

Entrepreneurial Marketing Strategies (EMS) of MSMEs after Pandemic in Poblacion Uno, Cabuyao City, Laguna

Jomar C. Gamana^{1*}, Kristel M. Camince², Emmren Joy S. Capul³, Mark Alvin B. Garcia⁴,
Mark Justin B. Dogmoc⁵, Divine C. Cardinal⁶, Maria Bea R. Castillo⁷

^{1,2,3,4,5,6,7}College of Business and Management, CITI Global College, Cabuyao City, Laguna

Abstract— This study investigates the effectiveness of Entrepreneurial Marketing Strategies (EMS) employed by Micro, Small, and Medium-sized Enterprises (MSMEs) in Poblacion Uno, Cabuyao City, Laguna, in the post-COVID-19 pandemic era. Recognizing the vital role of EMS in navigating the increasingly volatile and competitive business landscape, the research employed a descriptive-quantitative approach to examine how MSMEs adapt and utilize these strategies to survive, compete, and thrive. A self-developed questionnaire, based on existing literature and validated instruments, was used to gather data from MSME owners regarding their demographic characteristics, EMS utilization, and perceived effectiveness of these strategies. The findings reveal a dynamic landscape of predominantly female, older, and more educated MSME owners who, despite facing financial constraints, demonstrate a proactive approach to EMS, particularly in adopting digital strategies and showcasing customer-centricity. However, weaknesses exist in areas like market research, performance measurement, and online advertising, necessitating further support and research to fully leverage the potential of EMS. Interestingly, the effectiveness of EMS appears consistent across different demographic characteristics, highlighting the importance of experience, skills, and adaptability in navigating the post-pandemic business environment. The study provides valuable insights for policymakers and support organizations seeking to assist MSMEs in their recovery and growth through tailored interventions that strengthen their competitiveness and ensure long-term sustainability.

Index Terms— Entrepreneurial Marketing Strategies (EMS), Micro, Small, and Medium-sized Enterprises (MSMEs), post-COVID-19 pandemic, digital strategies, customer-centricity, market research, performance measurement, online advertising, business resilience, sustainable growth.

1. Introduction

With the requirement of MSMEs to emerge and develop in tough economic situations, Work advertising methodologies (EMS) presently turn into a crucial design. Due to the business environment that will be even more changed, of course the MSME about to adapt immediately and all strategies including entrepreneurial marketing should be applied. These will be MSME-centric marketing solutions comprising planning, research, branding, promotion and customer relationship

management among others. These businesses can survive, compete and thrive in the current market with effective EMS and reaching their audience with the right message.

In this highly competitive and ever-changing environment, MSMEs must be equally agile, which is where entrepreneurial marketing helping through infusion of agility comes critical for MSMEs. Such businesses are expected to be nimble, creative, and strong on marketing if they want to achieve sustainable growth. The pandemic has intensified the importance of an agile EMS, with companies needing to rethink their approaches and discover alternative methods to engage with consumers. Awareness of the contrasts between traditional and entrepreneurial marketing, along with the connections amongst entrepreneurship and marketing functionality will assist MSMEs to overcome post-pandemic challenges and promote their recovery path for a sustainable future.

2. Literature Review

Micro, small and medium-sized enterprises (MSMEs) have become more relevant than ever due to EM by focusing on solutions for businesses facing uncertainty in turbulent conditions while complying with the limited resources these companies need. Through EM, enterprises take a proactive stance to exploit opportunities and put the customers in focus with creative yet cost-effective marketing techniques to create long-lasting relationships with their customers and sustainable growth. It highlights the need for organizations to utilize online platforms and non-traditional strategies to create differentiation in competitive, saturated landscapes; where traditional marketing often emphasizes larger, more mature companies with seemingly deep pockets.

MSMEs account for an enormous part of inventions and employment in any given economy, thus also playing a significant role in the economic growth and development. They are essential to achieving sustainable development goals and stimulating economic growth. That said, MSMEs have unique challenges in terms of resource access and the volatile nature of markets. These challenges have been amplified by the COVID19 pandemic, which has disrupted supply chains and

*Corresponding author: jomargamana4@gmail.com

sales, as well as pushed businesses to adapt to the rapid shifts in consumer behavior.

Nevertheless, MSMEs have rescheduled themselves despite the hardships encountered. Entrepreneurial marketing allows MSMEs to play on their strengths and convert threats into opportunities by overcoming core limitations, thereby facilitating sustainable growth in the most arduous of times. EM enables MSMEs to recognise and take advantage of opportunities, develop better consumer experiences, stimulate innovation, thus enabling it for long-term growth and viability for both the businesses as well as the broader economy.

3. Methodology

A. Design

The latter approach is descriptive-quantitative and provides inferences beyond mere numbers important for the insight of analyzing things. It is based on the collection and analysis of numerical data to ascertain relationships, averages and cause and-effect associations (if any) between two or more variables while describing characteristics of the population or phenomenon being studied in a systematic manner. This method facilitates breakdown the research theoretical framework with regards to "what", "where", and "when—" aspect of question, disclosing relationships by means of observation and measurement without restraint or manipulation.

B. Instrumentation

The aim of the study is to determine the effectiveness of Entrepreneurial Marketing Strategies (EMS) employed by MSMEs after pandemic in Poblacion Uno, Cabuyao City, Laguna. Data regarding the opinions business owners may have on the effectiveness of EMS will be collected using a self-developed questionnaire based on findings in the literature and validated questionnaires. The data will offer understanding into the new marketing strategies undertaken by MSMEs in a post pandemic world.

C. Data Source

The study is designed to identify the Effectiveness of post pandemic Entrepreneurial Marketing Strategies (EMS) among MSMEs in Poblacion Uno, Cabuyao City, Laguna and this will be achieved through obtaining data from business owners using a researcher-made questionnaire. A thorough review of existing literature and previously validated questionnaires will be used to create this questionnaire, ensuring its reliability and validity at capturing business owners perceptions on EMS effectiveness. Data collected through the survey will also shed light on the change in marketing strategy of MSMEs after pandemic.

D. Data Analysis

Researchers will use a range of statistical procedures to examine survey data. Business profiles of the respondents will be described using simple percentage and their perception on Entrepreneurial Marketing Strategies (EMS) were determined using weighted mean. Opinions on the effectiveness of EMS

(with response options including "Highly Effective", and "Highly Ineffective") will be assessed via a 4-point Likert scale. In addition, for testing the hypothesis of this study, the Pearson correlation will be applied to analyze the relationship between variables and measuring the degree of linear dependence statistically. This will give us a measure of the strength and direction (positive/negative) of the relationship between other covariates of EMS and its perceived effectiveness.

Table 1
Respondent 's category

Respondents	Population Size	Sample Size
Microenterprises	204	135
Small Enterprises	65	56
Medium Enterprises	14	13
Total	283	204

Table 2
Likert scale

Point	Scale Range	Quality Description
5	4.21 – 5.00	Highly Effective
4	3.41 – 4.20	Effective
3	2.61 – 3.40	Slightly Effective
2	1.81 – 2.60	Ineffective
1	1.00 – 1.80	Highly Ineffective

Table 3
Demographic profile of the respondents' according to age

Age	Frequency	Percentage
35-44	29	51.7857
45-54	15	26.7857
25-34	11	19.6429
55-onwards	1	1.78571
Total	56	51.7857

Table 4
Demographic profile of the respondents according to gender

Gender	Frequency	Percentage
Female	32	57.1429
Male	24	42.8571
Total	56	100

Table 5
Demographic profile of the respondents according to education level

Education Level	Frequency	Percentage
High school graduate	26	46.43%
Bachelor's degree	13	23.21%
Postgraduate degree	11	19.64%
No formal education	6	10.71%
Total	56	100

Table 6
Demographic profile of the respondents according to monthly income

Monthly Income	Frequency	Percentage
PHP 20,001 - PHP 30,000	40	71.4
PHP 10,001 - PHP 20,000	14	25
PHP 30,001 - PHP 50,000	2	3.6
Total	56	100

4. Results and Discussion

A. Respondent's Profile

The study reveals a demographic landscape of MSME owners who are predominantly female, older, and more educated, but face financial constraints. Their modest incomes limit investments in growth strategies, highlighting the need for tailored support and research to address their specific

Table 7
Respondents' entrepreneurial marketing strategies

Question	Mean	Rank	Descriptive Value
Our MSME has shifted significantly towards digital marketing strategies since the pandemic.	3.85	4	Neutral
We have utilized social media platforms more frequently for marketing since the pandemic.	3.9	1	Neutral
Our business has developed new products or services in response to changes in consumer preferences post-pandemic.	3.88	3	Neutral
We have adopted more flexible pricing strategies to adapt to the economic impact of the pandemic.	3.83	5.5	Neutral
We engage in community marketing efforts to build stronger relationships with local customers.	3.89	2	Neutral
Our marketing strategies now emphasize health and safety measures to address customer concerns.	3.83	5.5	Neutral
We use targeted advertising to reach specific customer segments more pandemic.	3.76	9	Neutral
We have partnerships with other local promotion since the pandemic.	3.6	10	Neutral
Our business actively seeks customer feedback to improve our products and marketing strategies post-pandemic.	3.79	7	Neutral
We have increased our investment in online advertising to reach a broader audience since the pandemic.	3.77	8	Neutral
Total	3.81		Neutral

Table 8
Level of effectiveness of entrepreneurial marketing strategies in MSMEs after pandemic

Question	Mean	Descriptive value	Rank
Planning			
Our MSME has a clear marketing plan that addresses post-pandemic challenges.	3.83	Agree	11
Our MSME regularly updates its marketing plan based on changing post-pandemic market conditions.	3.84	Agree	12
Our MSME has set specific marketing goals for the post pandemic era.	3.92	Agree	1
Our MSME effectively uses market research to guide our planning process post-pandemic.	3.91	Agree	2
Our MSME's marketing plans are well communicated to all team members involved.	3.88	Agree	6
Supervising			
Our MSME's leadership effectively oversees the execution of marketing strategies post pandemic.	3.84	Agree	13
Our MSME has adequate supervisory mechanisms to monitor marketing activities.	3.8	Agree	14
Our MSME's supervisors provide timely feedback and support to enhance marketing efforts.	3.88	Agree	5
Our MSME ensures that all team members understand their roles in marketing efforts post-pandemic.	3.86	Agree	7
Our MSME's leadership adapts quickly to solve challenges encountered in marketing activities.	3.85	Agree	9
Implementation			
Our MSME has effectively implemented its marketing strategies post pandemic.	3.9	Agree	3
Our MSME measures the outcomes of marketing strategies to gauge effectiveness.	3.79	Agree	15
Our MSME has been able to adjust its marketing strategies based on performance feedback.	3.88	Agree	4
Our MSME utilizes digital marketing tools effectively in the implementation of strategies.	3.86	Agree	8
Our MSME's marketing implementations have directly contributed to increased customer engagement post-pandemic.	3.84	Agree	10
Total Mean	3.86	Agree	-

challenges and ensure their long-term viability.

B. Entrepreneurial Marketing Strategies

MSMEs in Poblacion Uno are actively embracing digital strategies in response to evolving consumer and economic trends. Although customer-centric and innovative, their digital adoption remains incomplete, necessitating further research into the barriers they face and the best practices for effective integration. Support for online advertising and partnerships is crucial to promote growth.

C. Effectiveness of Entrepreneurial Marketing Strategies

MSMEs demonstrate a positive perception of their EMS post-pandemic, particularly in planning, supervision, and implementation. However, weaknesses exist in market research, performance measurement, and monitoring systems. Addressing these areas will enhance their competitiveness and enable sustainable growth through data-driven decision-making and value-added strategies.

D. Relationship Between Demographics and EMS Effectiveness

Interestingly, EMS appears to be a common strategy among MSMEs regardless of owner age, gender, or education level. While gender significantly influences marketing planning effectiveness, suggesting a need for further research into underlying factors, age and education level have less impact.

This highlights the importance of experience, skills, and adaptability in navigating crises and emphasizes the need for customized support initiatives tailored to specific MSME needs.

5. Discussion

This study examined the effectiveness of Entrepreneurial Marketing Strategies (EMS) employed by MSMEs in Poblacion Uno, Cabuyao City, Laguna, following the COVID-19 pandemic. Recognizing the crucial role of EMS in navigating the increasingly volatile business environment, the research aimed to understand how MSMEs adapt and utilize these strategies to survive, compete, and thrive. A descriptive quantitative approach was employed, utilizing a self-developed questionnaire based on existing literature and validated instruments to gather data from business owners.

The findings reveal a dynamic landscape of predominantly female, older, and more educated MSME owners who, despite facing financial constraints, demonstrate a proactive approach to EMS. They are actively embracing digital strategies, showcasing customer-centricity and innovation, but require further support in areas like market research, performance measurement, and online advertising to fully leverage the potential of EMS. Interestingly, the effectiveness of EMS appears to be consistent across different demographic characteristics, highlighting the importance of experience,

skills, and adaptability in navigating the post-pandemic business environment.

This research provides valuable insights for policymakers and support organizations seeking to assist MSMEs in their recovery and growth. By understanding the specific challenges and needs of these businesses, tailored interventions can be developed to strengthen their competitiveness and ensure long-term sustainability. Further research is recommended to explore the barriers to digital adoption, identify best practices for EMS implementation, and investigate the long-term impact of these strategies on MSME resilience and growth.

6. Conclusion

A. Respondents' Demographic Characteristics

Such a detailed demographic composition of MSME owners bears a tale of dynamic MSMEs, but financially challenged in the region. The new generation is composed of female entrepreneurs that look somewhat older and are more educated by an ever-increasing margin. Which implies a mix of experiential and expertise-driven activities. The bulk of monthly incomes between PHP 10,001 and PHP 30,000 suggests that these businesses — mostly micro or small — may be constrained in terms of investments for growth strategies like marketing or technology adoption. Such Financial Limitation may prove to be a challenge for Competitiveness and Expansion in the post-pandemic market. In depth research on the type of assistance these MSMEs need, there issues and problems is also required to create customised support initiatives and ensure long-term viability of such MSMEs.

B. Entrepreneurial Marketing Strategies of the Selected MSMEs in Poblacion Uno, City of Cabuyao, Laguna

This paper could contribute relevant information to readers about the entrepreneurial marketing strategies of MSME Entrepreneurs in Poblacion Uno, Cabuyao City, Laguna during post-pandemic. It emphasizes a clear move to digital, as the consumer landscape and economic forces continue to shift. MSMEs show a high degree of customer centricity and an openness to innovate in terms of new products/services, but their journey towards the digital space is still half cooked. Moreover, the research shows that more focused online advertisement and a partnership should be made to help promote growth in both market and identity. MSMEs have incorporated health and safety measures to instill consumer confidence into their marketing effort but are facing survival threat from resource constraints in the long term.

These results highlight the need for constant updates and digital training to ensure MSME sustainability in a changing business environment. Future research will need to explore the limitations that stymie digital adoption, the practices considered leading examples of effective digital integration, and the longer-term sustainability of this isotope of functionality. Thorough examinations that target a more diverse geography would increase the applicability of these findings and provide a deeper insight into MSME marketing in the post-pandemic era.

C. Level of Effectiveness of Entrepreneurial Marketing Strategies in MSMEs After Pandemic in Terms of: Planning, Supervising; and Implementation

To summarize, the findings indicated that Micro, Small and Medium Enterprises (MSMEs) in Poblacion Uno have generally positive evaluation with regards to their Entrepreneurial Marketing Strategies (EMS) after Pangbansag launched post-pandemic. This efficacy appears throughout the planning, supervision, and execution of processes indicative of their proactive modification to the ever-changing landscape. Still, this research pinpoints key areas needing work. MSMEs are comparatively weaker in using market research to confirm their decision-making with data and lack robust performance measurement systems for evaluating marketing outcomes. Finally, even though supervisory feedback is perceived positively in this study, there may be limitations in monitoring and control systems.

This aspect of evolving the EMS must continue to be a focus for MSMEs in order to build their strength and competitiveness. These measures consist of enhanced market research, integrated performance evaluation systems and more stringent supervisory constraints. Focusing on these areas allows MSMEs to streamline the marketing process and sustainable strategies for growth with effective market penetration based not only on cost but also value addition in balancing competition as the markets evolve. These developments will ultimately help the MSMEs of Poblacion Uno to better realise their potential and be successful in a new economy outside the pandemic crisis.

D. Significant Relationship Between the Demographic Characteristics of the Respondents and the Level of Effectiveness of Entrepreneurial Marketing Strategies in MSME's After Pandemic?

Surprisingly, Entrepreneurship Marketing Strategies (EMS) seems to have become a homogeneous strategy of most micro, small and medium-sized enterprise (MSME) owners in Poblacion Uno, Cabuyao City, Laguna after pandemic least both the owner age, gender nor even education level. Indeed, the challenges and opportunities encountered within this particular locale may have forged an emphasis towards a cohesive perspective of entrepreneurial marketing [64]. Findings revealed that gender significantly affected the marketing planning effectiveness, indicating that male and female owners of MSMEs view the marketing planning differently. Such a compelling and provocative finding provides a fruitful area for future study on other factors such as risk aversion, resource access or social construction that underlie this gap.

Age and education level: one might presume those factors, like many others, would come into play in the effective use of EMS, but it does not appear to be a primary indicator among the few under these umbrellas in this case — perhaps experience and skills and adaptability are perhaps equal if not more important when dealing with crises. The study highlights the need for customised interventions that cater to particular MSME needs, like marketing planning workshops, accessibility of digital marketing tools and collaborative learning. Marketing

the EMS as an initiative will not only help offer recovery and sustainability but it will also empower policymakers and support organizations to encourage MSMEs in Poblacion Uno to utilize such initiatives for sustainable ride after the pandemic. This study may lay the foundation for other studies exploring alternative variables such as types of marketing strategies, resource access, and government support programs that affect EMS sustainability post-pandemic so that better frameworks can be proposed toward more effective MSME resilience and growth strategies.

7. Recommendations

A. Financial help for Micro and Small Enterprises

As a large section of MSMEs including micro and small enterprises are facing the first two constraints due to financial burden, it calls for focused financial assistance programmed along with capacity building in these lines. That could involve providing access to microfinance loans, grants and venture capital as well as hosting workshops and training on literacy in finance, accounting and investments. Moreover, programs to improve their skillsets and knowledge on digital marketing, ecommerce, technology adoption should also be prioritized. This will help MSMEs deploy growth strategies, increase their competitiveness and deepen their market presence.

B. Bridging the Digital Divide

MSMEs have shown their interest in the adoption of these methods of marketing, but still at a nascent stage. Therefore, to bridging this digital divide, Digital marketing Programmes like What so ever the in troops Facebook marketing and SEO and e-commerce tools should be well taught Such programs need to be developed in an accessible and affordable manner that takes into consideration the various needs of MSME owners, technology adoption levels, digital literacy level of employees working under these MSMEs/platforms. Partnerships with technology providers and digital marketing agencies can further enable MSMEs to capitalize on affordable solutions and gain access to professional assistance.

C. Reinforcing Market Research and Marketing Performance Measurement

Because of their small sizes, MSMEs are often less competent in market research than large firms. There is a need for more effective evaluation of the result of marketing activities among these MSMEs to make data-driven decisions in future processes. Workshops and training programs on market research methodologies, data analysis techniques, and the use of market intelligence tools could help accomplish this. Promoting the adoption of strong performance measurement systems (such as KPIs and marketing analytics dashboards) would help MSMEs track their progress, areas for improvement, and optimise their marketing strategies. Gender-Inclusive Marketing Planning: Due to the prominent gap in perspectives of male and female MSME owners about effectiveness of marketing planning, it is suggested to promote gender-inclusive approaches. This can be done by conducting workshops that deal with the issues and hurdles faced by these

women entrepreneurs, at a micro level. Such programs must be built around confidence-building for marketing planning, develop leadership skills and provide access to networks and resources available to women entrepreneurs.

Authorities must create platforms for collaboration and networking among the MSMEs which may lead to a peerto-peer learning platform, mentorship opportunities, and exchange of best practices. This can happen through the MSME networks, industry associations and online forums. Promoting collaboration between MSMEs with big corporates, R&D organisations will further empower them as they gain access to important resources, technology and know-how.

Improving Local Governments Support Program: The government needs to assess their support along their function and also supporting MSME development is an obvious function of the Government where it could directly intervene by simplifying registration implementing tax incentives and ensuring that proper infrastructure & utilities are provided at affordable cost. Also, government support programs ought to be modified and adjusted at regular intervals to keep their relevancy in addressing the relevant needs of MSMEs after the pandemic.

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