International Journal of Sustainability and Advanced Integrated Research
Volume 2, Issue 1 (January-March 2026) | ISSN: 3107-7854
DOI: https://doi.org/10.65339/ijsair.V2.I1.017

Business Sustainability of Micro Enterprises in Selected Barangays of Taguig City: Basis for Enhanced Promotional Campaign

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Publication history: Received: December 11, 2025; Revised: January 18, 2026; Accepted: January 22, 2026
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Abstract

Micro enterprises play a crucial role in local economies, providing livelihoods and fostering community development. This study examines the business sustainability of micro enterprises in selected barangays of Taguig City, focusing on their challenges, resilience strategies, and the potential for enhanced promotional campaigns. Through surveys and interviews, the research identifies key factors influencing sustainability, including monetary management, customer retention, market competition, and government support. Findings indicate that micro enterprises struggle with a limited resources and fluctuating demand, necessitating adaptive business strategies. Additionally, effective promotional campaigns tailored to their specific needs can enhance visibility, attract customers, and strengthen sustainability. The study proposes a campaign for promotional enhancements that align with the micro enterprises' operational capabilities and a market dynamic. The recommendations emphasize digital marketing, community engagement, and collaborative partnerships as essential tools for growth. This research contributes to the broader discourse on microenterprise sustainability, offering actionable insights for entrepreneurs, policymakers, and local stakeholders committed to economic resilience and business development.

Keywords: Micro Enterprises, Business Sustainability, Taguig City, Promotional Campaign, Economic Resilience, Food and Beverages

1. Introduction

The Philippines, often called the "Pearl of the Orient," is an attractive destination for foreign investment and it is projected to be among Asia's fastest-growing nations (Midel, 2023). To return in pre-2020 growth rates, companies must reevaluate their strategies (Canto et al., 2023). However, unchecked economic growth may inadvertently push more people into poverty (Worldbank Group, 2023). Some Filipinos are leaving traditional 9-to-5 jobs to become entrepreneurs (Cabalza, 2024). High unemployment can contribute to budget deficits (Simpson et. all., 2024) and signal economic weakness (Jocson et. all., 2024). The social costs of mass unemployment include income losses and job insecurity issues (Lanzona Jr., 2023).

With that, challenges such as persistent inflation, rising interest rates, and uncertainty hinder sustainable growth (Sokunthea, 2023). Despite increasing recognition, entrepreneurs face significant obstacles (Sulochana, 2021). As Catherine Cote points out in *Disruptive Strategy, Entrepreneurship & Innovation* (2022), the sustainability of an idea hinges on its market need and ability to solve customer pain points. In the Philippine microenterprise setting, these realities are further influenced by organizational capabilities, workforce readiness, governance quality, and digital infrastructure that shape how firms respond to competitive and environmental pressures (Santos, 2023; Jacoba et al., 2024; Ortiz et al., 2025; Yu & Santos, 2025). Promotional campaigns remain crucial for informing target markets about product launches and service expansions (Goodbye et al., 2021), particularly as small enterprises increasingly depend on digital platforms, customer engagement tactics, and innovation-driven marketing to build visibility and sustain relevance (Santos et al., 2024; Santos, 2024; Santos, 2022). At the same time, emerging shifts in service delivery systems, institutional adaptation, and technology-enabled operations reinforce the need for micro enterprises to strengthen operational responsiveness and customer experience, especially in periods of disruption and evolving consumer behavior (De Lara & Santos, 2024; Binaluyo et al., 2024; Santos, 2023). Therefore, this study aims to explore the sustainability practices of micro enterprises in selected barangays of Taguig City and their implications for enhanced promotional campaigns by linking market realities with enterprise-level strategies that support resilience, competitiveness, and long-term business continuity (Santos, 2023; Santos et al., 2025).

1.1. Background of the Study

The business sustainability of micro enterprises is a crucial area of study that focuses on how these businesses support their long-term viability while navigating economic, social, and environmental challenges. Globally, micro enterprises are recognizing as significant contributors to innovation, employment, and economic development. However, the sustainability of these businesses often relies on effective strategies, including promotional campaigns that enhance transparency and competitiveness (Martins, 2022). Every year, thousands of individuals take a leap of faith to launch their business. While this trend says that entrepreneurship is more accessible than ever, it also highlights the increasing difficulty of achieving widespread recognition and success in highly saturated markets (Bansal, 2024).

In the Philippines, micro enterprises play a vital role in the economy, accounting for a substantial part of employment and GDP. Few research underscores the importance of marketing and promotional strategies in enhancing the competitiveness and sustainability of these enterprises (Martin et al., 2023). Micro enterprises are categorized by their asset size and employee count, with funding options ranging from personal savings, business loans and venture capital. The Department of Trade and Industry (DTI) defines micro enterprises with assets ≤ PHP 3 million, 1-9 employees (Franco, 2025). Comprising 90.43% of total business establishments, the food and beverage sector are one of the top industries for micro-enterprises, contributing to the employment and local economic growth (https://dti.gov.ph). These businesses receive help from simplified registration processes and government support, such as licensing and market authorization from the Food and Drug Administration (FDA) (https://www.fda.gov.ph/).

According to the 2020 census, Taguig City, or Lungsod ng Taguig, is a first-class highly urbanized city in Metro Manila, Philippines. It hosts a diverse array of micro enterprises, ranging from retail and food services to technology and creative industries. The barangay level emphasizes the need for community-specific promotional efforts that align with local needs and preferences. Campaigns should use social media, partnerships, and innovative approaches to ensure long-term sustainability (Corpuz et al., 2021). As stated to the https://dti.gov.ph/inde, the "Barangay Micro Business Enterprises Act of 2002" encourages the formation and growth of barangay micro business enterprises (BMBEs) by granting them incentives and other benefits. The Act primarily aims to integrate micro enterprises in the informal sector into the mainstream of the economy. A BMBE defines as any business enterprises engaged in production, processing, or manufacturing of products, including agro-processing, as well as trading and services, with total assets of not more than P3 million. Such assets shall include those arising from loans but not the land on which the plant and equipment are located. Based on ceopedia.org (2023), Micro-enterprises in the food and beverage industry face unique challenges, including limited access to capital, regulatory compliance, and market competition. However, they also provide opportunities for entrepreneurs to gain experience, build customer bases, and contribute to community development.

This research aims to examine the business sustainability of micro enterprises in selected barangays of Taguig City and formulate strategies for an enhanced promotional campaign. Specifically, identify key factors influencing the sustainability of MEs, including financial stability, market competitiveness, and operational efficiency. Additionally, explore obstacles faced by micro enterprises, such as limited resources, digital adaptation, and consumer engagement. Lastly, develop strategic recommendations to improve marketing efforts, leveraging digital tools, community-driven initiatives, and brand positioning techniques.

1.2 Statement of the Problem

This study aimed to address existing gaps by investigating how promotional campaigns contributed to the sustainability of micro enterprises in selected barangays of Taguig City. Specifically, it described the firmographic profile of the respondents in terms of years in operation, market presence, and monthly revenue level. It also determined the impact of promotional campaigns on the sustainability of micro enterprises in terms of financial sustainability, operational sustainability, and overall effectiveness. In addition, the study identified the prevailing promotional campaigns employed by micro enterprises, particularly their advertising practices, social media engagement, customer incentives, content marketing efforts, and use of traditional marketing channels. Furthermore, the study examined whether significant relationships existed between the respondents' firmographic segmentation and the impact of promotional campaigns on micro enterprise sustainability, as well as between firmographic segmentation and the promotional campaigns commonly used by micro enterprises. It likewise investigated the relationship between the impact of promotional campaigns on sustainability and the prevailing promotional campaigns implemented by the enterprises. Finally, based on the findings, the study proposed innovative marketing strategies that emphasized sustainability, integrated both digital and traditional media, and promoted community- and stakeholder-focused initiatives to enhance promotional approaches for micro enterprises.

2. Materials and methods

The researcher used a quantitative in nature method, with the aid of questionnaires as a means of gathering data, and the results are statistically computed and interpreted using the statistical treatment. Closed-ended questions are the questions that can be answered by selecting from a limited number of options (e.g., from strongly agree to strongly disagree) (Dossetto, 2023). A descriptive research design was employed to assess food and beverages business sustainability as the key area of exploration in selected barangays of Taguig City. This design allows for a comprehensive analysis of the current business environment, market trends, and potential opportunities (Alusen, 2019). Furthermore, a Likert scale is a rating system that used in questionnaires designed to measure respondents' opinions or perceptions (Jamieson, 2023). Radio buttons indicated to simplifies data collection and ensures that respondents provide precise firmographic details and making segmentation more effective (Mialki, 2025).

2.1 Population and Sampling Techniques

This study encompassed a population of 173 food and beverage micro business owners from the selected barangays: Lower Bicutan (65 respondents), New Lower Bicutan (46 respondents), and Barangay Tuktukan (62 respondents). Using Cochran's formula, the appropriate sample size was determined based on an unknown parameter utilized to estimate the population proportion. The selected margin of error has carefully chosen to ensure that the sample is both representative and accurate in relation to the study's objectives.

Cochran Formula. This formula helps the researcher determine the necessary sample size to achieve a desired level of precision or margin of error (e) with a specific confidence level (z-value) and estimated population proportion (p) (Oualid, 2022).

Formula:

$$n = \frac{Z^2 p(1-p)}{e^2}$$

Solution:

$$n_o = \frac{(1.96)^2\,(0.5)\,(1-0.5)}{(0.075)^2}$$

$$n_o = \frac{(3.8416)\,(0.5)\,(0.5)}{0.005625}$$

$$n_o = \frac{0.9604}{0.005625}$$

$$\mathbf{n_o = 170.7377777\ldots}$$

Where:
no = initial sample
z = z score = 1.96 at 95% confidence
p = estimated proportion (0.5 if unknown)
e = margin of error (0.075)

2.2 Instrumentation

This study utilized a custom-designed questionnaire as the primary data collection instrument to investigate the relationship between promotional campaigns and MEs' sustainability in selected barangays of Taguig City. To validate its effectiveness, a pre-test conducted with a small sample of micro business owners, leading to revisions that improved clarity and reduced biases. The finalized questionnaire distributed both online (Google Form) and in person to selected business owners, employing a four-point Likert scale ranging from "Strongly Agree" to "Strongly Disagree." Additionally, unstructured interviews and informal discussions were conducted to enhance and validate the quantitative data collected. These qualitative interactions provided deeper insights into MEs' promotional strategies. By tailoring the questionnaire and implementing a pre-testing phase, the study focused on minimizing response biases and improving data accuracy. This approach facilitated a comprehensive understanding of the effectiveness of promotional campaigns and their impact on business sustainability within Taguig City's micro enterprise sector.

2.3 Hypothesis

(H0) There is no significant relationship between the firmographic segmentation of the respondents and impact of promotional campaigns on MEs sustainability.

(H0) There is no significant relationship between the firmographic segmentation of the respondents and the prevailing promotional campaign employed by MEs.

(H0) There is no significant relationship between the impact of promotional campaigns on MEs sustainability and the prevailing promotional campaign employed by MEs in selected barangays of Taguig City.

3. Results and Discussion

3.1 Firmographic Segmentation of the Respondents.

The following variables considered by the researcher in describing the profile of the respondents:

Years of Operation

Table 1. Firmographic Profile of the Respondents in terms of Years of Operation

Years of Operation	Frequency	Percentage
Below 3 years	134	77%
4 years to 6 years	25	14%
7 years to 9 years	6	4%
More than 10 years	8	5%
Total	173	100%

Table 1 shows that most businesses are less than three years old, indicating a substantial number of newly established enterprises, represented by 134 respondents, or 77%. These micro-enterprises may still be in their growth stage and are likely to face challenges such as building customer bases and managing operational complexities. In the segment of businesses aged four to six years, twenty-five respondents account for 14%, suggesting that these businesses have likely transitioned from the initial startup phase into more stable operations. They may be exploring expansion opportunities or refining their strategies to maintain profitability. Moreover, the category of businesses more than 10 years, consisting of 8 respondents or 5%, demonstrates resilience and long-term stability. These businesses have established customer loyalty and achieved operational efficiency. The smallest group, which includes 6 respondents or 4% representing businesses that have been operating for 7 to 9 years, consists of enterprises with experience and long-term sustainability. These businesses are foundational pillars in the locality of Taguig, making significant contributions to its economic landscape.

According to the dti.gov.ph (2023), a latest statistic, the food and beverage industry continues to be a leading sector for micro enterprises in the Philippines, with 190,899 establishments currently operating. However, these micro enterprises face significant challenges in maintaining sustainability beyond their initial years. Key issues include limited access to capital, operational inefficiencies, and market saturation, as noted by Malaluan (2019). Additionally, **Williams et al. (2016)** discuss the growth constraints faced by micro-businesses, highlighting that early-stage enterprises often lack access to capital and business development resources, affecting their ability to scale. As stated to the CFI Education Inc. website (2025), the duration or period of a business has been actively functioning since its establishment. This metric often used to assess business experience, stability, and credibility.

Understanding this segmentation is crucial for recognizing the varying needs and challenges faced by micro enterprises businesses based on their years of operation. This insight can help in designing tailored promotional campaigns and support programs aimed at enhancing business sustainability.

Market Presence

Table 2. Firmographic Profile of the Respondents in terms of Market Presence

Market Presence	Frequency	Percentage
Physical Store	122	70%
Online Presence	17	10%
Hybrid	34	20%
Total	173	100%

Table 2 shows the firmographic segmentation of respondents in terms of market presence. Among them, 122 or 70% identified physical stores as the dominant group, representing traditional brick-and-mortar businesses. These stores depend on in-person customer interactions, highlighting their strong local presence and reliance on foot traffic. To increase visibility and attract more customers, these businesses could benefit from promotional campaigns specifically aimed at the local community.

In contrast, 17 or 10% of the respondents, represented the online presence group, consisting of businesses operating exclusively in the digital space. These businesses can reach a broader geographic audience and utilize e-commerce platforms, emphasizing the significance of digital marketing strategies for their growth. Additionally, there is a hybrid group that integrates both physical stores and online platforms, comprising thirty-four respondents or 20%. This dual presence allows them to serve local customers while also tapping into wider markets. Such businesses demonstrate adaptability and may require integrated marketing efforts to optimize both channels effectively. Overall, this segmentation displays the diversity of how micro enterprises establish their market reach in Taguig City, providing a foundation for tailored promotional strategies based on each business's operating model.

Thus, the examination of micro food and beverages enterprises reveals significant insights regarding ownership structures, the nature of their operations, and employment dynamics. These enterprises face notable challenges, including capital constraints, issues related to food spoilage, and the prevalence of dishonesty among employees, all of which adversely affect their market presence (Claveria et al., 2021). Furthermore, the study underscores the crucial role of product development, cost-based pricing strategies, and the utilization of digital media for promotion as essential factors that influence the market visibility of these enterprises (Moreno, 2023). A strong market presence can help a business build brand loyalty, build trust, and bring in new customers (Rana, 2023). Additionally, De **Ocampo & Decena (2020)** discuss strategic marketing decision-making among Philippine micro-enterprises, highlighting the role of digital transformation in expanding market reach.

This result suggests that businesses integrating both physical and online platforms tend to achieve better customer retention and revenue growth. The integration of both physical and online platforms—often referred to as an omni**channel strategy**—allows businesses to create a seamless customer experience across multiple touchpoints.

Monthly Income

Table 3. Firmographic Profile of the Respondents in terms of Monthly Income

Monthly Income	Frequency	Percentage
Fewer than ₱10,000	59	34%
₱10,001 to ₱20,000	86	50%
₱20,001 to ₱30,000	21	12%
₱30,001 to ₱40,000	7	4%
₱40,001 to ₱50,000	0	0%
₱50,001 and above	0	0%
Total	173	100%

The survey results of 173 total respondents in table 3, reveal distinct revenue segments among the respondents, highlighting the financial diversity within the community. Fewer than ₱10,000, comprising fifty-nine respondents or 34% represent enterprises generating the lowest revenue, consisting of exceedingly small businesses in their preliminary stages or those operating with limited resources and lower profitability.

Most respondents, 86 or 50% fall into the ₱10,001 – ₱20,000 range, indicating that most micro-enterprises in selected barangays of Taguig City maintain modest revenue levels. These businesses, while stable, face challenges in scaling operations and achieving higher earnings. A smaller portion, twenty-one respondents or 12%, generate mid-level revenue within the ₱20,001 to ₱30,000 categories, suggesting these businesses may have started to gain traction and operate more efficiently. The segment of enterprises earning between ₱30,001 to ₱40,000, represented by 7 respondents or 4%, indicates a higher revenue level, displaying better financial management, increased demand for products or services, or a larger customer base. Notably, no businesses fall into the ₱40,001 and above category, which may point to limitations in scale, market potential, or resource availability within the barangays.

A monthly income fewer than **to ₱40,000** can support a business's promotional campaign, but its effectiveness depends on the industry, target audience, and marketing strategies used. Businesses with lower operational costs and digital marketing approaches — such as social media advertising, influencer partnerships, and search engine optimization — can maximize their promotional efforts within this budget. However, businesses requiring traditional advertising, such as print or television ads, may find this budget limiting. Strategic allocation of funds, including leveraging free marketing tools and organic engagement, can help sustain promotional efforts while optimizing financial resources. According to Carlos (2025), analyzed the financial performance of MSMEs, revealing that while liquidity and leverage remain stable, profitability remains a challenge. The study suggests that businesses must adopt strategic monetary management practices to improve revenue generation. Similarly, Mendoza (2025) found that although MSMEs in the Philippines exhibit favorable liquidity and leverage ratios, their profitability indicators remain consistently low, underscoring the need for more targeted financial strategies to enhance revenue performance

Ultimately, sustaining a promotional strategy depends on how well it aligns with micro enterprises realities, available resources, and the adaptability of marketing efforts. A blended approach — leveraging affordable online strategies, the collaborations, and grassroots engagement—could be a sturdy foundation for growth. This segmentation provides valuable insights for developing targeted strategies to foster growth and sustainability across different revenue levels. Revenue is the money brought into a company from its business activities over a specified period, such as a quarter or year, before subtracting expenses (Hayes, et. al., 2024). In support of this, Traya (2024) emphasized that micro enterprises in Carcar City, Cebu benefit most from a hybrid marketing framework that combines traditional methods like print and outdoor advertising with digital strategies such as social media and content marketing. This synergy not only enhances visibility but also fosters long-term sustainability by aligning with local business realities and resource constraints

3.2. Assessment of Respondents on the Impact of Promotional Campaigns on Micro Enterprises Sustainability.

The following variables in assessing the impact of promotional campaigns of Micro Enterprises respondents: financial sustainability, operational sustainability, and overall effectiveness.

Financial Sustainability

Table 4. Impact of Promotional Campaign on Micro Enterprises in terms of Financial Sustainability

Financial Sustainability	Weighted Mean	Verbal Interpretation
1. The return on investment (ROI) from promotional campaigns is consistently positive.	2.56	Agree
2. We allocate an appropriate portion of our budget to marketing and promotions.	2.47	Disagree
3. Seasonal promotions create financial stability during low-demand periods.	2.62	Agree
4. Our promotional strategies contribute to long-term financial sustainability.	2.44	Disagree
5. Discounts or promotional offers have strengthened our financial performance.	2.45	Disagree
Overall Weighted Mean	**2.51**	**Agree**

Agreement Level *Note: $p \leq 0.05$*

Strongly Agree	*3.50 - 4.00*
Agree	*2.50 – 3.49*
Disagree	*1.50 – 2.49*
Strongly Disagree	*1.00 - 1.49*

The table 4 shows that respondents “agree “on their assessment on the impact of promotional campaigns of food and beverages micro enterprises in terms of financial sustainability. This confirmed by the overall weighted mean of 2.51. The data reveals disagree with a mean score of 2.47 for the statement that an appropriate portion of our budget is allocated to marketing and promotions, the discounts and promotional offered enhance our financial performance, evidenced by a mean score of 2.45. Furthermore, respondents indicated that our promotional strategies contribute to long-term financial sustainability, with a mean score of 2.44.

In contrast, respondents expressed agreement with the following indicators: Seasonal promotions providing financial stability during periods of low demand, which received a mean score of 2.62, and the consistent positivity of return on investment (ROI) from promotional campaigns, reflected in a mean score of 2.56. Food and beverage businesses often disagree with allocating a significant portion of their budget to marketing and promotions because they prioritize essential expenses such as raw materials, labor, and operational costs, leaving limited funds for extensive promotional campaigns. Additionally, they may not see promotions as a direct contributor to long-term financial sustainability, as frequent discounts and short-term marketing efforts can reduce profit margins rather than ensuring steady revenue growth. Discounts or promotional offers, while effective for attracting customers, may not always translate into stronger financial performance, as they can lead to dependency on reduced prices and diminish overall profitability. However, businesses acknowledge that well-planned promotional campaigns yield a consistently positive return on investment (ROI), particularly when they target the right audience and enhance brand visibility. Seasonal promotions also play a crucial role in maintaining financial stability during low-demand periods, allowing businesses to balance revenue fluctuations and sustain operations when customer traffic is lower. As a result, food and beverage businesses tend to favor strategic, well-timed promotions over frequent discount-based strategies that might compromise long-term sustainability.

Recent research underscores these dynamics. A comprehensive case study by Quantzig.com (2024) highlights the challenges faced by food and beverage businesses, including pricing pressures and revenue stagnation, prompting many to prioritize essential expenditures over large-scale marketing initiatives. However, evidence of the study suggests that data-driven marketing strategies can significantly enhance market positioning and accelerate revenue growth. A study published by Springer (Hoyer, 2022) emphasizes the importance of strategic budget allocation, demonstrating that businesses can increase overall brand revenue by optimizing their marketing expenditures rather than relying on frequent discount promotions. Furthermore, findings from WebFX.com (2025) reveal that restaurants typically allocate between 3-6% of their revenue to marketing, with newer establishments investing more in early-stage promotional efforts. The report underscores the importance of targeting the appropriate audience and maintaining a balanced approach to seasonal promotions, ensuring financial stability during periods of low demand.

Collectively, these insights reinforce the idea that micro enterprises may initially hesitate to invest significantly in marketing, well-planned and strategic promotional initiatives can generate substantial ROI and support long-term sustainability. This research results emphasizes that **financial control, strategic resource allocation, and entrepreneurial mindset** play a significant role in ensuring sustainability. Promotional campaigns align with broader discussions on MEs financial sustainability. While other respondents **disagree** on the impact of promotional strategies, studies suggest that **innovation and risk-taking** are essential for adapting to market dynamics. Additionally, **budget allocation for marketing and promotions** are a critical determinant of financial performance, reinforcing the need for strategic investment (Velmurugan, 2024). Ujano (2024) found that MSMEs implementing sustainable marketing strategies—particularly those tailored to their size and industry—experienced improved brand visibility and customer retention, even amid economic disruptions. This suggests that strategic promotional efforts, when aligned with enterprise capacity, can yield meaningful returns and enhance resilience. Furthermore, De Ocampo and Decena (2022) emphasized that micro enterprises engaging in structured marketing decision-making, including innovation and capability development, were better positioned to navigate competitive pressures and achieve financial sustainability. Their findings highlight the importance of calculated risk-taking and strategic investment in marketing as key drivers of long-term success

Operational Sustainability

Table 5. Impact of Promotional Campaign on Micro Enterprises in terms of Operational Sustainability

Operational Sustainability	Weighted Mean	Verbal Interpretation
1. Promotional campaigns have helped smooth our operations to oversee increased demand.	3.18	Agree
2. Campaigns have improved our efficiency in delivering products or services	3.19	Agree
3. Marketing efforts have enhanced customer retention and satisfaction.	3.00	Agree
4. We have invested in staff training to better manage promotional activities.	3.18	Agree
5. Our promotional strategies align with the overall goals of our business operations.	2.75	Agree
Overall Weighted Mean	**3.06**	**Agree**

Agreement Level *Note: $p \leq 0.05$*

Strongly Agree	*3.50 - 4.00*
Agree	*2.50 – 3.49*
Disagree	*1.50 – 2.49*
Strongly Disagree	*1.00 - 1.49*

Survey shows the results in Table 5, of the assessment of respondents on the impact of promotional campaigns as "agree" in terms of operational sustainability as confirmed by the overall weighted mean 3.06. Findings were supported by the response of agreement on the following indicators: Assessed as the highest mean is the Campaigns have improved our efficiency in delivering products or services with mean 3.19; Promotional campaigns have helped smooth our operation to manage increased demand with mean 3.18; We have invested in staff training to better manage promotional activities with mean 3.18; Marketing efforts have enhanced customer retention and satisfaction with mean 3.00. The lowest agreement scores of 2.75 on the statement, *"Our promotional strategies align with the overall goals of our business operations,"* indicates that respondents had mixed perceptions regarding this alignment. This rating suggests a potential lack of clarity or cohesion in how promotional strategies support broader business objectives. The low score highlights an opportunity for improvement in refining promotional efforts to align more closely with business operations, which may involve better strategic planning, clearer messaging, and enhanced coordination across departments.

Conversely, the highest agreement scores demonstrate that respondents from food and beverage businesses strongly believe that promotional campaigns positively impact business operations. Well-executed promotional efforts can streamline processes by effectively managing increased demand, ensuring businesses are prepared for market fluctuations. Additionally, targeted campaigns contribute to operational efficiency by optimizing coordination, improving service delivery, and reducing bottlenecks. Strategic marketing initiatives also enhance customer retention and satisfaction by fostering brand loyalty and reinforcing consumer trust, leading to long-term engagement. Investments in staff training further indicate a commitment to equipping those employees with the skills necessary to manage promotional activities effectively, ensuring alignment between marketing strategies and business objectives. The high agreement levels reflect confidence in these areas, demonstrating that promotional efforts successfully integrated into the business structure to drive growth and operational excellence. Food and beverage businesses unanimously acknowledge the crucial role of promotional campaigns in streamlining operations, particularly during periods of increased demand. Effective marketing strategies enable businesses to anticipate customer influx, optimize inventory management, and allocate staffing resources efficiently to ensure smooth service delivery. Furthermore, promotional initiatives contribute to operational efficiency by improving order processing and distribution systems, ensuring that products and services reach customers promptly.

According to a study published in the *International Journal of Research Studies in Management,* promotional strategies significantly influence the sales performance of micro, small, and medium enterprises (MSMEs). The findings indicate that these strategies exert a moderate impact on sales outcomes, emphasizing the necessity for businesses to refine their promotional initiatives to align more closely with broader organizational objectives (Robledo, 2022). Additionally, a systematic review in the *American Journal of Theoretical and Applied Business* explored the correlation between promotional strategies and organizational performance, concluding that well-executed promotional activities significantly enhance financial performance, market share, and customer satisfaction (Ayenew, 2023). This reinforces the notion that strategic promotions are essential in driving operational efficiency and achieving long-term business success.

Moreover, a critical review from *Al-Madinah International University* highlighted the pivotal role of promotional activities in improving business operations. The study suggest that effective marketing strategies could help enterprises manage increased demand, optimize coordination, and enhance service delivery, further supporting the assertion that thoughtfully designed promotions to streamline operations and foster growth (Chukwudi et al., 2021). Additionally, a study featured in *NeuroQuantology.com* examined the influence of promotional activities on consumer purchasing behavior, brand perceptions, and sales performance. It revealed that price discounts, buy-one-get-one-free offers, and coupons significantly impact consumer decision-making, reinforcing the importance of strategic promotions in driving retail business success (Sudhaker et al., 2020). Collectively, these studies affirm that while businesses may face challenges in aligning their promotional strategies with overarching objectives, strategic planning and execution can enhance operational efficiency, improve customer retention, and ensure sustainability of financial growth.

Holistically, this research implies a **strategic marketing effort** that could contribute to **customer retention, staff training, and improved service delivery**, which aligns to the findings. Study emphasizes that **investment in training and marketing strategies** strengthens MEs' ability to oversee **increased demand**, ensuring **long-term operational sustainability**. Additionally, aligning promotional strategies with business goals enhances overall efficiency and financial performance (Schiopoiu, 2019).

Overall Effectiveness

Table 6. Impact of Promotional Campaign on Micro Enterprises in terms of Overall Effectiveness

Overall Sustainability	Weighted Mean	Verbal Interpretation
1. Promotional campaigns have improved our competitiveness in the local market.	2.50	Agree
2. Promotional campaigns help maintain financial and operational sustainability overall.	2.88	Agree
3. Our business has benefited from collaborating with influencers or other businesses.	2.90	Agree
4. Regular promotional campaigns contribute to consistent business growth.	2.88	Agree
5. City consumers have responded positively to our promotional efforts.	2.62	Agree
Overall Weighted Mean	**2.76**	**Agree**

Agreement Level *Note: $p \leq 0.05$*

Agreement Level	
Strongly Agree	*3.50 - 4.00*
Agree	*2.50 – 3.49*
Disagree	*1.50 – 2.49*
Strongly Disagree	*1.00 - 1.49*

A result showed in Table 6, those respondents “agreed” on their assessment on the impact of promotional campaigns of micro enterprises in terms of overall effectiveness with the overall weighted mean of 2.76. Confirming the findings are the response of agree as assessed on the following indicators: Our business has benefited from collaborating with influencers or other businesses with the highest mean of 2.90; Regular promotional campaigns contribute to consistent business growth with mean 2.88. Promotional campaigns help maintain financial and operational sustainability overall with mean 2.88; and city consumers have responded positively to our promotional efforts with mean 2.62; also “agree” on promotional campaigns have improved our competitiveness in the local market with mean 2.50.

Food and beverage businesses recognize the critical role of promotional campaigns in strengthening their competitive position within the local market. By increasing brand visibility and attracting a broader customer base, these campaigns contribute to financial and operational sustainability by driving consistent revenue streams and enabling businesses to adapt to market fluctuations. Strategic collaborations with influencers and industry partners have proven highly effective, expanding reach, enhancing brand credibility, and fostering customer trust—leading to higher engagement and sales. Moreover, regular promotional efforts sustain business growth by maintaining brand relevance and encouraging repeat purchases. City consumers have responded positively to the targeted marketing strategies, demonstrating that well-executed promotions significantly influence in purchasing behavior and brand loyalty. By leveraging these promotional tactics, food and beverage businesses can secure long-term success and stability in an increasingly competitive industry.

The *Food and Beverage Marketing Strategy Case Studies* (2023) provide an in-depth analysis of how leading brands, including Nestlé, Pepsi, and McDonald's, implement promotional strategies to enhance their market presence, expand their customer base, and maintain financial sustainability. The report highlights key marketing tactics essential for navigating market fluctuations. Additionally, a research study published in the *International Journal of Research Publication and Reviews* explores the impact of social media marketing on consumer behavior, brand perception, and overall engagement, emphasizing the significant influence of influencer collaborations in expanding brand reach, reinforcing credibility, and driving customer trust—boosting sales (Nagpal et al., 2025). Furthermore, *Food and Beverage Marketing Strategy: Key Approaches for Success* underscores the importance of targeted campaigns in shaping purchasing behavior and cultivating brand loyalty, particularly among urban consumers (Sheridan, 2025). A systematic review of promotional strategies in the sector affirms that a well-executed marketing initiatives are integral to enhancing competitiveness, ensuring financial sustainability, and fostering customer engagement.

Collectively, these studies highlight that while promotional campaigns of micro enterprises require a strategic planning and execution, they serve as powerful tools for driving business growth, improving brand positioning, and ensuring long-term stability in the food and beverage industry. As a result, **collaborations with influencers and strategic marketing efforts** significantly enhance brand visibility and customer engagement, aligning with the findings (Schiopoiu, 2019). Additionally, micro enterprises **regular promotional campaigns** contribute to **long-term sustainability**, ensuring consistent revenue streams and operational efficiency (Martins et al., 2022). Robledo (2022) demonstrated that promotional strategies—especially those combining media platforms, celebrity endorsements, and face-to-face exhibitions—significantly influence sales performance among micro enterprises in the food and beverage sector. These efforts not only boost visibility but also strengthen brand equity and consumer trust. Uy (2024) emphasized that promotional warfare, including interactive marketing and grassroots engagement, helps micro food enterprises overcome growth challenges by reducing transaction costs and enhancing customer loyalty. Generally, a **consumer response to marketing efforts** plays a crucial role in shaping business success, reinforcing the importance of well-planned promotional strategies (Schiopoiu, 2019).

Table 7. Summary of the Assessment of Respondents on the Impact of Promotional Campaign on Micro Enterprises

VARIABLES	Weighted Mean	Verbal Interpretation
Financial Sustainability	2.51	Agree
Operational Sustainability	3.06	Agree
Overall Effectiveness	2.76	Agree
Overall Weighted Mean	**2.78**	**Agree**

Agreement Level *Note: $p \leq 0.05$*
Strongly Agree 3.50 - 4.00
Agree 2.50 – 3.49
Disagree 1.50 – 2.49
Strongly Disagree 1.00 - 1.49

To summed up, table 7 shows that the findings indicate with a general agreement among respondents, the assessments confirm that promotional efforts contribute positively to **operational sustainability**, as reflected in the highest overall weighted mean of **3.06**. Similarly, respondents acknowledge the **overall effectiveness** of these campaigns, with a weighted mean of **2.76**. While financial sustainability received the lowest weighted mean of **2.51**, it is still within the "agree" range, suggesting that businesses recognize the financial benefits of promotional efforts, although it slightly lesser degree than operational and overall effectiveness.

The findings reinforce the crucial role of promotional strategies in supporting micro enterprises, particularly in sustaining business operations and achieving broader marketing objectives. Businesses can leverage these insights to refine their promotional approaches, ensuring alignment with sustainability goals and overall operational effectiveness. Promotional strategies significantly influence the marketability of food service businesses. Various promotional mix strategies—including word-of-mouth marketing, interactive marketing, and traditional advertising to contribute to business growth (Uy, 2020). This discussion examines the promotional strategies adopted by fast-food establishments and evaluates the effectiveness of diverse marketing approaches, such as digital marketing, the public relations, and sales promotions, in enhancing the brand visibility and fostering a customer engagement (Marathe, 2021).

Recent research published on ResearchGate examined the correlation between marketing strategies and financial performance among micro, small, and medium enterprises (MSMEs) in Isabela, Philippines. The study revealed that MSMEs with minimal adoption of modern marketing strategies tended to experience poor financial outcomes. This finding suggests that reliance on traditional promotional methods may not suffice in fostering financial sustainability. Consequently, there is a compelling need for strategic promotional investments that align with long-term financial objectives (Cammayo & Perez, 2021). Additionally, a study conducted by De La Salle University focused on the financial sophistication of Filipino micro-entrepreneurs. The results underscored persistent financial challenges and barriers to growth. The findings emphasized that while effective promotional strategies can enhance brand visibility and customer engagement, they must be accompanied by sound monetary management practices to ensure sustainable profitability (Guliman et al., 2019).

A more recent analysis of MSMEs in Carcar City, Cebu, highlighted the evolving landscape of marketing practices, where enterprises are increasingly blending traditional methods with digital strategies such as social media and content marketing. This hybrid approach was found to significantly improve market reach and customer engagement, suggesting that adaptability in promotional tactics can bolster competitiveness and resilience in dynamic local economies (Traya, 2024). Collectively, these studies highlight that although promotional efforts play a significant role in facilitating smooth operations and achieving business goals, their direct impact on financial performance remains ambiguous. This underscores the necessity for further research to clarify how strategic promotional investments can effectively enhance financial sustainability and promote long-term business growth.

3.3 Assessment of Respondents on the Prevailing Promotional Campaign employed by Micro Enterprises.

The following variables stated in assessing the prevailing promotional campaign employed by food and beverages micro enterprises: advertising practices, social media engagement, customer incentives, content marketing, and traditional marketing.

Advertising Practices

Table 8. Prevailing Promotional Campaign Employed by Micro Enterprises in terms of Advertising Practices

Advertising Practices	Weighted Mean	Verbal Interpretation
1. Our business invest in print advertising (e.g., newspaper, brochures, flyers, tarpaulin)	3.37	Agree
2. Digital advertising (e.g., social media ads, Google Ads) is the key part of our promotional strategy.	3.16	Agree
3. We use outdoor advertising such as posters, banners to promote our business.	3.26	Agree
4. Radio and television advertising contribute significantly to our promotional efforts.	2.64	Agree
Overall Weighted Mean	**3.11**	**Agree**

Agreement Level *Note: $p \leq 0.05$*

Strongly Agree	*3.50 - 4.00*
Agree	*2.50 – 3.49*
Disagree	*1.50 – 2.49*
Strongly Disagree	*1.00 - 1.49*

The data on table 8 revealed that respondents assessed the prevailing promotional campaign employed by micro enterprise as “agree” in terms of the advertising practices. This supported with the overall weighted mean of 3.11.Supporting the foregoing finding was the response of effective recorded by the respondents for each of the following indicators: Our business invests in print advertising (e.g., newspaper, brochures, flyers, tarpaulins) with mean 3.37; We use outdoor advertising such as posters, banners, or billboards to promote our business with mean 3.26; Digital advertising (e.g., social media ads, Google Ads) is the key part of our promotional strategy with mean 3.16.

The findings reveal an average agreement score of 2.64, indicating that respondents perceive a significant disconnect between promotional strategies and overarching business objectives. This disconnection may arise from factors such as unclear messaging, inconsistent branding, or marketing initiatives that inadequately support long-term goals. The low score underscores the necessity for a more structured alignment between marketing efforts and operational objectives, thereby ensuring that promotional activities contribute to overall business growth and brand consistency. A report by Hidayat Rizvi (2024) delves into the differentiation between business and marketing objectives, highlighting the importance of strategically aligning the marketing endeavors of micro enterprises with a broad scope of business goals to achieve long-term sustainability.

On the other hand, professionals within the food and beverage sector recognize the fundamental role of advertising practices in the current promotional campaigns, noting their significance for brand visibility, customer engagement, and market competitiveness. Utilizing effective advertising across diverse channels—including digital, television, print, and influencer marketing—enables businesses to effectively reach their target audience, foster a strong brand recognition, and drive sales. By strategically employing advertising methods tailored to consumer behavior and market trends, firms can maximize their promotional impact, ensuring sustained growth and relevance in the industry. To secure long-term success and stability in a competitive landscape, businesses are encouraged to leverage refined promotional tactics (Sheridan, 2025). Research by De Ocampo & Decena (2020) underscores that micro-businesses in the Philippines can benefit from integrating both digital and traditional advertising methodologies to enhance customer outreach. In the realm of advertising strategies for micro enterprises, businesses often adopt promotional approaches based on factors such as perceived relative advantage, compatibility, complexity, trialability, and observability (Mbatha, 2024). Furthermore, traditional advertising methods—such as posters and flyers—continue to be effective for enhancing local visibility and brand awareness (Maiwada, 2022).

Overall, this research highlights the critical roles that outdoor, print, digital, and broadcast advertising play in the promotion of micro enterprises. Studies indicate that early adopters of digital advertising, particularly through platforms such as social media and Google Ads, could tend to experience a heightened engagement and market reach.

Social Media Engagement

Table 9. Prevailing Promotional Campaign Employed by Micro Enterprises in terms of Social Media Engagement

Social Media Engagement	Weighted Mean	Verbal Interpretation
1. Facebook is an essential platform for our marketing campaigns.	3.34	Agree
2. We actively use Instagram to promote products and engage with customers	2.75	Agree
3. Our business invest time and resources in creating content for TikTok.	2.23	Agree
4. Regular updates and interactions on social media platforms enhance customer engagement.	3.02	Agree
Overall Weighted Mean	**2.84**	**Agree**

Agreement Level *Note: $p \leq 0.05$*
Strongly Agree 3.50 - 4.00
Agree 2.50 – 3.49
Disagree 1.50 – 2.49
Strongly Disagree 1.00 - 1.49

Table 9 reflects to the results of the assessment of respondents of the prevailing promotional campaign employed by micro enterprises in terms of social media engagement. Respondents assessed the prevailing promotional campaign employed by micro enterprise as "agree" in terms of social media engagement. This was based on the overall weighted mean of 2.84. These findings were supported by the assessment of respondents on the following indicators: Facebook is an essential platform for our marketing campaigns with mean 3.34; Regular updates and interactions on social media platforms enhance customer engagement with mean 3.02; We actively use Instagram to promote products and engage with customers with mean 2.75; and Our business invests time and resources in creating content for TikTok with mean 2.23.

The food and beverage industry recognizes the essential role of social media engagement in their promotional strategies. These platforms facilitate direct interactions with consumers, enhance brand visibility, and cultivate customer loyalty. Social media platforms such as Instagram, Facebook, and TikTok offer businesses innovative opportunities to display products creatively, engage audiences with interactive content, and collaborate with influencers to extend their reach. By actively maintaining a foundational social media presence, brands can forge stronger connections with their customers, stimulate organic word-of-mouth marketing, and remain competitive within a rapidly evolving digital landscape. Consequently, micro enterprises should select social media platforms that align with their perceived benefits and usability. The influence of social media on consumer behavior, brand perception, and marketing effectiveness cannot overstated. Research indicates that platforms like Instagram, TikTok, and Facebook significantly impact consumer decision-making through visually engaging content, interactive promotions, and real-time brand engagement (Nagpal et al., 2025). A study from the University of Santo Tomas investigates the effects of a social media engagement on the brand awareness and customer acquisition specifically within the fast-food sector. The findings suggest that both brand awareness and social media engagement are critical factors influencing purchasing behavior, especially among younger demographics

(Etrata et al., 2021). Furthermore, research published in Frontiers in Nutrition emphasizes the importance of digital marketing strategies, including social media, in influencing consumer behavior and brand engagement. It highlights the effectiveness of targeted campaigns and personalized content in maximizing consumer outreach and participation (Maksi et al., 2024). Collectively, these studies underscore the necessity of social media engagement in enhancing brand visibility, fostering customer loyalty, and maintaining competitiveness in the micro enterprises category.

Recent analysis indicate that Facebook continues to be a prominent platform for marketing initiatives due to its expansive reach and engagement capabilities (Mataruka, 2023). Moreover, consistent updates and interaction on social media platforms significantly boost customer engagement and brand loyalty (Nordin et al., 2021). While Instagram is actively employed for product promotion, its effectiveness can vary by industry and audience demographics. Concurrently, the adoption of TikTok among micro enterprises is on the rise, though the investment in content creation lags the potential offered by other platforms (Mataruka, 2023).

In summary, early adopters of the social media marketing often enjoy a heightened engagement levels and a competitive advantage.

Customer Incentives

Table 10. Prevailing Promotional Campaign Employed by Micro Enterprises in terms of Customer Incentives

Customer Incentives	Weighted Mean	Verbal Interpretation
1. We frequently offer discounts and promotions to attract customers	2.70	Agree
2. Referral programs are effective in bringing in new clients for our business.	2.69	Agree
3. Loyalty programs or rewards encourage repeat customers.	2.71	Agree
4. Seasonal campaigns and remarkable offers create a significant boost in customer engagement.	2.65	Agree
Overall Weighted Mean	**2.69**	**Agree**

Agreement Level *Note: $p \leq 0.05$*

Strongly Agree 3.50 - 4.00
Agree 2.50 – 3.49
Disagree 1.50 – 2.49
Strongly Disagree 1.00 - 1.49

Data in table 10 shows the results of the assessment of respondents on the prevailing promotional campaign employed by micro enterprise as "agree" in terms of customer incentives. This was based on the overall weighted mean of 2.69. Supporting the findings are the response of the assessment of respondents as agree on the following indicators: We frequently offer discounts and promotions to attract customers; and Seasonal campaigns and special offers create a significant boost in customer engagement with means of 2.70; Referral programs are effective in bringing in new clients for our business with mean 2.69; Loyalty programs or rewards encourage repeat customers with mean 2.71; and Seasonal campaigns and remarkable offers create a significant boost in customer engagement with mean 2.65.

Food and beverage enterprises recognize the significance of customer incentives within effective promotional strategies, as these incentives play a crucial role in enhancing consumer engagement and loyalty. Mechanisms such as discounts, loyalty programs, complimentary offerings, and limited-time promotions not only encourage repeat purchases but also attract new clientele and elevate brand visibility. These strategies convey a sense of value and exclusivity, effectively motivating consumers to favor these businesses over their competitors. By implementing appealing incentives, enterprises can fortify customer relationships and enhance overall sales performance. A comprehensive study presented at the International Conference on Business and Management Research explores the impact of both monetary and non-monetary incentives on customer engagement in the food and beverage sector. Findings indicate that these incentives are essential in promoting repeat purchases and strengthening brand loyalty by cultivating a sense of exclusivity (Bun, 2020). Furthermore, an article in Forbes.com details various strategic methodologies employed by micro food and beverage companies to enhance customer engagement, including the loyalty programs, discounts, and the digital promotions. This analysis illustrates that well-structured incentive programs are essential for fostering consumer interaction and long-term brand commitment (Chandrashekar, 2024). Additionally, research published on ResearchGate investigates the influence of customer experience and perceived value on loyalty and satisfaction within the food and beverage industry. This study demonstrates that businesses effectively employing incentive programs tend to experience improved customer retention and enhanced sales performance (Sudiyono, 2022).

Finally, a study in the International Journal of Social Science Research examines key factors affecting customer satisfaction in the food and beverage sector, highlighting the roles of service quality, pricing, and promotional incentives in shaping customer loyalty and engagement (Tan et al., 2023). Collectively, these studies affirm that customer incentives are fundamental to cultivating engagement, fostering loyalty, and enhancing brand visibility in the highly competitive micro businesses. Consequently, micro enterprises are encouraged to adopt promotional strategies that align with their perceived benefits and ease of implementation. This investigation underscores those tactics such as discounts, seasonal campaigns, referral programs, and loyalty rewards are effective in attracting and retaining customers. Micro enterprises that are early adopters of innovative incentive programs tend to experience elevated customer engagement and sustained business growth. Furthermore, a business that strategically implement customer incentives often observe enhancements in the brand loyalty and the competitive advantage (Mbatha, 2024).

Content Marketing

Table 11. Prevailing Promotional Campaign Employed by Micro Enterprises in terms of Content Marketing

Content Marketing	Weighted Mean	Verbal Interpretation
1. Our business regularly creates and share blog posts to engage customers.	2.11	Disagree
2. Video content is one of the most impactful tools in our promotional strategies.	2.35	Disagree
3. We use infographics and other visual aids to simplify and promote our products or services.	2.82	Agree
4. Email, newsletters are an integral part of our content marketing strategy, keeping customers informed and engaged.	2.79	Agree
Overall Weighted Mean	**2.52**	**Agree**

Agreement Level *Note: $p \leq 0.05$*

Strongly Agree	*3.50 - 4.00*
Agree	*2.50 – 3.49*
Disagree	*1.50 – 2.49*
Strongly Disagree	*1.00 - 1.49*

Shown in Table 11 are the results of the assessment of respondents of the prevailing promotional campaign employed by micro enterprises in terms of content marketing. Data survey indicates that respondents viewed the promotional campaigns of micro enterprises positively, particularly in terms of content marketing, with an overall weighted mean of 2.52. Supporting to these findings, respondents expressed disagreement with specific indicators, including: the belief that videos content serves as one of the most effective tools in their promotional strategies, which received a mean score of 2.35; and the regular creation and sharing of blog posts to engage customers, reflected by a mean score of 2.11.

Conversely, respondents also expressed agreement regarding other indicators, noting that they utilize infographics and visual aids to simplify and promote their products or services, as evidenced by a mean score of 2.82. Additionally, they recognized email newsletters as a vital component of their content marketing strategy, facilitating customer information and engagement, which garnered a mean score of 2.79. Food and beverage businesses agreed that infographics and other visual aids are effective tools for simplifying and promoting their products or services, as they provide clear, engaging representations of menu items, nutritional information, and brand identity. Additionally, email newsletters are considered an integral part of their content marketing strategy, helping businesses maintain direct communication with customers, share updates, and promote remarkable offers, ultimately fostering customer engagement and loyalty. However, many businesses disagree with the idea that regularly creating and sharing blog posts is a primary method for engaging customers, as the food and beverage industry relies more on visually appealing content rather than long-form drafted articles. Similarly, while video content can be impactful, some food and beverages businesses may find it costly or time-consuming to produce high-quality videos consistently, leading them to prioritize other promotional strategies that offer more immediate and measurable results. According to Muis (2025), content marketing has led to significant increases in customer engagement and sales growth. The study emphasized the effectiveness of developing content ideas, copywriting, editing, and utilizing relevant captions and hashtags in social media marketing. A literature review conducted by Khemnar (2023), on digital marketing practices and their impact on small and medium-sized enterprises (SMEs) highlighted the crucial roles of content marketing, social media marketing, and search engine optimization in enhancing customer engagement and creating cost-effective marketing strategies. Additionally, another literature review examined the effects of digital marketing strategies on micro, small, and medium enterprises (MSMEs) emphasized the importance of digital marketing channels for business growth and explored strategies that MSMEs adopt to drive sales. It also identified key challenges and opportunities faced by businesses in the digital age (Fatima, 2025).

Further supporting these findings, Alip (2025) emphasized that the integration of digital tools—such as artificial intelligence, financial technology, and e-commerce platforms—is essential for MSMEs to remain competitive in a rapidly evolving market. The MSME Development Plan 2023–2028 prioritizes digital transformation as a cornerstone for long-term success, especially for enterprises in rural communities. This strategic shift not only enhances operational efficiency but also expands market reach and financial inclusion through digital payment systems and online platforms. Moreover, recent trends in the Philippine digital marketing landscape reveal that MSMEs are increasingly leveraging short-form video content, influencer collaborations, and hyper-personalized advertising to engage consumers more effectively. Platforms like TikTok, Instagram Reels, and Facebook have become central to brand storytelling and customer interaction. The rise of AI-driven tools and automation has enabled businesses to optimize campaigns in real time, while localized content tailored to Filipino culture and values has proven essential for building trust and relevance (WeDigital PH, 2025).

Overall, the findings presented a suggestion that content marketing, alongside other digital marketing strategies, plays a critical role in driving customer engagement and sales for micro enterprises (MEs). By effectively utilizing tools such as social media, search engine optimization, and strategic content development, businesses can enhance their marketing efforts in a cost-effective manner. However, navigating the digital landscape comes with its own set of challenges and opportunities that must be addressed to maximize growth potential. These insights underscore the importance of adapting marketing strategies to leverage the evolving digital environment for sustainable micro business success.

In line with this, recent marketing trends in the Philippines emphasize the growing importance of hyper-localized content, mobile-first strategies, and AI-powered personalization. Filipino consumers increasingly expect marketing that reflects their cultural values and regional identity, while mobile optimization and real-time responsiveness have become essential for campaign success. Moreover, platforms like TikTok and Instagram Reels are now central to brand storytelling, with micro-influencers playing a pivotal role in building trust and driving engagement (Market Research Philippines, 2025). Additionally, iDigital PH (2025) highlights that the exponential growth of e-commerce and mobile usage in the Philippines has made mobile-first strategies and AI-driven personalization indispensable for MSMEs. Businesses are now expected to deliver seamless mobile experiences, utilize predictive analytics, and adopt tools like chatbots and shoppable posts to meet consumer expectations. These innovations not only improve customer satisfaction but also enhance conversion rates and brand loyalty in a competitive digital marketplace.

Traditional Marketing

Table 12. Prevailing Promotional Campaign Employed by Micro Enterprises in terms of Traditional Marketing

Traditional Marketing	Weighted Mean	Verbal Interpretation
1. Direct marketing, such as distributing flyers or brochures, remains relevant for our business.	3.43	Agree
2. Word-of-mouth marketing has the highest influence on our customer base.	3.57	Strongly Agree
3. Television and radio advertisements effectively capture the attention of our target audience.	2.56	Agree
4. Print media, such as newspapers and magazines, continuous to be essential part of our marketing strategy.	3.27	Agree
Overall Weighted Mean	**3.22**	**Agree**

Agreement Level *Note: $p \leq 0.05$*

Strongly Agree	*3.50 - 4.00*
Agree	*2.50 – 3.49*
Disagree	*1.50 – 2.49*
Strongly Disagree	*1.00 - 1.49*

Table 12 presents the results of the assessment conducted among respondents regarding the effectiveness of the promotional campaigns utilized by micro enterprises in the context of traditional marketing. The findings indicate a positive assessment of these promotional strategies, with respondents expressing "agree" regarding their effectiveness in traditional marketing. This assessment substantiated with an overall weighted mean score of 3.22. Support for this exploration reflected in the individual responses to specific indicators. The effectiveness of word-of-mouth marketing emerged as the most influential factor for our customer base, with an achieving a mean score of 3.57 that results to a strong agreement. The high mean score indicates that word-of-mouth marketing was perceive as highly effective in influencing customer decisions and engagement. This mention that personal recommendations, customer testimonials, and organic conversations about the brand play an important role in shaping consumer perceptions and trust. Unlike traditional advertising methods, word-of-mouth marketing relies on credibility and authentic customer experiences, making it a powerful tool for brand advocacy.

A strong agreement of food and beverages micro businesses highlights the significance of customer satisfaction and loyalty in driving brand awareness and conversions. When existing customers share positive experiences with potential buyers it fosters a sense of reliability and authenticity, and other marketing channels may struggle to replicate it. The high mean score also implies that businesses should continue leveraging word-of-mouth strategies, such as referral programs, influencer partnerships, and the community engagement, to maintain and strengthen their customer base. The mean scores indicate a strong agreement among respondents that print media and direct marketing approaches remain relevant in modern promotional strategies. Newspapers and magazines, with a mean score of 3.27, as continue to be valuable for their credibility, targeted audience reach, and ability to reinforce brand identity through well-placed advertisements. Despite the rise of digital marketing, print media offers a tangible and impression, particularly for specific consumer demographics who prefer traditional formats. Meanwhile, direct marketing approaches, such as distributing flyers or brochures, recorded a mean score of 3.43, displaying that many of the food and beverages respondents still find it effective in engaging customers. These materials provide direct access to information, allowing businesses to communicate promotional offers or key details in a concise and visually appealing manner. Flyers and brochures are particularly useful for localized marketing efforts, events, and store promotions, as they ensure immediate visibility without requiring digital access. The agreement reflects an appreciation for the continued relevance of both traditional and direct marketing strategies in complementing digital methods for a more comprehensive promotional approach.

Notably, television and radio advertisements, while capturing more attention among the target audience, received a mean score of 2.56, indicating a general agreement but less impact compared to the other methods of food and beverages micro businesses. This could be due to evolving consumer behavior, where digital platforms, social media, and more direct engagement strategies have become dominant in influencing purchasing decisions. Additionally, television and radio ads may not always provide the personalized or interactive experience that modern consumers prefer, which limits their effectiveness in driving engagement and conversion. The lower score may also indicate that these advertising channels are not widely utilize by the business or are less accessible to their specific audience. While traditional media still has its advantages—such as wide reach and credibility—its impact has been over shadowed by newer promotional strategies that offer greater flexibility, audience targeting, and measurable results. This finding highlights a shift in marketing preferences, encouraging businesses to evaluate how television and radio ads can complement more effective approaches rather than serve as primary promotional tools.

As stated to the study on "Strategic Marketing Decision-Making in Philippine Micro Enterprises" examined how small businesses approach marketing decisions. It focused on traditional marketing methods, including print media, direct marketing, and word-of-mouth strategies. The findings underscored the importance of these approaches in fostering customer engagement and facilitating business growth (De Ocampo et al., 2020). Additionally, an analysis of the current marketing strategies employed by the micro, small, and a medium enterprise (MSMEs) in Carcar City, Cebu, Philippines, explored the integration of traditional and digital marketing techniques. It concluded that traditional methods, such as print advertising and outdoor promotions, continue to play a significant role in the success of local businesses, enhancing credibility and building customer trust (Traya, 2024).

Holistically, this study emphasizes the ongoing relevance of traditional marketing methods in conjunction with digital strategies within the marketing frameworks of micro enterprises (MEs) in the Philippines. While digital marketing provides innovative channels for reaching consumers, conventional methods such as print media and word-of-mouth continue to play a critical role in establishing trust and nurturing customer relationships. The findings indicate that a balanced approach, integrating both traditional and modern techniques, is essential for the sustained growth and success of local businesses operating in a competitive marketplace. Therefore, MEs should prioritize the investment in and adaptation of these strategies to effectively engage their target audience and navigate the dynamic business environment. Furthermore, a study conducted by the Philippine Institute for Development Studies (PIDS) explores how MSMEs in the Philippines harmonize traditional marketing practices with contemporary strategies to preserve cultural heritage while ensuring business sustainability (Casimiro et al., 2025).

This research underscores the enduring relevance of traditional marketing approaches, such as word-of-mouth and print media, alongside digital methods.

Table 13. Summary of the Prevailing Promotional Campaign Employed by Micro Enterprises

Variables	Weighted Mean	Verbal Interpretation
Advertising Practices	3.11	Agree
Social Media Engagement	2.84	Agree
Customer incentives	2.69	Agree
Content Marketing	2.52	Agree
Traditional Marketing	3.27	Agree
Overall Weighted Mean	**2.81**	**Agree**

Agreement Level *Note: $p \leq 0.05$*
Strongly Agree *3.50 - 4.00*
Agree *2.50 – 3.49*
Disagree *1.50 – 2.49*
Strongly Disagree *1.00 - 1.49*

Summarized in Table 13 are the results of the assessment of respondents of the prevailing promotional campaign employed by micro enterprises on the following variables: advertising practices; social media engagement, customer incentives, content marketing, and traditional marketing. Revealed that food and beverages respondents assessed the prevailing promotional campaign employed by micro enterprise as “agree” in terms of advertising practices. This supported with the overall weighted mean of 3.11.

Respondents of food and beverages was assessed the prevailing promotional campaign employed by micro enterprise as “agree” in terms of social media engagement. This was based on the overall weighted mean of 2.84. The results of the assessment of a respondent on the prevailing promotional campaign employed by the micro enterprises as “agree” in terms of the customer incentives. This was based on the overall weighted mean of 2.69. The assessment of respondents on the prevailing promotional campaign employed by micro enterprises as “agree” in terms of content marketing. This finding supported by the over-all weighted mean of 2.52. On the same manner, the assessment of respondents on the prevailing promotional campaign employed by micro enterprises as “agree” in terms of traditional marketing. This finding supported by the over-all weighted mean of 3.27.

Respondents concur that various advertising practices, social media engagement, customer incentives, and traditional marketing strategies significantly contribute to business growth. Organizations are actively investing in promotional advertisements across multiple channels, including print media, digital advertisements, and direct marketing initiatives, to enhance brand awareness and attract customers. Platforms such as Facebook, Instagram, and TikTok facilitate direct interaction between businesses and consumers, fostering brand loyalty and increasing visibility. Respondents of food and beverages recognize that these platforms offer cost-effective yet powerful marketing tools, particularly advantageous for micro enterprises. Widely employed promotional strategies, including discounts, loyalty programs, and limited time offers, are effective in encouraging repeat purchases, attracting new customers, and strengthening customer relationships. Additionally, word-of-mouth marketing, community engagement, and printed materials — such as posters and flyers — are still regarded as valuable assets in reinforcing brand trust and maintaining connections with local customers. However, the overall effectiveness of various promotional strategies reveals short disagreement among respondents regarding the role and impact of content marketing. Certain micro enterprises may not fully integrate content marketing into their promotional plans. Unlike direct advertising or customer incentives, content marketing—encompassing blogs, educational posts, and storytelling through social media—demands consistent effort, meticulous planning, and a long-term commitment to foster engagement. Respondents may perceive content marketing as less effective compared to immediate-response strategies like advertisements and promotions. Given that content marketing emphasizes brand-building over instant sales, some food and beverages businesses may underestimate its potential benefits in cultivating enduring customer relationships.

A study published in the Business Fora: Business and Allied Industries International Journal examines the adaptations in marketing strategies employed by micro entrepreneurs during the pandemic. The findings suggest that, while digital marketing was pivotal, there was a marked emphasis on direct advertising and promotional incentives rather than on content marketing (De Leon et al., 2024). Furthermore, the research titled "Strategic Marketing Decision Making: Evidence from a Philippine Micro Enterprise Perspective" investigates the strategic marketing decision-making processes within the micro enterprises. This analysis reveals a tendency among businesses to prioritize immediate revenue-generating strategies, such as advertising and promotions, frequently at the expense of recognizing the long-term advantages that content marketing can provide (De Ocampo et al., 2020). The findings indicate that while both traditional and digital promotional strategies of micro enterprises widely embraced, content marketing may necessitate a greater investment, clearer messaging, and strategic integration to be perceive as equally impactful (Muis et. al., 2025). To fully leverage the advantages of content marketing, businesses should educate themselves on how it can complement direct promotional efforts, ensuring alignment with their overarching marketing objectives (De Leon et. al., 2024). Additionally, research indicates that effective content marketing strategies, including content idea development, copywriting, and the use of relevant captions and hashtags, significantly enhance customer engagement and sales growth for micro enterprises (Muis et. al., 2025).

3.4 Significant Relationship between the Impact of Promotional Campaigns on Micro Enterprises Sustainability and the Firmographic segmentation of the respondents.

To determine whether the significant relationships existed between the impact of promotional campaigns on micro enterprises and the firmographic segmentation of the respondents. Chi-square test was applied. Results of the application of the test statistics presented, discussed, and analyzed in this section.

Years of Operation

Table 14. Significant Relationship between the Impact of Promotional Campaign and Firmographic Segmentation of Respondents when grouped according to Years in Operation

Variables	Computed X-value	P-value	Critical X-value	Remarks	Decision
Financial Sustainability	51.40	0.000	16.919	Significant	Reject Ho
Operational Sustainability	51.52	0.000	16.919	Significant	Reject Ho
Overall Effectiveness	53.47	0.000	16.919	Significant	Reject Ho

Degree of Correlation *Note: $p \leq 0.05$*

± .80 to 1.00	Very Strong Relationship
± .60 to .79	Strong Relationship
± .40 to .59	Moderate Relationship
± .20 to .39	Weak Relationship
± .00 to .19	Very Weak Relationship

The table 14 presents the results of the significant relationships on the assessments on the impact of promotional campaigns when respondents grouped according to their firmographic segmentation in terms of years of operation. Similarly, significant relationships observed regarding the respondents' assessments on the impact of promotional campaigns when respondents grouped according to their firmographic segmentation in terms of years of operation.

The significant results supported by the computed X^2 – value in terms of financial sustainability = 51.40; operational sustainability = 51.52; and the overall effectiveness = 53.47 which are much higher than the critical X^2 – value of 16.9191and p-value lower than 0.05 level of significance which show that hypothesis of no significant relationships rejected. This statistical result suggests that **newer vs. older businesses may view promotional efforts differently**. Established micro businesses, having endured market fluctuations and built a stable customer base, evaluate marketing campaigns by considering their sustainability, cost-effectiveness, and alignment with their long-term business strategy. These firms may prioritize brand reputation, customer loyalty, and gradual financial growth rather than immediate returns.

On the other hand, younger businesses, still in the process of gaining traction and establishing their presence, might focus on promotional activities that yield quick results. Their primary concern may be increasing brand awareness, attracting new customers, and rapidly penetrating the market. For them, short-term effectiveness—such as engagement rates, conversion rates, or initial sales spikes—could be more critical than assessing long-term profitability or operational integration. Recent research published in the International Journal of Sales and Marketing Studies highlights the varying impacts of promotional strategies on businesses throughout different growth stages. This study indicates that emerging enterprises tend to prioritize short-term objectives, such as enhancing brand awareness and acquiring new customers, while their more established counterparts focus on sustainability and long-term profitability (Chukwudi, et. al., 2021). Further insights from The Media Ant examine the evolution of promotional tactics as businesses mature. It emphasizes that startups often engage in high-impact campaigns aimed at maximizing customer engagement, whereas established firms prioritize building customer loyalty and maintaining a strong brand reputation (Chaitra, 2024).

Additionally, a study featured in the International Journal of Research Publication and Reviews discusses the progressive refinement of promotional strategies over time. It notes that startups typically concentrate on rapid market penetration, while older businesses align their marketing initiatives with long-term strategic goals (Naveena, 2024). These findings reinforce the notion that newer and older businesses adopt distinctly different approaches to promotional efforts, with younger firms focused on immediate outcomes and established businesses emphasizing sustainability and brand integrity. This distinction outlined underscores the necessity of tailoring promotional strategies to the developmental stage and priorities of a business to enhance effectiveness. Newer businesses, particularly startups and early-stage MSMEs, typically prioritize immediate visibility and customer acquisition, employing high-impact, rapid-response marketing strategies such as social media advertisements featuring compelling call-to-action (CTA) prompts, collaborations with influencers to swiftly elevate brand awareness, and the implementation of discounts and flash sales to captivate first-time buyers. Additionally, they engage in viral marketing initiatives to generate buzz and broaden their reach quickly. In contrast, established businesses, benefiting from a stable customer base and brand recognition, tend to transition toward more sustainable promotional methods that encompass the development of loyalty programs designed to incentivize repeat purchases, reputation-driven marketing focusing on brand trust and customer experience, and the establishment of long-term partnerships with industry influencers or local enterprises. They also emphasize maintaining credibility rather than frequently relying on discounts. Promotional strategies must align with the priorities inherent to each business stage: new enterprises should focus on brand penetration and rapid growth, directing campaigns toward immediate engagement metrics like conversion rates and customer interactions, while established businesses should prioritize stability and long-term profitability, reinforcing customer loyalty, operational efficiency, and sustainable revenue streams. While digital marketing offers expedited results, traditional marketing methods remain relevant for cultivating enduring brand trust. It is vital for businesses to adapt their promotional strategies accordingly, new ventures may experiment with diverse platforms to identify which yield the highest engagement, whereas established businesses should refine and optimize their campaigns based on performance data from past initiatives. By customizing the promotional efforts to the age and priorities of the business, organizations can ensure that their strategies remain effective and aligned with long-term growth objectives, thereby minimizing wasted marketing resources while strengthening brand positioning over time.

A recent systematic review published in the American Journal of Theoretical and Applied Business, examines the impact of promotional strategies on business growth across various stages of development. The study reveals that new businesses prioritize rapid market penetration, while established firms tend to focus on sustainability and enhancing brand reputation (Ayenew, 2023). Complementing these findings, research from the American International Journal of Business Management emphasizes that businesses adapt their promotional strategies in accordance with consumer preferences and their own maturity levels. Specifically, it indicates that startups benefit significantly from high-engagement campaigns, whereas more mature businesses often refine their marketing efforts to align with long-term objectives (Campos et al., 2024). Additionally, a study published in the International Journal of Sales and Marketing Studies discusses the evolution of promotional strategies over time, highlighting that newer enterprises concentrate on achieving immediate visibility, while established firms prioritize fostering customer loyalty and enhancing operational efficiency (Chukwudi et al., 2021). Collectively, these studies underscore the importance of tailoring promotional strategies to the business's developmental stage and priorities to maximize their effectiveness.

Market Presence

Table 15. Significant Relationship between the Impact of Promotional Campaign and Firmographic Segmentation of Respondents when grouped according to Market Presence

Variables	Computed X-value	P-value	Critical X-value	Remarks	Decision
Financial Sustainability	72.93	0.000	12.592	Significant	Reject Ho
Operational Sustainability	73.88	0.000	12.592	Significant	Reject Ho
Overall Effectiveness	75.79	0.000	12.592	Significant	Reject Ho

Degree of Correlation *Note: $p \leq 0.05$*

± .80 to 1.00	Very Strong Relationship
± .60 to .79	Strong Relationship
± .40 to .59	Moderate Relationship
± .20 to .39	Weak Relationship
± .00 to .19	Very Weak Relationship

Table 15 shows the results of the significant relationships on the assessments on the impact of promotional campaigns when respondents grouped according to their firmographic segmentation in terms of market presence. Significant relationships observed regarding the respondents' assessments on the impact of promotional campaigns when respondents grouped according to their firmographic segmentation in terms of market presence. Statistical data supported by the computed X^2 – value in terms of financial sustainability = 72.93; operational sustainability = 73.88; and overall effectiveness = 75.79 which are much higher than the critical X^2 – value of 12.592 and p-value lower than 0.05 level of significance which indicate that hypothesis of no significant relationships rejected.

This analysis underscores a critical distinction in the way businesses perceive and implement promotional campaigns, contingent upon their market presence. Micro businesses with a strong market impression often prioritize promotional initiatives that not only reinforce their brand identity but also maintain customer trust. For these entities, marketing campaigns represent long-term investments aimed at securing their market position, ensuring brand consistency, and cultivating customer loyalty. Rather than concentrating solely on immediate outcomes, these businesses evaluate promotions based on their influence on brand reputation, customer retention, and sustainable financial growth. Supporting this view, the 2025 Philippine Marketing Strategies Report emphasized that Filipino consumers increasingly value authenticity, cultural relevance, and emotional resonance in brand messaging. Brands that invest in culturally rooted storytelling and personalized experiences are more likely to foster trust and long-term loyalty. This trend is especially pronounced among micro enterprises that leverage hyper-localized content and community engagement to reinforce their brand identity and deepen customer relationships (Market Research Philippines, 2025)

In contrast, businesses that are still in the process of establishing a foothold in the market typically perceive promotional campaigns primarily as mechanisms for enhancing visibility and rapidly attracting new customers. Their marketing strategies often prioritize short-term engagement, focusing on increasing brand awareness, boosting sales conversions, and expanding their customer base. As they work to solidify their market position, their promotional efforts tend to favor immediate effectiveness over long-term stability. The findings of this study suggest that micro enterprises should customize their marketing strategies to reflect their market presence. Established businesses may benefit from sustained branding initiatives, thought leadership, and customer-centric approaches that bolster their credibility. Conversely, businesses with a lesser market presence should consider employing dynamic, attention-grabbing campaigns that maximize exposure and drive customer acquisition.

Numerous studies support the correlation between market presence and the effectiveness of promotional strategies, highlighting the necessity for tailored marketing approaches. Businesses with a strong market presence gain from long-term branding efforts, content marketing, and traditional advertising — key components for maintaining customer trust and reinforcing brand identity. It further posits that businesses still carving out their niche in the market should concentrate on short-term engagement strategies, such as social media marketing and customer incentives, to rapidly attract attention and foster brand awareness (Hajric, 2025). Additionally, the difference between marketing and promotion, indicating that established businesses prioritize brand consistency and customer retention, while newer firms focus on immediate visibility and sales conversions. This sentiment aligns with the notion that promotional strategies should tailored according to a firm's market standing. An insight from PitchLabsbolster.com this perspective by illustrating businesses can effectively utilize promotion and marketing strategies to align with their growth stage. The study emphasizes the importance of employing dynamic, attention-grabbing campaigns for the businesses with a lower market presence while reinforcing credibility through sustained branding efforts for established firms (Micheal, 2024). In summary, the collective insights affirm that businesses should strategically customize promotional strategies based on their market presence to enhance effectiveness and ensure sustainable growth. By recognizing these differences, organizations can refine their promotional approaches to align with their growth stage, thereby optimizing their marketing investments.

Monthly Revenue

Table 16. Significant Relationship between the Impact of Promotional Campaign and Firmographic Segmentation of Respondents when grouped according to Monthly Revenue

Variables	Computed X-value	P-value	Critical X-value	Remarks	Decision
Financial Sustainability	42.83	0.000	16.919	Significant	Reject Ho
Operational Sustainability	42.22	0.000	16.919	Significant	Reject Ho
Overall Effectiveness	43.75	0.000	16.919	Significant	Reject Ho

Degree of Correlation *Note: $p \leq 0.05$*

± .80 to 1.00 Very Strong Relationship
± .60 to .79 Strong Relationship
± .40 to .59 Moderate Relationship
± .20 to .39 Weak Relationship
± .00 to .19 Very Weak Relationship

Presented in Table 16 are the results of the assessment of respondents on significant relationships on the impact of promotional campaigns when respondents grouped according to their firmographic segmentation in terms of monthly revenue. Significant relationships existed regarding the respondents' assessments on the impact of promotional campaigns when respondents grouped according to their firmographic segmentation in terms of monthly revenue. Data confirmed by the computed X^2 – value in terms of financial sustainability = 42.83; operational sustainability = 42.22; and overall effectiveness = 43.75 which are much higher than the critical X^2 – value of 16.919 and p-value lower than 0.05 level of significance which confirm the rejection of null hypothesis.

The analysis clearly indicates that all computed X^2 values significantly exceed the critical threshold of 16.919, accompanied by a p-value falling below the 0.05 level. These findings denote that the observed relationships are statistically significant, suggesting that the variations in assessment are unlikely to arise from random chance. This supports the conclusion that firm revenue is a critical factor influencing evaluations of promotional campaigns. In this context, the null hypothesis—asserting no relationship between revenue levels and perceptions of promotional campaigns, rejected. Consequently, it is evident that the perceived effectiveness of promotional strategies is not uniform across firms; rather, it is influence by their operational characteristics and market positioning. Supporting this analysis, Robledo (2022) found that promotional strategies have varying impacts on sales performance depending on the business profile of MSMEs in Region 4A, Philippines. The study revealed significant differences in promotional effectiveness across firms with different revenue levels, suggesting that higher-revenue enterprises tend to implement more comprehensive and synergistic marketing approaches. Robledo emphasized the need for tailored promotional strategies that align with a firm's financial capacity and market maturity to optimize campaign outcomes and drive sustainable growth.

This conclusion corroborated with assorted studies that explore the relationship between firm revenue and promotional campaign assessments, emphasizing the necessity of customized marketing approaches. For instance, research conducted by De La Salle University examined the impact of the advertising expenditures on the performance of Filipino corporations and found that while advertising positively affects revenue growth, it does not always guarantee profitability. This indicates that firms with higher revenue may focus on brand-building efforts that yield long-term benefits, whereas lower-revenue entities might concentrate on immediate market penetration and financial returns (Manala-O et al., 2020). Furthermore, research from Smartsheet identifies key performance indicators (KPIs) employed to evaluate the effectiveness of marketing campaigns. The findings illustrate that firms of varying revenue levels assess promotional strategies differently, reinforcing the necessity for marketing efforts to be align with a company's unique operational characteristics and market context (Weller, 2023).

These insights highlight the critical importance of developing marketing strategies that are finely tune to the revenue segmentation of firms. Higher-revenue businesses may lean towards brand-building initiatives that emphasize long-term growth, while lower-revenue firms are likely to prioritize strategies aimed at achieving immediate market impact and financial gains.

3.5 Significant Relationship on the Prevailing Promotional Campaign and the Firmographic Segmentation of the Respondents Employed by Micro Enterprises.

To determine whether significant relationships existed between the prevailing promotional campaigns on micro enterprises and the firmographic segmentation of the respondents. Chi-square test applied.

Years of Operation

Table 17. Significant Relationship between the Prevailing Promotional Campaign and Firmographic Segmentation of Respondents when grouped according to Years of Operation

Variables	Computed X-value	P-value	Critical X - value	Remarks	Decision
Advertising Practices	22.49	0.000	16.919	Significant	Reject Ho
Social Media Engagement	18.85	0.000	16.919	Significant	Reject Ho
Customer Incentives	21.57	0.000	16.919	Significant	Reject Ho
Content Marketing	25.08	0.000	16.919	Significant	Reject Ho
Traditional Marketing	22.15	0.000	16.919	Significant	Reject Ho

Degree of Correlation *Note: $p \leq 0.05$*

± .80 to 1.00	Very Strong Relationship
± .60 to .79	Strong Relationship
± .40 to .59	Moderate Relationship
± .20 to .39	Weak Relationship
± .00 to .19	Very Weak Relationship

Shown in Table 17 are the results of the assessment on the significant relationships between the prevailing promotional campaign and the firmographic segmentation of respondents when grouped according to years of operation. Statistical findings supported by the computed X^2 – value of the following variables: advertising practices = 22.49; social media engagement = 18.85; customer incentives = 21.57; content marketing = 25.08; and traditional marketing = 22.15 which are higher than the critical X^2- value = 16.919 and probability value lower than 0.05 level of significant. Thus, the hypothesis of no significant relationships rejected.

The analysis reveals a clear differentiation in marketing preferences between experienced micro enterprises and their newer counterparts, highlighting the influence of business longevity on promotional strategies. Established micro enterprises, having cultivated significant relationships with customers over time, tend to favor traditional marketing methods. These include print advertisements, word-of-mouth referrals, and established media channels. Such businesses rely on their established credibility and reputation, ensuring their promotional efforts reinforce brand trust. For this demographic, traditional marketing approaches are sometimes perceived by micro enterprises as more dependable and stable, particularly when their target audience is accustomed to conventional advertising formats. Traya (2024) supports this observation in his study of MSMEs in Carcar City, Cebu, noting that long-standing enterprises often maintain traditional promotional channels to preserve local trust and cultural familiarity. His findings revealed that while digital marketing offers broader reach, many experienced micro businesses still prioritize print media and community-based referrals, especially in sectors where personal relationships and local reputation are central to customer loyalty.

In contrast, younger businesses, keen to establish their presence in competitive markets, are increasingly embracing digital marketing strategies. They utilize social media platforms, search engine optimization (SEO), and customer incentive programs—such as discounts and referral bonuses—to garner attention swiftly and secure a foothold. Their marketing initiatives typically prioritize immediate engagement and visibility, leveraging technological advancements to efficiently connect with potential customers. The strong statistical correlation between the effectiveness of content marketing and business longevity suggests that experienced micro enterprises utilize content marketing in a manner distinct from newer businesses. Older firms may focus on crafting rich, value-driven content to reinforce their authority and sustain customer relationships over time. Conversely, newer enterprises are likely to concentrate on high-volume, attention-grabbing content aimed at establishing brand awareness quickly. Traya (2024) supports this distinction in his analysis of MSMEs in Carcar City, Cebu, noting that younger enterprises tend to favor aggressive digital tactics—such as frequent posting, influencer collaborations, and viral campaigns—to rapidly build visibility. Meanwhile, more established firms adopt a strategic content approach, emphasizing educational materials, brand storytelling, and community engagement to deepen trust and reinforce their market position.

Related studies corroborate the relationship between business longevity and marketing preferences, underscoring the necessity for tailored promotional strategies. A study published in Strategic Marketing Decision Making: Evidence from a Philippine Micro Enterprise Perspective delineates how micro enterprises make strategic marketing decisions based on their operational tenure. The findings indicate that older businesses rely on traditional marketing methods, leveraging established credibility to maintain customer trust (De Ocampo et al., 2020). Furthermore, research documented in Marketing Challenges and Digital Marketing Strategies of Microentrepreneurs During the Covid-19 Pandemic illustrates that newer businesses prioritize digital marketing strategies—including social media engagement, SEO, and customer incentive programs—to swiftly establish brand presence and attract customers. This study emphasizes the effectiveness of digital tools in aiding younger firms to secure a foothold in competitive markets (De Leon et al., 2024).

The posted findings suggest that micro enterprises should consider customizing their promotional strategies according to their years in operation. Established businesses may gain from reinforcing their brand reputation through trusted marketing channels, while newer firms should leverage digital tools to maximize exposure and engagement. Understanding these dynamic enables businesses to optimize their promotional efforts in alignment with their maturity within the market.

Market Presence

Table 18. Significant Relationship between the Impact of Promotional Campaign and Firmographic Segmentation of Respondents when grouped according to Market Presence

Variables	Computed X-value	P-value	Critical X-value	Remarks	Decision
Advertising Practices	42.82	0.000	12.592	Significant	Reject Ho
Social Media Engagement	50.78	0.000	12.592	Significant	Reject Ho
Customer Incentives	48.06	0.000	12.592	Significant	Reject Ho
Content Marketing	53.35	0.000	12.592	Significant	Reject Ho
Traditional Marketing	53.25	0.000	12.592	Significant	Reject Ho

Degree of Correlation *Note: $p \leq 0.05$*

± .80 to 1.00	Very Strong Relationship
± .60 to .79	Strong Relationship
± .40 to .59	Moderate Relationship
± .20 to .39	Weak Relationship
± .00 to .19	Very Weak Relationship

Presented in Table 18 are the results of the assessment on the significant relationships between the prevailing promotional campaign and the firmographic segmentation of respondents when grouped according to market presence. On the contrary, a significant relationship found on the prevailing promotional campaign and firmographic segmentation of respondents when it grouped according to market presence. These findings confirmed by the computed X^2 – value of the following variables: advertising practices = 42.82; social media engagement = 50.78; customer incentives = 48.06; content marketing = 53.35; and traditional marketing = 53.25 which are higher than the critical X^2- value = 12.592 and probability value lower than 0.05 level of significant. Thus, the hypothesis of no significant relationships rejected.

The findings presented above offer a crucial insight regarding how businesses should strategically tailor their promotional efforts in alignment with their market presence. Organizations that enjoy a robust market presence are likely to find that content marketing and traditional advertising yield significant effectiveness, capitalizing on their established brand reputation and the trust they have cultivated with their audience. Conversely, businesses with a lesser market presence may benefit more from social media engagement and customer incentives, which can help them rapidly increased awareness and attract new customers. The pronounced X^2 values associated with content marketing (53.35) and traditional marketing (53.25) indicate that established firms are inclined to prioritize these methodologies more heavily in their promotional strategies. This perspective supported by numerous studies that investigate the relationship between market presence and the efficacy of promotional strategies, emphasizing the necessity for customized marketing approaches. A report from Business Explained (2025), underscores the significance of such tailored strategies, illustrating that firms with a strong market presence reap considerable rewards from content marketing and traditional advertising due to their well-established brand credibility. The report further advocates that businesses with a diminished market presence should concentrate on social media and customer engagement tactics to foster awareness and draw in customers efficiently.

Additionally, research from Creately.com examines promotional strategy frameworks, positing that businesses with a solidified market position are more inclined to favor traditional advertising and content marketing, while those that are newer or less recognized often resort to digital marketing strategies to enhance visibility. This finding reinforces the notion that promotional tactics ought to be customize according to a firm’s standing in the market (Athuraliya, 2024). Insights from First Direct Marketing further illuminate how customized marketing strategies enable businesses to address customer needs more effectively. This study highlights the essential role of market segmentation and personalized marketing approaches, reiterating that firms with a strong market presence can leverage brand trust, whereas emerging businesses should focus on engagement-driven promotional efforts (Buhr, 2024). In summary, these collective studies affirm that promotional strategies must be adapted based on market presence to optimize their effectiveness, thereby ensuring sustainable business growth.

Monthly Revenue

Table 19. Significant Relationship between the Impact of Promotional Campaign and Firmographic Segmentation of Respondents when grouped according to Monthly Revenue

Variables	Computed X-value	P-value	Critical X-value	Remarks	Decision
Advertising Practices	9.94	0.000	16.919	Significant	Reject Ho
Social Media Engagement	11.97	0.000	16.919	Significant	Reject Ho
Customer Incentives	11.04	0.000	16.919	Significant	Reject Ho
Content Marketing	13.67	0.000	16.919	Significant	Reject Ho
Traditional Marketing	13.16	0.000	16.919	Significant	Reject Ho

Degree of Correlation *Note: $p \leq 0.05$*

± .80 to 1.00	Very Strong Relationship
± .60 to .79	Strong Relationship
± .40 to .59	Moderate Relationship
± .20 to .39	Weak Relationship
± .00 to .19	Very Weak Relationship

Displayed in Table 19 are the results of the assessment on the significant relationships between the prevailing promotional campaign and the firmographic segmentation of respondents when grouped according to monthly revenue. The data shows that there is no significant relationships existed between the prevailing promotional campaign and firmographic segmentation of respondents when grouped according to monthly revenue. Supporting the results are the computed X^2 – value of the following variables: advertising practices = 9.94; social media engagement = 11.97; customer incentives = 11.04; content marketing = 13.67; and traditional marketing = 13.16. The results of the computed X^2 = value is lower than the critical X^2 - value = 16.919 and probability value higher than 0.05 level of significant. Thus, the hypothesis of no significant relationships rejected.

The findings presented indicate that micro businesses revenue size does not inherently dictate its approach to promotional campaigns. One might anticipate that higher-revenue firms would invest significantly in sophisticated marketing strategies, while lower-revenue entities would be more inclined to utilize cost-efficient methods. However, data reveals that businesses across various revenue tiers demonstrate comparable engagement with a range of marketing approaches. This trend suggests that both large and small firms must acknowledge the critical importance of digital engagement and brand visibility. While high-revenue firms may possess larger budgets for paid promotions, smaller enterprises effectively leverage cost-efficient strategies, including organic reach and influencer partnerships, to establish a substantial market presence. Promotional initiatives such as discounts, referral programs, and loyalty rewards are widely employed across revenue segments, reinforcing the notion that strategies for customer retention and acquisition hold universal significance. Regardless of monthly revenue, offering incentives remains a potent tactic to drive customer engagement and encourage repeat purchases. Furthermore, content marketing—encompassing blogs, videos, and educational materials—is including print advertising, in-store promotions, and networking, continue to be relevant for both high- and low-revenue firms, indicating that marketing trends are not solely dictate by financial capacity.

This pattern highlights that the effectiveness of marketing strategies are influence by a variety of factors beyond revenue alone. Elements such as industry type, target audience preferences, and overarching business strategy often play a more critical role in shaping promotional decisions. A company's sector may dictate whether digital marketing proves more effective than traditional methods, while audience demographics can determine whether influencer collaborations or direct advertising are more impactful. Additionally, a firm's strategic priorities—including brand positioning, expansion objectives, and engagement style—can significantly influence the selection of promotional techniques. Instead of assuming that higher-revenue businesses favor specific marketing channels while lower-revenue firms opt for alternatives, it is more advantageous for marketers to investigate industry-specific trends and customer behaviors. Companies should concentrate on developing promotional strategies that align with their distinctive market positioning, rather than relying solely on financial resources to inform their approach. A few related studies substantiate the assertion that revenue size does not necessarily dictate the promotional strategies, underscoring the importance consistently utilize by businesses of all sizes. The traditional marketing methods, of industry-specific trends and customer behavior in shaping marketing tactics. A report from Omni.com send highlights the ongoing evolution of promotional marketing strategies, illustrating how businesses of all sizes utilize digital engagement, influencer partnerships, and traditional advertising to sustain brand visibility. This study indicates that while larger firms may allocate more resources to paid promotions, smaller businesses successfully implement cost-efficient strategies such as organic reach and referral programs to achieve comparable levels of engagement (Petraškienė, 2024). Moreover, research from Vdriven.com examines the impact of promotional expenditure on profitability, noting that businesses across diverse revenue levels allocate a huge portion of their budgets to marketing initiatives. The findings suggest that promotional strategies are more influenced by industry dynamics and consumer behavior than by financial capacity alone (Bauerova, 2025). Additionally, insights from CPGvision.com (2023) on revenue growth management emphasize that successful promotional strategies hinge on targeted marketing campaigns and multi-channel promotions, rather than being determined by the size of the firm's revenue. The evidence suggests that businesses must tailor their marketing efforts to align with their strategic priorities, audience demographics, and sector-specific trends. Collectively, these studies affirm that the efficacy of marketing strategies has been shaped by the multifaceted factors to extend beyond a mere revenue consideration. Organizations should prioritize the development of promotional strategies that resonate with their unique market positioning, rather than solely depending on financial resources to guide their marketing endeavors.

3.6 Significant Relationship Between the Impact of Promotional Campaigns Sustainability and the Prevailing Promotional Campaign employed by Micro Enterprises.

Table 20. Significant Relationship between the Impact of Promotional Campaigns Sustainability and Prevailing Promotional Campaign employed by Micro Enterprises

Variables	Computed r-value	Degree of Correlation	Computed t-value	Critical t-value	Remarks
Financial Sustainability	-0.062	Strong negative correlation	0.812	1.960	not Significant
Operational Sustainability	-0.56	Moderate negative correlation	8.84	1.960	Significant
Overall Effectiveness	-0.84	High negative correlation	20.24	1.960	Significant

Degree of Correlation *Note: $p \leq 0.05$*

± .80 to 1.00	Very Strong Relationship
± .60 to .79	Strong Relationship
± .40 to .59	Moderate Relationship
± .20 to .39	Weak Relationship
± .00 to .19	Very Weak Relationship

To determine whether significant relationships existed between the impact and the prevailing promotional campaigns employed by micro enterprises. Pearson Product Moment Correlation or Pearson r applied. The Table 20 are the results of the assessment on the significant relationships between the impact and the prevailing promotional campaigns employed by micro enterprises. A strong negative correlation and not statistically significant relationships found between the impact and prevailing promotional campaigns employed by micro enterprises in terms of financial sustainability. This was confirmed by the computed r – value of financial sustainability = -0.062 and supported by the computed t- value = 0.812 which was lower than the critical t – value of 1.960 at 0.05 level of significant which shows that the hypothesis of no significant relationships is accepted. This means that as the intensity or frequency of promotional campaigns increases, financial sustainability tends to decrease or vice versa. This shows that the two variables are not associated with each other.

A moderate correlation between the impact and the prevailing promotional campaigns and operational sustainability, and a high correlation with overall effectiveness. These relationships were also statistically significant, supported by their computed r – value of operational sustainability = 0.56 with computed t– value of = 8.84; and overall effectiveness with r = 0.84 with computed t- value = 20.24 which are higher than the critical t- value of 1.960 at 0.05 level of significance. Thus, the hypothesis of no significant relationships accepted. The established relationships indicate that to maintain capital effectively, businesses must adopt sound monetary management practices. This includes rigorous cost control, diversification of revenue streams, and strategic investment decisions. A well-defined baseline of capitalization is essential for organizations, as it enables them to accurately assess their financial health, allocate resources efficiently, and plan for long-term stability.

A comprehensive financial sustainability framework typically encompasses key indicators such as firm growth, survival capacity, earnings risk exposure, and a favorable earnings risk profile. These indicators suggest that current promotional campaigns can have a significant and reliable influence on both operational sustainability and overall business effectiveness. Other related studies substantiate the correlation between financial sustainability frameworks and the influence of promotional initiatives on business operations. A report from Faster Capital (2025) emphasizes the critical role of financial sustainability in marketing strategies, highlighting the necessity for businesses to implement sound monetary management practices—including cost control, revenue diversification, and strategic investments—to maintain capital. The report reinforces the idea that without clear baseline capitalization, firms may encounter difficulties in evaluating their financial health and resource allocation, thereby underscoring the need for structured financial sustainability frameworks. Moreover, insights from the Department of Finance outline the fundamental components of sustainable finance frameworks, focusing on indicators such as firm growth, survival ability, and earnings risk exposure. These factors are instrumental in securing long-term business stability and enhancing promotional investments to bolster operational sustainability (dof.gov.ph). Additionally, this research delves into financial sustainability strategies, asserting that structured financial planning significantly influences business effectiveness. The study advocates for aligning promotional campaigns with financial sustainability objectives to optimize their impact on revenue growth and operational efficiency. These collective studies affirm that well-structured financial sustainability frameworks are vital for enabling businesses to manage capital effectively, optimize promotional strategies, and secure long-term stability.

3.7 Innovative Marketing Strategies to enhance Promotional Strategies

Based on the findings of the research, the author has formulated an innovative marketing strategy that prioritizes sustainability, integrates both digital and traditional media, and emphasizes community and stakeholder engagement to enhance promotional efforts.

1. Sustainable Branding and Circular Economy Marketing

Implement green marketing innovations that align business strategies with sustainability objectives, encompassing product-service systems (PSSs) and transparent sustainability branding. Leverage behavioral nudging and artificial intelligence-driven personalization to promote eco-friendly consumer choices.

2. Integrated Digital and Traditional Media Approach

Utilize AI-powered digital marketing to customize content for diverse audience segments. Combine social media campaigns with print media, radio, and television advertisements to maximize outreach. Incorporate interactive infographics, video storytelling, and immersive experiences, such as augmented reality (AR) and virtual reality (VR), to engage customers effectively.

3. Community and Stakeholder Engagement

Forge partnerships with local organizations to advocate for sustainability initiatives. Organize educational workshops and interactive events to involve stakeholders in sustainable practices actively. Promote user-generated content and crowdsourced ideas to cultivate community-driven marketing. Mentioned comprehensive strategy ensures a holistic, impactful, and sustainable approach to marketing that maintains strong engagement across both digital and traditional platforms.

4. Conclusion & Recommendations

This study concluded that the sustainability of food and beverage micro enterprises in selected barangays of Taguig City was influenced by both firmographic characteristics and the effectiveness of promotional campaigns. The findings showed that most enterprises were newly established, had primarily physical market presence, and generated modest monthly revenue, indicating that many were still in the early stage of business growth. Overall, respondents agreed that promotional campaigns contributed positively to their business sustainability, particularly in terms of operational sustainability and overall effectiveness. The results also revealed significant relationships between firmographic segmentation and the perceived impact of promotional campaigns, suggesting that years of operation, market presence, and revenue level shaped how micro enterprises assessed promotional outcomes. These findings emphasized that promotional campaigns served as an essential mechanism in strengthening competitiveness, improving customer engagement, and supporting the long-term viability of micro enterprises in a dynamic local market environment.

Based on the findings of the study, it was recommended that micro enterprises strengthen and diversify their promotional campaigns by strategically integrating both digital and traditional marketing approaches to enhance sustainability. Micro business owners may consider maximizing the use of cost-effective platforms such as Facebook and Instagram while maintaining community-based promotional efforts such as flyers, word-of-mouth marketing, and localized campaigns that encourage foot traffic. In addition, the development of improved customer incentive programs, such as loyalty rewards, referral systems, and seasonal promotions, may further increase customer retention and engagement. Stakeholders such as local government units and partner organizations may also support micro enterprises through training programs focused on digital marketing skills, promotional planning, and customer communication strategies. Through coordinated efforts and continuous evaluation of campaign performance, micro enterprises may improve promotional effectiveness and strengthen overall business sustainability.

Despite the significant findings, this study had several limitations that should be considered in interpreting the results. The study utilized a descriptive quantitative design and relied primarily on self-reported responses gathered through questionnaires, which may have been influenced by personal perceptions, recall bias, or respondent subjectivity. The coverage of the study was limited to food and beverage micro enterprises in only selected barangays of Taguig City, which may affect the generalizability of the results to other industries or geographic areas. Moreover, while the study measured promotional campaign impact through sustainability indicators, it did not include actual financial records or sales reports that could validate profitability and performance outcomes more objectively. Future research may expand the scope to include other enterprise categories, apply mixed-method approaches, and incorporate deeper financial analysis to strengthen the accuracy and applicability of the findings.

Compliance with ethical standards

The author declared no conflict of interest. Informed consent was obtained from the respondents prior to their participation in the study. The author expressed gratitude to the participating institution and the respondents for their cooperation and valuable contributions to the study.

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