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MARKETING CHALLENGES OF SARI SARI STORES SELLING EVERYDAY GROCERY ITEM IN BARANGAY WAWA: BASIS FOR A COMMUNITY RETAIL SUPPORT FRAMEWORK

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ABSTRACT

This study entitled "Marketing Challenges of Sari-Sari Stores Selling Everyday Grocery Items in Barangay Wawa: Basis for a Community Retail Support Framework" aimed to determine the marketing challenges encountered by sari-sari store owners and develop a framework that can support the sustainability and competitiveness of community retail businesses. Specifically, the study examined the respondents' profile in terms of age and sex, their perceptions of marketing challenges in terms of lack of financial resources, limited access to a large supply chain, and limited technological knowledge, as well as the factors influencing store operations in terms of marketing knowledge and expertise in managing diverse channels. The study utilized a quantitative descriptive research design involving sari-sari store owners in Barangay Wawa. Data were gathered through a structured questionnaire and analyzed using frequency, percentage, weighted mean, standard deviation, and inferential statistics. Findings revealed that respondents generally agreed that lack of financial resources (CM = 3.467797), limited technological knowledge (CM = 3.366102), and limited access to a large supply chain (CM = 3.277966) were significant marketing challenges affecting their business

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operations. Respondents also demonstrated satisfactory levels of marketing knowledge (CM = 3.273164) and expertise in managing diverse channels (CM = 3.300000).

Furthermore, the results indicated that age showed a significant difference in the respondents' perception of marketing challenges, while sex did not significantly affect their perceptions. The findings suggest that younger and older store owners experience and evaluate marketing challenges differently due to varying levels of experience and business exposure. Based on these results, a Community Retail Support Framework (CRSF) was developed to address the identified concerns through financial assistance programs, digital literacy and marketing training, and supply chain linkage initiatives. The framework emphasizes collaboration among local government units, microfinance institutions, suppliers, educators, and community organizations to strengthen the operational capacity of sari-sari stores. The study concludes that enhancing access to financial resources, technological competencies, and supplier networks can significantly improve the marketing performance and long-term sustainability of sari-sari stores in Barangay Wawa, thereby contributing to community economic development.

Keywords: *Marketing Challenges, Lack of Financial Resources, Limited Technological Knowledge, Supply Chain Access, Community Retail Support Framework*

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