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Cultural Values in Indigenous Entrepreneurship: Exploring the Marketing Management Practices of Indigenous Entrepreneurs in Mountain Province

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Abstract:

This study explored how indigenous cultural values are applied in the marketing management practices of indigenous micro-entrepreneurs in Bauko, Mountain Province. Anchored on Kotler and Keller's (2016) Marketing Management Theory and Peredo and Anderson's (2006) Indigenous Entrepreneurship Theory, the research employed a qualitative descriptive approach, utilizing semi-structured interviews with ten indigenous entrepreneurs engaged in food processing using indigenous and agricultural products such as etag biscuits, chili paste, sayote cupcakes, and banana cupcakes. Data were analyzed thematically to examine the interplay between cultural values such as inayan (discipline, order, harmony), ayew (responsible stewardship), ipeyas nan gawis (sharing for community benefit), and kasiyana (support during crises) and the four dimensions of marketing management: product, price, place, and promotion. Findings revealed that entrepreneurs operationalized these values to ensure product authenticity, ethical pricing, strategic distribution, and culturally grounded promotional practices, including storytelling that communicated the heritage and preparation of indigenous products. Challenges included limited local patronage, misconceptions about product pricing, and inadequate community support, which influenced market reach and business sustainability. The study culminated in a culturally responsive marketing management framework that integrates indigenous cultural values into practical marketing strategies, fostering enterprise resilience, cultural preservation, and contribution to Sustainable Development Goals (SDG 1, SDG 8, SDG 10, and SDG 12). The findings provide insights for policymakers, local government units, and indigenous entrepreneurs on promoting sustainable, culturally grounded entrepreneurship in rural communities.