

CULTURAL FACTORS: ITS INFLUENCE ON BUSINESS APPROACHES AMONG ENTREPRENEURS OF EASTERN SAMAR

Maludesha O. Machica-Pajarilla¹, & Jairus Isaias Q. Celis²

^{1,2} Eastern Samar State University – Guiuan Campus,
Guiuan, Eastern Samar, Philippines.

Email: mmaludesha@gmail.com¹; jruz123@yahoo.com²

ARTICLE INFORMATION

Received: 11th February, 2025

Accepted: 13nd February 2025

Published: 3rd March 2025

KEYWORDS: Business Approaches; Cultural Factors; Entrepreneurs; Financing; Marketing

Publisher: Empirical Studies and Communication – (A Research Center)
Website: www.cescd.com.ng

ABSTRACT

This study employs a descriptive-correlation design to determine the influence of cultural factors to business approaches of selected entrepreneurs in Eastern Samar. Using questionnaires with 80 respondents, the data were analyzed using descriptive statistics and the Pearson's R Correlation. The research highlights the existing degree of relationship between entrepreneurs' socio-economic profile and cultural factor and business approaches. The study also found that cultural factors as perceived by the approaches of entrepreneurs was related satisfied across the five indicators, product planning, marketing, financing, human resource and developing core competencies. The analysis consistently demonstrated that there was no significant relationship with the socio-economic profile of the respondents to their cultural factors and business approaches. However, a statistically significant relationship was found between cultural factors and business approaches as noted in the index of correlation at .294 and p-value <0.008 which confirms that respondents' decision making, behavior and business strategies implemented were also driven by their Filipino cultures. Related studies support this finding, that the consideration of social psychology theories of intention and behavior can be a source for theoretical development of entrepreneurial cognition research across cultures. Based on the study's conclusions, recommendations are proposed. First, an in-depth study is recommended in order to determine the approaches that would greatly benefit the entrepreneurs. This would also lead into a new light of strategy that is effective within the context of the entrepreneur. Lastly, entrepreneurs in Eastern Samar should be more exposed or attend more training/seminar on different business approaches and strategies.

1. Introduction

Entrepreneurship plays a crucial role in driving innovation, creating jobs, and stimulating economic growth. In today's rapidly changing world, it empowers individuals to solve problems, adapt to new technologies, and seize emerging opportunities. Additionally, entrepreneurs contribute to diversifying industries, fostering competition, and enhancing overall resilience in economies. However, entrepreneurship in Eastern Samar remains in a limiting diversity and stifling innovation due to various factors that affects entrepreneurs or potential entrepreneurs in pursuing higher opportunities in emerging

business world. Profile and value orientation can impact entrepreneurs in various ways. An entrepreneur's educational background, work experience, and personal beliefs can influence their decision-making and leadership style. Challenges might arise when these profiles clash with the demands of the business environment. Values orientations, on the other hand, such as strong focus on profit versus social responsibility, can create ethical dilemmas. Balancing financial goals with ethical considerations can be challenging. Additionally, cultural values and biases can affect business relationships, negotiations, and partnerships, potentially leading to misunderstandings or conflicts.

Entrepreneurship is crucial for economic growth, innovation, and job creation. It drives competition, foster new ideas, and can lead to the development of groundbreaking products and services. It can empower individuals to take control of their own destinies and pursue their passion. It is about transforming the world by solving big problems like bringing about social change or creating an innovative product that challenges the status quo of how we live our lives daily (Ferreira, 2023). According to Blasbalg (2022), entrepreneurship also plays an important role in the economic development of our vibrant marketplace. It leads to better standards of living and generates new wealth, as well as increased employment and national income. Entrepreneurs also have the opportunity to help bridge the digital divide, the gap between those with access to internet and those without. The profession of entrepreneurship is expanding quickly because of technical improvements and market need for fresh business concepts and creativity. Today, an increasing number of selfdriven people want to build their own futures and achieve complete professional independence. Entrepreneurship is thus part of the natural cycles of economic and industrial development and evolution. While potentially disruptive in the short term, in the long term it's expected to bring about positive change and innovation, (Blasbalg, 2022).

As an entrepreneur one must possess the right personality required for a successful entrepreneurship. A requisite for personality is that certain traits or reactions to events must be conditioned by long periods of exposure. Among these cultures, there must be one that will fit the right background for developing entrepreneurial personalities. There are certain cultural values of Filipinos favorable to entrepreneurship such as pakikipagkapwa (human relations), lakas ng loob (risk taking), harmonious labor-management relations, social mobility, sipag (diligence), katipiran (frugality), pagkamatiisin (patience with endurance), pagtitimpi (self-control), pakikibagay (adjusting or adapting to other people), kasipagan (industriousness), matapat (honest) and pakikisama (togetherness), (Medina, 2007; Tanedo, 2018). However, different cultures heavily affect the personality traits of individuals. According to Mitchell (2018), cultural attitudes affect the way individuals perceive and act on opportunities that are created by the institutional environment.

There are also values that deter successful entrepreneurship such as traditional child rearing practices, existence of all-powerful sources, amor propio, bahalana attitude, strong focus on family and colonial mentality, (Tanedo, 2018). While Filipino values can offer many strengths, there are instances where they might pose challenges to successful entrepreneurship wherein it can influence certain behaviors that may need to be navigated or adapted to achieve entrepreneurial success. Balancing between traditional values and modern business practices, leveraging the strengths of both to achieve successful entrepreneurship, (Levy, 2019). The researcher will undertake this study to determine the entrepreneurial approaches and Filipino values practiced by entrepreneurs. This also aims to create a primer

on entrepreneurial approaches and Filipino values that will be used as instructional materials for BS Entrepreneurship students.

1.1 Research Objectives

This study aims to achieve the following objectives:

- To determine the profile of entrepreneurs in Eastern Samar in terms of:
 - Gender
 - Civil status
 - Highest educational attainment
 - Professional affiliation
 - Last work experience before becoming an entrepreneur
 - Duration as an entrepreneur
 - Type of business
- To analyze the value orientations of entrepreneurs in Eastern Samar concerning:
 - Product planning
 - Marketing
 - Financing
 - Human resource
 - Developing core competencies
- To examine the significant relationship between the profile, value orientations, and business approaches of entrepreneurs in Eastern Samar.

1.2 Research Gap

While existing studies have explored the entrepreneurial process, decision-making, and the psychological and cognitive factors influencing business success (Tomikoski&Maalaoui, 2019; Kotsch, 2017; Barba-Sánchez, 2017; Del Valle, 2020), limited research has examined the role of cultural factors in shaping business approaches among entrepreneurs, particularly in regional contexts like Eastern Samar. Prior studies have emphasized the impact of entrepreneurial intentions, personality traits, and human capital on business growth (Huggins, Prokop, & Thompson, 2017; Valentine, Hanson, & Fleischman, 2019; Tentama& Abdussalam, 2020), but they do not sufficiently address how cultural values, traditions, and social norms influence business strategies.

Furthermore, research on entrepreneurship in the Philippines (Chu, Leach, & Manuel, 2012; Co & Mitchell, 2015) has identified the influence of Filipino cultural values, such as reliance on informal social networks and family support, on entrepreneurial decisions. However, these studies have focused on national trends and broader business environments without specifically investigating how cultural factors impact business approaches in Eastern Samar. Given that MSMEs dominate the Philippine economy (PSA, 2020) and significantly

contribute to employment and economic development, understanding localized entrepreneurial behaviors remains crucial.

Thus, this study seeks to fill this gap by examining how cultural factors influence business approaches among entrepreneurs in Eastern Samar. By analyzing local business strategies, decision-making processes, and the role of cultural values, this research will provide insights into how entrepreneurs navigate challenges and opportunities in this specific regional setting.

2. Literature Review

The process of creating a new business is complex, requiring many actions. Research has increasingly focused on understanding the entrepreneurial process, from intentions to startup and operation (Tomikoski&Maalaoui, 2019). Entrepreneurs make strategic decisions based on their reality (Kotsch, 2017). Their personality, attitudes, experience, and skills influence company growth (Barba-Sánchez, 2017). Proactivity, motivation, innovation, and risk-taking are key traits.

Del Valle (2020) found that psychological and cognitive theories explain entrepreneurial behavior. Research on entrepreneurial intention formation has gained interest, as intentions depend on external factors like economic conditions (Shapero & Sokol, 1982). However, Del Valle (2020) emphasized individual differences in response to circumstances, highlighting personal values as guiding principles influencing decisions and actions (Schwartz, Shalom & Boehnke, 2004). Understanding these values is vital to explaining entrepreneurial behavior, but research on their role in decision-making remains limited (Holland & Shepherd, 2013). In Spain, a decline in established businesses since 2011 (GEM, 2020) underscores the need to study these factors. Entrepreneurs often change or abandon their projects, affecting their company actions.

Human capital growth aids strategic decision-making for small business survival (Huggins, Prokop, & Thompson, 2017). Entrepreneurs with an internal locus of control believe success stems from their actions, while those with an external locus attribute it to environmental factors (Valentine, Hanson, & Fleischman, 2019; Tentama& Abdussalam, 2020). Confidence in controlling life events motivates opportunity-seeking (Baumeinster, 2016). The Philippines, like ASEAN countries, is dominated by micro, small, and medium enterprises (MSMEs), which make up 99.5% of businesses. They contribute 35.7% of total value-added (2020), support 62.7% of employment, and account for 25% of total export revenues (PSA, 2020). MSMEs drive economic development, rural industry decentralization, employment, income distribution, and indigenous resource utilization. Most MSMEs engage in wholesale and retail trade (50.08%), followed by accommodation and food services (14.10%), manufacturing (12.13%), other industries (12.60%), other services (6.43%), and financial sectors (4.65%) (PSA, 2021).

Chu, Leach, and Manuel (2012) examined Filipino culture's impact on strategic decisions. Findings revealed entrepreneurs enter self-employment primarily for income due to poor economic conditions and limited job opportunities. Independence is another motivation. Filipino entrepreneurs rely on a friendly approach to attract customers and prioritize excellent service. They seek business advice from family, friends, and fellow business owners over legal and financial advisors. The kinship system fosters reliance on informal social networks, including venture financing. Many entrepreneurs have business-owner parents who serve as role models.

Co and Mitchell (2015) analyzed cultural factors affecting Philippine entrepreneurship, identifying values, traits, and beliefs impacting the business environment. Policymakers must adjust policies and programs to align with these cultural characteristics, which significantly influence perceptions of entrepreneurship's conduciveness.

3. Research Methodology

This study employed the quantitative-correlational research method. The researchers used a survey method to determine the influence of cultural factors on business approaches among entrepreneurs in Eastern Samar. A total of 120 BPLO-registered entrepreneurs from various municipalities participated in the study, identified with the assistance of BPLO officers. The primary research instrument was an adapted questionnaire from the study of Manalastas (2005), which consisted of three parts: respondent profile, entrepreneurial approaches, and cultural factors. The researchers personally administered the survey after securing permission from relevant authorities, ensuring respondents understood its purpose. Data were categorized and coded for analysis, with gender, civil status, educational attainment, professional affiliation, work experience, business duration, and business type assigned numerical values. The data were processed and analyzed with expert assistance, utilizing percentages, means, and weighted means. Pearson's R correlation was used to determine the relationship between cultural factors and business approaches among entrepreneurs in Eastern Samar.

4. Analysis and Discussion

This part presents the results that provide the necessary answers to the research questions. The purpose of this part is to use the data collected on the cultural factors: its influence on business approaches among entrepreneurs of Eastern Samar.

Table1. Gender of Entrepreneurs in Eastern Samar

Category	Frequency	Percentage
Male	44	55%
Female	36	45%
Total	80	100%

Table 1 reveals that out of 80 entrepreneurs in Eastern Samar, 44 respondents are males comprising 55 percent while 36 of the respondents are females comprising 45 percent of the total percentage. This simply implies that majority of respondents encompassing Eastern Samar are male. This merely demonstrates the male dominance of Eastern Samar's entrepreneurs.

Table 2. Civil Status of Entrepreneurs in Eastern Samar

Category	Frequency	Percentage
Single	32	40.00%
Married	41	51.25%
Widow/Widower	7	8.75%

Total	80	100%
--------------	-----------	-------------

Table 2 presents the civil status of the entrepreneur respondents. It is indicated that majority of the respondents were married which constituted forty-one (41) or 51.25 percent. There were thirty-two (32) or 40 percent were single and seven (7) or 8.75 percent were widowed. This indicates that a higher proportion of married business owners existed in Eastern Samar.

Table 3. Highest Educational Attainment of Entrepreneurs in Eastern Samar

Category	Frequency	Percentage
Elementary level/graduate	12	15.00%
High School level/graduate	22	27.50%
College level/graduate	36	45.00%
With Postgraduate level/graduate	10	12.50%
Others	0	0.00%
Total	80	100%

Table 3 reflects the highest educational attainment of entrepreneurs in Eastern Samar. It can be gleaned that among the 80 respondents, there were thirty-six (36) or 45 percent who were college level/graduate, twenty-two (22) or 27.5 percent were high school level/graduate; 12 or 15% were elementary level/graduate and ten (10) or 12.5% were with post graduate level/graduate. The majority of Eastern Samar's entrepreneurs are college level/graduates, according to this data.

Table 4. Professional Affiliation of Entrepreneurs in Eastern Samar

Category	Frequency	Percentage
Religious	17	21.25%
Civic	25	31.25%
None	38	47.50%
Total	80	100%

Table 4 shows the respondents professional affiliation. There were thirty-eight (38) or 47.5 percent has no any professional affiliation, twenty-five (25) or 31.25 percent has a civic affiliation and seventeen (17) or 21.25 percent are with religious affiliation. This shows that a higher proportion of Eastern Samar's entrepreneurs are not affiliated with any professional body.

Table 5. Last work/business experience of Entrepreneurs in Eastern Samar

Category	Frequency	Percentage
Government	17	21.25%
Private	19	23.75%
NGO	1	1.25%
OFW	15	18.75%
Self-employed	28	35.00%
Total	80	100%

Table 5 reflects the last work/business experience of entrepreneurs in Eastern Samar. Among the 80 respondents, there were twenty-eight (28) or 35 percent were self-employed, nineteen (19) or 23.75 percent who worked in private company. Also, seventeen (17) or 21.25 percent worked in the government, fifteen (15) or 18.75 percent were former OFWs and only one (1) or 1.25 percent who worked in NGO. This shows that majority of entrepreneurs in Eastern Samar were self-employed before they become an entrepreneur.

Table 6. Duration as Entrepreneurs

Category	Frequency	Percentage
Less than 5 years	31	38.75%
5 years to less than 10 years	18	22.50%
10 years to less than 15 years	15	18.75%
15 years to less than 20 years	7	8.75%
20 years and over	9	11.25%
Total	80	100%

Table 6 reveals the number of years in the business of the respondents. It can be seen on the table that out of 80 entrepreneurs in Eastern Samar, there were thirty one (31) or 38.75 percent who were less than 5 years in operation, eighteen (18) or 22.5 percent who were 5 years to less than 10 years in the business, fifteen (15) or 18.75 percent were 10 years to less than 15 years as entrepreneur, nine (9) or 11.25 percent were already in there 20 years and over in the industry and the lowest percentage was 15 years to less than 20 years in operation of seven (7) or 8.75 percent. This shows that majority of the entrepreneurs in Eastern Samar were less than 5 years in their business operations.

Table 7. Type of business of entrepreneurs in Eastern Samar

Category	Frequency	Percentage
Service	20	25.00%
Trading/Merchandising	34	42.50%
Manufacturing	23	28.75%
Others	3	3.75%
Total	80	100%

Table 7 shows the distribution of entrepreneurs in Eastern Samar as to what type of business they are in. In detail, thirty-four (34) or 42.5 percent were into trading/merchandising, and twenty-three (23) or 28.75 percent were into manufacturing business. Also, twenty (20) or 25 percent were into service type of business and three (3) or 3.75 percent are other type of business. This shows that the greater number of the entrepreneurs in Eastern Samar were into trading/merchandising type of business.

Table 8. Cultural Factors in Entrepreneurial Pursuits

Indicators	Mean	Interpretation
Filipino Values		
1. Loss of face (hiya)	3.43	Good
2. Compassion (Awa)	4.05	Very good
3. Debt of gratitude	3.61	Good
4. Friends and family expect different treatment	3.03	Good
Total	3.53	Good
Filipino Traits and Culture		
1. Risk-taking	4.65	Outstanding
2. Strong-hearted	4.81	Outstanding
3. Family support	4.21	Very good
4. God for compassion and man for action	4.55	Outstanding
Total	4.56	Outstanding
Values from Childhood		
1. Can aspire to be rich and famous	3.49	Good
2. Traditional authoritarian child-rearing practices	2.69	Good

3. Elders know what's best	2.81	Good
4. Follow the parent's entrepreneurial footsteps	3.65	Very good
Total	3.16	Good
Child-Rearing Practices		
1. Discourage exploration	3.85	Very good
2. Discourage taking initiative	3.83	Very good
3. Discourage questioning	3.70	Very good
4. Blind acceptance of authority	3.63	Very good
Total	3.75	Very good
Attitudes Towards Work		
1. Entrepreneurship is morally and ethically acceptable	4.74	Outstanding
2. Honest and productive work is valued	4.92	Outstanding
3. Hard work is important	4.89	Outstanding
4. Work ethic is highly valued	4.91	Outstanding
Total	4.87	Outstanding
Attitudes Towards Entrepreneurship		
1. Entrepreneurship is legally acceptable	4.91	Outstanding
2. Long-ranged business planning	4.50	Very good
3. Positive environment for starting a new firm	4.48	Very good
4. Competition is idealized	4.79	Outstanding
Total	4.67	Outstanding
Attitudes Towards Responsibility and Failure		
1. Love for self	4.33	Very good
2. Fatalistic	3.88	Very good
3. Existence of all-powerful forces	3.66	Very good
4. Risk-taker	4.65	Outstanding
Total	4.13	Very good

Table 8.1 Distribution of Respondents According to Cultural Factors in Entrepreneurial Pursuits

Cultural Factors in Entrepreneurial Pursuits	Mean	Interpretation
Filipino Values	3.53	Very good
Filipino Traits and Culture	4.56	Outstanding
Values from Childhood	3.16	Good
Child-rearing Practices	3.75	Very good
Attitudes Towards Work	4.87	Outstanding
Attitudes Towards Entrepreneurship	4.67	Outstanding
Attitudes Towards Responsibility and Failure	4.13	Very good
Grand Mean	4.10	Very good

Table 8.1 reveals the distribution of respondents according to cultural factors in entrepreneurial pursuits. It can be noted from the data presented in the table that there was a very good or 89% to 94% level of agreement that they possess Filipino cultural factors with a grand mean of 4.11. Moreover, values from childhood had the lowest mean with 3.16 while attitudes towards work got the highest mean which is 4.87. This only serves to highlight the highest degree of agreement regarding attitudes toward work among the various cultural factors, given that Filipinos are widely recognized for being excellent team players and a great asset to any workplace, regardless of industry. This is because Filipinos are known for their diligence and their occasional willingness to go above and beyond expectations. As a result, they develop into responsible, trustworthy individuals. They also have a high level of pressure tolerance and can deal with pressure by coming up with efficient formulas and solutions. However, values from childhood had the lowest level of agreement, demonstrating which only confirms that no matter how someone is raised, values from childhood does not influence their decision in pursuing their career in business.

Table 9. Business Approaches

Indicators	Mean	Interpretation
Product Planning		
1. Prior exposure to the business	2.53	Good
2. Simple technology and not capital-intensive	2.83	Good
3. Business is not crowded or has less competition	2.58	Good
4. Customer clamor, assurance, and patronage from friends	3.86	Very good
Total	2.95	Good
Marketing		

1. Giving discounts or loyalty markdowns to customers	4.39	Very good
2. Advertising in different forms of media (radio, TV, print, etc.)	3.63	Very good
3. Hiring a dedicated employee to market products/services	3.23	Good
4. Putting up an office and showrooms	4.13	Very good
Total	3.85	Very good
Financing		
1. Availing of business loans	3.45	Good
2. Utilizing family savings	3.16	Good
3. Income from the sale of assets used as capital	4.30	Very good
4. Borrowings from friends/relatives	3.80	Very good
Total	3.67	Very good
Human Resource		
1. Hiring qualified workers in the community	4.60	Outstanding
2. Hiring friends and relatives as employees	2.45	Fair
3. Providing rewards, incentives, and retirement pay	4.25	Very good
4. Encouraging employees to undergo training	4.54	Outstanding
Total	3.96	Very good
Developing Core Competencies		
1. Attending symposia, conferences, seminars, or training	4.08	Very good
2. Joining business associations/organizations	3.60	Very good
3. Attending short courses to enhance business management skills	3.54	Very good
4. Conducting self-study	4.60	Outstanding
Total	3.95	Very good

Table 9.1. Distribution of Respondents According to Approaches of Entrepreneurs

Business Approaches	Mean	Interpretation
Product Planning	2.95	Good
Marketing	3.85	Very good
Financing	3.67	Very good
Human Resource	3.96	Very good
Developing Core Competencies	3.95	Very good
Grand Mean	3.68	Very good

Reflected in the above tables, are the Business Approaches in terms of product planning, marketing, financing, human resources and developing core competencies. The tables shows that entrepreneurs in Eastern Samar have 89% to 94% level of agreement on business approaches with a grand mean of 3.68. Furthermore, human resource had the highest mean (3.95), while product planning had the lowest mean (2.95). It has revealed that entrepreneurs in Eastern Samar have consistently demonstrated only a good level of agreement in their ability to product planning aligning the assets of the business and operational factors, ensuring that the right products are developed and released at the right time to maximize profitability and meet customer needs. This only show that the respondents are less knowledgeable and exposed to training/seminars with product planning. On the other hand, it has exhibited in table 9.1 that the level of agreement on human resource got the highest mean which is 3.96. This only proves that entrepreneurs in Eastern Samar agree in prioritizing human resources management, keeping employees safe, healthy, and satisfied; understanding that people are the most important resource and asset of any business. It can also be noted that majority of the respondents are with very good or has 89% to 94% level of agreement on the importance of other business approaches such as, marketing with the mean of 3.85, 3.67 on financing, and 3.95 for developing core competencies. This describes that entrepreneurs in Eastern Samar understand the importance of different business approaches in improving productivity, efficiency, and the standard of business management.

Table 10. Relationship Between Socio-Economic Profile and Cultural Factors in Entrepreneurial Pursuit

Variable 1 (Socio-Economic Profile)	Correlation Coefficient (r)	p-value	Interpretation
Gender	0.163	0.150	Not Significant
Civil Status	0.004	0.999	Not Significant
Highest Educational Attainment	0.297	0.070	Not Significant
Professional Affiliation	0.129	0.526	Not Significant
Last Work/Business Experience	0.286	0.166	Not Significant

Duration as Entrepreneur	0.085	0.968	Not Significant
Type of Business	0.239	0.212	Not Significant

Table 10 shows the results of the analysis made so as to ascertain whether or not a significant relationship exists between each of the components included in the respondents' profile and cultural factors in entrepreneurial pursuits. Gender has no significant relationship with cultural factors in entrepreneurial pursuit. As shown in the table, it manifested an index of correlation at .163 and p-value <.150. Likewise, gender cannot be a factor to consider in determining the cultural factors in entrepreneurial pursuit. Civil status has no significant relationship with cultural factors in entrepreneurial pursuit. This was proven through an index of correlation at .004 and p-value <.999. The highest educational attainment on the other hand, has no significant relationship on the cultural factors in entrepreneurial pursuit. As shown in the table, it exhibited an index of correlation at .297 and p-value <.070. This is because no matter what your highest educational attainment, it does not affect on the values of an entrepreneur. Professional affiliation has no significant relationship on the cultural factors in entrepreneurial pursuit. This was calculated through an index of correlation at .129 and p-value <.526. This simply goes to show that whether an entrepreneur is a member of any professional affiliation or not, does not affect in possessing cultural factors in entrepreneurial pursuit. Last work/business experience similarly has no significant bearing on the cultural factors in entrepreneurial pursuit. This manifested through an index of correlation at .286 and p-value <.166 which is not significant. Duration as entrepreneur as well was found to have no significant relationship on the cultural factors in entrepreneurial pursuit. An index of correlation at .085 and p-value <.968 was manifested which was statistically interpreted as not significant. Type of business likewise shows no significant relationship on the cultural factors in entrepreneurial pursuit. As shown in the table, it manifested an index of correlation at .239 and p-value <.212 which was statistically interpreted as not significant. This simply implies that regardless of what type of business they are operating it does not affect cultural factors in entrepreneurial pursuit.

Table 11. Relationship Between Socio-Economic Profile and Business Approaches

Variable 1 (Socio-Economic Profile)	Correlation Coefficient (r)	p-value	Interpretation
Gender	0.138	0.223	Not Significant
Civil Status	0.057	0.881	Not Significant
Highest Educational Attainment	0.109	0.820	Not Significant
Professional Affiliation	0.104	0.660	Not Significant
Last Work/Business Experience	0.144	0.811	Not Significant
Duration as Entrepreneur	0.112	0.915	Not Significant
Type of Business	0.271	0.119	Not Significant

Table 11 presents the analysis done to determine whether or not there is a significant relationship between each element in the respondents' profile and business approaches.

Gender has no significant relationship with business approaches. As shown in the table, it manifested an index of correlation at .138 and p-value <.223. Likewise, gender cannot be a factor to consider in determining the cultural factors in entrepreneurial pursuit. Civil status has no significant relationship with business approaches. This was proven through an index of correlation at .057 and p-value <.881. Highest educational attainment on the other hand, has no significant relationship on business approaches. As shown in the table, it exhibited an index of correlation at .109 and p-value <.820. This is because no matter what your highest educational attainment, it does not affect on the values of an entrepreneur. Professional affiliation has no significant relationship on business approaches. This was calculated through an index of correlation at .104 and p-value <.660. This simply goes to show that whether an entrepreneur is a member of any professional affiliation or not, does not affect in possessing cultural factors in entrepreneurial pursuit. Last work/business experience similarly has no significant bearing on business approaches. This manifested through an index of correlation at .144 and p-value <.811 which is not significant. Duration as entrepreneur as well was found to have no significant relationship on business approaches. An index of correlation at .112 and p-value <.915 was manifested which was statistically interpreted as not significant. Type of business likewise shows no significant relationship on business approaches. As shown in the table, it manifested an index of correlation at .271 and pvalue<.119 which was statistically interpreted as not significant. This simply implies that regardless of what type of business they are operating it does not affect approaches of entrepreneurs.

Table 12. Correlation between Cultural Factors in Entrepreneurial Pursuits and Business Approaches

Variable 1	Variable 2	Correlation Coefficient (r)	Interpretation	p-value	Interpretation
Cultural Factors in Entrepreneurial Pursuits	Business Approaches	0.294	Low Correlation	0.008	Significant

Table 12 presents the correlation analysis between cultural factors in entrepreneurial pursuit and business approaches. It was established that there was a statistically significant relationship between the two variables. This means that majority entrepreneurs in Eastern Samar's Business approaches are influenced by cultural factors such as Filipino values, traits and practices. This supports other research such as the one conducted by Calza, Cannavale, Nadali (2020), that the consideration of social psychology theories of intention and behavior can be a source for theoretical development of entrepreneurial cognition research across cultures. As shown in the table, it exhibits an index of correlation at .294 and p-value of <0.008 rejecting the null hypothesis stating that there is no significant relationship between cultural factors in entrepreneurial pursuit and business approaches. Figure 2 shows the modified schema of a significant relationship between the two independent variables which are the entrepreneurs' socio-economic profile – cultural factors and a dependent variable which is the business approaches. These variables have been correlated and their extent of relationship was found to be statistically significant.

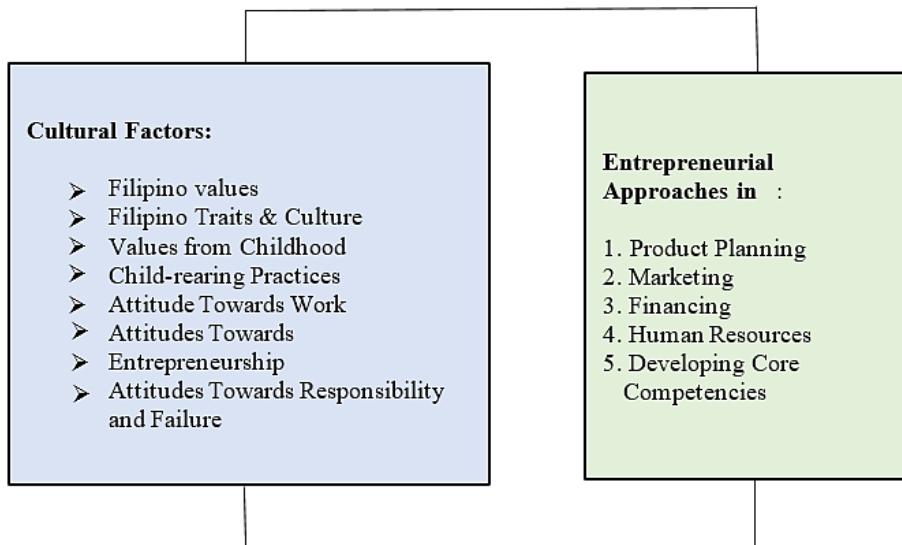


Figure 2. Modified Schema between the relationship of the Variables of the study Based on the Findings

5. Research Future Opportunities

The analysis of cultural factors and their influence on business approaches among entrepreneurs in Eastern Samar has provided valuable insights. However, several areas warrant further investigation to deepen the understanding and enhance the application of these findings:

- Regional and Cross-Cultural Comparisons: Future research could examine how cultural factors influence business approaches in different regions of the Philippines or in other countries to determine whether similar trends exist across diverse entrepreneurial environments.
- Influence of Government and Institutional Support: Investigating how government programs, financial assistance, and entrepreneurship training interact with cultural values can provide insights into improving business sustainability.
- Education and Entrepreneurial Decision-Making: Exploring how formal education and training impact business strategies, particularly in relation to product planning and financial management, may offer valuable recommendations for entrepreneurship development programs.
- Cultural Adaptability and Business Growth: Studying how entrepreneurs who adapt to external cultural influences, such as globalization and digital transformation, perform in terms of business expansion and profitability.
- Psychological and Behavioral Factors: Examining how cultural upbringing, personal motivation, and psychological traits like resilience and adaptability shape entrepreneurial success and decision-making.

6. Conclusion

This study concludes that majority of the entrepreneurs in Eastern Samar are male, married, are college level/graduate, does not have a professional affiliation, and they were self-

employed before they became an entrepreneur. Most of them are in less than 5 years of business operation and a greater number are engaged in trading/merchandising type of business. This study consistently demonstrated that there was no significant relationship with the socio-economic profile of the respondents to their cultural factors and business approaches. On the other hand, a statistically significant relationship was found between cultural factors and business approaches which confirms that respondents' decision making, behavior and business strategies implemented were also driven by their Filipino cultures.

Acknowledgment: The authors express sincere gratitude to the mentors and advisors whose expertise, guidance, and insightful feedback greatly contributed to the completion of this study. Appreciation is also extended to the academic committee for their support and constructive critiques. Special thanks go to the respondents who generously shared their time and input, as well as to family and all individuals who provided encouragement and assistance throughout this research. Above all, the author thanks Almighty God for His grace and guidance throughout this endeavor.

Data Availability Statement: The data supporting this study's findings are available upon reasonable request to the corresponding authors, subject to applicable ethical and legal considerations.

Funding Statement: This research was not funded by any public, commercial, or non-profit organizations.

Conflicts of Interest Statement: The authors declare no financial, personal, or professional conflicts of interest that may have influenced the research process, results, or the content of this manuscript.

Ethics and Consent Statement: This study strictly adhered to ethical standards to safeguard respondents' identity, security, and privacy. Comprehensive information about the study was provided, and written informed consent was obtained before participation. Compliance with the Data Privacy Act of 2012 was ensured, with confidentiality rigorously maintained through data anonymization and secure storage. Surveys were conducted privately to protect participants' well-being. Any data sharing follows established ethical guidelines and requires explicit consent, ensuring the integrity and ethical soundness of the research.

References

1. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*.
2. Barba-Sánchez, V. A.-S. (2017). Entrepreneurial motivation and self-employment: Evidence from expectancy theory. *International Entrepreneurship and Management Journal*, 46(1), 1–19.
3. Blasbalg, C. L. (2022). What is entrepreneurship? A complete definition.
4. Calza, Cannavale, & Nadali. (2020). How do cultural values influence entrepreneurial behavior of nations? A behavioral reasoning approach. Retrieved from <https://www.sciencedirect.com/science/article/pii/S0969593120300688>
5. Chu, H. M., Leach, E., & Manuel, R. (2012). Cultural effect and strategic decision among Filipino entrepreneurs. *Proceedings from the International Conference for Small Business*. Retrieved from <http://www.sbaer.uca.edu/research/2012/ICSB/J010.htm>

6. Department of Trade and Industry. (2021). MSME statistics. Retrieved from <https://www.dti.gov.ph/msme/msme-statistics/>
7. Ferreira, N. M. (2023). What is entrepreneurship? Entrepreneur definition and meaning.
8. GEM, G. G. E. M. (2020). *Informe GEM España 2019-2020*. Global Entrepreneurship Monitor (Vol. 8).
9. Holland, D. V., & Shepherd, D. A. (2013). Deciding to persist: Adversity, values, and entrepreneurs' decision policies. *Entrepreneurship: Theory and Practice*, 37(2), 331–358. <https://doi.org/10.1111/j.1540-6520.2011.00468.x>
10. Kotsch, C. (2017). *Which factors determine the success or failure of startup companies? A startup ecosystem analysis of Hungary, Germany and the US*. Hamburg: Anchor Academic Publishing.
11. Levy, J. (2019). Filipino values in entrepreneurship.
12. Schwartz, S. H., & Boehnke, K. (2004). Evaluating the structure of human values with confirmatory factor analysis. *Journal of Research in Personality*, 38(3), 230–255. [https://doi.org/10.1016/S0092-6566\(03\)00069-2](https://doi.org/10.1016/S0092-6566(03)00069-2)
13. Shapero, A., & Sokol, L. (1982). The social dimensions of entrepreneurship.
14. Tanedo, W. D. (2018). *Introduction to entrepreneurship Pinoy style*.
15. Tornikoski, E., & Maalaoui, A. (2019). Critical reflections – The theory of planned behaviour: An interview with Icek Ajzen with implications for entrepreneurship research. *International Small Business Journal: Researching Entrepreneurship*, 37. Retrieved from <https://doi.org/10.1177/0266242619829681>
16. Viloria, P. V., et al. (2013). *Windows to entrepreneurship: A teaching guide*. Small Enterprises Research and Development Foundation, Inc.