

Folk Arts Marketing: A New Concept

G. GUDELIO P. PAJARILLO, Ph.D.-Com.

Abstract

An attempt to justify the term 'FOLK ARTS MARKETING', the study identified the marketing practices and strategies of the three folk industries of the province of Ilocos Sur, namely: 'abel', 'basi' and bumay". It also identified common problems and economic considerations encountered by the manufacturers as part of the justifications for the foundations or bases of the new concept in the marketing field to be known as. FOLK ARTS MARKETING.

Based on the findings and conclusions of the study, the full description of 'Folk Arts Marketing' was drawn as the characterization of a micro-/small business in which the marketing activities will be called 'Folk Arts Marketing'.

It is strongly recommended that: a widely dispersed appropriate and proper dissemination of the findings must be pursued; all NGOs, GOs, LGUs and POs address the needs of the micro- and small-scale industries; a book or manuscript on 'Folk Arts Marketing' may be formulated and published; and a study on a national or international coverage should be undertaken in the furtherance of the justification and validation of the new concept 'Folk Arts Marketing'.

Introduction

Marketing is an exciting and dynamic discipline. But no one ever dared to describe the marketing practices/strategies adopted and implemented by micro-/small-scale industries in the countryside. The proponent, thus, coined a terminology FOLK ARTS MARKETING and suggested the adoption of this new concept in the field of marketing.

Through this study, "Folk Arts Marketing", there will be a description of the marketing practices and/or strategies adopted by any micro- and small-scale businesses in rural communities with unique products and early beginnings.

Statement of the Problem

The study answered the following problems:

1. What is the profile of the owners of the folk arts industries in terms of gender, age, status, educational attainment, and number of children?
2. What is the business profile of the manufacturers in terms of ownership, capitalization, number of employees/workers, years of existence, and annual sale?
3. What are the current marketing practices of the manufacturers in terms of title flow (buying and selling), physical flow (transporting and warehousing), and facilitating functions (financing, standardization and grading, risk-taking, and marketing research and information)?
4. What problems beset the respondent firms in terms of title flow, physical flow, and facilitating functions?
5. What are the economic considerations of the respondent firms in terms of title flow, physical flow, and facilitating functions?

Significance of the Study

Through this study, a new concept in the marketing field was drawn which will be beneficial to the academe, marketing practitioners, and researchers as a source of additional information and a description of the marketing practices/strategies of micro- and small-scale businesses.

Scope and Limitation of the Study

The study focused on the prevailing marketing practices adopted by the manufacturers of three industries distinct in Ilocos Sur, namely the 'abel', 'basi' and 'bumay' industries. The paper covered all the manufacturers of the three industries in Ilocos Sur registered with or identified by the Department of Trade and Industry as manufacturers.

The study was limited to the manner the products of the industries were marketed, addressing the marketing practices, problems, and economic considerations.

Review of Related Studies and Literature

The researcher/author took initial cognition of his master's study as the foremost source of idea and basis in the adoption of the new concept of 'Folk Arts Marketing' to describe marketing strategies/practices of folk industries. Pajarillo (1985) examined and appraised the current marketing practices of the 'buray' jar manufacturers of Barangay Pagburayan, Vigan, Ilocos Sur. His study revealed the following findings:

1. Most of the marketing operations of the 'bumay' manufacturers were concentrated mainly in their factory compound.
2. Only one manufacturer produced all the kinds/varieties of 'bumay'.
3. 'Bumay' was manufactured in multiple sizes and designs. A consensus idea from among the owners and their workers is the main source of design for 'bumay'.
4. The raw materials used in 'bumay'-making were available within the surrounding barangays.
5. The jar manufacturers based their pricing schedule mostly on the size of 'bumay'.
6. The manufacturers had no other distribution outlets aside from the factory compound. Likewise, they did not adopt any form of promotional campaigns for their products.

In the light of the current study, the proponent, in his doctorate dissertation, widened its research scope and coverage to include the whole clay product industry in Ilocos Sur. It was in the findings and results of the study that he based his coinage of the terminology of the new concept of 'Folk Arts Marketing' to best describe the marketing strategies and practices adopted and implemented by backyard, micro- and small-scale industries especially those in the countryside. Folk arts marketing was then recommended for adoption in the marketing study and its literature.

The researcher, in his second study (1997), came up with the following results and findings:

1. The clay product factories were located mainly in Barangay Bulala, mostly owned by an individual, with a starting capitalization of P1,000 - P10,000 and having at least 2 workers. Majority of these factories existed for 5-20 years. A great number of these manufacturers had annual sales of not more than P20,000.
2. The owners were mainly responsible in selling and setting of prices was based mainly on cost and promotion. Clay products were purchased, distributed, picked-up, and stored mostly in the factory sites. The marketing activities were mostly financed from their own money but loans were made from family members. Almost all the respondents adopted quality standards, managed risks by following production schedule, and did not insure products while in storage. The major source of marketing information and designs came from the customers.
3. The marketing practices of the manufacturers varied significantly.
4. Low profit, seasonality, cost determination, and limited outlets were the main concerns of the manufacturers in their marketing activities. High cost of fuelwood and crudeness posed as production problems. Other government agencies were unable to provide them necessary assistance. Competition and the seasonality of the products were also their main concern.
5. The problems of the clay product factories were significant.
6. Some respondents saw the future of the industry as promising with target sales of more than P500,000 in the next 5 years. Market information and assistance were also needed in the future.

'Folk Arts Marketing' as a new concept was recommended in the above-mentioned study for early adoption in the field of marketing literature and study.

Methodology of the Study

The descriptive method of research was utilized in the study. The owners/managers of the folk industries were directly targeted as respondents and the actual personal method of gathering information with an interview schedule was utilized in the study.

Relative frequency distribution and other statistical measures such as mean, ranking, and percentages were used in the study.

Definition of Terms

The following terms were defined for a better appreciation of the study.

Abel. It is an Ilocano hand-woven product.

Basi. It is an Ilocano wine made from processed sugarcane juice.

Burnay. This is Iloko term for jar.

Folk Arts. It is the art of common people. It is also a traditional form of art using clearly defined conventions handed down from generation to generation, usually over many centuries.

Folk arts industry. This refers to the micro- and small-scale industries of local folks in rural areas whose products are made of indigenous materials in the locality and whose manufacturing processes were passed from generation to generation.

Folk arts marketing. It refers to the marketing practices and/or marketing strategies adopted by micro small-scale industries of local folks in rural communities with unique products and early beginnings.

Marketing activities. This refers to the total performance of an enterprise with all vital functions in the practice of marketing.

Marketing effort. It is the total amount of energy exerted in the marketing activities.

Marketing practice. It is the actual thing done in the field of marketing relative to the performance of marketing activities, tasks, and responsibilities. It is also the result of the marketing strategies implemented and adopted by the firm.

Marketing problems. They are issues and concerns arising from marketing practices that call for clarification, understanding, decision. and solution.

Marketing strategy. It is the overall plan for marketing a product. Once the marketing strategies are implemented and adopted for sometime, they become marketing practices.

Micro-scale industry. This refers to a manufacturing enterprise with total assets of less than P500,000 and manpower of less than 10 workers.

Results and Discussion

Profile of the Manufacturers

Owners' profile. Among the owner-respondents of the three industries, a majority (85.71%) were female. The 'abel' industry is basically a female-dominated undertaking (96.43%) unlike the 'burnay industry' which was male-dominated (66.67%) (Table 1).

Table 1. Profile of the owners of the three folk arts industries.

CHARACTERISTIC	INDUSTRY							
	Abel		Basi		Burnay		Total	
	f n=28	%	f n=4	%	f n=3	%	fr n=35	%
Gender								
Female	27	96.43	2	50.00	1	33.33	30	85.71
Male	1	3.57	2	50.00	2	66.67	5	14.29
Age								
30 & below	2	7.14					2	5.71
31-45	9	32.14	2	50.00			11	31.43
46-60	11	39.29	2	50.00	1	33.33	14	40.00
Above 60	6	21.43			2	66.67	8	22.86
Status								
Single	8	28.57					8	22.86
Married	18	64.29	4	100.00	3	100.00	25	71.43
Widow/er	2	7.14				0	2	5.71
Educational attainment								
Elem. undergraduate	3	10.71					3	8.57
Elem graduate	5	17.86	1	25.00			6	17.16
HS undergraduate	1	3.57	1	25.00			2	5.71
HS graduate	3	10.71	1	25.00	1	33.33	5	14.29
Voc/Tech graduate	1	3.57			1	33.33	2	5.71
Col. undergraduate	2	7.14			1	33.33	3	8.57
Col. graduate	13	46.44	1	25.00			14	40.00

Table 1. Continued.

CHARACTERISTIC	INDUSTRY							
	Abel		Basi		Bumay		Total	
	f n=28	%	f n=4	%	f n=3	%	f n=35	%
No. of children								
1-2	4	14.29	2	50.00	1	33.33	7	20.00
3-4	11	39.29	1	25.00	1	33.33	13	37.14
5-6	2	7.14	1	25.00			3	8.57
Above6	1	3.57			1	33.33	2	5.71

Table 1 shows that a big percentage of the respondent owners (40%) were between 46-60 years old. Among the 'bumay' industry owners, majority (66.67%) were already above 60 years old.

Most respondent owners (71.43%) were married; however, among the 'abel' producers, 28.57% were single and 7.14% were widow/er.

The respondents had varied educational attainments ranging from not finishing elementary education to finishing a college degree. But, it is very interesting to note in Table I that two-fifths (40%) of the respondents were college graduates. Most college graduate-respondents were engaged in the 'abel' industry.

Moreover, of the married respondents, 37.14% had 3-4 children and 20% had fewer children (1-2). The rest had five or more children.

Business profile. The business profile includes ownership of the enterprise, capitalization, number of workers, years of existence, and estimated annual sales (Table 2).

Most respondents (94.28%) solely owned their business endeavors. Less than half of them (45.71%) had a capitalization of not more than P10,000. All the 'bumay' manufacturers had capitalization of P30,000 and above.

Majority of the respondent manufacturers (51.43%) employed 1-5 workers. But it's apparent that the manufacturers of the 'basi' industry did not employ any workers to assist them. Instead, they relied solely on their family members.

The owners also claimed that they are the next generation manufacturers and results show that most of them (48.57%) existed for more than 30 years. Many manufacturers in the 'abel' industry (42.86%) were late entrants to the industry (less than 10 years) a simple indication of the viability of the venture.

Table 2. Business profile of the folk arts industry manufacturers.

CHARACTERISTIC	INDUSTRY							
	ABEL		BASI		BURNAY		TOTAL	
	f n=28	%	f n=4	%	f n=3	%	f n=35	%
Ownership								
Sole	26	92.86	4	100.00	3	100.00	33	94.28
Partnership	1	3.57					1	2.86
Coop.	1	3.57					1	2.86
Capitalization (pesos)								
Below 10,000	14		2	50.00			16	45.71
10,000-19,000	8		2	50.00			10	28.57
20,000-29,000	3						3	8.57
30,000 & above	3				3	100.00	6	17.16
No. of workers								
None			4	100.00			4	11.43
1-5	18	64.29					18	51.43
6-10	6	21.43			1	33.33	7	20.00
11-15	3	10.71			2	66.67	5	14.29
Above 15	1	3.57					1	2.86
Years of existence								
Below 10	12	42.86					12	34.29
11-20	4	14.29					4	11.43
21-30	2	7.14					2	5.71
Above 30	10	35.71	4	100.00	3	100.00	17	48.57
Estimated annual sales (pesos)								
20,000 & Below	16	57.14	2	50.00			18	51.43
20,001-35,000	2	7.14	2	50.00			4	11.43
35,001-50,000	5	17.86			1	33.33	6	17.16
50,001-65,000	3	10.71			1	33.33	4	11.43
Above 65,000	2	7.14			1	33.33	3	8.57

Some respondents had an estimated annual sales of more than P65,000 (8.57%). While the income of the others ranged from P20,001 to P65,000, majority (51.43%) had generated only P20,000 and below. These results indicate that the industries are just typical home or backyard micro-business undertakings which have a minimal income generating capability.

Marketing Practices

Marketing practices include title flow (buying and selling practices), physical flow (transporting and warehousing practices), and facilitating functions (financing, standardization and grading, risk-taking, and marketing research and information practices).

Title flow. Title flow concerns the buying and selling practices of the micro-/small-scale manufacturers.

Buying practices. The buying practices pertain to the frequency and method of buying raw materials, production schedule, and packaging practices (Table 3). A majority of the respondents (74.29%) acquired raw materials only when the need arose. Purchasing materials as the need arises was resorted to by the majority (75%) of the 'abel' manufacturers and all of the 'basi' producers. On the other hand, it was done monthly by the majority (66.67%) of the 'bumay' producers.

To minimize financial liabilities, majority of the respondents (65.71%) acquired their needed raw materials on cash basis. Only 42.86% of the respondents availed of these materials through credit, but 8.57% bought them on consignment. The adopted production schedule of 88.57% of the respondent-manufacturers was on a regular basis. Most 'abel' owners (85.71%) preferred a regular production schedule, whereas, it was year-round for the 'basi' and 'bumay' industries.

Among the respondents, majority (80%) utilized plastic for their packaging materials. Plastics were used by all 'abel' respondents; bumay/bottles by all 'basi' respondents; and hay, paper, and carton for all 'bumay' manufacturers.

Table 3. Buying practices of the owner-respondents.

PRACTICE	INDUSTRY							
	Abel		Basi		Bumay		Total	
	F n=28	%	F n=4	%	F 1=3	%	F mr=35	%
Frequency of buying raw materials								
When need arises	21	75.00	4	100.00	1	33.33	26	74.29
Monthly	5	17.86			2	66.67	7	20.00
Weekly	2	7.14					2	5.71
Method of buying raw materials								
Cash	19	67.86	2	50.00	2	66.67	23	65.71
Credit	11	39.28	2	50.00	2	66.67	15	42.86
Consignment	1	3.57			2	66.67	3	8.57
Production schedule								
Regular	24	85.71	4	100.00	3	100.00	31	88.57
Job order	8	28.57			2	66.67	10	28.57
Packaging								
Plastics	28	100.00					28	80.00
Carton	5	17.86			3	100.00	8	22.86
Hay					3	100.00	3	8.57
Paper					3	100.00	3	8.57
Bumay			4	100.00			4	11.43
Bottles			4	100.00			4	11.43

Legend: F = Frequency of mention

Selling practices. Table 4 shows the selling practices of the respondents. Majority of the owner respondents (77.14%) were responsible in selling their products. But it is interesting to note that some manufacturers, particularly the 'abel' owners, delegated in part the selling activities to their workers (7.14%). For the 'basi' and 'bumay' manufacturers, the owners themselves and their family members were responsible in selling.

Table 4. Selling practices of the respondent-manufacturers.

PRACTICE	INDUSTRY							
	Abel		Basi		Burnay		Total	
	F n=28	%	F n=4	%	F n=3	%	F n=35	%
Responsibility								
Owner	22	78.57	2	50.00	3	100.00	27	77.14
Family member	8	28.57	2	50.00	2	66.67	12	34.29
Workers	2	7.14					2	5.71
Selling method								
Piece	17	60.71	3	75.00	3	100.00	23	65.71
Bulk	14	50.00	3	75.00	3	100.00	20	57.14
Returns								
Yes	26	92.86			2	66.67	28	80.00
No	2	7.14	4	100.00	1	33.33	7	20.00
Market								
Consumers	13	46.43	4	100.00	3	100.00	20	57.14
Resellers	13	46.43	2	50.00	3	100.00	18	51.43
Tourist	8	28.57			3	100.00	11	31.43
Exporters	2	7.14			1	33.33	3	8.57
Industrial	3	10.71					3	8.57
Method of buying								
Bring to buyers	20	71.43			2	66.67	22	66.86
Consumers go to the site	15	53.57	4	100.00	3	100.00	22	66.86
Bring to retailers	4	14.28					4	11.43

Legend: F= Frequency of mention

More than half of the respondents sold their products either by piece (65.71%) or by bulk (57.14%). Most 'abel' and 'buray' respondents (80%) accepted returns of products with factory defects. All 'basi' respondent-manufacturer never accepted returns since their products are consumable.

Majority of the respondents considered consumers (57.14%) and resellers (51.43%) as the lifeblood of their business. Tourists (31.43%) provided good market segment for the manufacturers, except the 'basi' industry which relied solely on sales coming from consumers and resellers.

Majority of the respondents mentioned that they either brought their products to the consumers (66.86%) or the consumers/buyers go to their site (66.86%). Majority of the 'abel' respondents brought their products to the buyers (71.43%) and waited for consumers to go to their working site (53.57%). Similarly, the 'bumay' manufacturers brought their products to the consumers (66.67%) and let the buyers go to their site (100%). All 'basi' manufacturers claimed that their consumers bought the products at the site.

The selling practices also include (a) pricing practices (Table 5), (b) distribution practices (Table 6) and (c) promotion practices (Table 7).

a. **Pricing practices.** Almost all owner-respondents (97.14%) mentioned that they themselves were responsible for setting product prices. A few (17.16%), however, mentioned that their family members also set prices for their products.

Table 5. Pricing practices of the respondent-manufacturers.

PRACTICE	INDUSTRY							
	Abel		Basi		Burnay		Total	
	F n=28	%	F n=4	%	F n=3	%	F n=35	%
Setting responsibility								
Owner	28	100.00	3	75.00	3	100.00	34	97.14
Family member	4	14.28	1	25.00	1	33.33	6	17.16
Method								
Market price	16	57.14	3	75.00	3	100.00	22	62.86
Cost	10	35.71					10	28.57
Competition	2	7.14	2	50.00	3	100.00	7	20.00
Factors considered								
Buyers	10	14.28	1	25.00	2	66.67	13	37.14
Cost	7	35.71			2	66.67	9	25.71
Seasonality	10	25.00	3	75.00	2	66.67	15	42.85
Demand	7	35.71					7	20.00
Discount offer								
Yes	7	60.71	1	25.00	3	100.00	21	60.00
No	11	39.28	3	75.00			14	40.00
Discounts								
Bulk purchases	17	100.00			3	100.00	20	95.24
Additional prod	5	29.41	1	100.00	3	100.00	9	42.86
Mark-up								
5% & below	5	17.86					5	14.29
6-10%	15	53.57	2	50.00	1	33.33	18	51.43
11-15%	1	3.57	1	25.00	1	33.33	3	8.57
16-20%	4	14.28	1	25.00	1	33.33	6	17.16
Above 20%	3	10.71					3	8.57
Presentation								
List price	15	53.57			1	33.33	16	45.71
Quotation	10	35.71	3	75.00	3	100.00	16	45.71
Tag price	10	35.71					10	28.57
Haggling	2	7.14	2	50.00	1	33.33	5	14.29

Table 5. Continued.

PRACTICE	INDUSTRY							
	Abel		Basi		Bumay		Total	
	F n=28	%	F n=4	%	F n=3	%	F n=35	%
Payment mode								
Cash	23	82.14	4	100.00	3	100.00	30	85.71
Credit	9	32.14			2	66.67	11	31.43
Terms	n=9				n=2		n=11	
1 week	5	55.56			1	50.00	6	54.55
15 days	2	22.22			1	50.00	3	27.27
30 days	1	11.11					1	9.09
45 days	1	11.11					1	9.09

Legend: F = Frequency of mention

Majority of the respondents (62.86%) considered market price as the primary method in pricing their product. The results obtained were individually supported by the three industries ('abel'– 57.14%; 'basi'- 75%; and 'bumay'- 100%). Cost (28.57%) and competition (20%) were also evaluated prior to the adoption of product prices.

An almost equal number of respondents considered seasonality (42.85%) and buyers (37.14%) as the most likely to dictate adopted prices. Among the 'abel' manufacturers, cost and demand (35.71% each) were the foremost factors considered. Seasonality (75%) was the main determinant among the 'basi' makers; while buyers, cost and seasonality (66.67% each) were the bases for pricing among the 'bumay' respondents.

Table 5 also shows that 60% of the respondents provided or offered price discounts. All 'bumay' manufacturers, 60.71% of the 'abel' producers, and 25% of the 'basi' manufacturers offered discounts. All those who offered discounts among the 'bumay' and 'abel' respondents often offered reduced prices to bulk buyers.

Majority (51.43%) of the respondents had a mark-up of 6%-10%. The 'basi' and 'bumay' respondents had a mark-up ranging from 6%-20%, but majority (53.57%) of 'abel' respondents had 6%-10% mark-up.

Almost half of the respondents (45.71% each) presented their product prices through list price and quotations. Majority (53.57%) of the 'abel' respondents used list price, but majority of the 'basi' respondents (75%) and all 'bumay' manufacturers did it through quotation.

A majority (85.71%) of the respondents sold their products in cash, although 31.43% of them still offered credit terms to their customers. From the 'abel' industry, 32.14% of them did so, and so did 66.67% of the 'bumay' respondents.

Among those who provided credit to their customers. 54.55% gave a term of 1 week. The rest gave a term of 15 days to 45 days.

b. **Distribution practices.** Among the respondents, majority (65.71 %) relied on the resellers' outlets in the ultimate distribution of their products. All 'basi' and 'bumay' respondents primarily sold their products within the factory vicinity (Table 6).

Table 6. Distribution practices of the respondent-manufacturers.

PRACTICE	INDUSTRY							
	Abel		Basi		Burnay		Total	
	F n=28	%	F nr=4	%	F I=3	%	RF 1=35	%
Location								
Resellers' outlets	21	75.00			2	50.00	23	65.71
W/in factory	8	28.57	4	100.00	3	100.00	15	42.86
Own outlets	3	10.71			1	33.33	4	11.43
Method								
Direct to resellers	21	75.00	1	25.00	3	100.00	25	71.43
Direct to consumers	11	39.28	4	100.00	3	100.00	18	51.43
Outlets No.								
One	7	25.00	3	75.00	1	33.33	11	31.43
Two	5	17.86			1	33.33	6	17.16
Three	11	39.28			1	33.33	12	34.29
4 or more	5	17.86					5	14.29
None			1	25.00			1	2.86

Legend: F = Frequency of mention

Majority (71.43%) sold directly to resellers and 51.43% sold directly to consumers. The 'burnay' manufacturers wanted their products sold/ distributed directly either to the resellers or end-users/consumers. To the 'abel' respondents, majority (75%) considered selling directly to resellers, but all 'basi' respondents sold directly to consumers.

One-third of the respondents (34.29%) were aware that there were three outlets carrying their products. The 'basi' respondents were assured of one outlet, but the 'bumay' respondents had outlets ranging from 1-3 each. The 'abel' producers' outlets ranged from 1-4 or more.

c. **Promotion practices.** To create product awareness, majority (65.71 %) of the respondents used product display as a primary mode of promotion, although they also promoted their products by word of mouth (45.71) and by promotion campaigns (31.43). All 'basi' respondents relied mostly on the word of mouth (Table 7).

Table 7. Promotion practices of the respondent-manufacturers.

PRACTICE	INDUSTRY							
	Abel		Busi		Burnay		Total	
	F	%	F	%	F	%	F	%
Awareness	n=28		n=4		n=3		n=35	
Product display	19	67.86	1	25.00	3	100.00	23	65.71
Word of mouth	9	32.14	4	100.00	3	100.00	16	45.71
Promotion campaigns	9	32.14			2	66.67	11	31.43
Promo campaigns	n=28		n=4		n=3		n=35	
Yes	9	32.14			2	66.67	11	31.43
No	19	67.86	4	100.00	1	33.33	24	68.57
Person who handled promotion	n=9				n=2		n=11	
Owner	9	100.00			2	100.00	13	100.00
Nature	n=9				n=2		n=11	
Trade shows/exhibits	7	77.78			2	100.00	9	81.82
Billboards	5	55.56			2	100.00	7	63.64
Print media	4	44.44					4	36.36
Frequency	n=9				n=2		n=11	
Trade shows/exhibits	7	77.78			2	100.00	9	81.82
Quarterly	2	22.22			1	50.00	3	27.27
Semi-annually	2	22.22			1	50.00	3	27.27
Annual v	2	22.22					2	18.18
Incentives	n=9				n=2		n=11	
Discounts	9	100.00			2	100.00	11	100.00
Add items	6	66.67			2	100.00	8	72.72
Sales aids	n=28		n=4		n=3		n=35	
Samples	27	96.43	3	75.00	3	100.00	33	94.29
Pictures	2	7.14			1	33.33	3	8.57
Brochures	1	3.57					1	2.86

Legend: F=Frequency of mention

Only 31.43% of the respondents recognized the capability of promotion campaigns. Those who adopted promotional campaigns were from the 'abel' (32.14%) and 'bumay' industry (66.67%). The owners of the 'abel' and 'bumay' industries handled the promotional campaigns.

Majority considered participation in trade shows/exhibits (81.82%) and billboards (63.64%) as their promotional tools. These were practiced by the 'abel' and 'bumay' manufacturers. Less than half of the 'abel' producers also promoted their products through print media.

Regarding the frequency of promotion, 81.82% were dependent on the availability of trade shows and exhibits. All 'bumay' and most (77.78%) 'abel' respondents mentioned this. They also promoted their products quarterly; semi-annually, and annually, depending on the availability of trade shows/exhibits.

All the 'abcl' and 'burnay' respondents having promotional campaigns gave discounts as incentives during the activities. They also gave additional items as incentives.

Almost all respondents (94.29%) used product samples as sales aids. All 'buray', most 'abet' (96.43%) and 'basi' (75%) respondents used samples as sales aids.

Physical flow. Physical flow concerns the transporting practices (Table 8) and warehousing practices (Table 9).

Transporting practices. Majority of the respondents (71.43%) delivered their products to their buyers; 82.17% of the 'abel' producers and 66.67% of the 'bumay' manufacturers did so. All 'basi' and 'burnay' respondents and some 'abcl' respondents also had their products picked-up by the buyers.

Table 8. Transporting practices of the respondent-manufacturers.

PRACTICE	INDUSTRY							
	Abel		Basi		Burnay		Total	
	F n=28	%	F I=4	%	F I=3	%	F I=35	%
Manner								
Deliver	23	82.17			2	66.67	25	71.43
Pick-up	7	25.00	4	100.00	3	100.00	14	40.00
Vehicle								
Public	20	71.43					20	57.14
Buyers'	5	17.86	3	15.00	2	66.67	6	28.57
Sellers'	3	10.71	1	25.00	2	66.67	2	17.16

Public utility vehicles were used by 71.43% of the 'abel' producers in transporting their products. For the 'basi' and 'bumay' industries, the buyers' and sellers' vehicles were used mainly in transporting the products. Some 'abel' producers also resorted to the latter.

Warehousing (storing) practices. More than one-third (34.29%) of the respondents stored their products within the factory vicinity. Fewer respondents stored their products in their warehouse (28.57%) or in their house (25.71%). Only some 'abel' producers (21.43%) delivered their products to their outlets.

Almost all respondents' (91.43%) stored the finished products up to the time they were needed for distribution and sale to buyers. This was done by all 'basi' and 'buray' respondents and 89.28% of the 'abel' respondents. Some (10.71%) 'abel' respondents stored their products for less than 1 week.

Table 9. Warehousing (storing) practices of the respondent-manufacturers.

PRACTICE	INDUSTRY							
	Abel		Basi		Burnay		Total	
	F n=28	%	F n=4	%	F n=3	%	F n=35	%
Facility								
Factory vicinity	9	32.14			3	100.00	12	34.29
Warehouse	5	17.86	3	75.00	2	66.67	10	28.57
House	8	28.57	1	25.00			9	25.71
Outlets	6	21.43					6	17.16
Duration								
Up to time needed	25	89.28	4	100.00	3	100.00	32	91.43
Less than 1 week	3	10.71					3	8.57

Legend: F = Frequency of mention

Facilitating Functions. The facilitating functions pertain to the manufacturers' practice in financing, standardization and grading, risk-taking, and marketing information and research.

Financing practices. Table 10 shows that 77.14% of the respondents supported their own marketing activities. Among the three industries, majority of the 'abel' respondents (60.71%) never acquired loans in any form. In the case of 'bumay' respondents, majority (66.67%) resorted to loans in order to support their business.

Table 10. Financing practices of the respondent-manufacturers.

PRACTICE	INDUSTRY							
	Abel		Basi		Burnay		Total	
	F	%	F	%	F	%	F	%
Source	n=28		n=4		n=3		n=35	
Personal	22	78.75	2	50.00	3	100.00	27	77.14
Loans	11	39.28	2	50.00	2	66.67	15	42.86
Loans	n=28		n=4		1=3		n=35	
Not acquire	17	60.71	2	50.00	1	33.33	20	57.14
Acquire	11	39.28	2	50.00	2	66.67	15	42.86
Loan sources	n=11		n=2		n=2		n=15	
Relatives	5	45.45	2	100.00	2	100.00	9	60.00
Cooperatives	7	63.64					7	46.67
Friends					1	50.00	1	6.67
Banks	1	9.09	2				1	6.67
Basis	n=11		n=2		n=3		n=15	
Interest rates	11	100.00	2	100.00	2	100.00	15	100.00
Amt of loan	5	45.45					5	33.33

Legend: F = Frequency of mention

The 'basi' and 'bumay' respondents (100% each) primarily borrowed from family members, but the 'abel' respondents secured loans from the cooperative (63.64%), relatives (45.45%) and the bank (9.09%). A 'burnay' borrower (50%) resorted to loans from friends.

All manufacturers who availed of loans considered the interest rate as the foremost basis for acquiring a loan. The amount of loan was considered by 45.45% of the 'abel' producers.

Standardization and **grading** practices. All respondents (100%) had an established quality standard. Many based their standards on the texture (37.14%), color (31.43%) and size (28.57%) of the finished products (Table 11).

Table 11. Standardization and grading practices of the respondent-manufacturers.

PRACTICE	INDUSTRY							
	Abel		Basi		Burnay		Total	
	F n=28	%	F n=4	%	F n=3	%	F 1=35	%
Quality Standard Present	28	100.00	4	100.00	3	100.00	35	100.00
Bases								
Texture	10	35.71	1	25.00	2	66.67	13	37.14
Color	7	25.00	1	25.00	3	100.00	11	31.43
Size	7	25.00			3	100.00	10	28.57
Similarity	4	14.28			2	66.67	6	17.16
Taste			4	100.00			4	11.43
Below Standard								
Sell at lower price	9	32.14	2	50.00	3	100.00	14	40.00
Personal use	11	39.28					13	37.14
Recycle	6	21.43	2	50.00	2	66.67	8	22.86
Giveaways	5	17.36			2	66.67	7	20.00

Legend: F = Frequency of mention

Many respondents (40%) sold their products falling below standard at a lower price. Among the 'abel' producers, 39.28% personally used these products falling below standards; 32.14% sold them at a lower price; 21.43% recycled them; and 17.86% gave them away. The 'basi' respondents either sold them at lower price or personally used them (50% each). All 'bumay' respondents sold them at a lower price and (66.67% each) recycled or gave them away.

Risk-taking practices. Majority of the respondents (57.14%) just followed their pre-set production schedule as a way of managing product risks. To manage risk, all the 'basi' and 'burnay' industry respondents followed basically their production schedule. Moreover, 66.67% of the 'bumay' respondents used design innovation, and majority (53.57%) of the 'abel' respondents resorted to design innovation (Table 12).

Table 1. Risk-taking practices of the respondent-manufacturers.

PRACTICE	INDUSTRY							
	Abel		Dasi		Burnay		Overall	
	F n=28	%	F n=4	%	F n=3	%	F n=35	%
Management								
Follow production schedule	13	46.43	4	100.00	3	100.00	20	57.14
Innovate designs	15	53.57			2	66.67	17	48.57
Insured products in storage								
No	28	100.00	4	100.00	3	100.00	35	100.00
Assumed risk of products in transit								
Buyers	12	42.86	4	100.00	3	100.00	19	54.29
Owner	16	57.14			1	33.33	17	48.57

Legend: F = Frequency of mention

All respondents (100%) never insured stored products. Majority of the respondents (54.29%) mentioned that the buyers usually took the risk of any unwanted happenings to the products in transit. All 'basi' and 'bummay' manufacturers were able to shift product risks to buyers, but most 'abel' respondents (57.14%) assumed the risks.

Marketing information and research practices. Majority of the respondents (68.57%) acquired valuable information from their customers. All 'basi' and 'bumay' manufacturers relied heavily and solely on the customers as source of information, but majority of the 'abel' respondents (60.71% each) considered the customers and themselves as source of valuable information.

Most respondents (91.43%) sourced their product design needs from their customers. All 'bumay' and 'basi' respondents, and most (89.28%) 'abel' respondents relied on the customers on information for product designs. Others relied on competitors (20.0%) and brochures (11.43%).

Majority of the respondents (51.43%) sourced their information needs about their industry from their competitors. The other sources of information on the industry were exhibits (37.14%) and magazines (20.08%).

For information about customers the respondents relied on their competitors (42.86%), on referrals (37.14%), and on resellers (31.43%).

Table 13. Marketing information and research practices.

SOURCE OF INFORMATION	INDUSTRY							
	Abel		Basi		Burnay		Total	
	F n=28	%	F n=4	%	F n=3	%	F n=35	%
Valuable information								
Customers	17	60.71	4	100.00	3	100.00	24	68.57
Owners	17	60.71					17	48.57
Workers	1	3.57					1	2.86
Designs								
Customers	25	89.28	4	100.00	3	100.00	32	91.43
Competitors	5	17.86			2	66.67	7	20.00
Brochures	2	7.14			2	66.67	4	11.43
Industry								
Competitors	12	42.86	4	100.00	2	66.67	18	51.43
Exhibits	11	39.28			2	66.67	13	37.14
Magazines	7	25.00					7	20.00
Customers								
Competition	10	35.71	4	100.00	1	33.33	15	42.86
Referrals	11	39.28	2	50.00			13	37.14
Resellers	8	28.57			3	100.00	11	31.43

Legend: F = Frequency of mention

Problems Encountered by the Manufacturers

Title flow problems. Majority of the respondents (71.43%) considered high cost of raw materials as the foremost problem on the acquisition of raw materials. Scarcity of supply was a major problem among 'basi' and 'burnay' manufacturers, and high cost of raw materials beset the 'abel' industry.

Majority of the respondents (60%) considered insufficient supply of skilled workers as foremost problem in production. All 'basi' and 'burnay' respondents considered the crudeness of the production process as their main production problem, and majority (64.28%) of the 'abel' respondents and all 'bumay' manufacturers considered the scarcity of skilled workers as main production problem.

In selling, the foremost problem encountered was low profit (48.57%). Other problems encountered were seasonality (34.39%), severe competition (20.0%), and few buyers (17.16%).

Less than half of the respondents mentioned cost determination (45.71%) and stiff competition (42.86%) as primary problems that beset their pricing activities. Half of the 'abel' industry respondents considered stiff competition as foremost pricing problem, and all 'basi' and 'bumay' respondents mentioned cost determination.

Table 14. Title flow problems encountered by the respondent-manufacturers.

PROBLEM	INDUSTRY							
	Abel		Basi		Burnay		Total	
	F n=28	%	F n=4	%	F n=3	%	F n=35	%
Acquiring raw materials								
High cost	21	75.00	2	50.00	2	66.67	25	71.43
Limited supply	10	35.71	3	75.00	2	66.67	15	42.86
Transport	2	7.14	1	25.00			3	8.57
Production								
Insufficient supply of skilled workers	18	64.28			3	100.00	21	60.00
High% of rejects	11	39.28					11	31.43
Crude method	3	10.71	4	100.00	3	100.00	10	28.57
Selling								
Low profit	13	46.43	2	50.00	2	66.67	17	48.57
Seasonality	7	25.00	3	75.00	2	66.67	12	34.29
Severe competition	6	21.43			1	33.33	7	20.00
Few buyers	5	17.86			1	33.33	6	17.16
Pricing								
Cost determination	9	32.14	4	100.00	3	100.00	16	45.71
Stiff competition	14	50.00			1	33.33	15	42.86
Desired mark-up	8	28.57					8	22.86
Distribution								
Limited outlets	20	71.43	3	75.00	3	100.00	26	74.29
No resellers	6	21.43	2	50.00			8	22.86
High inventory	3	10.71					4	11.43
No storage	2	7.14	1	25.00	1	33.33	3	8.57
Promotions								
Limited/ no means	18	64.28			2	66.67	20	57.14
High cost	12	42.86			2	66.67	14	40.00
No benefit	6	21.43	4	100.00	1	33.33	11	31.43
Customers								
Bouncing checks	22	78.57			3	100.00	25	71.43
Selective	18	64.28	4	100.00			22	62.86

Legend: F = Frequency of mention

A majority (74.29%) considered limited outlets as foremost barrier in the smooth transfer of goods. This was encountered by 71.43% of the 'abel' respondents, 75% of the 'basi' respondents, and all 'bumay' respondents. The other problems encountered were no resellers (22.86%), high inventory (11.43%), and no storage (8.57%).

Majority of the respondents (57.14%) mentioned limited or no available means of promotion as problems in the adoption of any promotional efforts. Majority of the 'abel' and 'burnay' manufacturers (64.28% and 66.67%, respectively) mentioned this problem. All 'basi' respondents considered no benefits derived from promotional activities as a problem.

Majority of the respondents mentioned issuance of bouncing checks (71.43%) and selective customers (62.86%) as foremost problems regarding customers. While being selective of the products to buy is a prerogative of customers, being too selective was irritating and disheartening to the manufacturers. All 'basi' respondents considered selective customers as their only problem, but issuance of bouncing checks was common to the 'bumay' industry.

Physical flow problems. Most of the manufacturers (88.57%) mentioned high cost of transportation as a primary problem encountered in bringing the product to their buyers (Table 15). Only 28.57% of the 'abel' producers encountered lack of facilities.

Majority of the respondents (60%) considered lack of storage facilities as another major problem.

Table 15. Physical flow problems encountered by the respondent-manufacturers.

PROBLEM	INDUSTRY							
	Abel		Basi		Burnav		Total	
	F n=28	%	F tr=d	%	F 1=3	%	F n=35	%
Transport								
High cost	24	85.71	4	100.00	3	100.00	31	88.57
Lack of facilities	8	28.57					8	22.86
Storage								
Lack of facilities	18	64.28	2	50.00	1	33.33	21	60.00
Few products stored	10	35.71	2	50.00	2	66.67	14	40.00

Legend: F = Frequency of mention

Problems in facilitating functions. Majority of the respondents (54.29%) considered limited source of capital as foremost problem (Table 16). The 'abel' respondents encountered the problems of limited source of capital (64.24%); difficulty in raising capital (35.71%) and high cost of financing (28.57%). The 'basi' respondents encountered the problems of high cost and difficulty in raising capital (50.0% each). The 'bumay' respondents' problems centered on difficulty in raising capital (100.0%) and high cost (33.33%).

Majority (65.71%) of the respondents had no basis of grading as their main problem in standardization, while 34.29% considered no grading system as a problem.

The problems they encountered in risk-taking were bad debts (42.86%), bouncing checks (37.14%), stiff competition (34.39%) and bad orders (17.16%). The other problems encountered only by the 'abel' respondents were unreliable production schedule (21.43%), price wars (17.86%), and losing venture (3.57%).

Table 16. Problems in facilitating functions encountered by respondents,

PROBLEM	INDUSTRY							
	Abel		Basi		Burnay		Total	
	F	%	F	%	F	%	F	%
	n=28		n=4		n=3		n=35	
Financing								
Limited source	18	64.28	1	25.00			19	54.29
Difficulty in raising capital	10	35.71	2	50.00	3	100.00	15	42.86
High cost	8	28.57	2	50.00	1	33.33	11	31.43
Grading								
No basis	21	75.00	2	50.00			23	65.71
No system	7	25.00	2	50.00	3	100.00	12	34.29
Risk-taking								
Bad debts	13	46.43	1	50.00			15	42.86
Bouncing checks	9	32.14	1	25.00	3	100.00	13	37.14
Stiff competition	11	39.28			1	33.33	12	34.29
Bad orders	5	17.86	1	25.00			6	17.16
Unreliable prod. schedule	6	21.43					6	17.16
Price wars	5	17.86					5	14.29
Losing venture	1	3.57					1	2.86
Marketing information								
Lack of available sources	14	50.00	2	50.00	2	66.67	18	51.43
Unreliable sources	8	28.57	1	25.00	1	33.33	10	28.57
Unaware of info. needs	7	25.00	2	50.00	1	33.33	10	28.57

Legend: F = Frequency of mention

On marketing information, the major problems they encountered were lack of sources (51.43%), unreliable sources (28.57%), and unaware of information needs (28.57%). All these were met by the three folk arts industries.

Economic Considerations

While the 'abel', 'basi' and 'burnay' industries have remarkable longevity, they are perceived as stagnant, as though development was a missing word in their operations. Survey results provided areas for future developmental considerations (Table 17).

Majority of the respondent-manufacturers, (60%) wanted to be assured of quality materials that will be utilized for their production activities. Quality materials were the major consideration of the 'abel' industry (64.28%) and 'burnay' manufacturers (100%). The 'basi' primarily considered cheap and reliable sources of materials.

Table 17. Economic considerations of the respondents.

ITEM	INDUSTRY							
	Abel		Basi		Burnay		Total	
	F n=28	%	F n=4	%	F m=3	%	F n=35	%
Buying raw materials								
Quality materials	18	64.28			3	100.00	21	60.00
Cheap source	8	28.57	3	75.00	2	66.67	13	37.14
Reliable source	3	10.71	3	75.00	1	33.33	7	20.00
Supplier credit	2	7.14	1	25.00	1	33.33	4	11.43
Selling								
High profit	12	42.86	3	75.00	3	100.00	18	51.43
Loyal customers	13	46.43	1	25.00			14	40.00
Market acceptance	7	25.00			3	100.00	10	28.57
More resellers	5	17.86	2	50.00			7	20.00
Pricing								
Cash purchase	14	50.00	2	50.00			16	45.71
High % mark-up	12	42.86	2	50.00	2	66.67	16	45.71
Low cost	7	25.00	1	25.00	2	66.67	10	28.57
Distribution								
More resellers	16	57.14	2	50.00	3	100.00	21	60.00
More outlets	12	42.86	3	75.00	2	66.67	16	45.71
Promotion								
Free	13	46.43	3	75.00	1	33.33	17	48.57
Product awareness	11	39.28					12	34.29
Minimal cost	5	17.86	1	25.00	2	66.67	7	20.00
Trade/exhibit subsidy	4	14.28			3	100.00	7	20.00
Physical Flow								
Willingness of consumers to pick-up	21	75.00	3	75.00	3	100.00	27	77.14
No spoilage	6	21.43			2	66.67	8	22.86
Cheapest storage	5	17.86	1	25.00			6	17.16
Facilitating functions								
Quality pricing	14	50.00					14	40.00
High quality products	7	25.00	1	25.00	3	100.00	11	31.43
Minimal cost of loans	2	7.14	2	50.00	2	66.67	6	17.16
No debt burden	4	14.28	1	25.00			5	14.29
Available mkt. info.	4	14.28					4	11.43
No competition	3	10.71	1	25.00			4	11.43
Loans/grants assist	2	7.14	1	25.00			3	8.57
Min. rea. from F.I.	2	7.14					2	5.71

Legend: F= Frequency of mention

Majority of the respondents (51.43%) wanted a high profit generated from selling the indigenous products. Loyalty of customers was the foremost consideration in the selling activities of the 'abel' manufacturers (46.43%), high profit among majority 'basi' producers (75%) and high profit and market acceptance among all the 'bumay' respondents.

Many respondents (45.71% each) wanted cash purchases and high percentage of mark-ups. Half of the 'abet' manufacturers' consideration on pricing is on cash purchase; half, both on cash purchase and high percentage mark-up among 'basi' manufacturers; and 66.67% each for high percentage mark-up and low cost among 'bumay' respondents.

Most respondents 60% wanted to have more resellers to assist them in their selling activities. Majority of the 'abel' respondents (57.14%) considered most the distribution of more resellers, but "more outlets" was considered among majority (75.0%) of the 'basi' respondents and more resellers to all the 'bumay' manufacturers.

A large percentage (48.57%) wanted a promotion to be free of charge. Many 'abel' respondents (46.43%) and 'basi' respondents (75.0%) preferred free promotion, while trade exhibit subsidy was considered as the most important preference among all the 'bumay' respondents.

A majority of the respondents (77.14%) wanted consumers to constantly pick-up acquired products. Most 'abel' and 'basi' respondents (75% each) and all 'bumay' manufacturers preferred the willingness of consumers to pick-up purchased products as physical flow considerations.

In the facilitating functions, half of the 'abel' respondents considered quality pricing; half of the 'basi' respondents preferred minimal cost of loans; and all 'bumay' respondents considered quality of product.

Conclusions

Based on the findings of the study, the following conclusions were drawn to describe 'Folk Arts Marketing':

A folk art industry is a business enterprise owned by an individual, with a minimal capitalization of not more than P10,000. It has existed for more than 30 years and employs less than five workers. It can generate an annual income of not more than P20,000.

The **marketing practices** of the manufacturers in the folk arts industry are classified into title flow, physical flow, and facilitating functions.

Title flow includes the buying and selling practices. The manufacturers pay in cash the raw materials they buy as the need arises. They have a regular production schedule.

The owners, themselves, are responsible in selling their products and accepting product returns. They sell their products per piece or volume/bulk directly to customers who pay in cash. They either bring the products to the customers or let them go to their factory site. They set product prices based on market price considering the buyers. They offer discounts but give a mark-up of 6-10%. They present the price either through list price or quotation. Moreover, they distribute products directly to customers or resellers mainly in the resellers' outlets. They have at least one reseller outlet. They create product awareness through product display, have minimal promotional campaigns, and use samples as sales aids.

Physical flow concerns the transporting and warehousing practices. The manufacturers deliver products by using public utility vehicles and store their products in the factory vicinity up to the time they are needed.

Facilitating functions include the manufacturers' practices in financing, standardization and grading, risk-taking, and marketing information and research.

The manufacturers personally finance their activities and rarely acquire loans. They have quality standards based primarily on the texture, color, and size of their products and they sell products below standards. They manage risks by following production schedule, not insuring products in storage, and letting buyers bear the product risks in transit. The customers are their main source of information on designs about the industry, and customers of competitors.

The problems inherent among the folk industries are the following:

1. Title flow problems - high cost of acquiring raw materials, insufficient supply of skilled workers, low profit, cost determination, limited outlets, limited or no means of promotion, and issuance of bouncing checks by customers.
2. Physical flow problems - high cost of transport and lack of storage facilities.
3. Facilitating functions - limited source of financing, no basis for product grading, risks on bad debts, and not enough available source of market information.

The economic considerations of the folk industries are the following:

1. Title flow considerations - to buy quality raw materials; to earn high profit; to be paid in cash with high percentage mark-up; to have more resellers; and to benefit from free promotions.
2. Physical flow consideration - to experience the continuous willingness of consumers to pick-up purchased products.
3. Facilitating function consideration - to have a high quality of products and pricing

The above-presented conclusions are the bases of the description of the characteristics of a micro-/small-scale business in which marketing activities of the manufacturers are called 'Folk Arts Marketing'.

Recommendations

Based on the findings and conclusions of the study, the following recommendations are hereby forwarded:

1. A widely dispersed appropriate and proper dissemination must be pursued in order to instill the acceptance of the concept "Folk Arts Marketing".
2. All NGOs, GOs, LGUs, and POs should be more cognizant of the specific areas that need to be addressed for the benefit of the micro- and small-scale industries, specifically the 'abel', 'basi' and 'bumay' industries of Ilocos Sur.
3. Industry promotions must be pursued to boost the economic viability of the age-old industries of Ilocos Sur through "Buy Ilocos Sur Products" advertisement.
4. A book or manuscript may be formulated and published in order that 'Folk Arts Marketing' be properly documented as a new idea in the marketing study and literature.
5. For further research, a study on a national or international scope should be undertaken to further the justification and validation of the new concept of 'Folk Arts Marketing'.

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