



Small and Medium-Sized Enterprises (SMEs) Entrepreneurial Marketing in Davao City, Philippines

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ABSTRACT

Based on the premise that entrepreneurial marketing is appropriate for small and medium-sized businesses, the goal of this research is to investigate the entrepreneurial marketing strategy utilized by small and medium-sized enterprises in Davao City, Philippines. This is a quantitative study that relies on primary data gathered through questionnaire surveys. The sample method utilizes random sampling with 115 SMEs from Davao City, Philippines. The sample showed the highest level of adoption for Proactiveness and Innovativeness and the lowest level of adoption for Resource Leveraging, according to the results. Furthermore, that the seven Entrepreneurial Marketing aspects (proactiveness, opportunity-driven, innovativeness, risk management, resource leveraging, customer satisfaction, and value creation) were discovered to have a significant and positive correlation with business sales growth. Consequently, that the relevant Davao City authorities should hold more training sessions for SMEs on Entrepreneurial Marketing practices in order to develop a better understanding of how to grow a business.

Keywords: Entrepreneurial marketing, Entrepreneurial Marketing aspects, SMEs, Small and Medium-Sized Enterprises

INTRODUCTION

Entrepreneurial marketing is a term that is becoming more popular. It consists primarily of two distinct management areas: marketing and entrepreneurship. According to Kotler and Armstrong (2016), marketing is "the process by which businesses create value





for customers and construct strong patron relationships in return." Marketing includes individual and organizational activities that facilitate and expedite satisfying alternate relationships in a dynamic environment through the creation, distribution, promotion, and pricing of goods, services, and information.

In the Philippines, a study conducted by Abalos (2020) marketing innovation, according to the owners of Micro, Small, and Medium Enterprises (MSME) in Tarlac City, Philippines, has significantly aided the development of their business, and they are constantly striving to improve.

Given limited resources, the Davao Region has continued to promote enterprise-based innovation in order to produce more resilient and responsive entrepreneurs (DTI, 2022). As a result, the goal of this study is to look into the Entrepreneurial Marketing approach used by small and medium-sized businesses in Davao City, Philippines, assuming that entrepreneurial marketing is appropriate for small and medium-sized businesses.

LITERATURE REVIEW

The majority of businesses worldwide are small and medium-sized enterprises (SMEs), and they play a significant role in creating jobs and world economic development (World Bank, 2022). According to Tawanda et al. (2013), in order to expand business development opportunities and identify market opportunities, small and medium-sized businesses should build and nurture relationships with communities and other organizations.

In their study, Olannye and Eromafuru (2016) investigated the impact of entrepreneurial marketing on the performance of fast-food restaurants in Asaba, Delta State, Nigeria. According to the study, entrepreneurial innovation influenced the creation of new markets as well as the development of products or processes that assist firms in gaining a competitive advantage. Furthermore, entrepreneurial can reflect your industry from the inside out and being able to utilize that knowledge to develop new opportunities, according to Freedman (2022).

According to Morris et al. (2002), entrepreneurial marketing is one of the organizational orientations that can be measured using seven key aspects. Proactiveness, opportunity-driven, innovativeness, risk management, resource leveraging, customer satisfaction and value creation are among the entrepreneurial marketing aspects.

METHODOLOGY





This study will use a descriptive-correlational research design, which is common in quantitative research, to measure both the description and the relationship of the factors. Descriptive-correlational research design, as the term implies, is a combination of descriptive and correlational research designs that provides an explanatory study on a specific phenomenon observed in the research paper as well as a systematic query into the relationship between the variables used in the study (Sousal, Driessnack, and Mendes, 2007).

The purpose of this research is to determine the level of Entrepreneurial Marketing adoption among SMEs as well as the relationship between Entrepreneurial Marketing and business sales growth. The study's population will be small and medium-sized enterprise (SMEs) business owners/managers in Davao City, Philippines, and a survey questionnaire was distributed to 115 SMEs business owners/managers to test the propositions.

RESULTS AND DISCUSSION

Table 1 shows the descriptive statistics used to investigate the level of adoption of each of the Entrepreneurial Marketing aspects by SMEs.

Table 1 Descriptive statistics of seven Entrepreneurial Marketing aspects

EM Dimension	Mean	Min	Max	SD
Proactiveness	4.00	1.88	5.00	0.75
Opportunity-Driven	3.94	2.00	5.00	0.75
Innovativeness	4.00	2.00	5.00	0.76
Risk Management	3.84	2.00	5.00	0.76
Resource Leveraging	3.82	1.85	5.00	0.85
Customer Satisfaction	4.14	2.00	5.00	0.78
Value Creation	3.95	2.14	4.71	0.66

As shown in table 1, SMEs in the study sample demonstrated the highest level of adoption for Proactiveness and Innovativeness, both with a score of 4.00, and the lowest level of adoption for Resource Leveraging, with a score of 3.82, across all Entrepreneurial Marketing aspects.





	Pearson Correlation	Sig (p)
Proactiveness	0.096	0.307
Opportunity-Driven	0.147	0.117
Innovativeness	0.026	0.783
Risk Management	0.046	0.625
Resource Leveraging	0.012	0.899
Customer Satisfaction	0.103	0.273
Value Creation	0.010	0.916

As shown in table 2, Pearson correlation was used to test the relationship between the Entrepreneurial Marketing approach and the business's sales growth. In accordance with the findings, there is a significant relationship between Entrepreneurial Marketing and the sales growth of the businesses, supporting the literature Hanaysha, J. R. (2022). Furthermore, the results revealed that the seven Entrepreneurial Marketing aspects proactiveness, opportunity-driven, innovativeness, risk management, resource leveraging, customer satisfaction, and value creation have a significant and positive correlation with business sales growth. These findings are consistent with the findings of the Bercherer, Helms, and McDonald study (2012).

CONCLUSION

The survey investigated the level of Entrepreneurial Marketing adoption by SMEs as well as the relationship between Entrepreneurial Marketing and SMEs' sales growth under the presumption that entrepreneurial marketing is appropriate for small and medium-sized businesses.

Out of all Entrepreneurial Marketing aspects, the sample showed the highest level of adoption for Proactiveness and Innovativeness and the lowest level of adoption for Resource Leveraging. The findings show that respondents are a proactive organization, that they take an opportunity-seeking approach, and that they understand the value of innovation.





Furthermore, in today's competitive world, firms must be able to ensure a constant flow of new ideas in order to keep the market interested in what they have to offer.

Overall Entrepreneurial Marketing, as well as the seven Entrepreneurial Marketing aspects of proactiveness, opportunity-driven, innovativeness, risk management, resource leveraging, customer satisfaction, and value creation, were discovered to have a significant and positive correlation with business sales growth. Considering the findings of the study, it is suggested that the relevant authorities of Davao City organize further training for SMEs on Entrepreneurial Marketing practices to better understand how to do it expand the business.

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