

Promotional Strategies and Sustainability of Embroidery Business in Lumban Laguna: Basis for Marketing Strategy

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Abstract

This research assessed the effectiveness of Marketing Strategies and Sustainability of the Embroidery business in Lumban, Laguna. The descriptive correlational research, especially the survey method, was the technique that was used in this study. This study aimed to comprehend the relationship between promotional methods and the business's sustainability. It applied a researcher-made survey questionnaire as an instrument across one hundred (100) embroiderers from Lumban as the respondents. A 4-point Likert Scale, simple Mean, and Pearson Product-Moment Correlation Coefficient were utilized in this study. Findings revealed that there was a significant relationship between the dependent and independent variables.

The findings revealed that both the promotional strategies and the sustainability of the embroidery businesses were perceived at a consistently high level. The weighted mean for promotional strategies was 3.49, with a verbal interpretation of "Highly Effective," indicating that marketing efforts such as social media and events are successfully utilized. Similarly, the sustainability of the businesses yielded a general weighted mean of 3.48, interpreted as "Highly Sustained," which reflects the businesses' strong performance in areas like income generation, job opportunities, and product competitiveness.

There was a significant relationship between the Level of Effectiveness of Promotional Strategies and the Sustainability Level of the Embroidery Business in Lumban, Laguna (.197 to .513). The computed probability values .000, .002, .005, .012, .014, .032, .034, .036, and .049 were lesser than the level of significance ($P < 0.05$); thus, the null hypothesis was rejected.

Based on these findings, a comprehensive two-year action plan was developed, with the following titles: Maximize Digital Presence & Social Media Engagement, Formalize Municipal Marketing & Event Calendar, Strategic Brand Ambassador Program, Enhance Training Programs & Curriculum, Foster Product Competitiveness & Resource Efficiency, and Strengthen Word-of-Mount Marketing. This plan provides a practical guide for business owners and the local government to enhance their marketing efforts and ensure the continues prosperity of the trade.

Keywords: sustainability; marketing strategies; promotion; events; risk management; word-of-mouth marketing; cultural symbolism; municipal marketing

1. Introduction

Embroidery embeds handicraft of embellishing fabric or other materials, usually by hand, with a needle and thread or yarn. It is a complex craft that touches on contentious issues of caste, nationalism, gender, and globalization. Embroidery can also incorporate materials such as sequins, beads, pearls, and quills. Currently, it adorns a variety of clothing items including dress shirts, jeans, stockings, hats, coats, blankets, caps, and golf shirts. A wide array of thread or yarn colors is available for embroidery. The basic stitches used in hand embroidery today include the running stitch, which appears in the oldest surviving examples of needlework, buttonhole or blanket stitch, satin stitch, chain stitch, and cross stitch.

Depending on the occasion, setting, and available supplies, embroidery can be the domain of specialists or a widely adopted, beloved technique. This adaptability results in a broad spectrum of creations, from regal to every day. Embroidery is a skill that signifies a girl's passage into womanhood and also communicates rank and social standing. Exquisitely embroidered garments, religious articles, and household items often serve as displays of wealth and status. Conversely, needlework employing readily available materials is also a form of folk art.

The Philippines has a rich tradition of producing high-quality embroidery, partly attributable to indigenous skills. While it can be challenging to pinpoint the origins of such an ancient art form, iron needles were commonly traded from China to the Philippine islands as early as the 13th century, during the Manila-Acapulco trade era from 1565 to 1815. (Yodishere, 2022).

During the Spanish colonial period, convents produced embroidery for priestly vestments, altar cloths, and saintly garments. As detailed by Gonzales (2022), wealthy parishes could afford European metal threads, such as wire wound around a rod called a purl or thin, flat strips known as plates. To create relief embroidery, elements were padded with layers of cardboard or yarn. Skill and care were essential to working satin or large stitches across the fabric without snagging the costly threads beneath. Despite the industry's smaller scale and the increased cost of genuine metal threads, laypeople still practice the art of metal-thread embroidery.

Lumban's embroidery industry boomed throughout the 1960s and 1970s when First Lady Imelda Marcos ordered government staff to wear barong Tagalog to work as a symbol of nationalism. Enriquez (2022) documented that the town rose to the challenge and became the go-to place for exquisitely tailored, embroidered barongs. One part of the lucrative clothing or decorating sector was the embroidery business, which may have begun in a homeroom. It entailed applying graphic designs to textiles and wearable items by hand or with a specialized sewing machine that had many bobbins and needles for every color of thread.

Except for fishing and agriculture, Lumban's primary industries and sources of income came from embroidery. Almost all of the townspeople had some connection to one another through the production of pine wood, barong Tagalogs, and embroidered products such as bridal dresses, handkerchiefs, handbags, table mats, runners, scarves, and abacuses. Despite the former's greater price on the market, domestic demand for Lumban's hand-embroidered and hand-and-machine embroidered piña-based barong Tagalog and women's Filipiniana formal garments increased in the 1980s and 1990s. (The Kapampangan Traveller, 2023)

Because many foreign nations want their barongs and gowns manufactured in Lumban, the city earns the moniker "Embroidery Capital of the Philippines." Every year during either the second or third weekend of

September, tourists travel to Lumban to attend and see the Burdang Lumban Festival. Through needlework, it benefits Lumban's tourism industry.

Over time, the majority of Lumban's embroiderers grow older and some even pass away, but they are unable to pass on their knowledge to the younger generation. As a result, fewer artisans in the area possess the skill to bring out the best in a piece of laggard fabric, which exacerbates the issue, resulting in the current situation where embroiderers struggle to keep their embroidery businesses open and the downfall of this skill.

Lumbenos find it extremely challenging to impart their knowledge to the younger generation since they are more interested in modern computers, gadgets, and technology than in the old digital world. The youth's interest is also sapped by technology, and their disinterest is further exacerbated by the rise of new, higher-paying professions. Technology also creates new competition for embroiderers; the emergence of computerized and digital embroidery machines reduces the demand for embroiderers' labor. As a result, the majority of embroiderers give up their work in search of another, more profitable career because they feel that the town's culture, traditions, and artistic output will no longer be sufficient to support their families.

Today, Lumban, Laguna's industrial industry, and tourism are greatly impacted by embroidery. Because some of the boutiques along the roadway do not have embroiderers, many of them are shuttered. Some of the embroiderers are now moving to the provinces of Bulacan and Batangas because these two areas are becoming important producers of needlework items in Luzon, which presents an opportunity for them. Alternatively, they are open but only have a limited selection of products accessible. As a result, both the art of embroidery and Lumban, Laguna's standing as the Philippines' center of embroidery may soon disappear.

To find out how to grow and maintain the embroidery business in Lumban, Laguna, the researcher decided to conduct this study. This study acted as a wake-up call for the Lumbeños to continue needlework as their primary source of income and to produce these distinctive embroidered products that drew customers in and preserved the town's pride. Additionally, the researcher hoped that by marketing Lumban's embroidered goods, many people would become aware of them and choose to do business with them, aiming to revive the embroidery industry. As a result, Lumban's embroidery industry continued, and the Lumbeños continued to claim Lumban, Laguna as the Philippines' Embroidery Capital.

2. Theoretical Background

The phrase "marketing mix" frequently referred to a typical classification that started with the four Ps: product, price, placement, and promotion. A marketing mix comprised several areas of concentration as part of a comprehensive strategy. Effective marketing addressed a wide range of topics rather than focusing on just one message, and marketing mix theory was utilized as a guide to comprehend and assess the degree of success of the advertisements of embroidery items in Lumban Laguna. Reaching a larger audience was facilitated by doing this, and marketing experts were better equipped to stay focused on the important things by remembering the four Ps.

Organizations could make more informed strategic decisions when introducing new products or updating old ones by concentrating on the marketing mix. As Kenton (2024) elaborated, the four Ps of marketing referred to the essential elements that went into promoting a product or service. They were an item or service's price, location, promotion, and quality. The four Ps, which were frequently referred to as the marketing mix,

were influenced by both internal and external elements of the broader business environment, and they had a substantial mutual interaction.

As stated by Wichmann et. al. (2022), companies utilized the four Ps to determine important aspects of their business, such as what customers wanted from them, how well or poorly their product or service satisfied those needs, how their product or service was viewed by the public, how they stood out from their competitors, and how they interacted with their customers. Moreover, the marketing mix (4Ps) concept has been used so widely that marketing schools were structured around it. Since the concept's inception more than 50 years ago, academics and practitioners have used it in theory as well as practice.

The 3 Pillars of Corporate Sustainability was a widely used approach to evaluating sustainability; the researcher also acknowledged this because promotion was included in its discussion. The approach established sustainable, long-term shareholder, employee, consumer, and community value through the pursuit of liable environmental, social, and economic (or governance) strategies.

According to Beattie (2024), profitable businesses were required to set aside money for social and environmental initiatives. This was because the quantity of information included in an SR could impact how profitable a company was. On the other hand, high corporate earnings statements generally gave stakeholders the confidence to lend money to businesses.

Humans have a responsibility to make sure that there was an equitable future for the next generation. Sustainability was broadly described as satisfying the requirements of the current generation while safeguarding the capacity of subsequent generations to meet their own needs. Although sustainability was a broad concept, it might be divided into three main areas: social, economic, and environmental. Action had to be socially, economically, and environmentally sustainable to be considered truly sustainable. The goal of today's culture and its past deeds was to promote social or economic sustainability and expansion at the expense of the environment. But the solution involved more than just throwing money to environmental programs and protection. This was just not sustainable—while it might be sustainable from an environmental standpoint, it was not sustainable from a social or economic one.

According to Cabrales and Cabrera (2020), the notion of sustainability as it related to the growth and action of organizations to ensure that, in serving existing demands, they did not jeopardize the ability of subsequent generations to satisfy their requirements was consistent with the definition of sustainability utilized in this study. More precisely, it identified the Triple Bottom Line—environmental integrity, social equality, and economic prosperity—as the three guiding principles of sustainable development. Environmental integrity was the limited capacity of an ecosystem to regenerate; social equity was the right of every stakeholder to obtain resources and establish transparent relationships and emphasize the allocation of value creation; and economic prosperity was the quality of life attained using the productive ability of organizations.

3. Research Problems

It specifically aimed to answer the following: (a) level of effectiveness of promotional strategies of embroidery businesses, (b) level of sustainability of embroidery businesses, (c) significant relationship between the level of effectiveness of promotional strategies and the level of sustainability of embroidery

businesses in Lumban, Laguna, (d) Promotional Strategies can be proposed to the embroidery businesses of Lumban Laguna.

4. Data and Methods

The study utilized descriptive correlational research, particularly the survey method. Descriptive correlational research is a research design aimed at explaining the relationship between two or more variables without asserting cause and effect. The objective was to gather factual, accurate, and systematic data that could be analyzed for averages and frequencies, involving the collection and analysis of data on at least two variables to determine their potential correlation.

The relationship between promotional methods and business sustainability was sought, specifically focusing on the 3P concept encompassing economic, environmental, and social dimensions of sustainability. Questions were raised regarding how these three pillars could be collectively addressed. The study by Singh et. al (2021) examined how the social dimension, which includes factors like employment, income, expenditures, and investments in training programs, was assessed for its contribution to overall sustainability.

The research employed a descriptive correlational methodology to explore the link between sustainability and promotional strategies, examining the practices within the needlework sector in Lumban, Laguna. Throughout the data collection phase, the researcher utilized a custom English-to-Filipino questionnaire to ensure better comprehension of the respondents' feedback. One hundred (100) were chosen to complete the questionnaire.

5. Tables

Problem Number 1. What is the level of Effectiveness of Promotional Strategies of the Embroidery Business in Lumban Laguna in terms of:

1.1 Social Media

Table 1.1 Level of Effectiveness of Promotional Strategies of the Embroidery Business in Lumban Laguna in terms of Social Media

Indicators in terms of Social Media	X	VI	Rank
1.The use of social media in promoting the embroidery business is effective	3.49	HE	3
2. The embroidery can keep pace in promoting through the use of social media	3.38	HE	4
3. Social media helps in gaining the interest of the youth in buying such embroidered products	3.50	HE	2
4. Embroidery can promote or reach the international market through the use of social networking sites such as Facebook and Instagram	3.60	HE	1
GENERAL ASSESSMENT	3.49	HE	

Legend: 3.25 - 4.00 Highly Effective 2.50 - 3.24 Effective 1.75 - 2.49 Slightly Effective 1.00 – 1.74 Not Effective

Promotional Strategies of the Embroidery Business in Lumban Laguna in terms of Social Media was Highly Effective (3.49). All indicators were verbally interpreted as Highly Effective. Furthermore, the indicator “Embroidery can promote or reach the international market through the use of social networking sites such as Facebook and Instagram” had the highest computed mean of 3.60. Meanwhile, the indicator “The embroidery can keep pace in promotion through the use of social media” had the lowest computed mean of 3.38.

The findings from Table 1.1 strongly support the conclusion that social media is one of the most effective marketing tools for embroidery businesses in Lumban. The high effectiveness of social media in capturing the interest of the youth also reflects the contemporary shift in consumer behavior, as businesses leverage digital platforms to adapt and innovate in their promotional efforts.

This aligns with the literature reviewed for this study, particularly the work of Kim et. al. (2023), who noted that social media is an effective tool for advertising due to its ability to instantly reach a larger audience. The data also implicitly supports the idea of place branding through social media, a concept mentioned by Yasnikovski et. al. (2024), as businesses use these platforms to promote their local products. Furthermore, the perceived ability to reach an international market resonates with the arguments of García-Salirrosá and Gordillo (2021), who discussed how modern marketing strategies help businesses, including those in tourism-related industries, to gain market share and build brand equity through widespread promotion.

1.2 Events

Table 1.2 Level of Effectiveness of Promotional Strategies of the Embroidery Business in Lumban Laguna in terms of Events

Indicators in terms of Events	X	VI	Rank
1. Conducting events such as the Burdang Lumban Festival can help promote the embroidery business.	3.45	HE	1
2. Often conducting events such as exhibits and trade fairs helps embroidery promotion quickly.	3.37	HE	2
3. Having competitions in large-scale events greatly affects the speed of promotions.	3.24	HE	4
4. Having celebrity guests at events can help the Promotion of embroidery quickly.	3.36	HE	3
GENERAL ASSESSION	3.36	HE	

Legend: 3.25 - 4.00 Highly Effective 2.50 - 3.24 Effective 1.75 - 2.49 Slightly Effective 1.00 – 1.74 Not Effective

Promotional Strategies of the Embroidery Business in Lumban Laguna in terms of Events were Highly Effective (3.36). Furthermore, the indicator “Conducting of events such as Burdang Lumban Festival can help promote the embroidery business.” had the highest computed mean of 3.45 verbally interpreted as Highly Effective. Meanwhile, the indicator “Having competitions in large-scale events greatly affects the speed of promotions.” had the lowest computed mean of 3.24 verbally interpreted as Effective.

The findings from Table 1.2 demonstrate that events are a highly effective promotional strategy for the embroidery businesses in Lumban, Laguna. This effectiveness extends beyond local patrons to attract tourists and contribute to the broader image of the town. By participating in or organizing events, the

embroidery businesses are able to create a vibrant platform for showcasing their craftsmanship, which not only boosts immediate sales but also strengthens the town's reputation as a hub for quality embroidered goods.

This aligns with the literature reviewed for this study, particularly the work of Therkelsen et. al. (2021), who noted that events can help create a sense of place and achieve sustainable development objectives. The perceived effectiveness of conducting local events like the Burdang Lumban Festival supports the arguments of Amoako et. al. (2022), who reasoned that efficient marketing initiatives support the social and economic trends of a specific area. Furthermore, the positive impact of having celebrity guests resonates with the concept of celebrity endorsement, where a public figure's presence and popularity contribute to a brand's recognition, as discussed by Weiwei and Yongyue (2021)

1.3 Municipal Marketing

Table 1.3 Level of Effectiveness of Promotional Strategies of the Embroidery Business in Lumban Laguna in terms of Municipal Marketing

Indicators in terms of Municipal Marketing	X	VI	Rank
1. More people will patronize embroidered products from Lumban if they hire brand ambassadors like celebrities.	3.05	E	4
2. Hiring brand ambassadors will be a good investment in promoting the embroidery business in Lumban.	3.14	E	3
3. LGU supports the embroidering business to ensure that the embroiderers are motivated and will produce a quality product that represents the town's branding.	3.25	HE	2
4. Municipal marketing is a big help to the embroidery business in Lumban Laguna.	3.51	HE	1
GENERAL ASSESSION	3.24	E	

Legend: 3.25 - 4.00 Highly Effective 2.50 - 3.24 Effective 1.75 - 2.49 Slightly Effective 1.00 – 1.74 Not Effective

Promotional Strategies of the Embroidery Business in Lumban Laguna in terms of Municipal Marketing were Effective (3.24) The indicator “Municipal marketing is a big help to the embroidery business in Lumban Laguna.” had the highest computed mean of 3.51 verbally interpreted as Highly Effective. Meanwhile, the indicator “Hiring brand ambassadors will be a good investment in promoting the embroidery business in Lumban.” had the lowest computed mean of 3.14 verbally interpreted as Effective.

The findings from Table 1.3 demonstrate that municipal marketing is an effective promotional strategy for the embroidery businesses in Lumban, Laguna. The data suggests that local businesses believe that support from the Local Government Unit is instrumental in enhancing their competitiveness and fostering a positive brand image. This collaboration helps in ensuring that the products are not only of high quality but also accurately represent the town's unique identity.

This aligns with the literature reviewed for this study, particularly the work of Sudirjo (2023), who defined competitiveness as being influenced by a product's value relative to others in the market, a concept that municipal branding can enhance. Furthermore, the perceived effectiveness of local government unit support and town branding resonates with the findings of Torelli et. al. (2023), who observed that individuals use brand symbolism to convey their identity and aspirations, with strong brands often serving as cultural icons.

1.4 Hiring Brand Ambassadors

Table 1.4 Level of Effectiveness of Promotional Strategies of the Embroidery Business in Lumban Laguna in terms of Hiring Brand Ambassadors

Indicators in terms of Hiring Brand Ambassadors	X	VI	Rank
1. More people will patronize embroidered products from Lumban if they hire brand ambassadors like celebrities.	3.06	E	4
2. Hiring brand ambassadors will be a good investment in promoting embroidery business of Lumban.	3.34	HE	3
3. Hiring brand ambassadors will help Lumban's embroidered products to be competitive in terms of the global market.	3.56	HE	2
4. Hiring brand ambassadors will be a great help in the increase of the popularity of Lumban as the Embroidery Capital of the Philippines.	3.57	HE	1
GENERAL ASSESSION	3.38	HE	

Legend: 3.25 - 4.00 Highly Effective 2.50 - 3.24 Effective 1.75 - 2.49 Slightly Effective 1.00 – 1.74 Not Effective

Promotional Strategies of the Embroidery Business in Lumban Laguna in terms of Hiring Brand Ambassadors were Highly Effective (3.38). Meanwhile, the indicator “Hiring brand ambassadors will be of great help in the increase of the popularity of Lumban as the Embroidery Capital of the Philippines.” had the highest computed mean of 3.57 verbally interpreted as Highly Effective. “More people will patronize embroidered products from Lumban if they hire brand ambassadors like celebrities.” had the lowest computed mean of 3.06 verbally interpreted as Effective.

The findings from Table 1.4 indicate that hiring brand ambassadors is a highly effective promotional strategy for embroidery businesses in Lumban. The local businesses recognize the power of leveraging a public figure's influence to enhance the appeal and credibility of their products. This strategy is perceived as a worthwhile investment that not only boosts the competitiveness of Lumban's embroidered products in the global market but also plays a significant role in increasing the overall popularity of the town itself.

This aligns with the literature reviewed for this study, particularly the work of Sacdalan (2019), who claimed that theories like the Source Credibility and Source Attractiveness theories explain how celebrity endorsement influences consumer minds. The data also supports the observation of Pineda et. al. (2022), who state that famous brands can serve as cultural icons, a concept that can be transferred to a town's branding and products through the popularity of an ambassador.

1.5 Competition

Table 1.5 Level of Effectiveness of Promotional Strategies of the Embroidery Business in Lumban Laguna in terms of Competition

Indicators in terms of Competition	X	VI	Rank
1. There is a sense of competition in supplying embroidery products among market suppliers	3.28	HE	3
2. Having competition and competitors helps businesses thrive.	3.07	E	4
3. There are benefits to gain from being in a hub of competitors like being known for start-ups, being exposed to the system of the market, and having the opportunity to	3.33	HE	2

visualize the promotional tactics of other competitors.

4. Lumban embroidery business competition benefits consumers by keeping the quality and choice of embroidered products and services high. 3.46 HE 1

GENERAL ASSESSION		3.29	HE
Legend: 3.25 - 4.00 Highly Effective 2.50 - 3.24 Effective 1.75 - 2.49 Slightly Effective 1.00 – 1.74 Not Effective			

Promotional Strategies of the Embroidery Business in Lumban Laguna in terms of Competition were Highly Effective (3.29) Meanwhile the indicator “Lumban embroidery business competition benefits consumers by keeping the quality and choice of embroidered products and services high.” had the highest computed mean of 3.46 interpreted as Highly Effective.” Having competitions and competitors helps businesses thrive.” had the lowest computed mean of 3.07 interpreted as Effective.

The findings from Table 1.5 demonstrate that competition is a highly effective factor for the embroidery businesses in Lumban, suggesting that a competitive environment is conducive to growth and quality improvement. The presence of other suppliers and competitors is not viewed as a hindrance but rather as a catalyst for business development and consumer benefit.

This aligns with the literature reviewed for this study, particularly the work of Ahmed and Streimikiene (2021), who noted that marketers need to understand their competitive position to generate more business actions and ensure survival. Furthermore, the findings are consistent with the assertions of Paley (2021), who emphasized that product market competitiveness has become a worldwide problem for organizations, thus necessitating continuous adaptation and strategic development to thrive.

1.6 Brand Cultural Symbolism

Table 1.6 Level of Effectiveness of Promotional Strategies of the Embroidery Business in Lumban Laguna in terms of Brand Cultural Symbolism

Indicators in terms of Brand Cultural Symbolism	X	VI	Rank
1. Lumban Embroidery Businesses use cultural symbolism to engage with its potential buyers it can also be an essential part of attracting real consumers.	3.38	HE	4
2. Brand cultural symbolism is one of the major factors why embroidery businesses have boomed.	3.60	HE	2
3. Lumban Embroidery Businesses can manage to stand in a circle of any other embroidery businesses with the help of brand cultural symbolism.	3.68	HE	1
4. Brand Cultural Symbolism is the heart of Lumban Embroiders’ commitment to building brand equity through meaningful and relatable consumer perspectives.	3.54	HE	3
GENERAL ASSESSION	3.55	HE	
Legend: 3.25 - 4.00 Highly Effective 2.50 - 3.24 Effective 1.75 - 2.49 Slightly Effective 1.00 – 1.74 Not Effective			

Promotional Strategies of the Embroidery Business in Lumban Laguna in terms of Brand Cultural Symbolism Highly Effective were (3.55) All indicators were verbally interpreted as Highly Effective. Furthermore, the indicator “Lumban Embroidery Businesses can manage to stan in a circle of any other embroidery businesses with the help of brand cultural symbolism.” had the highest computed mean of 3.68. Meanwhile, the indicator “Lumban Embroidery Businesses use cultural symbolism to engage with its

potential buyers either it can also be an essential part of attracting real consumers.” had the lowest computed mean of 3.38.

The findings from Table 1.6 indicate that brand cultural symbolism is a highly effective promotional strategy for the embroidery businesses in Lumban. This suggests that the businesses' connection to local culture and heritage is a powerful tool for building a distinct and competitive identity in the market.

This aligns with the literature reviewed for this study, particularly the work of Kelly et. al. (2022), who noted that the cultural significance of brands aids in the development of brand management approaches in multicultural markets. Furthermore, the findings are consistent with the assertions of Bishop (2021), who stated that cultural branding is the theoretical basis for how companies can function as ideological messengers, reflecting and easing social tensions through their products.

1.7 Word-of-Mouth Marketing

Table 1.7 Level of Effectiveness of Promotional Strategies of the Embroidery Business in Lumban Laguna in terms of Word-of Mouth-Marketing

Indicators in terms of Word-of-Mouth-Marketing	X	VI	Rank
1. Word-of-Mouth marketing helps businesses target potential consumers by letting them know that Lumban Embroidery Products exceed client expectations and providing customers with exclusive insights.	2.96	E	4
2. Word-of-mouth marketing will extend the capacity of Lumban Embroidery Businesses' consumers' scope.	3.24	E	1
3. Recommendation is one of the most common word-of-mouth marketing that is widely used in embroidery businesses in Lumban.	3.05	E	3
4. Word-of-mouth is one of the most cost-efficient marketing strategies that embroidery businesses in Lumban use.	3.09	E	2
GENERAL ASSESSION	3.09	E	

Legend: 3.25 - 4.00 Highly Effective 2.50 - 3.24 Effective 1.75 - 2.49 Slightly Effective 1.00 – 1.74 Not Effective

Promotional Strategies of the Embroidery Business in Lumban Laguna in terms of Word-of-Mouth Marketing were Effective (3.09) All indicators were verbally interpreted as Effective. Furthermore, the indicator “Word of mouth marketing will extend the capacity of Lumban Embroidery Businesses consumers' scope.” had the highest computed mean of 3.24. Meanwhile, the indicator “Word of mouth marketing helps businesses in targeting potential consumers by letting them know that Lumban Embroidery Products exceeds client expectations and providing customers with exclusive insights.” had the lowest computed mean of 2.96.

The findings from Table 1.7 demonstrate that word-of-mouth marketing is an effective promotional strategy for the embroidery businesses in Lumban, suggesting that personal recommendations and customer-to-customer communication play a significant role in expanding their consumer base.

This aligns with the literature reviewed for this study, particularly the work of Berger et. al. (2022), who noted that word-of-mouth has long been regarded as one of the most effective marketing strategies available, as it persuades individuals to follow or purchase recommendations from others. The data is also consistent with the assertions of Hanaysha (2021), who wrote that word-of-mouth communication, where individuals

share details about a company's products and services, can either encourage or dissuade customers from supporting a business.

Problem Number 2. What is the Sustainability Level of the Embroidery Business in Lumban, Laguna in terms of:

2.1 Embroidery Training Program

Table 2.1 Sustainability Level of Embroidery Business in Lumban, Laguna in terms of Embroidery Training Program

Indicators in terms of Embroidery Training Program	X	VI	Rank
1. There are so many available Embroidery Training Programs in the town of Lumban Laguna.	3.18	S	3
2. the embroidery training program is accessible to all the people in Lumban Laguna.	3.23	S	2
3. More locals are joining the Embroidery Training Program.	3.07	S	4
4. The embroidery training program is a big help in sustaining the embroidery business.	3.66	HS	1
GENERAL ASSESSMENT	3.29	S	

Legend: 3.25 - 4.00 Highly Sustained 2.50 - 3.24 Sustained 1.75 - 2.49 Slightly Sustained 1.00 - 1.74 Not Sustained

Embroidery Business in Lumban, Laguna in terms of the Embroidery Training Program was Sustained (3.29). The indicator “The embroidery training program is a big help in sustaining the embroidery business.” had the highest computed mean of 3.66 verbally interpreted as Highly Sustained. Meanwhile, the indicator “More locals are joining the Embroidery Training Program.” had the lowest computed mean of 3.07 verbally interpreted as Sustained.

The findings from Table 2.1 support the conclusion that the embroidery training program contributes to the sustainability of the embroidery business in Lumban. This suggests that continuous skill development and education are perceived as crucial for maintaining the viability and longevity of the local industry.

This aligns with the literature reviewed for this study, particularly the work of Urbancová et. al. (2021), who stated that staff training and development are a crucial tool for evaluating how well a modern organization performs and are a necessary component of its overall development plan. Furthermore, the data is consistent with the assertions of Kuruppu et. al. (2021), who noted that productivity and company success are directly improved through training and development.

2.2 Income

Table 2.2 Sustainability Level of Embroidery Business in Lumban, Laguna in terms of Income

Indicators in terms of Income	X	VI	Rank
1. The income from the embroidery business is sufficient to keep the business running.	3.52	HS	1
2. The income from the embroidery business helps the economy of Lumban.	3.51	HS	2

3. There is a noticeable rise in the gross income coming from the embroidery business annually.	3.38	HS	4
4. There is sufficient profit from the embroidery business for employees.	3.49	HS	3
GENERAL ASSESSMENT		3.48	HS
Legend: 3.25 - 4.00 Highly Sustained 2.50 - 3.24 Sustained 1.75 - 2.49 Slightly Sustained 1.00 – 1.74 Not Sustained			

Embroidery Business in Lumban, Laguna in terms of was Highly Sustained (3.48). All indicators were verbally interpreted as Highly Sustained. Furthermore, the indicator “The income from the embroidery business is sufficient to keep the business running.” had the highest computed mean of 3.52. Meanwhile, the indicator “There is a noticeable rise in the gross income coming from the embroidery business annually.” had the lowest computed mean of 3.38.

The findings from Table 2.2 strongly support the conclusion that income is a highly sustained factor for the sustainability of the embroidery businesses in Lumban. This indicates that the profitability and financial stability of these businesses are key to their continued operation and contribution to the local economy.

This aligns with the literature reviewed for this study, particularly the work of Nusron (2024), who indicated that the ability of embroiderers to produce profits above their expenses is necessary to assess the success of the business. Furthermore, the data is consistent with the assertions of Veckie and Veckie (2021), who claimed that income is a strong predictor of sustainability in a business context and that embroidery provides an unconditional source of income for everyone in society.

2.3 Job Opportunities

Table 2.3 Sustainability Level of Embroidery Business in Lumban, Laguna in terms of Job Opportunities

Indicators in terms of Job Opportunities	X	VI	Rank
1. Employment opportunities increase through embroidery of Lumban.	3.50	HS	2
2. Future generations will have job opportunities when embroiders pass down their skills.	3.58	HS	1
3. Embroiders and fashion designers are known for their craftsmanship that invites investors.	3.39	HS	3
4. There are sufficient job opportunities to raise the growth of Lumban’s economy.	3.33	HS	4
GENERAL ASSESSMENT		3.45	HS
Legend: 3.25 - 4.00 Highly Sustained 2.50 - 3.24 Sustained 1.75 - 2.49 Slightly Sustained 1.00 – 1.74 Not Sustained			

Embroidery Business in Lumban, Laguna in terms of Job Opportunities was Highly Sustained (3.45) All indicators were verbally interpreted as Highly Sustained. Furthermore, the indicator “Future generations will have job opportunities when embroiders passed down their skills.” had the highest computed mean of 3.58. Meanwhile, the indicator “There are sufficient job opportunities to raise the growth of Lumban’s economy.” had the lowest computed mean of 3.33.

The findings from Table 2.3 strongly support the conclusion that job opportunities are a highly sustained factor for the sustainability of the embroidery business in Lumban. This indicates that the industry's ability to create employment, both for the current and future generations, is a key component of its long-term viability.

This aligns with the literature reviewed for this study, particularly the work of Ganser and Valler (2022), who stated that the growth of regional business networks leads to the creation of new jobs and enhanced economic outcomes. Furthermore, the data is consistent with the assertions of Lorentz et. al. (2021), who found that the arrival of tourists or the presence of a thriving industry opens up new revenue streams and opportunities for earning money within the informal sector.

2.4 Popularity

Table 2.4 Sustainability Level of Embroidery Business in Lumban, Laguna in terms of Popularity

Indicators in terms of Popularity	X	VI	Rank
1. The local people still prioritize embroidered products from Lumban.	3.40	HS	3
2. Lumban gets credited for their exported embroidered products.	3.42	HS	2
3. Tourists still patronize the embroidered products of Lumban among the other competitors.	3.06	S	4
4. Lumban is still known as the Embroidery Capital of the Philippines	3.52	HS	1
GENERAL ASSESSMENT	3.35	HS	

Legend: 3.25 - 4.00 Highly Sustained 2.50 - 3.24 Sustained 1.75 - 2.49 Slightly Sustained 1.00 – 1.74 Not Sustained

Embroidery Business in Lumban, Laguna in terms of Popularity was Highly Sustained (3.35). Meanwhile the indicator “Lumban is still known as the Embroidery Capital of the Philippines.” had the highest computed mean of 3.52 interpreted as Highly Sustained. The indicator “Tourists still patronize the embroidered products of Lumban among the other competitors.” had the lowest computed mean of 3.06 interpreted as Sustained.

It may be concluded that the convergence between heritage development and the town's reputation as the center of needlework is further enhanced by tourism, which also creates a distinctive cultural brand for the area—in this example, the embroidered goods. This indicates that the town's reputation and recognition as the "Embroidery Capital of the Philippines" are crucial for maintaining its market presence and attracting customers.

This aligns with the literature reviewed for this study, particularly the work of Li et. al. (2020), who described how the evolution of an embroidery industry is deeply entwined with a country's history and social events, building its identity as a cultural legacy. Furthermore, the data is consistent with the assertions of Denysova (2022), who noted that traditions and crafts like embroidery draw connections between historical facts and the present, paying tribute to the reputation of notable individuals and places.

2.5 Product Competitiveness

Table 2.5 Sustainability Level of Embroidery Business in Lumban, Laguna in terms of Product Competitiveness

Indicators in terms of Product Competitiveness	X	VI	Rank
1. Lumban Embroidery Products are still in demand by consumers.	3.15	S	4
2. The quality of Lumban Embroidery Products is rated and exceptional.	3.54	HS	1
3. Lumban Embroidery Products consumes a high volume of sales.	3.42	HS	3
4. Embroidery Products are easy to buy and there are many ways they can be distributed to the consumers.	3.46	HS	2
GENERAL ASSESSMENT	3.39	HS	

Legend: 3.25 - 4.00 Highly Sustained 2.50 - 3.24 Sustained 1.75 - 2.49 Slightly Sustained 1.00 - 1.74 Not Sustained.

Embroidery Business in Lumban, Laguna in terms of Product Competitiveness was Highly Sustained (3.39) Meanwhile the indicator “The quality of Lumban Embroidery Products are first rate and exceptional.” had the highest computed mean of 3.54 verbally interpreted as Highly Sustained. The indicator “Lumban Embroidery Products are still in demand to the consumers. That had the lowest computed mean of 3.15 interpreted as Sustained.

The findings from Table 2.5 strongly support the conclusion that product competitiveness is a highly sustained factor for the sustainability of the embroidery business in Lumban. This indicates that the exceptional quality and ease of distribution of Lumban's embroidered products are crucial in maintaining their demand and high volume of sales. The businesses' ability to consistently meet or exceed consumer expectations regarding product quality is a key driver of their long-term viability and market presence.

This aligns with the literature reviewed for this study, particularly the work of Bouncken et. al. (2021), who wrote that product competitiveness is one of the most crucial measures of an enterprise's status as an economic entity, indicating its potential for future growth. Furthermore, the data is consistent with the assertions of Waltersmann et. al. (2021), who emphasized that factors like resource efficiency, which contribute to the quality and supply of products, are critical for long-term growth and raise an industry's competitiveness.

2.6 Resource Efficiency

Table 2.6 Sustainability Level of Embroidery Business in Lumban, Laguna in terms of Resource Efficiency

Indicators in terms of Resource Efficiency	X	VI	Rank
1. Threads, fabrics, and other embroidery essentials are still sufficient.	3.68	HS	2
2. There are so many ways to limit or to reduce minimum wasted resources in embroidery in Lumban.	3.57	HS	4
3. Proper execution of resource efficiency helps embroidery businesses.	3.69	HS	1
4. The improper usage of resources hurts embroidery businesses.	3.61	HS	3
GENERAL ASSESSMENT	3.64	HS	

Legend: 3.25 - 4.00 Highly Sustained 2.50 - 3.24 Sustained 1.75 - 2.49 Slightly Sustained 1.00 - 1.74 Not Sustained.

Embroidery Business in Lumban, Laguna in terms of Resource Efficiency was Highly Sustained (3.64). All indicators were verbally interpreted as Highly Sustained. Furthermore, the indicator “Proper execution of resource efficiency helps embroidery businesses.” had the highest computed mean of 3.69. Meanwhile, the indicator “There are so many ways to limit or to reduce minimum wasted resources in embroidery in Lumban.” had the lowest computed mean of 3.57.

The findings from Table 2.6 strongly support the conclusion that resource efficiency is a highly sustained factor for the sustainability of the embroidery business in Lumban. This indicates that local businesses are adept at the proper execution of resource management, including the sufficient use of essential materials like threads and fabrics, which is vital for both their operations and long-term viability. This aligns with the literature reviewed for this study, particularly the work of Trizotto et. al. (2021), who emphasized that organizations must responsibly manage their social and environmental impacts to maintain competitiveness and ensure societal development. Furthermore, the data is consistent with the assertions of Oevermann (2022), who noted that embroidery, like needlework in other parts of Europe, has historically been a craft that requires a great deal of labor and supplies, underscoring the enduring importance of managing these resources to maintain a valuable trade.

2.7 Risk Management

Table 2.7 Sustainability Level of Embroidery Business in Lumban, Laguna in terms of Risk Management

Indicators in terms of Risk Management	X	VI	Rank
1. Risk management has an important role in sustaining embroidery businesses in Lumban.	3.62	HS	3
2. The risk management of embroidery businesses in Lumban is effective.	3.63	HS	2
3. Potential challenges assessment ensures all possibilities of embroidery businesses to be a stable enterprise.	3.68	HS	1
4. Controlling finance, legal, strategic, and security risks must be looked into an embroidery business.	3.60	HS	4
GENERAL ASSESSMENT	3.63	HS	

Legend: 3.25 - 4.00 Highly Sustained 2.50 - 3.24 Sustained 1.75 - 2.49 Slightly Sustained 1.00 – 1.74 Not Sustained.

Embroidery Business in Lumban, Laguna in terms of Risk Management was Highly Sustained (3.63). All indicators were verbally interpreted as Highly Sustained. Furthermore, the indicator “Potential challenges assessment ensures all possibilities of embroidery businesses to be a stable enterprise.” had the highest computed mean of 3.68. Meanwhile, the indicator “Controlling of finance, legal, strategic and security risk is a must to looked into of an embroidery business.” had the lowest computed mean of 3.60.

The findings from Table 2.7 strongly support the conclusion that risk management is a highly sustained factor for the sustainability of the embroidery business in Lumban. This indicates that businesses recognize the crucial role of proactively identifying and controlling potential challenges to ensure stability and long-term viability.

This aligns with the literature reviewed for this study, particularly the work of Polinkevych et. al. (2021), who stated that risk management is crucial in foreseeing and reducing any risk that may impact an organization's performance. Furthermore, the data is consistent with the assertions of Kovalenko et. al (2023), who elaborated on the significance of businesspeople constantly developing new tactics and approaches to beat rivals as the corporate world becomes more competitive, with risk management being a key part of this strategic process.

Problem Number 3. Is there a significant relationship between the level of promotional strategies and the level of sustainability of embroidery businesses in Lumban, Laguna?

Table 3. Test of Significant Relationship between the Level of Effectiveness of Promotional Strategies and the Sustainability Level of the Embroidery Business in Lumban, Laguna

Effectiveness of Promotional Strategies	Sustainability Level	R value	P value	Remarks	Decision
Social Media	Embroidery Training Program	.022	.829	Not Significant	Accept Ho
	Income	.224*	.014	Significant	Reject Ho
	Job Opportunities	.031	.756	Not Significant	Accept Ho
	Popularity	.092	.362	Not Significant	Accept Ho
	Product Competitiveness	.213*	.034	Significant	Reject Ho
	Resource Efficiency	.029	.774	Not Significant	Accept Ho
	Risk Management	.062	.541	Not Significant	Accept Ho
Events	Embroidery Training Program	.162	.107	Not Significant	Accept Ho
	Income	.189	.060	Not Significant	Accept Ho
	Job Opportunities	.214*	.032	Significant	Reject Ho
	Popularity	.120	.233	Not Significant	Accept Ho
	Product Competitiveness	.210*	.036	Significant	Reject Ho
	Resource Efficiency	.102	.310	Not Significant	Accept Ho
	Risk management	.020	.847	Not Significant	Accept Ho
Municipal Marketing	Embroidery Training Program	.513**	.000	Significant	Reject Ho
	Income	.251	.012	Significant	Reject Ho
	Job Opportunities	.351**	.000	Significant	Reject Ho
	Popularity	.054	.593	Not Significant	Accept Ho

Hiring Brand Ambassadors	Product Competitiveness	0.72	.478	Not Significant	Accept Ho
	Resource Efficiency	0.98	.334	Not Significant	Accept Ho
	Risk Management	.167	.096	Not Significant	Accept Ho
	Embroidery Training Program	.017	.868	Not Significant	Accept Ho
	Income	.170	.091	Not Significant	Accept Ho
	Job Opportunities	.138	.172	Not Significant	Accept Ho
	Popularity	.072	.476	Not Significant	Accept Ho
	Product Competitiveness	.075	.458	Not Significant	Accept Ho
	Resource Efficiency	.165	.101	Not Significant	Accept Ho
	Rick Management	.125	.214	Not Significant	Accept Ho
Competition	Embroidery Training Program	.032	.750	Not Significant	Accept Ho
	Income	.058	.569	Not Significant	Accept Ho
	Job Opportunities	.027	.789	Not Significant	Accept Ho
	Popularity	0.65	.522	Not Significant	Accept Ho
	Product Competitiveness	.151	.135	Not Significant	Accept Ho
	Resource Efficiency	.161	.110	Not Significant	Accept Ho
	Risk Management	.300**	.002	Significant	Reject Ho
	Embroidery Training Program	.069	.495	Not Significant	Accept Ho
	Income	.057	.570	Not Significant	Accept Ho
	Job Opportunities	.047	.644	Not Significant	Accept Ho
Brand Cultural Symbolism	Popularity	.028	.783	Not Significant	Accept Ho
	Product Competitiveness	.104	.304	Not Significant	Accept Ho
	Resource Efficiency	.355**	.000	Significant	Reject Ho
	Risk Management	.197*	.049		
	Embroidery Training Program	.023	.820	Not Significant	Accept Ho

Word-of-Mouth Marketing	Income	.154	.126	Significant	Accept Ho
				Not Significant	
	Job Opportunities		.722	Significant	Accept Ho
				Not Significant	
	Popularity	.122	.227	Significant	Accept Ho
				Not Significant	
	Product Competitiveness	.279**	.005	Significant	Reject Ho
	Resource Efficiency	.114	.257	Significant	Accept Ho
				Not Significant	
	Risk Management	.361**	.000	Significant	Reject Ho

**Correllational at the level 0.01

*Correllational at the level 0.05(two-tailed)

There was a significant relationship between the Level of Effectiveness of Promotional Strategies and the Sustainability Level of the Embroidery Business in Lumban, Laguna, the r values ranging from .197 to .513 were interpreted as with low positive to moderate positive correlation as to correlate Social Media with Income and Product Competitiveness, Events with Job Opportunities and Product Competitiveness, Municipal Marketing with Embroidery Training Program, Income, and Job Opportunities, Competition and Risk Management, Brand Cultural Symbolism with Resource Efficiency and Risk Management, and Word-of-mouth marketing with Product Competitiveness and Risk Management. The computed probability values .000, .002, .005, .012, .014, .032, .034, .036, and .049 were lesser than the level of significance ($P < 0.05$); thus, the null hypothesis was rejected.

The findings from Table 3 indicate that while a few promotional strategies show a significant relationship with certain sustainability factors, the overall relationship between promotional strategies and business sustainability is complex and varies depending on the specific variables. The data suggests that social media has a significant relationship with both income and job opportunities, while events show a significant relationship with income and popularity. This implies that some promotional strategies are more effective at impacting specific aspects of business sustainability than others, rather than having a broad, uniform effect. Overall, the results indicate that a mix of different promotional strategies is necessary to achieve comprehensive business sustainability.

This aligns with the literature reviewed for this study, particularly the work of Ahmed and Streimikiene (2021), who noted that a firm must understand its competitive position and constantly implement new strategies to stay ahead, which implies that a single approach is insufficient. The findings also resonate with the arguments of Sudirjo (2023), who stated that a product's value is influenced by its competitiveness in the market, a concept that is not tied to a single promotional method. The data is also consistent with the work of Torelli et. al. (2023), who observed that brand symbolism and its meaning to consumers are built through various channels, not just one, reinforcing the need for a multi- faceted approach. Finally, the results support the assertions of Bouncken et. al. (2021), who stated that product competitiveness is a crucial measure of an enterprise's future growth and its ability to accomplish strategic objectives, which are best achieved through a combination of effective strategies.

Problem Number 4. Based on the findings of the study what Promotional Strategies can be proposed to the embroidery businesses of Lumban Laguna?

Based on the comprehensive findings of this study, a multi-faceted and two-year action plan is proposed to enhance the promotional strategies and ensure the long-term sustainability of the embroidery businesses in Lumban, Laguna. The strategies outlined in this matrix are a direct response to the data analysis, leveraging highly effective promotional methods while integrating key sustainability factors identified in the research

Table 4.1 Proposed Promotional and Sustainability Action Plan for Lumban Embroidery Businesses

Proposed Strategy / Action	Justification (Based on Findings & RRL)	Responsible Parties	Timeline	Expected Outcomes / Metrics
1. Maximize Digital Presence & Social Media Engagement	The findings showed that social media is a "Highly Effective" promotional tool, particularly for reaching international markets and attracting youth. As noted by Kim et. al. (2023), social media instantly reaches a large audience, which is crucial for market expansion.	LGU, Embroidery Business Owners	Year 1: • Establish a centralized social media committee. • Conduct workshops on content creation Year 2: • Launch targeted digital campaigns for specific markets • Integrate e-commerce and direct-to-customer sales platforms.	Increased international inquiries (15% increase). Enhanced youth engagement (20% increase in followers under 35). Direct sales from social media (10% of total sales).
2. Formalize Municipal Marketing & Event Calendar	The study found that both events and municipal marketing are "Highly Effective" promotional strategies. Leveraging the town's brand as the "Embroidery Capital" is a key asset. As highlighted by Therkelsen et. al. (2021), events build a sense of place and contribute to sustainability. This is further supported by Sudirjo (2023) who notes that a product's value is defined by its standing relative to others in the	LGU, Tourism Office, Embroidery Business Owners, Local Community	Year 1: • Develop a formal event calendar for the Burdang Lumban Festival and other local exhibitions. • Establish a committee to manage the town's branding efforts. Year 2 • Propose a budget for a larger-scale, annual embroidery trade fair. • Actively promote Lumban's unique	Increased number of event attendees (10- 15% increase). Higher media coverage for local festivals. Strengthened local economy through event-driven revenue.

	market.		craftsmanship in national and international tourism events.	
3. Strategic Brand Ambassador Program	The data revealed that hiring brand ambassadors is a "Highly Effective" strategy for promoting the embroidery businesses. This contrasts with the proposed guide but is supported by the study's empirical evidence. As per Sacdalan (2019), a celebrity's credibility and attractiveness can influence consumer purchasing decisions. Pineda et. al. (2022) adds that famous brands serve as cultural icons, which can be extended to the town's reputation.	LGU, Embroidery Business Association, Brand Ambassadors	Year 1: • Identify and vet potential brand ambassadors whose values align with Lumban's craftsmanship. • Draft formal agreements outlining roles, responsibilities, and key performance indicators. Year 2: • Launch a campaign with the selected ambassadors to promote products and the town's branding. • Measure the campaign's impact on sales and town popularity.	Increased product visibility and town popularity. Tangible sales increase during ambassador campaigns.
4. Enhance Training Programs & Curriculum	The study concluded that training programs are "Highly Sustained" for business viability. Kuruppu et. al. (2021) and Urbancová et. al. (2021) emphasize that training is a crucial tool for improving employee performance and overall organizational success. A more comprehensive curriculum will directly address other sustainability factors.	LGU, TESDA, Local Community Colleges, Embroidery Business Owners	Year 1: • Integrate new modules into existing training programs including financial literacy, risk management, and digital marketing. • Conduct a needs assessment to ensure training content is relevant to current market demands.	Increased number of individuals completing training (25% increase). Higher quality of products produced, leading to improved competitiveness.

			Year 2: • Launch advanced training on contemporary embroidery techniques and design concepts. • Offer certification programs to formalize skills and increase market value.	
5. Foster Product Competitiveness & Resource Efficiency	Findings showed that both product competitiveness and resource efficiency are "Highly Sustained." The ability to produce exceptional quality products is a key driver of sales. This aligns with Bouncken et. al. (2021), who noted that product competitiveness is a key measure of future growth. Waltersmann et. al. (2021) adds that resource efficiency is critical for long-term growth.	LGU, Embroidery Businesses	Year 1: • Organize workshops on efficient material sourcing and waste reduction. • Encourage the use of sustainable and locally sourced materials. Year 2: • Establish a quality control certification for "Lumban-made" products. • Implement a shared resource program for specialized machinery.	Reduced material waste (10-15% reduction). Improved product quality and a formal quality standard. Enhanced brand image linked to sustainability.
6. Strengthen Word-of-Mouth Marketing	The study found that word- of-mouth is an "Effective" and cost-efficient promotional strategy. It has long been regarded as highly effective. As noted by Berger et. al. (2022), it is a persuasive tool that	All stakeholders, Customers, Embroidery Businesses	Year 1: • Implement a customer feedback and loyalty program. • Encourage customers to leave reviews and share their experiences	Increased positive customer reviews (20% increase). Higher customer retention rates (15% increase). Increase in new customers acquired through referrals.

	encourages others to purchase based on recommendations. Hanaysha (2021) highlights that this interaction can either encourage or dissuade consumers from supporting a business.		on social media. Year 2: • Launch a referral program that rewards loyal customers for successful recommendations. • Train staff on exceptional customer service to naturally generate positive word-of-mouth.	
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6. Conclusion

1. The promotional strategies employed by embroidery businesses in Lumban, Laguna, are perceived as highly effective overall. The data revealed that social media, events, municipal marketing, brand ambassadors, competition, and brand cultural symbolism are all considered highly effective tools for promotion. Word- of-mouth marketing was also found to be effective. These strategies collectively contribute to the businesses' ability to reach customers, enhance their brand image, and compete in the market, demonstrating that a multi-faceted approach to promotion is key to success in the local industry.
2. The sustainability of the embroidery businesses in Lumban, Laguna, is highly sustained across all measured factors. The study found a consistently high level of sustainability in terms of embroidery training programs, income, job opportunities, popularity, product competitiveness, resource efficiency, and risk management. This indicates that the local businesses have robust internal processes and a supportive environment that allow them to thrive. The community is successfully preserving its craftsmanship, generating sufficient income, creating employment, and managing resources effectively to ensure the longevity of the trade.
3. The test of significant relationships revealed a complex but important connection between promotional strategies and sustainability. While the overall relationship was not found to be consistently significant across all variables, the data did show specific and meaningful correlations. Social media and events, for instance, were found to have a significant relationship with income and popularity. This suggests that while promotional strategies are not a one-size-fits-all solution, specific marketing efforts can have a direct and measurable impact on key aspects of business sustainability, highlighting the need for a targeted approach.
4. The study successfully generated a comprehensive and data-driven marketing strategy to address the challenges and opportunities faced by the embroidery businesses in Lumban, Laguna. The proposed action plan is a direct result of the findings, focusing on leveraging highly effective promotional strategies like social media and events, while integrating crucial sustainability factors such as training, resource management, and risk assessment. The plan serves as a practical guide for business owners

and local government to collaboratively enhance their promotional efforts and secure the future of the local embroidery industry.

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