

Research Article

Green Marketing, Business Sustainability and Marketing Practices of Selected Small and Medium Enterprises (SMEs) in Muntinlupa City

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Abstract

This descriptive-correlational study aimed to determine the green marketing, business sustainability, marketing practices and profitability of selected Small and Medium Enterprises (SMEs) in Muntinlupa City, Philippines and compare the significance of each variable in the context of business profitability. The findings of the study revealed that Small and Medium Enterprises (SMEs) in Muntinlupa City are engaged in green marketing initiatives and business sustainability practices while moderately involved in the whole gamut of marketing activities. SMEs in Muntinlupa City, are likewise earning a generous income making their business profitable. The results of the study showed that Small and Medium Enterprises (SMEs) engaged in green marketing initiatives using marketing strategies have a better chance of improving their business sustainability practices which can result in business profitability. Further results revealed that promotion of products and services, engaging in green technology, social approval and support, using renewable energy and recyclable resources were significant predictors of business profitability. Three hundred one (301) Small and Medium Enterprises (SMEs) from Muntinlupa City have completed the survey. The study calls for Small and Medium Enterprises (SMEs) to continuously adapt marketing strategies and engage in green marketing initiatives and sustainability business practices that contribute to long-term business profitability. It was noteworthy to mention that green marketing initiatives and business sustainability practices are becoming a norm among Small and Medium Enterprises (SMEs) in Muntinlupa City not only in contributing to the economic development of the city at the same time, preserving the environment for future generations of entrepreneurs.

Keywords

Green Marketing, Business Sustainability, Marketing Practices, Small and Medium Enterprises

1. Introduction

The researcher describes a virtuous person as one ("The increase of environmentalism across the world has developed

consumer concern about environmental protection and great demand for green products. As a result, most firms have be-

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gun to use green marketing and green product development strategies that aim to preserve the environment while satisfying consumers while generating long term profits in their businesses".) [35] Different authors provided different meanings of green marketing. The term "green marketing" first revealed in the late 1970s. [10, 11, 21, 25, 29, 33]. The American Marketing Association (AMA) defined it as "ecological marketing". "The efforts of the organizations to produce, promote, package and claim products that are sensitive or responsive to ecological concerns" are also highlighted. [38]. "Green Marketing begins with 'green design'. Product design constitutes an active interface between demand (consumers) and supply (manufactures). [6] Different agencies and organizations offer various definitions of green marketing (sometimes called environmental marketing, or eco-marketing), they generally agree that it is the marketing of products and companies that promote the environment in some substantial way. [18] People are actively trying to reduce their impact on the environment. It is a challenge for industries to keep consumers and the environment safe. [19]

The emergence of a consumer population that is becoming increasingly concerned with environmental and social factors has led to green marketing becoming an important component of corporate public relations. [16] The popularity of the environmental movement during the last few decades has led to a growth in "green marketing" practices in many countries, including the Philippines. [18] Green marketing is a phenomenon that has become, for the most part, essential in modern markets and has emerged not only as a fundamental concept in India but also as an important strategy for facilitating sustainable development at a global level. [22] The practical implications involve that an implementation of green marketing can imply competitive advantages and exert a strong differentiation effect on brands. [24]

"Green marketing can be defined as a promotion strategy of developing and advertising products that are assumed to be environmentally friendly, including advertising the reduced emissions associated with a product's manufacturing process, or the use of post-consumer recycled materials for a product's packaging". [15, 38] And even though going completely green is challenging and requires careful planning, there are best green practices that are adapted by many cities in the country. [4] The micro, small, and medium enterprises sector is an important segment in many economies, but it is often beset by productivity problems that hinder its ability to grow and develop. A recent strand of literature identifies a possible contributor to overcoming challenges to SME growth – linkages with large businesses [8] We can see the problems that our environment is facing everywhere, including air pollution, ozone depletion, global warming, hazardous waste disposal, and water pollution. [20]

"These days, green marketing businesses are significantly helping our environment in a competition with the other products in terms of producing eco-friendly products. Being eco-friendly comes up with how you will sell it in the market

nowadays. The problem seeks to understand green marketing and its impact on consumers' buying behavior in the City of Muntinlupa". [10] It also aims to strengthen the resilience of SMEs to withstand adverse macroeconomic and financial conditions along with challenges arising from a more liberalized trading environment, and improve SMEs' contribution to overall growth and development of the ASEAN region. [3] Green revolution, going green, environmental protection, sustainable lifestyle, sustainable development, protecting our earth and many more have become a natural phenomenon in our everyday life. [37]

Green Marketing has become an important strategy in businesses since the international rise of environmental awareness among countries. Due to the environmental issues, green products have gotten more attention during the recent years and the availability of such products is increasing. [11]

Green marketing refers to the variety of parameters such as a process of selling products and/or services based on their environmental benefits, produced or manufactured in an environmentally friendly way free from toxic materials or ozone-depleting substances, able to recycled and/or is produced from recycled materials, being made from renewable materials (such as bamboo etc.), not making use of excessive packaging and finally, being designed to be repairable or recyclable. [11]

Green marketing is also described as any promotional activity which highlights the environment ethics as business fundamentals with the main objectives to minimize the environmental hazards which are caused by industrial manufacturing and to strengthen corporate eco-centric image in the consumers perception. [25, 38]

Environmental commitment and green innovation are related to each other because any effort and improvement made to one aspect results in the improvement of another. Within that dynamic, organizations are seeking mechanisms through which environmental concerns are championed and fostered. In this paper, we argue that entrepreneurialism can be an effective such mechanism. [29, 30] This leads to a trend of green marketing used by the firm as one of the strategies in order to gain profit and protect the environment. [38]

2. Theoretical/Conceptual Framework

This study was anchored on the theories of human behavior adapting the green innovation processes like green technology to manage sustainable development among organizations to ensure social-ecological change from various authors. The theories developed by Siebenhuner and Arnold primarily focused on environmental sustainability strategies and their underlying strategies in helping organizations. This implies the use of green marketing technology and strategies in driving business sustainability.

This study was also supported by Schwartz's Norm Activation Theory (NAT) which states that the activation of personally held moral norms influences prosocial behavior such as which are considered determinants of consumers

pro-environmental behavior. Another theoretical foundation of this study is Stern's Value belief norms theory (VBN) which explains that green behaviors are more likely to occur when a casual series of variables (i.e., values, beliefs and personal norms) are present. [32]

These theories and concepts will serve as a guide for this study as the researcher aimed at determining the green marketing, sustainability, and marketing practices of selected small and medium enterprises (SMEs) in Muntinlupa City.

2.1. Operational Framework

Based on theories developed By Siebenhüner & Arnold on the green innovation process adapting green technology to manage sustainable development among organizations, the operational framework of the study was configured. The independent variables are the green marketing activities that includes green technology, recyclables resources and renewable energy: marketing practices that includes product, price, place, and promotion: business sustainability practices that includes environment, social and the economic pillar. The dependent variable is the business profitability or the small and medium enterprises in the City of Muntinlupa.

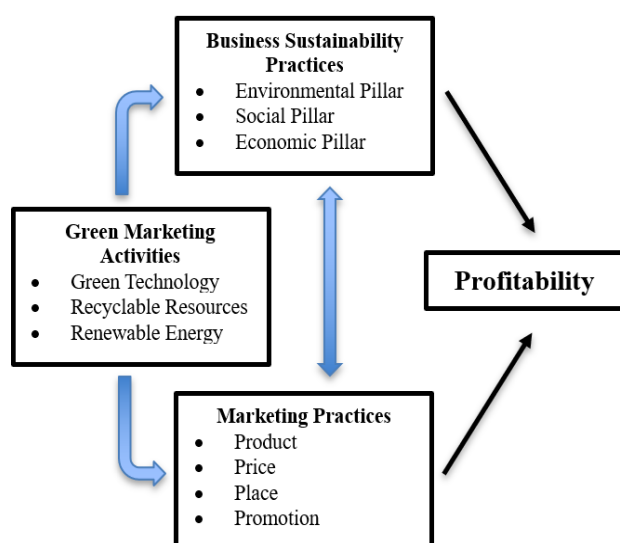


Figure 1. The Operational Model of the Study.

2.2. Assumption of the Study

The present study related on the following assumptions:

- 1) Green marketing helps consumers understand products' green benefits and a company's commitment to the environment and serves as a venue to evaluate people about sustainability and the environment.
- 2) Business sustainability are good predictors, good business performance, decision-making processes and financial advantages, which is the key to long-term profitability.

- 3) Marketing helps the customers get to know your products, usage, and value. It also creates brand awareness, recognition and makes the customers patronize your products.
- 4) Profitability Helps the business owners to be successful and remain in business for a long period of time. It is a major factor for any business to survive and remain attractive to investors and analysts.

2.3. Scope and Delimitation

This descriptive-correlational study aimed to determine the green marketing, business sustainability, marketing practices and profitability of selected Small and Medium enterprises (SMEs) in Muntinlupa City, Philippines and compare the significance of each variable in the context of business profitability. The study involved 301 Small and Medium enterprises (SMEs) as primary respondents.

2.4. Review of Related Literature

State of the Art

The reviewed literature was found in the present study. They served as bases for the conceptualization of the study's research problem, research design and methodology.

Green Marketing

Green or environmental marketing is defined as actions to replace needs and wants with minimal harmful ones which impact on its environment. "Green marketing includes wider range of organizational activities such as product modification, changes to production process, delivery changes and more and satisfy human needs or wants, all activities consist of green or environmental marketing designed to generate and facilitate any exchange intended so that the satisfaction of these needs and wants occurs with minimal detrimental impact on the natural environment". [36, 37]

"Defined green marketing as the holistic management process responsible for identifying, anticipating, and satisfying the consumers and society requirement in a profitable and sustainable way". [21]

Business Sustainability and marketing practices may also involve vendor selection and raw materials purchases. Business sustainability and marketing practices and quality, We also lack specialization to compete in the global market. [10]

Marketing Practices, Green Initiatives, Business Sustainability and Profitability of Small and Medium Enterprises (SMEs) Markets in the Philippines are characterized by the very limited purchasing power of the average consumer. [10]

A wide range of consumer goods compete for the buyer's money and preference, which is more often oriented to the cheapest prices. As a result, "Small and Medium Enterprises (SMEs) compete to produce at the lowest cost in the market, sacrificing the quality aspect". In recent years, Small and Medium Enterprises (SMEs) have to contend with import liberalization in most developing countries which could bring intense competition resulting in price cutting. [13]

The country's Small and Medium Enterprises (SMEs) sector accounts "for about a third of our GDP, about a fifth of our manufactured exports, and about two-thirds of employment generated – making Small and Medium Enterprises (SMEs) key to achieving inclusive growth. However, like many Small and Medium Enterprises (SMEs) in other developing countries, SMEs continue to face challenges such as access to raw materials, capital, skilled workers, and technology. Due to inward orientation, Philippine Small and Medium Enterprises (SMEs) lack access and integration to global value chains (GVC), which is the process of producing goods from raw materials to finished products wherever around the world the necessary skills and materials are available at competitive cost and quality. [26]

Marketing provides the tools to identify how to continue satisfying the needs of the target market, which provides the business more profit. Marketing strategy is the only way to sustain the business as more and more competition joins over time. Even more daunting for a start-up is the fast-growing number of new businesses who offer the same product or service, adding to the competition [26]

2.5. Gaps and Bridged by the Present Study

- 1) There were no studies conducted in the green marketing of Small-Medium Enterprises (SMEs) in Muntinlupa City, Philippines.
- 2) There were no studies conducted about the business sustainability of Small-Medium Enterprises (SMEs) in Muntinlupa City, Philippines.
- 3) There were no studies conducted about marketing practices of Small-Medium Enterprises (SMEs) in Muntinlupa City, Philippines.
- 4) There were no studies conducted about business sustainability functions and marketing practices of selected SMEs in Muntinlupa City.

In view of the gaps identified, the study determined the green marketing, business sustainability and marketing practices of selected Small and Medium Enterprises (SMEs) in Muntinlupa City.

The challenges of marketing practices among Small and Medium Enterprises (SMEs) in the Philippines has been the concern of the past and present studies. Consistent with the past findings, market access is one of the key constraints on Small and Medium Enterprises (SMEs) growth and development, particularly in developing countries like the Philippines. Small and Medium Enterprises (SMEs) are often beset by productivity and efficiency problems caused by factors such as limited access to finance, human resources and limited technical and management knowledge. [12]

3. Materials and Methods

The study utilized descriptive-correlational research design backed up by statistical analysis and interpretation. Through the

use of validated questionnaires, the participating respondents from the Small and Medium Enterprises (SMEs) based in Muntinlupa City were determined and included the assessment of the respondents in the evaluation of green marketing and business sustainability practices of their respective firms. The literature search is also used to identify the relevance of this study with other available studies and to connect with relevant issues pertaining to the research questions posed.

The respondents in this study came from all Small and Medium Enterprises (SMEs) in Muntinlupa City which is composed of 1,454 business establishments (DTI, 2018). The research used a questionnaire for the purpose of collecting the needed primary data.

The instrument was divided into four (4) parts. Part 1 covered the green marketing activities. Part 2 tackled the business sustainability practices. Part 3 covered the marketing practices. Part 4 finally tackled the profitability of the respondent's enterprises. The primary source of empirical data from the structured questionnaires were subjected to face and content validation by selected experts from the academe and industry.

Based on the Philippine Statistics Authority (PSA) 2018 List of Micro, Small and Medium Enterprises (MSMEs) a total of 1,003,111 business enterprises are operating in the country. Of these, small enterprises account for 106,175 (10.58%) while medium enterprises have 4,895 establishments or 0.49%. The top five (5) industry sectors according to the number of Micro, Small and Medium Enterprises (MSMEs) in 2018 were: (1) Wholesale and Retail Trade; Repair of Motor Vehicles and Motorcycles (461,765); (2) Accommodation and Food Service Activities (144,535); (3) Manufacturing (116,335); (4) Other Service Activities (66,162); and (5) Financial and Insurance Activities (46,033).

Majority of the Micro, Small and Medium Enterprises (MSMEs), can be found in the National Capital Region (NCR) with 203,312 (20.36%) business establishments which was considered a primary reason for choosing the research locale.

Regional concentration of Micro, Small and Medium Enterprises (MSMEs) is largely associated with economic activity and population size. From the statistics of 203,312 Micro, Small and Medium Enterprises (MSMEs), companies in NCR, 1,454 belong to the small-and medium sized firms in Muntinlupa City with an authorized capital of P3-15M. These would then indicate the total population size of the respondents. From the total population, the sample size was determined using the Slovin's (1960) formula.

From the population of 1454 small and medium-sized real estate firms, the researcher selected a sample size with a margin of error of 0.02%.

The desired sample size was computed to be 301. Having an additional 10% leeway for retrieval allotment, there will be 320 surveys to be handed out to the Small and Medium Enterprises (SMEs) representatives since they are in the best position to conduct analysis of their respective companies. The sampling technique used by the researcher will be purposive sampling given the limited number of the small and

medium-sized establishments.

The respondents were chosen based on the following criteria: Private and Filipino-owned; the establishment were located in Muntinlupa City, Metro Manila; belong to the list of small and medium-sized enterprises by the Philippine Statistics Authority as of 2018, the total number of employees were at least 10 and up, and the business is existent and operational for at least 5 years.

A survey was conducted to collect the needed data from the respondents. Respondents were requested to complete a self-administered questionnaire. The researcher also utilized an online questionnaire method to facilitate a faster way of answer retrieval. Some opted to call back to collect the questionnaire after confirming with the respondents by telephone.

Statistical Treatment of Data

- 1) Percentage, used to describe the respondent's profile and representation from the total sample population;
- 2) Weighted Mean, used to determine the respondent's extent of green marketing, business sustainability and

marketing practices;

- 3) Correlation Coefficient, used to determine the relationship between green marketing activities, business sustainability and marketing practices among selected Small and Medium Enterprises (SMEs).
- 4) Stepwise Regression Analysis, used to determine significant correlation between the green marketing practices (green technology, recyclable resources, renewable energy), business sustainability practices (social pillar), marketing practices (promotion) taken singly or in combination with the profitability of selected Small and Medium Enterprises (SMEs).
- 5) Analysis of Variance (ANOVA), used to determine correlation between the green marketing practices (green technology, recyclable resources, renewable energy), business sustainability practices (social pillar), marketing practices (promotion) taken singly or in combination of the profitability of selected Small and Medium Enterprises (SMEs).

4. Results and Discussion

Table 1. *The Green Marketing Activities of the Selected Small and Medium Enterprises (SMEs) in Muntinlupa City.*

Indicators	Weighted Mean	Verbal Interpretation	Rank
Green Technology			
1. The company is engaged in on-line business transactions such as on-line advertising and on-line payment system.	3.61	Strongly Agree	1
2. The company used Cloud Computing such as Google Apps, Apple Icloud and MSOffice 365.	3.47	Agree	3
3. The company used new technologies such as video conferencing and virtual meetings.	3.52	Strongly Agree	2
4. The company used processes to make water drinkable from the company water supply.	3.61	Strongly Agree	1
5. The company engages hybrid or electric vehicles to use as shuttle or service vehicles for employees.	3.26	Agree	4
Average	3.49	Strongly Agree	2
Recyclable Resources			
1. The company recycles papers to be used in office communications and other materials during corporate events.	3.73	Strongly Agree	1
2. The company encourages employees to use more sustainable transportation. The company recycles papers to be used in office communications and other materials during corporate events.	3.68	Strongly Agree	3
3. The company helps the Habitat For Humanity to build homes from appliances to used lumber and sells it for reuse.	3.28	Agree	5
4. The company recycles papers to be used in office communications and other materials during corporate events.	3.72	Strongly Agree	2
5. The company borrows or rents items such as tools and equipment instead of buying such as computers and printers.	3.31	Agree	4
Average	3.54	Strongly Agree	1
Renewable Energy			

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Uses energy through solar power in the company.	3.16	Agree	4
2. Uses energy efficient products by installing insulated work areas.	3.18	Agree	2
3. The office set-up is more environmentally friendly.	3.66	Strongly Agree	1
4. The company takes advantage of the variety of solar energy technologies to convert the sun's energy and light into heat.	3.17		3
5. The company invests in commercial grade wind-powered generating systems.	3.18	Agree	2
Average	3.27	Agree	3
Overall Weighted Mean	3.43	Agree	

As presented in Table 1, it can be drawn from the data that all indicators concerning Green Marketing activities of the selected SMEs were observed by the respondents as “agree” with an overall weighted mean of 3.43. This means that Small and Medium Enterprises (SMEs) in Muntinlupa City are engaged in various green marketing activities that include recycling activities within the workplace, use of green technology in business transactions and in business logistics and use of renewable energy in the operations of their business. The high results of weighted mean indicate higher involvement in green marketing activity of selected Small and Medium Enterprises (SMEs) in Muntinlupa City.

Among the green marketing activities of selected Small and Medium Enterprises (SMEs) in Muntinlupa City, the Recyclable Resources which focuses on using of recycled papers in the office communication and transmittal, adoption of the reduce, reuse, recycle principles in their work premises and active involvement and engagement of their employees in using these green marketing ranked 1st with an average

weighted mean of 3.54. The Green Technology through the use of on-line business transaction and payment system and other technologies in enhancing communication between them and their customers using technology ranked 2nd with an average weighted mean of 3.49. Lastly, Renewable Energy, which engaged themselves in a more environmentally friendly and less sophisticated equipment ranked 3rd with an average weighted mean of 3.27.

The findings support the studies, which discussed (“green marketing helps them earn profits while preserving the environment and satisfying customers’ needs”). [28, 38]

They used the green marketing initiatives as marketing strategy to support the SMEs activities and their status as a green marketing oriented company. [38] The Small and Medium Enterprises (SMEs) competitive advantage is also consistent with the concept that competitive advantage of any SMEs can be achieved through green marketing strategy which can also improve customer relation through a good environmental performance.

Table 2. *The Business Sustainability Practices of Selected Small and Medium Enterprises (SMEs) in Muntinlupa City.*

Indicators	Weighted Mean	Verbal Interpretation	Rank
Environmental Pillar			
1. The company patronizes and consumes local goods to help the environment.	3.81	Strongly Agree	1
2. The company is engaged in recycling office products.	3.80	Strongly Agree	2
3. The company encourages the use of reusable bags, water bottles, coffee cups, straw and utensils.	3.76	Strongly Agree	3
4. The company reduces water usage in the business premises for cleaning.	3.31	Agree	4
5. The company optimizes the cooling tower efficiency of the air conditioning system.	3.23	Agree	5
Average	3.58	Strongly Agree	3
Social Pillar			
1. The company practices working from home which saves giving office space to an employee.	3.48	Agree	5
2. The company implements programs that encourage employee retention.	3.72	Strongly Agree	1

Indicators	Weighted Mean	Verbal Interpretation	Rank
3. The company promotes green marketing by taking part in Earth Day Celebration.	3.59	Strongly Agree	3
4. The company uses email in all internal and external office communications.	3.52	Strongly Agree	4
5. The company provides learning and development opportunities. The company implements programs that encourage employee retention.	3.70	Strongly Agree	2
Average	3.60	Strongly Agree	2
Economic Pillar			
1. The company is doing well in terms of income and profits. highest in rank are	3.98	Strongly Agree	1
2. The company is led by a highly responsible management team or individuals.	3.71	Strongly Agree	4
3. The company is compliant in the documentary requirements of all government agencies.	3.97	Strongly Agree	2
4. The company is compliant in the documentary requirements of all government agencies.	3.74	Strongly Agree	3
5. The company avoids conflict of interest in terms of political issues and illegal practices.	3.74	Strongly Agree	3
Average	3.83	Strongly Agree	1
Overall Weighted Mean	3.67	Strongly Agree	

As presented in Table 2, it can be drawn from the data that all indicators promoting Business Sustainability activities of the selected Small and Medium Enterprises (SMEs) were observed by the respondents as “agree” with an overall weighted mean of 3.67.

This means that Small and Medium Enterprises (SMEs) in Muntinlupa City are highly engaged in various activities that promote business sustainability. The high results of weighted mean indicate a higher level of business sustainability practices of selected Small and Medium Enterprises (SMEs) in Muntinlupa City.

Among the business sustainability practices of selected Small and Medium Enterprises (SMEs) in Muntinlupa City, the Economic Pillar which primarily engaged in the economic aspect that focuses on compliances to documentary and regulatory requirements of the government and maintaining a responsible management team that governs the operations of the enterprises ranked 1st with an average weighted mean of 3.83. The Social Pillar which focuses on the social responsibility of the enterprise among their employees by providing employee benefit programs and developmental programs. Their social responsibility also includes promotion of green

marketing through participation in the green movement to the community ranked 2nd with an average weighted mean of 3.60. Lastly, the Environmental Pillar, which promotes local goods consumption, recycling packaging products and saving water and electricity as one way to help save the environment, ranked 3rd with an average weighted mean of 3.58.

The findings support the concept of Investopedia (2019) that the business makes profit at the same time do not cause harm to the environment, promote social sustainability that balances the needs of the employees with the needs of the business enterprise through employees benefits program; and promote learning opportunities that enhance awareness of their roles in the preservation of the environment. The findings also support "in ensuring business sustainability of the enterprises as demonstrated in the sustainability practices of selected Small and Medium Enterprises (SMEs) in Muntinlupa City". [2]

This is shown by the use of Small and Medium Enterprises (SMEs) organizational resources such as capabilities, strategies, processes, information, and knowledge to gain competitive advantages as a good indicator for business sustainability and profitability.

Table 3. The Marketing Practices of Selected Small and Medium Enterprises (SMEs) in Muntinlupa City.

Indicators	Weighted Mean	Verbal Interpretation	Rank
Product			
1. The company offers quality products and services to its customers.	3.98	Strongly Agree	1

Indicators	Weighted Mean	Verbal Interpretation	Rank
2. The company's products and services had a competitive advantage.	3.78	Strongly Agree	3
3. The company maintains good customer relations.	3.97	Strongly Agree	2
4. The company offers warranties for their products and services.	3.98	Strongly Agree	1
5. The company's products and services guarantee quality standards.	3.98	Strongly Agree	1
Average	3.94	Strongly Agree	2
Price			
1. The company's products and services are affordable.	3.98	Strongly Agree	1
2. The company gives premium discounts and privileges to its loyal customers.	3.96	Strongly Agree	2
3. The company's products and services are full of value added.	3.96	Strongly Agree	2
4. The company offers credit lines to its premium customers.	3.98	Strongly Agree	1
5. The company offers products and services based on the purchasing power of its customers.	3.98	Strongly Agree	1
Average	3.97	Strongly Agree	1
Place			
1. The company's location in the city is accessible to customers.	3.97	Strongly Agree	2
2. The company's products and services are available in its location within the reach of the customers.	3.96	Strongly Agree	3
3. The company's products and services are also available through other local outlets within the city.	3.43	Agree	5
4. The company's products and services are also available on-line for other customers.	3.44	Agree	4
5. The company's products and services are available through wholesale or retail	3.98	Strongly Agree	1
Average	3.76	Strongly Agree	3
Promotion			
1. The company advertises their products and services on social media platforms such as Facebook, Twitter and Instagram.	3.98	Strongly Agree	1
2. The company uses simple marketing communication plans and channels to reach customers.	3.83	Strongly Agree	2
3. The company practices in Corporate Social Responsibility (CSR).	3.45	Agree	5
4. The company uses sales agents in promoting their products and services.	3.58	Agree	3
5. The company offers anniversary sales, thanksgiving and year end.	3.50	Agree	4
Average	3.73	Strongly Agree	4
Overall Weighted Mean	3.84	Strongly Agree	

As presented in Table 3, it can be drawn from the data that all indicators engaging Marketing practices of the selected Small and Medium Enterprises (SMEs) were observed by the respondents as "agree" with an overall weighted mean of 3.84. This means that Small and Medium Enterprises (SMEs) in Muntinlupa City are actively engaged in various marketing practices that help them market and sell their goods and services to their customers. The higher the result of weighted mean indicates higher level of involvement in all the cycles of marketing management among selected Small and Medium

Enterprises (SMEs) in Muntinlupa City.

Among the marketing practices of selected SMEs in Muntinlupa City, the Price of their products and services are affordable to their customers and offers discounts and privileges for customer retention purposes ranked 1st with an average weighted mean of 3.97. The Product, which were characterized by quality and affordability, compared to their competitors and good customer relationship were also established that made their clients patronize their products ranked 2nd with an average weighted mean of 3.94. The Place was

accessible for the customers ranked 3rd with an average weighted mean of 3.76.

Lastly the Promotion, where they used facebook, twitter, and Instagram were some of the platforms used to advertise their products and services ranked 4th with an average weighted mean of 3.73.

The findings support the study which discussed that selected Small and Medium Enterprises (SMEs) sold directly their products and services to domestic customers as well as to local retailers and merchants, institutional users, agents and industrial buyers. [17]

The same case was also observed in the pricing strategies of

selected Small and Medium Enterprises (SMEs) in Muntinlupa City and discussed that these SMEs used cost-oriented, competition-oriented and demand-oriented pricing schemes which are more competitive with some competitors. [17]

Despite the relatively high level of marketing practices among selected Small and Medium Enterprises (SMEs), the marketing practices of selected Small and Medium Enterprises (SMEs) in Muntinlupa City are limited to local exposure lacking product exposure in other domestic, trades sectors and foreign markets which are usually the limitations of Small and Medium Enterprises (SMEs) [14]

Table 4. *The Profitability of Selected Small and Medium Enterprises (SMEs) in Muntinlupa City.*

Indicators	Weighted Mean	Verbal Interpretation	Rank
1. Increase in pricing levels of goods and services.	3.98	Strongly Agree	1
2. Increase the sales of the company.	3.70	Strongly Agree	2
3. Great increase of income over expenses.	3.65	Strongly Agree	5
4. Able to meet all obligations of the company.	3.66	Strongly Agree	4
5. Increase cash flow due to innovation in sales.	3.68	Strongly Agree	3
Average	3.73	Strongly Agree	

As presented in Table 4, it can be drawn from the data that all indicators involving profitability of the selected SMEs were observed by the respondents as “strongly agree” with an overall weighted mean of 3.73.

This means that SMEs in Muntinlupa City are profitable. The high results of weighted mean indicate higher levels of income and profits despite the presence of competitors from both SME and other bigger firms around Muntinlupa City.

Indicator 1 “Increase in pricing levels of goods and services” ranked 1st with the mean of 3.98. Indicator 2, “Increase the sales of the company” ranked 2nd with the mean of 3.70. Indicator 5, “Increase cash flow due to innovation in sales” ranked 3rd with the mean of 3.68. Indicator 4, “Able to meet all obligations of the company” ranked 4th with the mean of 3.66. And lastly is indicator 3, “Great increase of income over

expenses” with the mean of 3.65.

The result was supported by “the study in which posits that SMEs could improve their profitability through marketing and building trusts with customers and develop strategies and practices that increase the viability and profitability of their enterprises”. [2]

These SMEs were able to improve their profitability by engaging into customer-centered business approaches which resulted in establishing cordial relationships with them by expanding on their strengths and eliminating their weaknesses. As reflected in the Akaeze study, the strengths used by selected SMEs for their profitability was focused on the pricing strategies that were extended to the customers which resulted in better sales performance.

Table 5. *Relationship between Green Marketing Activities and Business Sustainability Practices of Selected Small and Medium Enterprises (SMEs) in Muntinlupa City.*

Green Marketing Activities	Business Sustainability Practices		
	Environmental Pillar	Social Pillar	Economic Pillar
Green Technology	r=0.273 p=0.000** Low correlation	r=0.342 p=0.000** Low correlation	r=0.462 p=0.000** Moderate correlation

Green Marketing Activities	Business Sustainability Practices		
	Environmental Pillar	Social Pillar	Economic Pillar
Recyclable Resources	r=0.249 p=0.000** Low correlation	r=0.623 p=0.000** Moderate correlation	r=0.318 p=0.000** Low correlation
Renewable Energy	r=0.317 p=0.000** Low correlation	r=0.409 p=0.000** Moderate correlation	r=0.457 p=0.000** Moderate correlation

**Significant @ 0.01

As shown in Table 5, there was a significant relationship between green marketing activities and business sustainability practices of selected Small and Medium Enterprises (SMEs) in Muntinlupa City. The probability values were all less than the 0.01 significance level. This means that the more they engage in green marketing activities, the better their business sustainability practices.

It also showed how the green marketing activities contributed to the business sustainability practices of the selected Small and Medium Enterprises (SMEs) in Muntinlupa City. Results revealed that green technology has a moderate correlation to the economic pillar of the business sustainability practices with a value of $r=0.462$ while recyclable resources has also the same moderate correlation to the social pillar of sustainability practices with a value of $r=0.623$. Likewise, renewable energy has a moderate correlation with both social and economic pillars, with values of $r=0.409$ and $r=0.457$ respectively.

This result can attest that green marketing activities can make the most impact with the employees and management of the enterprises in ensuring the business sustainability process of the Small and Medium Enterprises (SMEs). Levels of power price volatility are increasing as generation is increasingly reliant on weather-based renewable sources. [23] Table 5 also established the positive relationship between green marketing activities and business sustainability practices.

The result was supported by the separate studies on the relationship of the two variable studies that revealed that, “green marketing is a strategy that benefits the environment and the firms which resulted in a win-win strategy because of the integration and of sustainability into the company strategy through the green marketing initiatives”. [29, 38] Small and Medium Enterprises (SMEs) are also starting to adopt green marketing practices in their enterprises as an essential tool to achieve better business performances and sustainability.

Table 6. Relationship between Green Marketing Activities and Marketing Practices of Selected Small and Medium Enterprises (SMEs) in Muntinlupa City.

Green Marketing Activities	Marketing Practices			
	Product	Price	Place	Promotion
Green Technology	r=0.230 p=0.000** Low correlation	r=0.146 p=0.011* Low correlation	r=0.245 p=0.000** Low correlation	r=0.418 p=0.000** Moderate correlation
Recyclable Resources	r=0.217 p=0.000** Low correlation	r=0.202 p=0.000** Low correlation	r=0.415 p=0.000** Moderate correlation	r=0.509 p=0.000** Moderate correlation
Renewable Energy	r=0.115 p=0.047* Low correlation	r=0.083 p=0.152 Negligible correlation	r=0.449 p=0.000** Moderate correlation	r=0.434 p=0.000** Moderate correlation

**Significant @ 0.01; * Significant @ 0.05

As shown in table 6, there was a significant relationship between green marketing activities and marketing practices of

selected Small and Medium Enterprises (SMEs) in Muntinlupa City. The probability values were all less than the

0.01 significance level to 0.05 significant level. This could mean that the more they engage in green marketing activities, the better is their marketing practices.

Table 6 also showed how the green marketing activities contributed to the business sustainability practices of the selected Small and Medium Enterprises (SMEs) in Muntinlupa City. Results revealed that green technology has a moderate correlation to the promotional component of the marketing practices with a value of $r=0.418$ while recyclable resources has also the same moderate correlation to both promotion and place component of marketing practices, with value of $r=0.415$ and $r=0.509$ respectively. Likewise, renewable energy has a moderate correlation with place and promotion aspects of marketing practices with a value of $r=0.449$ and $r=0.434$ respectively, but almost no correlation with the price component. This result can prove that green marketing activities can be integrated with marketing strategies of any enterprises to ensure the development and implementation of a successful marketing programs of the SMEs. The result

established the positive relationship of green marketing activities with marketing practices.

The result was that, "green marketing will be used as strategies to adopt the marketing mix concept in green marketing that enables the companies to manage their 4P's appropriately". [37]

The combination of green marketing and marketing mix components is a perfect strategy to boost sales performances of goods and services of the Small and Medium Enterprises (SMEs). Similarly, discussed in his study that, "green marketing is not only an environmental protection tool but also a marketing strategy that once combined with marketing practices, may support the enterprise to achieve the competitive advantages". [38]

"Lastly, marketing practices is certainly a part of the green marketing initiatives because green marketing is based on the process of planning, implementing, and managing the development, pricing, promotion and distribution of products which are integral part of the marketing activities". [25]

Table 7. Relationship between Business Sustainability Practices and Marketing Practices of Selected Small and Medium Enterprises (SMEs) in Muntinlupa City.

Business Sustainability Practices	Marketing Practices			
	Product	Price	Place	Promotion
Environmental Pillar	$r=0.240$ $p=0.000^{**}$ Low correlation	$r=0.317$ $p=0.000^{**}$ Low correlation	$r=0.379$ $p=0.000^{**}$ Low correlation	$r=0.107$ $p=0.065$ Low correlation
Social Pillar	$r=0.241$ $p=0.000^{**}$ Low correlation	$r=0.283$ $p=0.000^{**}$ Low correlation	$r=0.281$ $p=0.000^{**}$ Low correlation	$r=0.438$ $p=0.000^{**}$ Moderate correlation
Economic Pillar	$r=0.753$ $p=0.000^{**}$ Moderate correlation	$r=0.583$ $p=0.000^{**}$ Moderate correlation	$r=0.078$ $p=0.180$ Negligible correlation	$r=0.498$ $p=0.000^{**}$ Moderate correlation

****Significant @ 0.01**

As shown in table 7, there was a significant relationship between business sustainability practices and marketing practices of selected Small and Medium Enterprises (SMEs) in Muntinlupa City. The probability values were all less than the 0.01 significance level. This means that the higher level of business sustainability practices of the Small and Medium Enterprises (SMEs), the more they engage in marketing activities. Interchangeably, Table 7 may also indicate that the more effective marketing strategies implemented by the Small and Medium Enterprises (SMEs) the better the business sustainability practices of the enterprise.

Table 7 also showed how the business sustainability practices are related to the marketing activities of the selected Small and Medium Enterprises (SMEs), in Muntinlupa City.

Results revealed that the primary environmental pillar of

business sustainability has low correlation to all marketing practices (Product, Price, Place and Promotion) with values of $r=0.240$, $r=0.317$, $r=0.379$ and $r=0.107$ respectively. Social pillar has a moderate correlation only with the promotion practice with a value of $r=0.438$.

Likewise, among the business sustainability practices, only the economic pillar has a moderate correlation with product, price and promotion with values of $r=0.753$, $r=0.583$, $r=0.498$ respectively, except to place with a negligible correlation which registered a value of $r=0.078$. This result indicated that marketing practices are significantly related to business sustainability practice. Economic pillar of business sustainability generated the most impact with almost all areas of marketing practices. The results established the significant relationship of business sustainability practices with marketing activities.

The results were supported from the separate studies; the relationship of the two variables. “Since marketing provides the tools to continuously satisfy the needs and wants of the customers, effective marketing strategies is the only way to ensure business sustainability despite the increasing competition in the market”. [33, 12]

This shows, “the intrinsic connection between marketing strategies and business sustainability”. [33]. The other has

“considered business sustainability”, as a key driver of innovation among companies. [12] These companies started to innovate the marketing strategies of their goods and services on top of other initiatives available in the market. resolved to associate business sustainability practices with the marketing activities using innovation as a moderating variable. [12] and making Small and Medium Enterprises (SMEs), in Muntinlupa City key to achieving inclusive growth. [27]

Table 8. Stepwise Regression of Green Marketing Practices, Business Sustainability Practices and Marketing Practices, Taken Singly or in Combination of the Profitability of Selected Small and Medium Enterprises (SMEs) in Muntinlupa City.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Model Summary				
1	.560 ^a	.314	.311	.30757
2	.659 ^b	.435	.431	.27966
3	.687 ^c	.472	.466	.27083
4	.701 ^d	.491	.484	.26626
5	.709 ^e	.503	.494	.26363

a. Predictors: (Constant), promotion

b. Predictors: (Constant), promotion, green technology

c. Predictors: (Constant), promotion, green technology, social pillar

d. Predictors: (Constant), promotion, green technology, social pillar, renewable energy

e. Predictors: (Constant), promotion, green technology, social pillar, renewable energy, recyclable resources

As shown in the Table 8: Model Summary, there was a significant correlation between the green marketing practices (green technology, recyclable resources, renewable energy), business sustainability practices (social pillar), marketing practices (promotion) taken singly or in combination of the profitability of selected Small and Medium Enterprises (SMEs) in Muntinlupa City. With model 5, 50.30 percent of the variation in the dependent variable can be explained by the independent variables such as promotion, green technology, social pillar, renewable energy and recyclable resources.

The Model Summary shows the positive relationship

among the study variables in relation to profitability. This could mean that the study conducted is relevant as it provides significant relationships and positive correlation between the independent variables (green marketing practices, business sustainability practices and marketing practices) vis-a-vis the dependent variable (selected Small and Medium Enterprises (SMEs) in Muntinlupa City). [9, 5] This could also mean that Small and Medium Enterprises (SMEs) must utilize green marketing initiatives, business sustainability practices and exploit effective marketing strategies to be able to guarantee a profitable business for enterprises. [1, 7]

Table 9. Analysis of Variance (ANOVA) for Green marketing, Business Sustainability and Marketing Practices of Selected Small and Medium Enterprises (SMEs) in Muntinlupa City.

Analysis of Variance ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.803	1	12.803	135.343	.000 ^b
	Residual	28.001	296	.095		
	Total	40.804	297			
2	Regression	17.732	2	8.866	113.362	.000 ^c

Analysis of Variance ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
3	Residual	23.072	295	.078	87.431	.000 ^d
	Total	40.804	297			
	Regression	19.239	3	6.413		
	Residual	21.565	294	.073	70.640	.000 ^e
	Total	40.804	297			
	Regression	20.032	4	5.008		
4	Residual	20.772	293	.071	59.018	.000 ^f
	Total	40.804	297			
	Regression	20.510	5	4.102		
5	Residual	20.295	292	.070		
	Total	40.804	297			

a. Dependent Variable: business profitability

b. Predictors: (Constant), promotion

c. Predictors: (Constant), promotion, green technology

d. Predictors: (Constant), promotion, green technology, social pillar

e. Predictors: (Constant), promotion, green technology, social pillar, renewable energy

f. Predictors: (Constant), promotion, green technology, social pillar, renewable energy, recyclable resources

As shown in ANOVA Table 9, correlation between the green marketing practices (green technology, recyclable resources, renewable energy), business sustainability practices (social pillar), marketing practices (promotion) taken singly

or in combination of the profitability of selected SMEs in Muntinlupa City were significant as reflected in the ANOVA table 9. The probability values were all less than the 0.05 significance level *Coefficients* [37].

Table 10. Coefficients for Green marketing, Business Sustainability and Marketing Practices of Selected Small and Medium Enterprises (SMEs) in Muntinlupa City.

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	.438	.284		1.545	.123
	Promotion	.899	.077	.560	11.634	.000
2	(Constant)	.259	.259		.998	.319
	Promotion	.642	.077	.400	8.311	.000
	Green technology	.320	.040	.382	7.939	.000
3	(Constant)	-.056	.260		-.216	.829
	Promotion	.517	.080	.323	6.486	.000
	Green technology	.285	.040	.341	7.160	.000
	Social pillar	.249	.055	.218	4.533	.000
4	(Constant)	-.001	.256		-.003	.998
	Promotion	.576	.080	.359	7.165	.000

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
5	Green technology	.328	.041	.392	7.963	.000
	Social pillar	.289	.055	.254	5.233	.000
	Renewable energy	-.173	.052	-.169	-3.344	.001
	(Constant)	.063	.255		.248	.804
	Promotion	.526	.082	.328	6.428	.000
	Green technology	.332	.041	.396	8.124	.000
	Social pillar	.215	.062	.188	3.488	.001
	Renewable energy	-.227	.055	-.222	-4.113	.000
	Recyclable resources	.156	.059	.159	2.621	.009

As shown in the coefficient [table 10](#), promotion, green technology, social pillar, renewable energy and recyclable resources were significant predictors of business profitability. The probability values were all less than the significance level of 0.01. [\[37\]](#)

5. Conclusions

- 1) The selected Small and Medium Enterprises (SMEs), in Muntinlupa City are highly involved and engaged generally in various green marketing activities. They are primarily engaged in using recyclable resources, adoption of the Reduce, Reuse, Recycle Principles in their work premises and active involvement and engagement of their employees in using these green marketing.
- 2) The selected Small and Medium Enterprises (SMEs), in Muntinlupa City are highly engaged in many practices that promote business sustainability. These practices include activities that enhance the economic aspect of the business such as compliances in promoting good business practices, promotion of corporate social responsibility and business initiatives and mechanisms that help in saving the environment.
- 3) The selected Small and Medium Enterprises (SMEs) in Muntinlupa City are actively engaged in various marketing practices that help them market and sell their goods and services to their customers. Selected Small and Medium Enterprises (SMEs) are implementing good pricing strategies which resulted in affordable products and services. Discount and other privileges were offered to customers for retention purposes. It was also noted that there was a high level of involvement in all the cycles of marketing management among selected Small and Medium Enterprises (SMEs), in Muntinlupa City.
- 4) The financial performance of selected Small and Medium Enterprises (SMEs), in Muntinlupa City are gen-

erally profitable which denote higher levels of sales and profits despite the presence of competitors from both Small and Medium Enterprises (SMEs) and other firms around the city.

- 5) Their good financial performance can be attributed primarily to the pricing strategies applied to the goods and services. For high-involvement products, the buyers prefer bonus packs when purchasing green products; however, they show no specific inclination while purchasing non-green products. [\[34\]](#)
- 6) The green marketing strategies can directly contribute to the business sustainability of the Small and Medium Enterprises (SMEs) The more Small and Medium Enterprises (SMEs) engage in green marketing activities, the better it becomes and the business sustainability and the changes that they need to make to address the issues that we are facing. [\[31\]](#)
- 7) The green marketing strategies directly contribute to the marketing practices of the Small and Medium Enterprises (SMEs).. The more Small and Medium Enterprises (SMEs). engaged in green marketing activities the more effective their marketing practices.
- 8) The marketing strategies and other activities can directly contribute to the business sustainability practices of the Small and Medium Enterprises (SMEs). The higher level of business sustainability practices of the SMEs, the more they engaged in marketing activities. It also indicates that the more effective marketing strategies implemented by the Small and Medium Enterprises (SMEs), the better the business sustainability practices of the enterprise.
- 9) The green marketing, business sustainability and marketing practices of the selected Small and Medium Enterprises (SMEs), directly contribute to the business profitability of the Small and Medium Enterprises (SMEs). Whether taken as individual or combined, the

results contributed to a sound financial performance and business sustainability.

6. Recommendations

- 1) Since Small and Medium Enterprises (SMEs) in Muntinlupa City are highly involved and engaged generally in green marketing activities, it is recommended for them to organize themselves and promote the use of green marketing to the rest of the SMEs in Muntinlupa City. They can tap the City Government to provide them logistical requirements in rolling out their information dissemination campaign programs for the Small and Medium Enterprises (SMEs) of the City.
- 2) Small and Medium Enterprises (SMEs), in Muntinlupa City should be given incentives by the City Government to serve as rewards or recognition in their compliance in promoting good business practices, promotion of corporate social responsibility and business initiatives and mechanisms that help in saving the environment. These incentives may be in a form of tax incentives, financial and technical assistance that promotes business growth.
- 3) Since the selected Small and Medium Enterprises (SMEs), in Muntinlupa City are very efficient in marketing and selling their goods and services to their customers, it is recommended for them to start form an association and start marketing their products and services across the country. They may start marketing their goods and services to Visayas and Mindanao through the help of the trade groups and marketing association in the said regions.
- 4) Since the financial performance of selected Small and Medium Enterprises (SMEs) in Muntinlupa City are generally profitable, it is recommended for them to expand their business by either introducing other goods and services or enhancing their current goods and services.
- 5) Small and Medium Enterprises (SMEs) should be more engaged in green marketing activities by introducing other green marketing initiatives and strategies that will make their products and services more sustainable in the process.
- 6) Small and Medium Enterprises (SMEs) should develop a hybrid marketing mix by integrating green marketing activities in their current marketing practices. This integrated marketing mix can serve as a model for other Small and Medium Enterprises (SMEs) which can be replicated or emulated.
- 7) The selected Small and Medium Enterprises (SMEs) of Muntinlupa City should start enhancing their marketing activities to be able to make it more competent by adapting best marketing practices and techniques of other Small and Medium Enterprises (SMEs), and learn from success stories of other bigger Small and Medium Enterprises (SMEs), in the country.

- 8) The selected Small and Medium Enterprises (SMEs) of Muntinlupa City should implement the concept of Kaizen or Continuous Process Improvement in their business. They should continuously improve their green marketing initiatives, marketing strategies and business sustainability practices to be able to sustain their good financial performance or business profitability.

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Author Contributions

Maria Jewdaly Lagasca Costales, Bernadine Lagasca. Costales, and Paraluman Veloz. The authors read and approved the final manuscript.

Conflicts of Interest

The authors declare no conflicts of interest.

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