vendors and purchasers. The merchant will utilize this to attempt to persuade and influence buyers to acquire their items or services. It assists in communicating information to the general public about a product, service, or corporation. The corporation uses this process to enhance its public image. This marketing strategy piques clients' curiosity and has the potential to convert them into devoted customers.

Place

The fourth P in the marketing mix is placed, also known as distribution. It is involved with the provision of items or services to clients. To execute a successful marketing strategy, it is vital to cultivate

the habit of assessing and reflecting on the precise place where the customer meets the salesperson and items and services are transformed into cash. A shift in distribution methods can occasionally result in a significant boost in sales, albeit estimates vary widely per product due to the high expense of transporting the goods to the client. The place encompasses a multitude of modes of movement and storage for commodities before their availability to clients. The success recipe is effective distribution systems that get the right goods to the right place at the right time. The distribution strategy used will be determined by a range of factors.

MSME

A Micro, Small, and Medium-Sized Enterprise (MSME) is defined by its total assets. This is spelt forth in Republic Act No. 6977, as modified (also known as the "Magna Carta for Micro, Small, and Medium-Sized Enterprises (MSMEs)," formerly known as the "Magna Carta for Small Enterprises). The term MSME refers to any commercial activity or company engaged in industry, agriculture, or services, regardless of whether it is a sole proprietorship, cooperative, partnership, or corporation, and whose total assets must fall into one of the following categories:

• MICRO: up to P3,000,000

• SMALL: P3,000,001 – P15,000,000

Total assets include those acquired through loans but exclude land on which a corporate entity's office, plant, and equipment are located. The Micro, Small, and Medium Enterprises Development (MSMED) Council is responsible for reviewing and adjusting these definitions in light of inflation and other economic factors. The Council may also consider additional elements such as staff count, equity capital, and asset size.

RESEARCH METHODOLOGY

Research Design

The study made use of the descriptive research method. The researchers used the descriptive research method in this study to address the focus on the 4p's marketing of MSE. Aggarwal (2008), defines descriptive research as the gathering of information about current conditions or situations for description and interpretation. This research method entails more than just gathering and tabulating data; it also includes proper analyses, interpretation, comparisons, and the identification of trends and relationships.

This design was quantitative, with the impact determined by frequencies, percentages, weighted mean, or other statistical analysis.

Research Locale

This research was conducted in Palayan City, Nueva Ecija. The respondents of this study were the owner of MSE businesses around Palayan City.

Respondents of the study

The micro-business owners were the target respondents of this study. The table below presents the distribution of the respondents wherein the sample population was found.

Table 1 shows the distribution of the respondents in Palayan City, Nueva Ecija.

Table 1. Distribution of the Respondents

Respondents	Population
30	30

Table 1 presents the total number of respondents who participated in this study. The list was provided by the Licensing Office of Palayan City, Nueva Ecija. The 30 respondents are active and currently operating Micro and Small Enterprises.

Sample and Sampling

In this study, total enumeration was used to collect data. Total enumeration, as defined by the Australian Bureau of Statistics (2013), is the examination of every unit, individual, or thing in a population. It is also known as complete enumeration, which simply means a complete count. Because the total number of respondents was sufficient to obtain accurate data and information, the researcher chose this sampling technique.

Research Instrument

This study's results were obtained via an online survey form, which used a database to collect and store data, as well as statistical software to analyze the results. The researchers created questionnaires to determine the 4Ps of Marketing in the Business Performance of MSEs in Palayan City. It assists researchers in gathering data for the study. Survey research is the most fundamental tool for all quantitative outcome research methodologies and studies.

Survey questionnaires are a series of questions designed to achieve the study's goals; participants are encouraged to fill them out online using a Google form. Google Forms was used to create the online survey questionnaires.

Part I of the questionnaire covers the 4p's marketing of the business. It is composed of 4 parts: Product, Price, Place, and Promotion. This part of the instruments was formulated in the modified 4-points Likert scale (4) Strongly Agree; (3) Agree; (2) Disagree; and (1) Strongly Disagree. Subjects were instructed to rate the statements and answer the question. It was patterned and modified from the part one survey template of the questionnaire about the 4p's marketing strategy of the business in the written works of IJMRS's International Journal of Management Sciences (2012), entitled "Marketing Strategies of Small and Medium Enterprises: A Sample Survey."

Part II Include the business performance of the respondent. It is composed of 3 parts: Sale Revenue, Promotion, and Business Growth. This part of the instruments is also formulated in the modified 4-points Likert scale (4) Strongly Agree; (3) Agree; (2) Disagree; and (1) Strongly Disagree. It was patterned and modified from some part of the survey template of the questionnaire about the business performance in the written works of International Journal on Data Science and Technology (2001), entitled "Tax Incentives and the Growth in Sales Revenue of Small and Medium Enterprises (SMEs) in Ondo and Ekiti States, Nigeria".

The research instrument was validated; corrections and suggestions were incorporated into the final draft, and interviews with other consumers were conducted to assess the instrument's reliability and validity.

Data Gathering Procedure

Following approval of the research topic, "The Correlation of the 4Ps of Marketing in the Business Performance of MSEs in Palayan City," the researchers begin gathering relevant data and information from the Internet. For validation of the suggested opinions, the questionnaire was guided by related studies and confirmed by a competent individual. The researchers wrote a letter to the Palayan City Licensing Office requesting a copy of a licensed business in Palayan City to have a respective respondent who answered the questionnaire. The researchers inform the participants of the importance of their participation in the study. The researchers clarify some terminology with the respondents so that they are fully aware of their responsibilities as the study's subject when they answer the questionnaire.

Since the survey questionnaires are posted online on some social media platforms, the researchers obtain approval from their subject instructor and adviser before distributing the questionnaires, and finally, the researchers are free to conduct a survey.

The results of the dry run of the questionnaire were tallied, and the questionnaire was revised further. Following the distribution, the information gathered from completed questionnaires was tallied for further analysis.

Data Analysis Techniques

The information gathered in the area was encoded, tallied, and evaluated. The data were analyzed using statistical tools such as Percentage, Frequency Distribution, and Pearson R. The data were interpreted using the scale below.

Table 2. Scales for Interpretation of 4ps marketing strategy mix in the business performance of MSE

Scale	Mean range	Verbal interpretation	Description
4	3.26 - 4.00	Strongly Agree	Highly in Favor
3	2.51 - 3.25	Agree	Slightly in Favor
2	1.76 - 2.50	Disagree	Slightly Not in Favor
1	1.00 - 1.75	Strongly Disagree	Highly Not in Favor

Table 2 shows the scales used by the researcher in interpreting the data. Using a 4-point Likert scale, the researchers assessed the frequency of use of the 4ps of Marketing in the business performance of MSEs. The researchers' goal was to determine the effectiveness of using the 4ps of Marketing on the business performance of MSEs.

Table 3. The scale used for Interpretation of Pearson r.

r- value (size of correlation)	Interpretation
0.90 to 1.00 or (-0.90 to -1.00)	Very high positive (or negative) correlation
0.70 to 0.89 or (-0.70 to -0.89)	High positive (or negative) correlation
0.50 to 0.69 or (-0.50 to -0.69)	Moderate positive (or negative) correlation
0.30 to 0.49 or (-0.30 to -0.49)	Low positive (or negative) correlation
0.10 to 0.29 or (-0.10 to -0.29)	Very low positive (or negative) correlation
0.01 to 0.09 or (-0.01 to -0.09)	Weak positive (or negative) correlation
0.00	No correlation

Table 3 shows the scales used by the researcher in interpreting the Pearson r. The researcher's goal was to determine the significant relationship between 4ps marketing and the business performance of MSEs.

Aside from the said scale, the researcher used the following statistical tools to classify, tabulate, and analyze the data in accordance with the research study's objectives:

1. The researcher used the weighted mean, frequency, and percentage to determine the number of respondents and business performance.

2. The researcher used weighted mean and ranking to determine the number of respondents who answered a specific description about the respondents in the evaluation of the MSE which is based on 4ps marketing.

3. The researchers used Pearson r to determine the significant relationship between the 4ps marketing and the business performance of MSEs.

RESULTS AND DISCUSSION

1. Assessing the Marketing Mix of the MSEs

1.1 Product
    Table 4 shows the *Marketing Mix* in terms of the Product.

Table 4. Product

Product	WM	Rank	VI	VD
1. Satisfied with your new product development process.	3.26	2	Strongly Agree	Highly in Favor
2. Your current product development approach leads to profitability	3.23	4	Agree	Slightly in Favor
3. Satisfied with your distribution channel of the product	3.25	3	Agree	Slightly in Favor
4. Satisfied with the way you produce the product	3.20	5	Agree	Slightly in Favor
5. Satisfied with the features of the product	3.30	1	Strongly Agree	Highly in Favor
Average Weighted Mean	**3.25**		**Agree**	**Slightly in Favor**

As seen in the table above, the respondents were pleased with the product's features, ranking first with a weighted mean of 3.30 and verbally interpreted as Strongly Agree. The owner of the business, on the other hand, was satisfied with the way the product was produced and received the lowest weighted mean of 3.20, which was interpreted as Agree.

The researchers discovered that the majority of respondents were pleased with the product's features. It will assist them in gaining a larger number of customers. It can be advantageous for business owners to have better features in their products.

According to Matzler Kurt (1996), customer satisfaction has traditionally been viewed as a one-dimensional construct: the higher the perceived product quality, the higher the customer's satisfaction, and vice versa. However, meeting individual product requirements to a large extent does not always imply a high level of customer satisfaction. It is also the type of requirement that determines perceived product quality and, as a result, customer satisfaction. A methodology is introduced that determines which influence the components of products and services have on customer satisfaction, departing from Kano's model of customer satisfaction. The authors also show how the results of a customer survey can be interpreted and how conclusions can be drawn and used for customer satisfaction management.

1.2 Place
    Table 5 shows the *Marketing Mix* of the business in terms of Place.

Table 5. Place

Place	WM	Rank	VI	VD
1. Satisfied with your current supplier of the product	3.25	2	Agree	Slightly in Favor
2. Your existing product is fit for your potential market	3.24	3	Agree	Slightly in Favor
3. Satisfied with your communication channels to approach the target segment	3.22	4	Agree	Slightly in Favor
4. Satisfied with the place and flow of the market	3.26	1	Strongly Agree	Highly in Favor
5. Satisfied with the current situation happening in the marketplace	3.15	5	Agree	Slightly in Favor
Average Weighted Mean	**3.25**		**Agree**	**Slightly in Favor**

According to the table above, respondents who were satisfied with the place and flow of the market were ranked first, with a weighted mean of 3.26 and verbally interpreted as Strongly Agree. The respondents who were satisfied with the current market situation received a ranked five with a weighted mean of 3.25 and verbally interpreted as Agree.

The majority of respondents were satisfied with the location and flow of the market, according to the researchers. It is important that the location of our business is easily accessible and allows us to keep track of our customers, as well as having a high chance of attracting a larger number of customers and other distributors or retailers.

According to Goi (2011) and Muala&Qurneh (2012), a place strategy necessitates effective distribution of the firm's products through marketing channels such as wholesalers or retailers. "A distribution system is an important external resource." Because of the importance of the product and consumption occurring at the same time and in the same place, an organization should pay attention to location decisions; a location that provides all customer, competition, promotion action, and marketing task information.

1.3 Promotion

Table 6 shows the *Marketing Mix* of the business in terms of Promotion.

Table 6. Promotion

Promotion	WM	Rank	VI	VD
1. The existing method of promotion is the best fit for the organization	3.23	1	Agree	Slightly in Favor
2. Satisfied with your distribution channels of the product	3.16	2	Agree	Slightly in Favor
3. Satisfied with your periodic product promotions schemes	3.10	3	Agree	Slightly in Favor
Average Weighted Mean	**3.16**		**Agree**	**Slightly in Favor**

According to the table above, respondents agree that the existing promotion method is the best fit for the organization, which is ranked first with a weighted mean of 3.23 and verbally interpreted as Agree. Respondents who are satisfied with your periodic product promotion schemes received a weighted mean of 3.10 and verbally interpreted as Agree.

According to the researchers, the majority of respondents believe that the current method of promotion is the best fit for the organization. Promotion is one way to keep your business alive, and it can

help the organization make more sales. Promotion can assist you in introducing your company to the market through communication.

According to Goi (2011) and Muala&Qurneh (2012), citing studies, promotion is an important part of business and an essential component of the overall marketing process. Promotion is a selling technique; to be successful in any marketing program, it must involve communication (promotion).

1.4 Pricing

Table 7 shows the *Marketing Mix* of the business in termsof Pricing.

Table 7. Pricing

Pricing	WM	Rank	VI	VD
1. The pricing strategy influences the marketing strategy of the MSE	3.26	1	Strongly Agree	Highly in Favor
2. Satisfied with the pricing of the product	3.22	3	Agree	Slightly in Favor
3. Satisfied with current product pricing	3.25	2	Agree	Slightly in Favor
4. Satisfied with good product pricing flows to market	3.20	4	Agree	Slightly in Favor
Average Weighted Mean	**3.23**		**Agree**	**Slightly in Favor**

As seen in the table above, the business owner agreed that the pricing strategy influence the marketing strategy of the MSE got, ranked first with a weighted mean of 3.26, and verbally interpreted as Strongly Agree. The owner of the business, on the other hand, was satisfied with satisfied in good product pricing flows to market and received the lowest weighted mean of 3.20, which was interpreted as Agree.

According to the researchers, the majority of respondents agree that the MSE's pricing strategy influences its marketing strategy. Most customers were drawn in by the pricing of the product or service, which could have an impact on customer satisfaction if it was too high for the market. The pricing strategy of the business was also affecting the market strategy.

Price is the most effective component of marketing mix strategies, according to Jobber (1995), because it is solely responsible for a company's profit, survival, and growth pattern. The following ten factors have the greatest influence on price. As per Kotler and Keller (2008), adequate price quantification is a difficult task in today's holistic marketing phase because it is heavily dependent on the price elasticity of demand, and demand and sales are heavily dependent on price.

The most important factor determining customer satisfaction is price. When customers consider the worth of a service, they frequently consider the price according to Virvilaite et al. (2009),. Nakhleh (2012) defines price as "what is given up to obtain a product/service." The willingness to pay consumers varies according to their needs. As a result, price perceptions of the same service or product may differ among individuals.

2. **Assessing the business performance of the business.**

2.1 Sales Revenue

Table 8 shows the business performance of the business in terms of Sales Revenue.

Table 8. Sales Revenue

Sales Revenue	WM	Rank	VI	VD
1. There is a notable increase in the amount realized from the sales of goods and services in the	3.21	2	Agree	Slightly in Favor

enterprise				
2. This MSE accomplishes its annual sales revenue target.	3.19	4	Agree	Slightly in Favor
3. The firm's annual sales revenue exceeds expectations.	3.20	3	Agree	Slightly in Favor
4. There is satisfaction with sales revenue by the enterprise	3.26	1	***Strongly*** Agree	Highly in Favor
Average Weighted Mean	**3.22**		**Agree**	**Slightly in Favor**

As shown in the table above, respondents agree that there has satisfaction with sales revenue by the enterprise, ranking first with a weighted mean of 3.26 and verbally interpreted as Strongly Agree. The respondent, on the other hand, agreed that the MSE meets its annual sales revenue target and received the lowest weighted mean of 3.19, which was interpreted as Agree.

The majority of respondents agree that the amount realized from the sale of goods and services in the enterprise has increased significantly according to the researchers. An increase in the number of goods and services has a significant impact on a company's sales revenue. It is advantageous to the owner of the business's revenue increases and there is more product to sell.

According to the findings of Gibson et al. (2014)'s study, small business owners have been increasingly satisfied with their financial outcomes over the last three years. Revenue growth (p=.001), profit margin (p=.006), cost containment (p=.037), market share (p=.004), and return on new products or services (p=.000) all received significantly higher ratings of owner satisfaction in 2012 than in 2009.

2.2 Promotion

Table 9 shows the business performance of the business in terms of Promotion

Table 9. Promotion

Promotion	WM	Rank	VI	VD
1. Promotions characterized the marketing strategy and methods you use to increase demand for your product or service purchase by your customers.	3.30	1	Strongly Agree	Highly in Favor
2. Marketers use the promotion to inform, convince, or remind consumers and B2B users in order to sway their opinion or prompt response.	3.16	4	Agree	Slightly in Favor
3. Promotion is often used to get people to use more of a product and to use it more often.	3.26	2	Strongly Agree	Highly in Favor
4. Promotion helps find customers.	3.24	3	Agree	Slightly in Favor
5. Promotion is almost always used to get people to try a new product or to get nonusers to try an existing product.	3.00	5	Agree	Slightly in Favor
Average Weighted Mean	**3.19**		**Agree**	**Slightly in Favor**

Based on the table above, respondents agreed that promotions characterized the marketing strategy and methods you use to increase demand for your product or service purchase by your customers ranked first with a weighted mean of 3.30 and verbally interpreted as Strongly Agree. Respondents, on the other hand, agree that promotion is almost always used to get people to try a new product or to get nonusers to try an existing product, and they received the lowest weighted mean of 3.00, which was interpreted as Agree.

According to the researchers, the majority of respondents agreed that promotions characterized the marketing strategy and methods you used to increase customer demand for your product or service purchase. The business owner's promotion strategy is very effective in increasing the sale of the product or service.

The promotion enables the trader and sales force to effectively show the product to customers and encourage them to purchase. Promotion is dependent on many different combinations of its components that are used to achieve the organization's marketing goals. Advertising is an important component of the promotion mix according to Singh (2012).

2.3 Business Growth

Table 10 shows the business performance of the business in terms of Business Growth.

Table 10. Business Growth

Business Growth	WM	Rank	VI	VD
1. The marketing mix aids in the expansion of a business.	3.26	4	Strongly Agree	Highly in Favor
2. Quality products and services help businesses achieve their objectives.	3.23	5	Agree	Slightly in Favor
3. A good customer relationship can lead to more sales.	3.43	1	Strongly Agree	Highly in Favor
4. The marketing mix ensures the business's long-term survival.	3.38	2	Strongly Agree	Highly in Favor
5. Productivity has risen over time.	3.30	3	Strongly Agree	Highly in Favor
Average Weighted Mean	**3.32**		**Strongly Agree**	**Highly in Favor**

According to the table above, respondents who agreed that a good customer relationship can lead to more sales came in the first place, with a weighted mean of 3.43 and verbally interpreted as Strongly Agree. Respondents, on the other hand, believe that the marketing mix helps a business grow, and they received the lowest weighted mean of 3.00, which was interpreted as Agree.

The majority of respondents agreed, according to the researchers, that a good customer relationship can lead to more sales. Both parties must have a better relationship because it is one way to create a loyal customer who is important to the business.

A formal model of customer relationships in a large market is useful for the following reasons. For starters, repeat purchases are common in retail transactions. Although customer loyalty has been emphasized in the marketing literature, it has been viewed as a primitive model. Understanding why customer relationships are prevalent is aided by endogen zing them as an equilibrium outcome in a large market. Second, a customer relationship theory can aid in explaining some key features of price dynamics at the micro-level of retailers. Prices for the same item at a given store, in particular, exhibit large variability over time; sales account for a significant portion of this variability, and prices excluding sales are sticky. When the competition for repeat purchases is fierce, it is natural for a seller to hold sales from time to time to attract buyers. Once a relationship is established, a seller may keep prices relatively stable while maintaining the relationship through non-price instruments such as service priority according to Blattberg and Sen (1974).

3. The significant relationship between marketing mix and the business performance of MSEs

3.1 Product and Business Performance

Table 11 presents the significant relationship between marketing mix in terms of ***Product and Business Performance.***

Table 11. Product and Business Performance

Product			
Business ***Performance***:	r-value	p-value	VI
Sale Revenue	-0.73	0.108953	High negative correlation
Promotion	0.47	0.124005	Low positive correlation
Business Growth	0.23	0.713658	Very Low positive correlation

*Critical value / significance level: (a=0.05)

The table above shows that tone (1) of the business performance of the MSE has a calculated r-value that is less than the critical value and the resulting p-values are more than 0.05 with the verbal interpretation of Low positive correlation, and one (1) of these has a calculated r-value that is less than the critical value and the resulting p-value is more than 0.05 with the verbal interpretation of ***Very Low positive correlation***.

The findings reveal that MSE's product strategy has a significant impact on business performance. As a result, the product's quality is important in the business. The product strategy they employ serves as the basis for the customer's purchase of the product.

According to Kazemand Heijden et al. (2006), previous research has indicated that product influences have a significant impact on business performance. Consumers purchase products regularly, with careful planning, and by comparing brands based on price, quality, and style. Borden (1984) defines a product by its quality, design, features, brand name, and size. According to Mohammad et al. (2012), the product is also the physical appearance of the product, packaging, and labelling information, which can influence whether consumers notice a product in-store, examine it, and purchase it.

3.2 Place and Business Performance

Table 12 presents the significant relationship between marketing mix in terms of ***Place and Business Performance***

Table 12. Place and Business Performance

Place			
Business ***Performance***:	r-value	p-value	VI
Sale Revenue	0.72	0.014936	High positive correlation
Promotion	0.07	0.016695	Weak positive correlation
Business Growth	0.01	0.982618	Weak positive correlation

*Critical value / significance level: (a=0.05)

The table above shows that two (2) of the business performance of the MSE have calculated r-value that is less than the critical value and the resulting p-values are less than 0.05 with the verbal interpretation of Weak positive correlation, and one (1) of these has a calculated r-value that is more than the critical value and the resulting p-value is less than 0.05 with the verbal interpretation of High positive correlation.

Based on the findings, a company's location strategy has a significant impact on its performance through the distribution channel. It is also a method of locating your company. As a result, the place of the business employed by the firm is convenient to the customers.

According to Owomoyela et al., (2013), confirm that place has a significant impact on business performance. Berman (1996), defines place strategy as the "effective distribution of products among marketing channels such as wholesalers or retailers".

3.3 Promotion and Business Performance

Table 13 presents the significant relationship between marketing mix in terms of ***Promotion and Business Performance***

Table 13. Promotion and Business Performance

Promotion			
Business ***Performance***:	r-value	p-value	VI
Sale Revenue	0.62	0.042684	High positive correlation
Promotion	0.41	0.982888	Low positive correlation
Business Growth	-0.69	0.697764	Moderate negative correlation

*Critical value / significance level: (a=0.05)

The table above shows that one (1) of the business performance of the MSE has a calculated r-value that is greater than the critical value and the resulting p-values are less than 0.05 with the verbal interpretation of high positive correlation, and one (1) of these has a calculated r-value that is less than the critical value and the resulting p-value is greater than 0.05 with the verbal interpretation of Moderate negative correlation.

According to the findings above, the business's promotion strategy has a significant relationship with business performance in terms of assisting the business to promote and be familiar with the market. As a result, the business's promotion strategy is effective for them.

Previous research has established a significant relationship between promotion and business performance, according to Amine and Cavusgil, et al (2001). According to Kotler (2007), promotions have become an important component of the product marketing mix, which includes the specific blend of advertising, personal selling, sales promotion, public relations, and direct marketing tools that the company employs to achieve its advertising and marketing goals.

3.4 Pricing and Business Performance

Table 14 presents the significant relationship between marketing mix in terms of ***Pricing and Business Performance***

Table 14. Pricing and Business Performance

Pricing			
Business ***Performance***:	r-value	p-value	VI
Sale Revenue	-0.60	0.33965549	Moderate negative correlation
Promotion	0.62	0.042684	Moderate positive correlation
Business Growth	-0.07	0.831221	Weak negative correlation

*Critical value / significance level: (a=0.05)

The table above shows that one (1) of the business performance of the MSE has a calculated r-value that is greater than the critical value and the resulting p-values are less than 0.05 with the verbal interpretation of moderate positive correlation, and one (1) of these has a calculated r-value that is less than the critical value and the resulting p-value is greater than 0.05 with the verbal interpretation of Moderate negative correlation.

Based on the findings above, the price strategy of the business has a significant relationship with business performance. This is because the price is one of your assets to have customers, and many

customers always consider price before they buy. As a result, the business's pricing strategy is appropriate for product quality.

According to Colpan et al. (2006), found a significant relationship between price and business performance in their studies. The price you set for your product or service has a significant impact on its marketability. According to Jones (2007), pricing for more widely available products or services in the market is more elastic, which means that unit sales will respond more responsively to price changes.

4. Proposed Development Plan to improve the business performance of SMEs

Based on the gathered data, the researchers presented the table to help improve and develop the business operations of SMEs in Palayan City. The content of the development plan was based on the lowest percentage and lowest average weighted mean of the results.

The respondents were also asked to share their various opinions/suggestions on how to solve or face the problems being encountered by the cooperative amidst the pandemic. With the shared possible solutions of the respondents, the researchers summed up the idea and present this development plan that can be used or served as guidelines in solving or facing the problems/issues being encountered.

Table 15. Developmental Plan

Area	Lowest Mean	Objective/s	Solutions/Strategic Initiatives/Project	Brief Description of Strategy/Project	Players/Agencies Involve	Budget	Tine Frame
Sale Revenue	This MSE accomplishes its annual sales revenue target	To achieve the business annual sales revenue.	Create an action plan to reduce the company's expenses and a proposal to increase the company's sales.	The action plan will assist the business in lowering expenses and increasing sales in order to meet the company's annual sales revenue.	Small Medium Enterprises	Php. 0 (Depends on the policy requirement)	Immediately once approved.
Promotion	Promotion is almost always used to get people to try a new product or to get nonusers to try an existing product.	To enhance the company's promotional strategy.	. Create a memorable promotional piece to pique the customer's interest.	The policy will assist the business owner in effectively marketing their company	Small Medium Enterprises	Php. 0 (Depends on the policy requirement)	Immediately once approved.
Business Growth	Quality products and	To improve the company's	Create a high-quality brand and provide excellent	This strategy will	Small Medium	Php. 0 (Depends on the	Immediately once

	services help businesses achieve their objectives.	product and service quality. To assist the company in achieving its objectives and goals.	service to all customers.	assist the company in satisfying their customers with their products and services. .	Enterprises	policy requirem ent)	approved.

CONCLUSION AND RECOMMENDATIONS

The majority of respondents agreed that they are satisfied with the product's features; it is necessary to have a quality product with good features in order to satisfy customers. The majority of respondents agreed that it is critical to locate your business in a very convenient location if they are satisfied with the location and flow of the market. The majority of respondents agreed that the current method of promotion is best suited to the organization; however, it is critical to have a better promotion in order to promote the business in the market. The majority of respondents agreed that the MSE's pricing strategy has an impact on its marketing strategy.

The majority of respondents agreed that the enterprise's sales revenue is satisfactory. The majority of respondents agreed that promotions characterized the marketing strategy and methods you use to increase demand for your product or service purchase by your customers; a promotion is required to introduce the business to the market. The majority of respondents agreed that a good customer relationship can lead to more sales; it is critical to have a good relationship with the customer in order to make them feel comfortable and loyal.

According to the majority of respondents, the relationship between Product and Business Performance has a low positive correlation in Sale Revenue, implying that the more money you have, the more power you have to make the product. According to the majority of respondents, the relationship between Place and Business Performances in Terms of Sale Revenue has a very high positive correlation, implying that the location of the business is linked to sales revenue. According to the majority of respondents, the relationship between Promotion and Business performance is highly positive in terms of Sale Revenue, implying that a promotion strategy is required to increase sales. The majority of respondents stated that the relationship between Pricing and Business Performance in terms of Promotion had a moderate positive correlation, implying that the Pricing strategy is linked to the MSE business's business performance in order to perform well.

The following recommendations were made based on the findings and conclusions presented.

The researchers advise that the marketing mix of a business should be checked regularly, especially if the business entity is in a higher position. Furthermore, the promotion and quality of the product are always upgraded to ensure that the customer is always satisfied with the product they purchase from the business. In addition, it is very beneficial if they had a low price but the product is of high quality; maintaining a low price will lead the business to higher product demands.

The researchers recommend that the business's performance be improved for it to be more active and effective in its business growth. Relationships with customers are critical, so the business owner must know how to communicate and treat customers well, as this can improve sales revenue and business growth.

The researchers advise assessing the risk and challenges of the business to create a long-term business and to ensure that there are no ongoing hindrances that cause the business to close or be in danger.

It is recommended that the researchers' development plan be used to assist the SME in performing well, and the ventures stated in the proposed development plan may help them to increase sales revenue, produce quality products, and achieve the business objective.

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