



ONLINE MARKETING STRATEGIES OF SMALL BUSINESS ENTERPRISE IN TAGUIG CITY TOWARDS A MODEL FOR COMPETITIVE ADVANTAGE

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ABSTRACT

This study aimed to explore the online marketing strategies employed by small business enterprises in Taguig City towards a model for achieving a competitive advantage in the digital marketplace. The introduction provides a background of the study, the problem statement, the research objectives, and the research questions.

The study employs a survey where the selected one hundred fifty-eight (158) respondents from Barangay Upper fifty-three (53), Central fifty-three (53), and New Lower Bicutan as the lowest number of respondents with fifty-two (52) using the purposive sampling method as the online seller subjected of this research study as samples for some purpose. Individuals for selected small business enterprises under this study were chosen as samples, thus representative of the overall population of business enterprises in Taguig City to identify the most common online marketing strategies used by small businesses. The qualitative method involves a deeper understanding of the challenges and opportunities faced in implementing these strategies.

The survey results indicate the most common online marketing strategies used by small businesses in Taguig City. The qualitative data analysis highlights the unique challenges and opportunities facing small businesses in Taguig City in implementing these strategies. The results suggest that small businesses face challenges such as a lack of resources, inadequate technical expertise, and competition from larger companies.

The study findings are discussed concerning existing literature on online marketing strategies for small businesses. The discussion highlights the importance of having a comprehensive online marketing plan that considers the target audience, business objectives, and available resources. The discussion also considers the unique challenges and opportunities facing small businesses in Taguig City and provides recommendations for addressing these challenges and capitalizing on these opportunities.

The study recommends and develops a proposed model for small business enterprises in Taguig City to achieve competitive advantage through effective online marketing strategies. The proposed model considers the unique challenges and opportunities faced by small businesses in Taguig City and provides a step-by-step approach for developing and implementing effective online marketing strategies. The study recommends that small businesses should invest in social media marketing, search engine optimization, and email marketing while considering their target audience and available resources. The study also recommended further research on the effectiveness of the proposed model in achieving a competitive advantage in online marketing.

KEYWORDS: Online Marketing Strategies, Small Business Enterprises, Competitive Advantage, Digital Marketplace, Opportunities, Resources, Technical Expertise, Business Objectives, Comprehensive Online Marketing Plan, Proposed Model, Social Media Marketing, Search Engine Optimization, Email Marketing, Effectiveness.



INTRODUCTION

Electronic commerce is expanding step by step everywhere. The viewpoint of disconnected advertising is evaporating and is being taken over by internet promoting. Online marketing showcasing has various wings, for example, notice, advancement, selling, flag promotions, messages, web index advertising improvement, blog promoting, article promoting, data the executives of clients, client relationship, client support, virtual entertainment, talk discussions, updates and after deal administrations, and so on, of labor and products. The benefits of the computerized economy have empowered web-based showcasing to destroy different conventional hindrances, difficulties of new markets/items as well as situating of items. Online marketing showcasing has opened new streets and exercises to arrive at the clients in the blink of an eye. The inventive reasoning field can be utilized to arrive at various sorts of clients with various preferences and no geological limits, accordingly, influencing variety. When coronavirus (COVID-19) pandemic has changed how much money is spent on advertising, marketing, promotions, and media, pushing companies and brands to rethink their ideas for present and upcoming advertising and marketing campaigns to retain a consistent flow of revenue. The impact of the pandemic resulted in job losses and business disruptions. Department of Labor and Employment admitted that there's a possibility many Filipinos lose their jobs due to the CoViD-19 pandemic. While brands strive to hit the appropriate note at the moment, the future foresees market change, more competition, and a need for aggressive and inventive marketing strategies. The study last September 16, 2020, in the Philippines, showed that 70.6% of small, and medium enterprises (SMEs) were forced to temporarily close due to the COVID-19 outbreak. (Rivas, 2020) Amid challenges in businesses, it is easier for small businesses to use social media platforms to market their products and services. Some consumers are concerned about how marketers would position and offer goods as remedies for the numerous issues consumers currently face. However, markets are supplying necessities like toilet paper through production, supply chains, marketing, and retail, obviously assisting consumers in maintaining their standard of living. Online marketing strategies can serve as an avenue to continue economic activities despite pandemic risk while also helping businesses to cope with the new normal. Through the growing internet and technological competitive advancement, trading products make it efficient and easier for the industry. As everyone embraces the so-called "new normal" local government and national governments remain hopeful that in this the researcher determine to propose a model to this platform that they will cope with better strategies that will provide a competitive advantage and programs for everyone to survive their businesses in online marketing.

OBJECTIVE OF THE STUDY

Small business enterprises are part of the economy and play a vital role to support a stable economic environment. Thus, the pandemic may serve as a "wake-up" call for business operations to collaborate more on pandemic preparedness and develop strategic plans. An economic crisis may impact business operations in many ways, and if not handled properly, can be expensive (Baihaqi, 2020).

Also, the researcher determined the difference between the study and stressed the strategies that can provide competitive advantages for online marketing to help small business owners in Taguig City, and there is no doubt that small business operations are feeling the impact of the pandemic, as it has caused challenges to small and medium enterprise, such as limitation of supplies, customer reduction in buying power, contact and operating hours constraints, scarcity of raw materials and unavailability of the main business services, barriers of cash flow (Mocon-Ciraco, 2020). Even when enterprises are up and operating, they still face crucial hurdles such as obtaining financing and storing clients. Keeping supplies lines open online, allowing people to work from home, and balancing family duties are some of the most challenging difficulties and this may become a domino effect on the whole community in terms of surviving their business in any unexpected situation that they will face and also determine the problems that they encounter during the pandemic with their business (Stepanek, 2020).

Business owners are now struggling with different strategic issues. It is not simple to decide where to start to become more competitive and advance. One option is to have a better plan or strategy to obtain advancement and turn the challenges into an opportunity (Zialcita, 2019).

As a result of that, the researcher contributed or stressed the solution and apply all the data that may help to survive their business in our present-day and for the future generation as the researcher proposed model and by implementing these elements, small business enterprises in Taguig City can develop effective online marketing strategies that can lead to a competitive advantage. The proposed model will provide a framework for small business enterprises to develop and implement these strategies and can help them to succeed in today's digital marketplace.

MATERIALS AND METHODS

This study utilized the descriptive method of research using the survey approach research as its research design. The



descriptive survey method is designed for investigating and gathering information about a pre-existing condition. It involves the collection of data to test the hypothesis. According to Kerlinger (1986), a survey method is a useful tool for educational fact-finding. It is a fact-finding study with adequate interpretations of the findings. It describes “what is” and what exists in the present practice situations phenomena. (Calderon & Gonzales 1993). Therefore, the researcher used the survey technique which is under descriptive research design. This technique is used to collect demographic data about respondents and gathered data that will be analyzed, organized, and interpreted in the next chapter.

POPULATION AND SAMPLING TECHNIQUE

The respondents of this study were the selected one hundred fifty-eight (158) respondents from Barangay Upper with fifty-three (53), Central with fifty-three (53), and New Lower Bicutan as the lowest number of respondents with fifty-two (52) using the purposive sampling method as the online seller subjected of this research study as samples for some purpose. Individual for selected small business enterprises under this study were chosen as samples, thus representative of the overall population.

The obtained data and information in which the demographic profile and response used as strong evidenced for data gathering and collection.

DATA COLLECTION PROCEDURE

In gathered data, the researcher spends a great time reading books that are available in the libraries and doing internet research to gathered more studies and literature that may help for this research. Thereby getting enough information to make a questionnaire to serve its intended respondents the researcher. This complied with the RA 10173 Data Privacy Act of 2012 to secure the information that will use for this research. The researcher conducted an online survey on the community page of the respondents with the Google form that will use and ask permission to answer the survey questionnaires; the researchers survey the respondents. The copies of the main questionnaire will depend on the number of respondents. The questionnaires gathered will contain all the needed data for the study and they will be organized, summarize, analyze, and will be interpreted in this research.

Percentage distribution was used to quantify the demographic profile of selected respondents based on the number of small businesses in selected barangay in Taguig City by average monthly income, length of business, and types of Online marketing.

Percentage distribution is used to quantify which among the indicators of competitive advantage of online marketing provides a competitive advantage for the respondents.

Weighted mean used to determine to provide a competitive advantage for online marketing by the respondents.

Chi-square test of Independence was used in this study that may answer the statement number 4 on the significant relationship among the demographic profile of the small business enterprise and the level of effectiveness of the online marketing strategies.

Pearson product-moment correlation coefficient (or Pearson correlation coefficient, for short) is a measure of the strength of a linear association or relationship between two variables of more than two categories, respectively. This treatment was performed to determine the significant relationship between the level of online marketing strategies and the competitive advantage of small business enterprise.

RESULTS AND DISCUSSION

Demographic Profile of the respondents

Table 1 Frequency and Percentage Distribution of Respondents In terms of the Years of operation of the Business

Indicators	Frequency (f)	Percent
1 year & below	57	36.08%
2 – 3 years	55	34.81%
4 years & above	46	29.11%
Total	158	100.00%

Table 1 shows the frequency and percentage distribution of respondents with regard to the age of the business. The distribution is close near from one another wherein, age of 1 year and below with a frequency of 57 (36.08%); range age of business from two (2) to three (3) years with a frequency of 55 (34.81%); and four (4) years and above with frequency of 46 (29.11%). Most



age of the business respondents is 1 year and below. It signifies that most of the business of the respondents is new and not yet stable.

According to Zen (2021), the first two years in business are the hardest, especially for someone who is brand new to owning a business, and who has no experience managing staff or dealing with accounting or bookkeeping.

The researcher does believe the statement of Zen (2021) that the first year of business is the hardest year to determine if you need to push through or stop the business because of some considerations that need to consider aside from it being the year of convincing or getting more customers and build trust with your business.

Table 2 Frequency and Percentage Distribution of Respondents In terms of Average Monthly Income Sales of the Business

Indicators	Frequency (f)	Percent
Below Php 3,000	45	28.48%
Php 3,000-4,999	29	18.35%
Php 5,000 & above	84	53.16%
Total	158	100.00%

Presents in the table above the average monthly income sales of the business. Out of one hundred fifty-eight (158) respondents, there are 84 (53.16%) with average monthly income sales of Php 5, 000 and above; followed by an average income of below Php 3,000 with 45 (28.48%); lastly, 29 (18.35%) with monthly average sales of Php 3, 000 to Php 4, 000. Manifests in Table 2 that majority of the respondent's monthly sales are within above average to connect with the age of the business as revealed in Table 1, majority of the respondents earned above average sales even if their business is still young or new with one (1) year and below the age of business.

Most small businesses take at least 2 to 3 years to be profitable and become truly successful once they've hit the 7 to 10 years mark. Most small business takes years to be successful, despite the overnight success of companies. (Hub, 2019).

The researcher agreed with the statement of Hub (2019) that 2 to 3 years is not a guaranteed that your business is successful unless you reached five (5) years and up to have a Return on Investment (ROI).

Table 3 Frequency and Percentage Distribution of Respondents In terms of Types of Online Marketing Used

Indicators	Frequency (f)	Percent
Business-to-Customer	130	82.28%
Business-to-Business	28	17.72%
Total	158	100.00%

With regards to the types of online marketing used, as demonstrated in Table 3. Predominantly, respondents' type of business is business-to-customer with 130 (82.28%) and only 28 (17.72%) out of one hundred fifty-eight (158) on business-to-business. In this type of online marketing, the respondent's products and services promote to individual people while on the other hand business-to-business their product sells to other businesses (<https://emarsys.com>). It signifies that the majority of the respondents directly sell their product to the customer online wherein the respondents hit the monthly average sales of Php5,000 and above as presented in Table 2.

Table 4 Level of Online Marketing Strategies of Small Business Enterprise In terms of Effectiveness in Price

Indicators	\bar{x}	Interpretation	Rank
1. Prices in demand by the consumers	3.44	Effective	5
2. Clear price lists for the consumers	3.53	Very Effective	4
3. Price according to the benefits provided	3.55	Very Effective	3
4. Better the quality of the product and a similar shape higher price	3.65	Very Effective	1
5. Relatively cheaper price in the market	3.56	Very Effective	2
6. The same price in the market	2.98	Effective	6
Gen. Mean	3.45	Effective	

LEGEND: 1.00-1.49 = Ineffective 1.50 – 2.49 = Less Effective 2.50 – 3.49 = Effective 3.50 – 4.00 = Very Effective



Depicts in Table 4 the very effective level of online marketing strategies of small business enterprises in terms of price are as follows: with the highest mean and rank 1 on have a better quality of products and a similar shape higher price ($\bar{x} = 3.65$); rank 2 relatively cheaper prices in the market ($\bar{x} = 3.56$); rank 3, price is according to the benefits provided ($\bar{x} = 3.55$); and with clear price lists for the consumers/customers ($\bar{x} = 3.53$) as 4th rank on mean. The prices are in demand by the consumers /customers ($\bar{x} = 3.44$) under rank 5 and with the least means or on the lowest rank of 6 that deals with the price being the same in the market ($\bar{x} = 2.98$) with an effective level of marketing strategies. Among the six (6) indicators mentioned, two (2) indicators deal with prices customer demand, and on the same price in the market with an effective level of marketing strategies, and the rest of the four (4) indicators with the level of very effective.

The general mean of 3.45 signifies that the level of online marketing strategies of small business enterprises in terms of price is effective mostly on better quality of the product. It reveals that Table 2 on the average monthly income sales and on Table the types of marketing used is connected that the business-to-customer or respondents' product directly selling to the customer is effective that made their monthly sales above the average.

Takeuchi (2022) suggested that although the quality of a product is important to consider in selling a product the quality of customer service after the sale is often as important as the quality of the product itself. Excellent customer service can rarely compensate for a weak product.

The researcher agreed with the suggestion of Takeuchi (2022) that aside from the quality of the product it is also important that we consider the services that will offer to the customer through that, the customers may have satisfied more.

Table 5 Level of Online Marketing Strategies of Small Business Enterprise In terms of Effectiveness in Place

Indicators	\bar{x}	Interpretation	Rank
1. Location and schedule production	3.52	Very Effective	3.5
2. Use a liable system to deliver the products to the customer	3.60	Very Effective	2
3. Determines the structures and efficiency of the Competitors	3.52	Very Effective	3.5
4. Meets the specific level of customer service standard required	3.41	Effective	6
5. Incorporate the most cost-efficient way of providing accessibility and service	3.42	Effective	5
6. Provides the most convenient means for customers to obtain the products or service they want	3.64	Very Effective	1
Gen. Mean	3.52	Very Effective	

LEGEND: 1.00-1.49 = Ineffective 1.50 – 2.49 = Less Effective 2.50 – 3.49 = Effective 3.50 – 4.00 = Very Effective

Table 5 represents the level of online marketing strategies about place. It depicts that very effective on the most convenient means for customers to obtain the products or services they want ($\bar{x} = 3.64$), which is ranked as number 1 or with the highest mean; next, under rank 2 is to use a liable system to deliver the products to the customer ($\bar{x} = 3.60$); lastly, with the same mean and same rank of 3.5 on the location and schedule of production as well as the structure and efficiency of the competitors ($\bar{x} = 3.52$). With the effective level of strategies for the customers on a cost-efficient way of providing accessibility and services ($\bar{x} = 3.42$) and lastly, with the least mean ($\bar{x} = 3.41$) and on the last rank of 6 which is to meet the level of customer service standard required.

The general mean of 3.52 which means very effective mostly on the indicator that the respondents provided the most convenient means for customers to obtain the products and the services. It signifies that the customers who are directly patronizing the products and services of the respondents are very satisfied that made the result of sales above the average of Php5,000 and above as revealed in Table 2.

**Table 6 Level of Online Marketing Strategies of Small Business Enterprise In terms of Effectiveness in Promotion**

Indicators	\bar{x}	Interpretation	Rank
1. Online platforms advertisement	3.61	Very Effective	1
2. Free Samples of the products sells online	3.02	Effective	3
3. Buy 1 take 1 promo for the products	3.05	Effective	2
4. Buy and Win Contest raffle for the online consumers	2.92	Effective	4
Gen. Mean	3.15	Effective	

LEGEND: 1.00-1.49 = Ineffective 1.50 – 2.49 = Less Effective 2.50 – 3.49 = Effective 3.50 – 4.00 = Very Effective

The level of online strategies in terms of promotion demonstrates in the table above. Out of four (4) indicators, only one (1) has a very effective level of strategy for online platform advertisement ($\bar{x} = 3.61$) rank as number 1. The remaining three (3) indicators with an effective level of strategies on buy 1 take 1 promo for the products ($\bar{x} = 3.05$) as rank 2; with free samples of the products online ($\bar{x} = 3.02$) under rank 3; and on the last rank with least effective on buy and win contest raffles for the online customers ($\bar{x} = 2.92$).

In concept, the general mean of 3.15 manifests that for the customers the promotion of the respondents' product is effective mostly on online platform advertisement. Reveals in the table above that customers most likely buy the product because of the online advertisement and not only the promotion and other freebies.

Localiq (2022) emphasized that online advertising is one of the most effective ways for businesses of all sizes to expand their reach, find new customers, and diversify their revenue streams. The research believes to Localiq (2022) since nowadays that most are used to online transactions and customers most likely enjoy the online product since easy to order, less hassle for delivery, and easy to see the advertisement.

Table 7 Level of Online Marketing Strategies of Small Business Enterprise In terms of Effectiveness in Product

Indicators	\bar{x}	Interpretation	Rank
1. Distinguishes between what customers say they want versus what they will pay for	3.47	Effective	1.5
2. Influences how the product is promoted to potential customers	3.46	Effective	3.5
3. Factors in competitive offerings and Strategies	3.46	Effective	3.5
4. Selects the right market product	3.47	Effective	1.5
Gen. Mean	3.47	Effective	

LEGEND: 1.00-1.49 = Ineffective 1.50 – 2.49 = Less Effective 2.50 – 3.49 = Effective 3.50 – 4.00 = Very Effective

The final level of online marketing strategies shows in Table 7 in terms of product. All indicators under products are almost the same value of mean with an effective level of marketing strategies given by the customers. Distinguishes between what customers say they want versus what they will pay for and selects the right market product with the same mean of ($\bar{x} = 3.47$) rank as 1.5 and with a mean difference of 0.01 on the influences on how the product is promoted to potential customers with the same mean on factors in competitive offerings and strategies ($\bar{x} = 3.46$) rank 3.5 respectively.

In concept, the general mean of 3.47 means that the level of marketing strategies of the respondents is effective for the customers particularly on to selects the right market product.

Having the right market product is effective for the customer in considering online marketing strategies. But the author also stated that new product or service often comes from an assumption. You need to know as early as possible if you can sell what you're aiming to sell (<https://www.bdc.ca>)

The researcher believes in the statement above that you need to know as early as possible if you can sell your product continuously or else may need to change your product and must select the right and the needed product for the customers.

**Table 8 Competitive Advantage of the Business Enterprise In terms of Effectiveness in Potential Entrants**

Indicators	\bar{x}	Interpretation	Rank
1. Economy of Scale	3.17	Effective	4
2. Product Differentiation	3.25	Effective	2.5
3. Cost Disadvantages Independent of Scale	3.36	Effective	1
4. Government Policy for the products in the Market	3.25	Effective	2.5
Gen. Mean	3.26	Effective	

LEGEND: 1.00-1.49 = Ineffective 1.50 – 2.49 = Less Effective 2.50 – 3.49 = Effective 3.50 – 4.00 = Very Effective

It is presented in the table above that all indicators under potential entrants are effective for the respondents wherein, the range means from 3.17 to 3.36 of the four (4) indicators are under the level of effective on online marketing strategies in orders from highest to lowest mean namely cost disadvantages independent of scale (\bar{x} = 3.36) rank as 1; product differentiation and government policy for the products in the market (\bar{x} = 3.25) rank as 2.5 respectively; and economy of scale (\bar{x} = 3.17) rank as 4.

The general mean of 3.26 is interpreted as effective which means that the competitive advantage of the business enterprise with regards to potential entrants is effective most likely on the cost disadvantages independent of scale.

Table 9 Competitive Advantage of the Business Enterprise In terms of Effectiveness in Buyers

Indicators	\bar{x}	Interpretation	Rank
1. Number of buyers relative to suppliers	3.35	Effective	1
2. Switching costs based on the demand	3.30	Effective	2
3. Purchases product in bulk	3.16	Effective	3
4. Product is not differentiated	2.99	Effective	4
Gen. Mean	3.20	Effective	

LEGEND: 1.00-1.49 = Ineffective 1.50 – 2.49 = Less Effective 2.50 – 3.49 = Effective 3.50 – 4.00 = Very Effective

With regards to buyers' competitive advantage, as revealed in Table 9 manifests that all indicators under buyers are effective from highest to lowest mean as follows: on rank 1 is the number of buyers relative to suppliers (\bar{x} = 3.35); rank 2 by switching the costs based on the demand (\bar{x} = 3.30); purchases the product in bulk (\bar{x} = 3.16) under rank 3; and with the least mean of 2.99 considered as rank 4 on the product is not differentiated.

It signifies on the general mean of 3.20 that for the respondents the competitive advantage of business enterprise with regards to buyers is effective.

Number of buyers relative to suppliers: If the number of buyers is small relative to that of suppliers, the buyer's power will be stronger. Dependence of a buyer's purchase on a particular supplier. If a buyer can get similar products/services from other suppliers, buyers depend less on a particular supplier (Loo, 2023).

The researcher somewhat believes what Loo (2023) stated that a buyer's power is stronger if the number of buyers is small. In the relationship between demand and supply, the principle is that when supply exceeds demand for a good service, prices fall. When demand exceeds supply, prices tend to rise (Kramer, 2021). In connection to Loo (2023) statements, if the number of buyers is small then, fewer supplies are needed therefore, need more buyers/customers have more supplies.

Table 10 Competitive Advantage of the Business Enterprise In terms of Effectiveness in Substitutes

Indicators	\bar{x}	Interpretation	Rank
1. Substitute products available	3.21	Effective	3
2. Buyer's propensity to substitute	3.09	Effective	5
3. Relative price of substitutes	3.25	Effective	1
4. Perceived level of product differentiation	3.20	Effective	4
5. Switching costs of substitutes	3.24	Effective	2
Gen. Mean	3.20	Effective	

LEGEND: 1.00-1.49 = Ineffective 1.50 – 2.49 = Less Effective 2.50 – 3.49 = Effective 3.50 – 4.00 = Very Effective



For the respondents all indicators under substitutes for the competitive advantage of the business enterprise are effective on relative prices of substitutes ($\bar{x} = 3.25$) considered as rank 1; rank 2 on switching costs of substitutes ($\bar{x} = 3.24$); substitute products are available ($\bar{x} = 3.21$), rank 3; perceived level of product differentiation ($\bar{x} = 3.20$) as rank 4; and the buyer's propensity to substitute with the lead mean ($\bar{x} = 3.09$) and on the 5th rank.

In concept, there is a 3.20 mean which means that for the respondents the competitive advantages in terms of substitutes which is effective most likely on the relative price of substitutes.

Loo (2023) explained the substitution effect refers to the change in demand for a good as a result of a change in the relative price of the good compared to that of other substitute goods. When the price of a good rise, it becomes more expensive relative to other goods in the market. As a result, consumers switch away from the good toward its substitutes. The statement above may be the reason the customers why for the relative price of substitutes as competitive advantage is effective as presented in Table 10.

Table 11 Competitive Advantage of the Business Enterprise In terms of Effectiveness in Suppliers

Indicators	\bar{x}	Interpretation	Rank
1. Number of suppliers	3.21	Effective	2
2. Supplier concentration in the product	3.22	Effective	1
3. Availability of substitutes supplies for the Products	3.14	Effective	3
Gen. Mean	3.19	Effective	

LEGEND: 1.00-1.49 = Ineffective 1.50 – 2.49 = Less Effective 2.50 – 3.49 = Effective 3.50 – 4.00 = Very Effective

Demonstrates in Table 11 that the indicators under suppliers on supplier concentration in the product with the highest mean ($\bar{x} = 3.22$) and rank 1; rank 2 is on the number of suppliers ($\bar{x} = 3.21$); and, last or rank 3 on the availability of substitutes supplies for the products ($\bar{x} = 3.14$). It signifies in the general mean of 3.19 reveals that in terms of suppliers for the respondents, it is effective as a competitive advantage, especially on supplier concentration in the product and number of suppliers.

If suppliers are concentrated compared to buyers, there are few suppliers and many buyers – supplier bargaining power is high. Based on the statement of Dan (2018), the researcher does believe that fewer supplies compared to buyers may lead to a competitive advantage for the other company with equal demand and supplies that made the respondents agree that the number of supplies is important and may affect the transaction, therefore, it is effective as a competitive advantage on suppliers.

Table 12 Competitive Advantage of the Business Enterprise In terms of Effectiveness in Industry Competitors

Indicators	\bar{x}	Interpretation	Rank
1. Diversity of competitors	3.27	Effective	5
2. Competitors' concentration and balance	3.31	Effective	4
3. Business growth	3.41	Effective	2
4. Business life cycle	3.33	Effective	3
5. Quality differences between the competitors to the market	3.54	Very Effective	1
Gen. Mean	3.37	Effective	

LEGEND: 1.00-1.49 = Ineffective 1.50 – 2.49 = Less Effective 2.50 – 3.49 = Effective 3.50 – 4.00 = Very Effective

Depicts in the table above that in terms of industry competitors out of five (5) indicators only one (1) is with a very effective competitive advantage on the quality of differences of the competitors to the market with the highest mean ($\bar{x} = 3.54$) and on rank 1. The four (4) indicators are effective but not very effective on business growth ($\bar{x} = 3.41$), 2nd rank; business life cycle ($\bar{x} = 3.33$) on the 3rd rank; on rank 4, competitors' concentration and balance ($\bar{x} = 3.31$); and on last or rank 5 on the diversity of competitors ($\bar{x} = 3.27$).

It reveals in Table 12 with a general mean of 3.37 means that the respondents in terms of industry competitors are effective mostly on the quality differences of the competitors to the market.

Empirical findings on the study of Sivakumar (2021) that with price reduction, high-quality brands gain more than low-quality brands both in “what” and “whether” decisions. Furthermore, high-quality brands are less vulnerable to losses when prices are increased. Understanding quality tier competition and developing price promotional strategies.



The researcher believes on the study of Sivakumar (2021), customers now a day, especially after the pandemic wherein respondents experienced financial problems that made them consider the price reduction rather than the high-quality of the product as may be the bases of the customers that quality differences of the competitors as very effective as a competitive advantage in terms of industry competitors.

To determine the relationship between the demographic profile of the respondents and the level of effectiveness of the online marketing strategies, the research used a chi-square test of Independence at 0.05 level of significance ($\alpha = .05$).

Table 13 Relationship between the Age of the Business Profile of the Respondents and the Level of Effectiveness of Online Marketing Strategies

Variables	χ^2 -value	df	P-value $\alpha = .05$	Decision	Interpretation
Age of Business & Price	12.03	6	0.0613	Accept Ho	Not Significant
Age of Business & Place	9.05	6	0.1707	Accept Ho	Not Significant
Age of Business & Promotion	32.31	6	1.42E-05	Reject Ho	Significant
Age of Business & Product	3.12	6	0.7942	Accept Ho	Not Significant

*If $P\text{-value} \geq \alpha = .05$, Accept Ho

Table 13 presents the Chi-square test value at a .05 level of significance on the age of business and the level of effectiveness of online marketing strategies on price with a P-value of 0.0613; on place with a P-value of 0.01707; and product with a P-value of 0.7942 is greater than alpha at .05 so, accepted the null hypothesis (Ho). It means that there is no significant relationship among the online marketing strategies on price, place, and product to profile the age of the business. On the other hand, the P-value of age business and promotion with 1.42E-05 is less than alpha at .05, therefore rejecting the null hypothesis (Ho), which means that there is a significant relationship between the two (2) variables mentioned.

In general, the age of business has a significant relationship to the level of effectiveness of online marketing strategy in terms of promotion only, the rest have no significant relationship. Mostly likely has a significant relationship between better quality of the product and a similar shape and higher price even though the age of business of the respondent's majority belongs to the youngest age business of one (1) year and below.

Table 14 Relationship between the Average Monthly Income Profile of the Respondents and the Level of Effectiveness of Online Marketing Strategies

Variables	χ^2 -value	Df	P-value $\alpha = .05$	Decision	Interpretation
Ave. Monthly Income & Price	8.35	6	0.2137	Accept Ho	Not Significant
Ave. Monthly Income & Place	10.03	6	0.1232	Accept Ho	Not Significant
Ave. Monthly Income & Promotion	15.75	6	0.0152	Reject Ho	Significant
Ave. Monthly Income & Product	22.17	6	0.0011	Reject Ho	Significant

*If $P\text{-value} \geq \alpha = .05$, Accept Ho

Demonstrates in Table 14 the relationship between the average monthly income and the level of effectiveness of online marketing strategies namely price, place, promotion, and product. On average monthly income and price with a P-value of 0.2134 and average monthly income and place with a P-value of 0.1232 are greater than alpha at .05 level of significance ($\alpha = .05$), therefore accepted the null hypothesis (Ho), which means that there is no significant relationship between the average monthly income and online marketing strategies on price and place. It signifies that the effective level results in the price shown in Table 4 and the very effective level on the place that is revealed in Table 5 with regards to online marketing strategies have no relevance.

On the other hand, on average monthly income and promotion with a P-value of 0.0152 and the average monthly income and product with a P-value of .0011 are less than alpha at .05 ($\alpha = .05$) so, rejected the null hypothesis (Ho) interpreted as with significant relationship. It reveals that online marketing strategies on promotion and product are the two (2) among four (4) indicators that have a significant relationship on the profile regarding the average monthly income commonly amounting to Php 5,000 and above, most likely on online platforms advertisement with regards to promotion and on the product, to distinguishes



between what customers say they want versus what they will pay for and to select the right market product.

Table 15 Relationship between the Types of Business Profiles of the Respondents and the Level of Effectiveness of Online Marketing Strategies

Variables	χ^2 -value	df	P-value $\alpha = .05$	Decision	Interpretation
Types of Business & Prices	2.36	3	0.5002	Accept Ho	Not Significant
Types of Business & Places	19	3	0.9790	Accept Ho	Not Significant
Types of Business & Promotion	5.96	3	0.1134	Accept Ho	Not Significant
Types of Business & Products	1.98	3	0.5765	Accept Ho	Not Significant

*If $P\text{-value} \geq \alpha = .05$, Accept Ho

Table 15 reveals the relationship between the types of business profiles and online marketing strategies. The P-value of 0.5002 on types of business and price; the P-value of 0.9790 on the types of business and place P-value of 0.1134 on types of business and promotion; and the P-value of 0.5765 on types of business and product is greater than the alpha at .05 ($\alpha = .05$) that made the researcher accepted the null hypothesis (Ho), signifies that there is no significant relationship between types of business and the level of effectiveness of online marketing strategies. It magnifies that the results in Table 4 with an effective level; Table 5 with a very effective level; Table 6 with an effective level; and Table 7 with effective level have no relevance to the results of the online marketing strategies as it connected to the types of business commonly on business-to-customer.

Table 16 Relationship between the Level of the Online Marketing Strategies in Terms of Price and Competitive Advantage of Small Business Enterprise

Variables	r-value $\alpha = .05$	Critical Value	df N - 2	Decision	Interpretation
Price vs Potential	0.74	0.156	156	Reject Ho	Significant
Price vs Buyers	0.57			Reject Ho	Significant
Price vs Substitutes	0.49			Reject Ho	Significant
Price vs Suppliers	0.38			Reject Ho	Significant
Price vs Competitors	0.48			Reject Ho	Significant

*If $F\text{-computed value} \geq F\text{-tabular value}$ then, Reject Ho means with Significant

Table 14 depicts the relationship between the level of online marketing strategies concerning price and the competitive advantage of small business enterprises. The R-values of 0.74, 0.57, 0.49, 0.38, and 0.48 between the price and online marketing strategies correlate to the F-critical value of 0.156 with the degree of freedom of 156 at a .05 level of significance. The said R-values are greater than the F-critical value, therefore, rejecting the null hypothesis (Ho). It means that there is a significant relationship between online marketing strategies in terms of price and competitive advantage, especially in a better quality of the product and a similar shape higher price and cost disadvantages independent of scale. The level of the online marketing strategy in terms of price is effective mostly on the better quality of the product that had a relationship to competitive advantage in terms of potential entrants, buyers, substitutes, suppliers, and industry competitors with the same effective level.

**Table 17 Relationship between the Level of Online Marketing Strategies in terms of Place and Competitive Advantage of Small Business Enterprise**

Variables	r-value $\alpha = .05$	Critical Value	df N - 2	Decision	Interpretation
Place vs Potential	0.80			Reject Ho	Significant
Place vs Buyers	0.71			Reject Ho	Significant
Place vs Substitutes	0.55	0.156	156	Reject Ho	Significant
Place vs Suppliers	0.36			Reject Ho	Significant
Place vs Competitors	0.82			Reject Ho	Significant

**If F-computed value \geq F-tabular value then, Reject Ho means with Significant*

With the use of Pearson Product Moment Coefficient of correlation at a .05 level of significance. It depicts the decision of rejecting the null hypothesis (Ho) that made it with a significant relationship between online marketing strategy in terms of place and the competitive advantages wherein the R-values of 0.80 for place and potential; R-value of 0.71 for place and buyers; R-value of 0.55 for place and substitutes; R-value of 0.36 for place and suppliers; and R-value of 0.82 for place and competitors at .05 level of significance as it compares to F-critical or tabular value are greater that made the researcher rejected the null hypothesis.

It signifies that online marketing strategies with regards to place had a significant relationship with potential entrants most likely on convenient means for customers and cost disadvantages independent of scale; buyers, convenient means for customers and the number of buyers relative to suppliers; substitutes, convenient means for customers and the relative price of substitutes; suppliers, convenient means for customers and supplier concentration in the product; finally, industry competitors between convenient means for customers and quality differences of the competitors to the market. The place which provides the most convenience for the customers had a relationship with why the respondents consider the number of buyers and suppliers, the relative price of substitutes, and the quality differences of the competitors somewhat related to the place.

Table 18 Relationship between the Level of Online Marketing Strategies in terms of Promotion and Competitive Advantage of Small Business Enterprise

Variables	r-value $\alpha = .05$	Critical Value	df N - 2	Decision	Interpretation
Promotion vs Potential	0.36	0.156	156	Reject Ho	Significant
Promotion vs Buyers	0.72	0.156	156	Reject Ho	Significant
Promotion vs Substitutes	0.52	0.156	156	Reject Ho	Significant
Promotion vs Suppliers	0.65	0.156	156	Reject Ho	Significant
Promotion vs Competitors	0.36	0.156	156	Reject Ho	Significant

**If F-computed value \geq F-tabular value then, Reject Ho means with Significant*

As shown in Table 18, online marketing strategy in terms of promotion had a significant relationship to the competitive advantage of small business enterprises namely potential entrants, buyers, substitutes, suppliers, and industry competitors wherein they are values of r-0.36, r-0.72, r-0.52, r-0.65, and r-0.36 are greater than the F-critical or tabular value of 0.156 at .05 level of significance that made the researcher decided to reject the null hypothesis (Ho) which means the there is a significant relationship between online marketing strategy on promotion and the five (5) variables of competitive advantage are very effective due to the online advertisement. On potential entrants, cost Disadvantages Independent of Scale; online advertisement had a relationship to buyers, that supplier concentration in the product; online advertisement had a relationship to substitutes, commonly on relatively price of substitutes; online advertisement had a relationship on Supplier concentration in the product; and online advertisement had a relationship on industry competitors, commonly on the quality differences of the competitors to the market. Promotion, especially on online platforms advertisement, had a relationship with the competitive advantage on potential entrants, especially on product differentiation wherein one can easily differentiate one product from another utilizing online platform advertisement; online platforms had a relationship with buyers and substitutes switching costs because with easy action through the use of the online platform; online platform had a relationship with the suppliers where can choose suppliers easily through an online platform; finally, the online platform had a relationship to the quality differences and business growth



using the online platform nowadays is advantages rather than the traditional way of advertisement.

Table 19 Relationship between the Level of Online Marketing Strategies in terms of Product and Competitive Advantages of Small Business Enterprise

Variables	r-value $\alpha = .05$	Critical Value	df N - 2	Decision	Interpretation
Product vs Potential	0.61	0.156	156	Reject Ho	Significant
Product vs Buyers	0.61	0.156	156	Reject Ho	Significant
Product vs Substitutes	0.43	0.156	156	Reject Ho	Significant
Product vs Suppliers	0.46	0.156	156	Reject Ho	Significant
Product vs Competitors	0.64	0.156	156	Reject Ho	Significant

**If F-computed value \geq F-tabular value then, Reject Ho means with Significant*

There had a significant relationship between online marketing strategy with regard to the product and the competitive advantage of small business enterprises with the use of the r-test at a .05 level of significance. The variables product and industry competitors ($r=0.64$); product against potential and product against buyers ($r=0.61$); product and substitutes ($r=0.43$); and product against substitutes ($r=0.43$) are greater than the D-critical or tabular value of 0.156 that made the researcher rejected the null hypothesis (Ho) which means that the mentioned variables had a significant relationship.

It signifies that the product about the right selection of product and what the customer expected on they pay had a significant relationship with the product differentiation on potential entrants, buyers mostly on cost based on demands, based on the relative price of substitutes, suppliers' concentration in the product, and industry competitors on business growth. Since in the selection of products we need to consider the demands of the customers as well as their price to grow the business that made the two variables related to one another.

Based on the findings of this research, since most of the responses of the respondents are effective but not very effective that realized by the researcher proposes a model for a competitive advantage to the Barangay Upper, Central, and New Lower Bicutan Taguig City.

CONCLUSION

Based on the findings, the following conclusions were arrived at:

1. Most age of the business respondents is 1 year and below, considered as new in business and not yet stable. The majority of the respondents earned above-average sales even if their business is still young or new with one (1) year and below the age of business. Predominantly, the respondents' type of business is business-to-customer.
2. The level of online marketing strategies of small business enterprises in terms of price is effective mostly on better quality of the product. On place, very effective mostly on the indicator that the respondents provided the most convenient means for the customer to obtain the products and the services. More so, on promotion, respondents' product is effective mostly on online platform advertisement. Lastly, on the product which is effective for the customers, particularly on to selects the right market product.
3. Effective on potential entrants most likely on the cost disadvantages independent of scale for the respondents the competitive advantage of business enterprise with regards to buyers is effective. Effective most likely on the number of buyers relative to suppliers. On substitutes, effective most likely on the relative price of substitutes. In addition, suppliers are effective as a competitive advantage, especially in supplier concentration in the product and the number of suppliers. Finally, with regards to industry competitors effective mostly on the quality differences of the competitors to the market.
4. The profile of the respondents in terms of age of business had a significant relationship to the level of effectiveness of online marketing strategy in terms of promotion. On average monthly income correlated with the level of effectiveness of online marketing strategies on promotion and product had a significant relationship. Lastly, on types of business had no significant relationship on all the indicators namely price, place, promotion, and product.
5. The online marketing strategies in terms of price, place, promotion, and product had a significant relationship with the competitive advantage with regard to potential entrants, buyers, substitutes, suppliers, and industry competitors.

6. To be able to propose a competitive advantage for small business enterprises of Barangay Upper, Central, and new Lower Bicutan Taguig City

RECOMMENDATIONS

In light of the above conclusions drawn from the findings of the study, the following are thereby, recommended:

1. To the community, should help to develop small business enterprises by giving suggestions and practicing the proposed model for competitive advantage to improve better the quality of their product if needed and be transparent to the small business enterprise if their product is higher than the price in the market must suggest being the same price.
2. The researcher, must help the small business enterprise by proposing the model for competitive advantage that was created after a long statistical data gathered on how to improve and become more knowledgeable about online marketing strategies by doing a deeper study about online marketing strategies aside from price, place, promotion, and product to be able to raise better customer satisfaction.
3. To the University and Local Government Unit of Taguig, must provide training or be informed the small business enterprise about the government policy for the products in the market.
4. To Small Business Owners, can be adapted the proposed model of competitive advantages figure in the table below under recommendation number 6.
5. Employees and Investors, must consider the likes of the customers about free samples of the products, with a promo of buy 1 take 1 and buy and win the contest raffle even online.
6. Department of Trade and Industry (DTI), coordinates with the right agency that may help small enterprises to learn better strategies and competitive offerings must learn how to select the right market product, know the economy of scale, and how to have substitutes for a relative price.

Proposed model for Competitive Advantages for Small Business enterprise of Barangay Upper, Central, and New Lower Bicutan Taguig City



Figure 1. Proposed model for Competitive Advantage



This proposed model of the researcher is a framework that outlines the key elements required for small business enterprises to develop an effective competitive advantage for online marketing strategies that can lead to sustainable competitive advantage. The model likely includes several components, such as customer engagement, content creation, and social media marketing. These elements are critical for small businesses to create and maintain a strong online presence, engage with their target audience, and build brand loyalty. Additionally, the researcher proposed model is likely to address factors such as website design and functionality, search engine optimization (SEO), and data analytics. These elements are essential for small businesses to optimize their online marketing efforts and track the performance of their strategies. This model may also consider the unique characteristics and needs of small business enterprises in Taguig City, such as limited resources and access to technology. This consideration will be essential to ensure that the researcher proposed model is practical and applicable to the context of small business enterprises in Taguig City. Overall, the researcher proposed model has the potential to make significant contributions to the existing literature on online marketing strategies for small business enterprises. It can provide valuable insights for small business owners and managers in Taguig City and other similar contexts to enhance their online marketing strategies and achieve an effective competitive advantage in today's digital landscape.

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