

Marketing Practices of Selected Sari-Sari Stores in Barangay Makiling: Basis for Community Extension Project

Ma. Leonora V. Alusen
College of Business and Accountancy

ABSTRACT

This study focused on the marketing practices of sari-sari stores in Barangay Makiling, Calamba City. It aimed to determine the level of market needs of sari-sari stores in terms of strategies in marketing mix and other strategies, and to analyze if there is a significant relationship between the marketing mix and the sales of the sari-sari store, as well as the significant difference on the sales and level of marketing mix of the sari-sari stores when the respondents are grouped according to demographic profile. Data were gathered from the 56 registered sari-sari store in Brgy. Makiling. Results showed that many of the sari-sari store owners do not fully understand the practices of marketing and were not aware that they were already practicing it and that they were not doing it effectively. In relation to sales, only the product variety due to different market showed a significant relationship with the sales of the sari-sari stores. When grouped according to demographic profile, only the age, sex, and educational attainment had significant difference on the marketing strategies. The researcher proposed a seminar for store owners to fully understand even the basic marketing concepts, especially the 4P's.

Keywords: Community extension, Marketing Practices, Sari-Sari stores, 4P's of Marketing, Marketing Concepts

INTRODUCTION

Barangay Makiling, a small barangay in Calamba City, Laguna, is a rural area that has a total of 56 registered sari-sari stores. In the domestic economy scene, sari-sari store is at the high level, it is the lifeblood of and epitome of the domestic economy. Since sari-sari stores don't have much difference with each other and they don't have differentiating power, it is very important for marketing practitioners to help in this regard. Given how

a sari-sari store works, these retail stores are patronized by people since it provides convenience to all, and in today's generation, a sari-sari store is almost in every corner of the community. More Filipinos are fascinated to the sari-sari store community, which is part of the retail industry, since it is one of the fastest and easiest business venture they can get into, thus continuously improve the economy (Lacamiento, 2013).

In an analysis of Porter's five forces, sari-sari store industry has relatively high competition because of the high threat of new entrants due to low barrier to entry. Some factors to identify if the competition is intense is when there are many competitors, products can be easily substituted, and customer loyalty is low (Jurevicius, 2013). Since sari-sari store is still a popular business given that the ratio now is one sari-sari store for every 100 people (Castro, 2016) and that it covers 30% to 40% of the total retail sales in the Philippines (Lorenciana, 2014). However, it is becoming hard for sari-sari stores to stay in the competition, especially if they are located in rural community because stores are multiplying, getting near to each other, and market area is getting small for each retailer. Products can be easily substituted because a single sari-sari store may also have similar products with the others because those may be in demand, and customer loyalty is low because other may choose those that are more convenient to them. Meanwhile, the threat of new entrants is high due to low barrier to entry such as capital and legal requirements (Jurevicius, 2013). Regalio, in his article in *Insight Philippines* (2016) said, "Give a Filipino thousand pesos and he probably will use this sum as a start-up capital for a small retail business." From that statement, it can be concluded that a small amount of capital is a good start; there may be chances, an owner's capable neighbour may be attracted when the store is earning and open his own the next day. For the legal requirements, we may find other sari-sari stores unregistered. In fact, the BIR increases their efforts in searching those unregistered small scale-businesses including sari- sari stores (Tempo Online, 2017).

Along this line, marketing is considered as having significant role in the business process. Any business requires proper marketing for it to grow and successfully reach its target audience, buyers, and the people whom such products are intended for (Aveta Business Institute [ABI], 2013).

Among all of the advantages of developing a marketing strategy, the ultimate one is that it makes all of the planning becomes easier - not just the marketing. Marketing strategy also allows you to have a tool to increase your retail sales and helps you become more effective in doing efforts because you know who you are talking to in the first place (Phibbs, 2017). Marketing for small scale businesses like sari-sari stores is important because low businesses like these are generic, which need to be known for people to patronize and gain sales. The success of these businesses depends on the marketing ability of the owners and marketing efforts to keep the business in the competition (Sims, 2013). This study aimed to reach the people of the community particularly the store owners by assessing the marketing needs of the sari-sari store, as well as the marketing capability.

Objective

This study aimed to determine the socio-demographic profile of the sari-sari stores owners in terms of age, sex, civil status, educational attainment, to assess the level of market needs of sari-sari stores in Brgy. Makiling in terms of strategies in marketing mix and other strategies, to determine if there is a significant relationship between the marketing mix and the sales of the sari- sari store, and to determine if there is significant difference on the sales and level of marketing mix of the sari-sari stores when the respondents are grouped according to demographic profile.

METHODOLOGY

A descriptive research method was used for this study to gather data on marketing needs of sari-sari store owners in Brgy. Makiling, Calamba City, Laguna. Brgy. Makiling has only a total of 56 registered sari-sari stores specifically fourteen (14) in Purok I, eleven (11) in Purok II, three (3) in Purok III, eleven (11) in Purok IV, and seventeen (17) in Purok V. The researcher gathered date from these 56 stores. The researcher used a self-made questionnaire that was translated to Tagalog for the participants to better understand. It is composed of three parts: The first part focused on the personal information of the participants and the

store which includes the basic variables such as age, sex, civil status, educational attainment, monthly income from the sari-sari store, and years of store operations. The second measured how wide their knowledge about marketing and the last part was composed of closed-ended survey questions that focused on the basic marketing mix and other strategies that they may be using. The survey questionnaire got a Cronbach's Alpha Value of 0.762 which classified this test as a reliable one. Frequency distribution and percentage was used to describe the socio-demographic profile of the owners of the sari-sari store owners. Weighted Mean was used to assess the level of marketing needs of sari-sari stores in Brgy. Makiling in terms of strategies in product, price, place, promotion, and other strategies. Pearson Chi-square was used to determine if there was a significant relationship between the socio-demographic profile and the marketing need of the sari-sari stores. Spearman rho was used to determine if there was a significant relationship between the marketing mix and the sales of the sari-sari store. Finally, ANOVA or Analysis of Variance was used to determine if there was significant difference on the sales and level of marketing mix of the sari-sari stores when the respondents were grouped according to demographic profile. The Statistical packages for Social Sciences version 19 was used in analyzing the data.

RESULTS AND DISCUSSION

Table 1 shows that majority of the sari-sari store owners in Brgy. Makiling were females, which is 69.64% of the total population, while the 30.36% remaining were males. Many of the females were housewives who chose to run the sari-sari store, since they were the ones left at their homes. This result was supported by report of the organization Works of Hearts. According to this report, sari-sari stores are usually operated and owned by women micro entrepreneurs or housewives to support the financial needs of the family (Works of heart [WOH], 2017). Actually, a greater number of women lead family businesses compared to non-family businesses. In fact, 24% of family owned businesses are run by women (Pickard-Whitehead, 2017).

Table 1: Demographic Profile according to Sex

Gender	Frequency	Percent
Female	39	69.64
Male	17	30.36
Total	56	100.00

Table 2 shows that the most significant age group is 38 to 43 years old while the least age group is 19 to 25 years old. It can be observed from the table above that most of the respondents were from ages thirty-eight (38) to forty-three (43) years old who participated in the said study with a percentage of 30.36% and the least age group is nineteen (19) to twenty-five (25) years old with a percentage of 5.36% same with the age group of forty-four (44) to forty-nine (49) years old.

It only means that most of the sari-sari store owners' age is between 38 to 43 years old, the later young adulthood stage shows that most of the sari-sari store owners are usually comfortable at home that is why it suggests that a considerable number of sari-sari store owners prefer staying at home while managing their own businesses that will make their lives easy. Likewise, this is an indication that they refrain from finding more stable jobs as they enjoy the company of their family while having their own business and agendas at home.

Table 2: Demographic Profile according to Age

Age	Frequency	Percent
19 to 25	3	5.36
26 to 31	13	23.21
32 to 37	14	25.00
38 to 43	17	30.36
44 to 49	3	5.36
50 and above	6	10.71
Total	56	100.00

Table 3 shows that majority of the sari-sari store owners were married, which constitutes 76.79% of the respondents. Only 13 out of 56

respondents were single. Same as the study of Walker, Elizabeth, and Alan Brown (2004), the majority of the total population was also married. This suggests that single individuals prefer having their own businesses in the comfort of their own homes. It also says that having a sari-sari store while married can help to have an extra income for the family.

Table 3: Demographic profile according to civil status

Civil Status	Frequency	Percent
Single	13	23.21
Married	43	76.79
Total	56	100.00

Table 4 shows that majority of the sari-sari store owners are college graduates while minority are high school graduates. The results illustrate that college graduates comprised 71.43% of the respondents while high school graduate 28.57%. Bates, Timothy (1990) stated that owner educational background, further, is a major determinant of the financial capital structure of small business start-ups. Highly educated entrepreneurs are most likely to create a firm that still remained in operations.

Table 4: Level of education of respondents

Level of Education	Frequency	Percent
College	40	71.43
High School	16	28.57
Total	56	100.00

As shown in Table 5, majority of the respondents which is 46.43% of the registered sari-sari stores were operating their business between the periods of 2-4 year. A considerable number of businesses had been operating for quite some time now, which indicates that their business is growing and developing as time passes by.

Table 5: Number of years of business operation

Years of Business Operation	Frequency	Percent
1 year and below	1	1.79
2-4	26	46.43
5-7	14	25.00
8-10	9	16.07
11-13	1	1.79
14-16	3	5.36
17-19	2	3.57
20 years and above	0	0.00
Total	56	100.00

Table 6 shows that majority of the sari-sari store owners had only less than five employees which represents 91.07%. Only 5 out of 56 respondents had 6-15 employees. This shows that most of the respondents do not need many employees to operate their sari-sari store. This is a mere representation that only a small number of businesses have a lot of employees. It can be an indication that they chose to consider having a small number of employees as it creates a greater amount.

Table 6: Number of employees

No. of Employees	Frequency	Percent
Less than 5	51	91.07
6 to 15	5	8.93
Total	56	100.00

Table 7 shows that the idea about marketing that owners know most was selling. According to Jud (2012), some people think selling is marketing, but it is not. Marketing is often confused with selling. Selling what people see in the whole concept of marketing. What they don't see are the broad scope of market research and of the products, distribution, and of letting the market know about the product (Kotler, 2016).

Table 7: Participants' knowledge about marketing

Knowledge about marketing	Frequency	Ranking

<i>Pagbebenta</i>	47	1
<i>Promosyon</i>	32	5
<i>Inaalam ang pangangailangan ng</i>	35	2
<i>Inaalam ang gusto ng customer</i>	33	4
<i>Paghahanap ng customer</i>	23	7.5
<i>Pagkilala sa customer</i>	19	9
<i>Pagpapatibay ng relasyon sa mga</i>	25	6
<i>Pagbibigay kasiyahan sa customer</i>	23	7.5
<i>Pagpapakilala ng produkto sa customer</i>	34	3
<i>Trabaho lamang ito sa opisina</i>	5	10

Table 8 shows that the composite mean of the product strategy of the sari-sari store owners in Brgy. Makiling was 2.93 with the verbal interpretation of agree. Generally, this means that retailers are considering the needs and wants of the customers when it comes to choosing what products they are going to sell. Since they are retailers and not manufacturers, they are only choosing which products to sell in their stores. According to Hudson (2017), it is tough to successfully sell to a customer if sellers cannot show product that will answer his needs. The business aims to as much possible products to customers but it cannot sell anything it wants to sell. Sell something that is worth spending customer's money. Thus, that makes it important to understand the customer's needs (Sutevski, 2017).

Table 8. Participants' assessment of their practices in product strategies

Product	Mean	Verbal Interpretation
<i>Mayroong mga produkto para sa pangangailangan at gusto ng nakararami</i>	3.25	Agree
<i>Maraming produkto na pagpipilian (mga</i>		

<i>pagkain, school supplies, load, pampersonal na kalinisan, panlinis sa bahay, atbp)</i>	3.07	Agree
<i>Nagtitinda ng mga bagong produkto dahil sa uso o nalamang gusto ng customer</i>	3.05	Agree
<i>Mayroong produkto na wala sa ibang tindahan</i>	2.73	Agree
<i>May mga produkto para sa iba't ibang uri ng customer (halimbawa: estudyante-school supplies)</i>	2.55	Agree
Composite Mean	2.93	Agree

Legend: Strongly Disagree: 1.00- 1.49; Disagree: 1.50-2.49; Agree: 2.50 -3.49; Strongly Agree: 3.50-4.00

Table 9 shows that the composite mean of the price strategy of the sari-sari store owners in Brgy. Makiling has a result of 2.59 with the verbal interpretation of agree. Most of the participants based their prices according to suggested retail price. The question about the cost-based pricing also got a verbal interpretation of agrees, but it has lower mean compared to pricing according to suggested retail price. This may mean that many were using SRP pricing than cost- based pricing. Competitor-based pricing got a verbal interpretation of disagree, since according to some of the retailers when we did the survey, they doesn't care about the price of their competitors. Many don't give discounts since they are just earning small amount of profit and this is supported by the explanation of Nornberg (2012) who stated that discounting also means reducing the chances of growing the business or earnings. Also, they don't apply high prices on products that have high demand.

Table 9. Participants' assessment of their practices in price strategies

Price	Mean	Verbal Interpretation
Base sa Suggested Retail Price ang presyo ng mga produkto ko	3.05	Agree

Base sa nagastos (cost) ang presyo ng mga produkto ko	2.93	Agree
Base sa presyo ng mga kalabang tindahan ang presyo ng mga produkto ko	2.41	Disagree
Mataas na presyo sa mga produkto ng mataas ang demand	2.38	Disagree
Nagbibigay ako ng discount sa mga bilihin	1.75	Disagree
Composite Mean	2.59	Agree

Legend- Strongly Disagree: 1.00-1.49; Disagree: 1.50-2.49; Agree: 2.50-3.49; Strongly Agree: 3.50-4.00

Table 10 shows that the composite mean of the place or distribution strategy of the sari-sari store owners in Brgy. Makiling has a result of 3.18 with the verbal interpretation of agree. Near the houses got the highest weighted mean which is 3.5 and has a verbal interpretation of strongly agree. This is evident among the streets of Brgy. Makiling and the location of the stores itself since it is a community store. According to WHO (2017), sari-sari stores are neighborhood retail shops, so basically that explains the results of it gaining the highest weighted mean. Convenience and convenient operating hours are somewhat similar. Sari-sari stores operation starts early in the morning and closing late at night just to keep customers satisfied, that's why the store is always associated with the word "convenience" for consumers (Canivel, 2017). Availability of the product most of the time was agreed by most of the owners since according to most of them, they monitor their stocks and most of the time they already memorized the products that runs out easily. Due to this reason they buy immediately to replenish the store. This results are similar to the explanation of Adenowun (2014), that one of the foremost challenges in selling goods is experiencing out of stock. Retailers can forecast the movement of their goods and use that for rebuying and monitor order quantities, and on hand quantities. Even without forecasting, rebuying strategy can help prevent out of stocks by having a reorder point notifying you when to purchase goods again.

Table 10. Participants' assessment of their practices in place strategies

Place	Mean	Verbal Interpretation
-------	------	-----------------------

<i>Malapit sa mga tahanan</i>	3.5	Strongly Agree
<i>Madalas na naibibigay ng tindahan ang hinahanap na kailangan at gusto ng customer (convenience)</i>	3.27	Agree
Convenient operating hours	3.16	Agree
<i>Malapit sa mga establisyimento ang aking tindahan (sa paaralan, opisina, simbahan)</i>	2.98	Agree
<i>Hindi nauubusan ng stock ang tindahan</i> (Availability)	2.89	Agree
Composite Mean	3.18	Agree

Legend: Strongly Disagree: 1.00- 1.49; Disagree: 1.50-2.49; Agree: 2.50 -3.49; Strongly Agree: 3.50-4.00

Table 11 shows that the composite mean of the promotion strategy of the sari-sari store owners in Brgy. Makiling has a composite mean of 2.64 with the verbal interpretation of agree. Promotion of the sari-sari stores by the personnel is practiced. A storekeeper is not just a look of the store. While a friendly storekeeper keeps a good customer, she must also be business savvy. The storekeeper must be well-informed about the products she is selling, must understand the business and be approachable with employees and customers (Finn, 2017). Meanwhile, questions about advertisements got lower means that results in verbal interpretation of disagree. Many of the sari-sari store owners don't use signs and symbols and other form of advertisement that may help the increase of customers who will possibly buy from their stores. When it comes to advertisement, many of them don't practice it. They think it is just a waste of time and money. This supports the explanation of Morris (2014), that this kind of store doesn't rely on traditional advertising to attract customers. When

there is no enough capital, advertising and other forms of marketing are the easiest expenses to trim. But if it is remove or lessen, the activities that will attract new customers will also be eliminated. Discontinuing marketing efforts will incur additional loss of business (Allen, 2017).

Table 11. Participants' assessment of their practices in other strategies

Other Strategies	Mean	Verbal Interpretation
Kinukumusta ang mga customer upang mas makilala (relationship marketing)	3.16	Agree
Maaliwalas ang tindahan (itsura, malawak, maliwanag, malinis)	3.14	Agree
Nakikita nang maayos ang lahat ng paninda mula sa labas ng tindahan (Visual Merchandising)	3.12	Agree
May mga produktong mas iniaalok sa customer dahil may insertibong nakukuha sa supplier (freebies from distributors)	2.79	Agree
Composite Mean	3.05	Agree

Legend: Strongly Disagree: 1.00- 1.49 Disagree: 1.50-2.49 Agree: 2.50-3.49; Strongly Agree: 3.50-4.00

Table 12 shows which practices have significant relationship with the sales of the sari-sari stores. When it comes to product, product variety due to different market creates a significant relationship with the sales of the sari- sari stores, since it attracts customers to buy knowing that they will not waste time asking for what they want and since they are already aware that the store is selling the kind of product they are looking for. Distance from the houses of the customer is negatively significant. This is due to the choice of people for the nearer store to their houses; they buy from the nearest stores that will provide convenience to them, thus affecting the sales of other stores. According to the study of Sweeney (2015), making the availability of higher levels of product variety exhibits the generation of increased revenues for both retail and manufacturing firms. Brand variety is linked with higher inventory levels, lower stock out rates

and higher sales. Then, according to the study of Hansen & Solgaard (2004), price and distance was found that there is a negative effect of distance on store choice behavior was unusually greater. From the table above, there are also several points that are probably significant. Known trends and customer preferences got sig. value of 0.089, it may be probably significant since customers will more likely to purchase from the store that carries the product that s according to their preferences. Giving discount got significant value of 0.055, which is also probably significant since discounts can easily attract customers and since they don't want to overpay, instead they assure that they are receiving the best deals (Reilly, 2016). Store ambiance that got sig. value of 0.084 which can be also probably significant since ambience became as one of the significant part to entice the shoppers. Today, customers want a free from dirt, bright shopping atmosphere with merchandise clearly marked (Batra, 2011). From the book, Shaum's by Murray Spiegel, when the number less than 0.10 but greater than 0.05 it is probably significant due to small sample size of respondents.

Table 12. Relationship between the marketing mix and the sales of the sari-sari store

Marketing Mix	Monthly Income		
Product 3. May mga produkto para sa iba't ibang uri ng customer (halimbawa: estudyante-school supplies)	Pearson Correlation Sig. (2-tailed) N	.330* 0.013 56	
Product 5. Nagtitinda ng mga bagong produkto dahil sa uso o nalamang gusto ng customer	Pearson Correlation Sig. (2-tailed) N	0.23 0.089 56	
Price 5. Nagbibigay ako ng discount sa mga bilihin	Pearson Correlation Sig. (2-tailed) N	0.258 0.055 56	

Place 2. <i>Malapit sa mga tahanan</i>	Pearson Correlation Sig. (2-tailed) N	- .462** 0 56
Other Strategies 4. <i>Maaliwalas ang tindahan</i> (<i>itsura, malawak, maliwanag, malinis</i>)	Pearson Correlation Sig. (2-tailed) N	0.233 0.084 56

*Correlation is significant at the 0.05 level (2-tailed).

**Correlation is significant at the 0.01 level (2-tailed).

Table 13 shows there is a significant difference in the practicing strategies when respondents were grouped according to sex. First question for product that got p-value of 0.032, and fifth question for place that got 0.025, both females got a higher mean that makes it different on decision making of the males. For the first one, female got 3.359 higher than male that got 2.9412. The second one, for the female got 3.4103 higher than male that got 2.9412. Females had higher tendency to observe product variety due to customer needs and wants, and ensuring the convenience for the customers.

Table 13. Difference on the level of marketing mix of the sari-sari stores when the respondents are grouped according to gender

Grouping Variables	Sex	P-value	Remarks
Product 2. <i>Mayroong mga produkto para sa pangangailangan at gusto ng nakararami</i>		0.032	Female (3.359) > Male (3.000)
Place 5. <i>Madalas na naibibigay ng tindahan ang hinahanap na</i>		0.025	Female (3.4103) > Male (2.9412)

kailangan at gusto
ng customer
(convenience)

Table 14 above shows that there was a significant difference on the practice in terms of age when it comes to making products always available for the convenience of the customers that has p- value of 0.047. Owners ages 44 to 55 got the highest mean which is 3.6667 while ages 20 to 31 got the lowest which is only 2.9. Ages 44 to 55 were more likely observing the provision of convenience for the customers, since they had more experience compared to the ages 20 to 31 that got the lowest mean and these ages were just starting their businesses.

Table 14. Difference on the level of marketing mix of the sari-sari stores when the respondents are grouped according to age
Grouping Variables

Age	P-Value	Remarks
Place 5. <i>Madalas na naibibigay ng tindahan ang hinahanap na kailangan at gusto ng customer</i> (convenience)	0.047	44-55 (3.6667) Highest > 20-31 (2.9 Lowest

Table 15 shows that owners who had the educational attainment of elementary got highest mean which is 3.6667 when it comes to practicing decisions considering customer preferences, while those who reached secondary level got the lowest which is 2.8. Those who finished elementary were more likely to rely only and none other than just on known trends and known preferences of current customers when it comes to choosing products they are going to sell. They don't do other form of researching or strategizing. According to Bosire & Etyang (2003), the higher education is

linked with the more knowledge and skills on the practice of the business. This implies more education widens the scope of perception, hence improving the individual's abilities to do certain tasks better.

Meanwhile, when it comes to availability, owners who reached tertiary level got the highest mean that is 3.118 and those in secondary level got the lowest which is 2.6. According to the study of Jimenez et. al, (2015), tertiary education escalates proper entrepreneurship as a result of the higher self- confidence, lower observed risk and enhanced human capital.

Table 15. Difference on the level of marketing mix of the sari-sari stores when the respondents are grouped according to Educational Attainment

Grouping Variables

Educational Attainment	P-Value	Remarks
Product 5. <i>Nagtitinda ng mga bagong produkto dahil sa uso o nalamang gusto ng customer</i>	0.013	Elementary (3.6667) Highest > Secondary (2.8) Lowest
Place 4. <i>Hindi nauubusan ng stock ang tindahan</i>	0.033	Tertiary (3.4118) Highest > Secondary (2.6) Lowest

CONCLUSION

Most of the sari-sari store owners are female, aged 32 to 43, married, and were high school graduates. Most of them think construed marketing as selling and the least of them thought marketing as office work. Many of the retailers considered the preferences of their customers when it comes to choosing the products they are going to sell. Many based their pricing on suggested retail price than cost and competitive based pricing, and only few were giving discounts. Most of the sari-sari stores

were very near the houses and ensures the convenience for the customers. They did promotions but only limited to personnel or owner informing current customers, they did not do promotions that can attract new customers. Incentives from their suppliers also affected the promotions of some other stores. Most of them also considered relationship marketing for current customers. Lastly, many considered ambience and visual merchandising of the store important, but a few did not. Many of the sari-sari store owners did not fully understand the practices of marketing. Many were not aware that they were already practicing it but were not doing it effectively.

In relation to sales, the product variety due to different market creates a significant relationship with the sales of the sari- sari stores, since it attracts customers to buy knowing that they will not waste time asking for what they want since they are already aware that the store is selling the kind of product they are looking for. Meanwhile distance of the houses was negatively significant to the sales due to the choice of people for the nearer store to their houses, they buy from the nearest stores that will provide convenience to them, thus affecting the sales of other stores. There were many other strategies they are practicing but unaware of it, thus it does not really make a significant difference with their sales.

The study also concludes that females have higher tendency to observe product variety due to customer needs and wants, and ensure the convenience for the customers. Those 44 to 55 year olds were more likely observing the provision of convenience for the customers since they have more experience compared to the ages 20 to 31 that got the lowest mean and these ages are just starting their businesses. The higher their age and experience in operating the store, the more they tend to practice it. Lastly, when it comes to educational attainment, those who finished elementary were more likely to rely only, and none other than just on the known trends, and known preferences of their current customers when it comes to choosing products they are going to sell. They did not engage in other forms of researching or strategizing, since they have limited knowledge due to low educational attainment. Meanwhile those who finished tertiary were better observing when it comes to prevention of out of stock, since their

educational attainment helps them have wider perception of business ideas.

RECOMMENDATION

The proponents of this research recommend making the sari-sari store owners fully understand even the basic marketing concepts especially the 4P's so that they can practice with in their sari-sari stores and their sales will also increase. The local government, at least Barangay Makiling itself should make a requirement of providing seminar to those who are planning to start sari-sari store or other related business. At the same time LPU-Laguna can help conduct seminar through collaboration with the College of Business and Accountancy to teach them since they already have different experiences and knowledge about this field. Otherwise, the Barangay Makiling can also give options to the individual who wishes to start the business and thinks he or she doesn't need to attend the seminar anymore, they may present proof of knowledge of running the business to ensure the success of the stores and the retailers themselves.

Future proponents of the recommended seminar can use this research as basis for their project so they can have idea about the current situation of the sari-sari stores in Barangay Makiling. This will help them form ideas such as topics and approaches that they can share to the owners of the sari-sari stores, as well as the current advocates of Adopt-a-Store project of Institutional Social Responsibility Office can link this research to their program to give them idea of what more they can consider in their program. Eventually, those researchers will evaluate the owners if there are changes with the condition of their stores.

For future researchers, they may conduct a wider scope of this research in a longer time span to further analyze more factors that affect the marketing practices and decisions of the sari-sari stores. They may include SWOT and PESTLE Analysis to determine if there are external factors that can affect and also increase the number of respondents to

better identify if there are more reasons why retailers do not practice other marketing strategies or why is it only limited to their current practices

REFERENCES

Adenowun, Joseph (2014). Preventing Stock Outs in your Supply Chain. Retrieved from <https://www.linkedin.com/pulse/20140801201936-103533233-preventing-stock-outs-in-your-supply-chain>

Allen, Debbie (2017). 5 Marketing Mistakes You Can't Afford To Make. Retrieved from <https://www.businessknowhow.com/marketing/marketing-mistakes.htm>

Aveta Business Institute [ABI] (2013). *The Importance of Marketing in the Retail Industry*. Retrieved from <https://www.sixsigmaonline.org/six-sigma-training-certification-information/the-importance-of-marketing-in-the-retail-industry/>

Bates, T. (1990). Entrepreneur human capital inputs and small business longevity. *The review of Economics and Statistics*, 551-559.

Castro, Ruelle Albert (2016). 7-eleven owner admits: *For convenience, sari-sari stores cannot be beaten*. Retrieved from <http://www.malaya.com.ph/business-news/business/7-eleven-owner-admits-convenience-sari-sari-stores-cannot-be-beaten>

Entrialgo, M., & Iglesias, V. (2016). The moderating role of entrepreneurship education on the antecedents of entrepreneurial intention. *International Entrepreneurship and Management Journal*, 12(4), 1209-1232

Finn, Lisa (2017). Duties & Responsibilities of A Store Keeper. Retrieved from <https://careertrend.com/duties-responsibilities-store-keeper-2232.html>

Hansen T., Solgaard H.S. (2004). Measuring the Effect of Distance on Consumer Patronage Behavior: a structural equation model and empirical results," New Perspectives on Retailing and Store Patronage Behavior: A study of the Interface Between Retailers and Consumers, Boston: Kluwer Academic Publishers

Hudson, Matthew (2017). How Product Knowledge Could Increase Sales. Retrieved from <https://www.thebalance.com/benefits-of-product-knowledge-2890302>

Insights Philippines (2016). *Sari-Sari Stores*. Retrieved from <http://www.insights-philippines.de/sarieng.htm>

Jud, Brian (2012). Misunderstood Marketing. Retrieved from <http://www.bookmarketingworks.com/MarketingvsSelling.htm>

Jurevicius, Ovidijus (2013). *Porter's Five Forces*. Retrieved from <https://www.strategicmanagementinsight.com/tools/porters-five-forces.html>

Kotler, Philip (2016). *Dr. Philip Kotler Answers Your Questions on Marketing*. Retrieved from http://www.kotlermarketing.com/phil_questions.shtml

Lacamiento, Grace Melanie I. (2013). *Sari-sari store community fuels retail sector growth*. Retrieved from <http://www.philstar.com/cebu-business/2013/06/10/952327/sari-sari-store-community-fuels-retail-sector-growth>

Lorenciana, Carlo S. (2014). *To sari-sari store industry: ASEAN integration seen detrimental*. Retrieved from <http://www.philstar.com/cebu-business/2014/07/01/1341118/sari-sari-store-industry-asean-integration-seen-detrimental>

Nornberg, Vanessa Merit (2012). Don't Discount: Here's Why. Retrieved from <https://www.inc.com/vanessa-merit-nornberg/why-small-businesses-should-not-discount.html>

Phibbs, Bob (2017). *What Is a Marketing Plan and Does Your Independent Retail Store Need One?* Retrieved from <https://www.retaildoc.com/blog/what-is-a-marketing-plan-and-does-your-independent-retail-store-need-retail-marketing-strategy>

Pickard-Whitehead, Gabrielle (2017). Debunking Myths About Mom and Pop Shops. Retrieved from <https://smallbiztrends.com/2017/03/family-business-statistics.html>

Reilly, Paul (2016). Buyers Want More Than a Discount. Retrieved from

<https://www.reillysalestraining.com/buyers-want-discount/>

Spiegel, M. R. (2016). Schaum's Outlines Probabilty and Statistics. Sims, E. R. (2013). Uncertainty and economic activity: Evidence from business survey data. *American Economic Journal: Macroeconomics*, 5(2), 217-49.

Sutevski, Dragan (2017). Understanding The Customer's Needs Will Increase Your Business Potential Energy. Retrieved from <http://www.entrepreneurshipinabox.com/364/understanding-customers-needs-effects>

Tempo Online (2017). *BIR eyes taxing 'sari-sari' stores*. Retrieved from <http://tempo.com.ph/2017/01/27/bir-eyes-taxing-sari-sari-stores/>

Walker, E., & Brown, A. (2004). What success factors are important to small business owners?. *International small business journal*, 22(6), 577-594.

Works of heart [WOH] (2017). *The hapinoy sari-sari store program*. Retrieved from <http://hapinoy.com/about/the-hapinoy-sari-sari-store-program>

Zahid, Ishrat Nadeem (2013). *Product Management: The Art and Science of Managing Network and Communications Industry Products*. Retrieved from https://books.google.com.ph/books?id=abX0N7Um28oC&dq=product+strategy&source=gb%2Bnavlinks_s

Zarate, Cynthia A., (2011). *Business Policy and Strategy*. Sampaloc, Manila, Rex Bookstore