The Correlation of Marketing Strategies and Financial Performance of Motor Parts Businesses in the City of Mati

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ABSTRACT

This study explores the relationship between marketing strategies and the financial performance of motor parts businesses in the City of Mati. Recognizing the vital role of marketing in a competitive industry, the research aimed to assess how market analysis, marketing channels, and sales strategies impact profitability, liquidity, and operational efficiency. A descriptive-correlational research design was employed, with data collected from 32 legally registered motor parts businesses using a structured survey questionnaire. The findings revealed that sales strategies were the most extensively implemented among the marketing components, while profitability emerged as the strongest financial indicator. Pearson correlation analysis showed a very strong positive relationship between sales strategies and profitability, a strong relationship between market analysis and efficiency, and a moderate relationship between marketing channels and liquidity. These results affirm that effective marketing strategies significantly influence the financial outcomes of motor parts businesses. The study concludes that marketing is not merely a support function but a strategic driver of financial success. It recommends strengthening digital marketing efforts, improving financial planning, and encouraging collaboration among businesses to sustain growth and profitability. The findings of the study lend strong support to the Resource-Based View (RBV) theory, which posits that internal resources and capabilities are fundamental sources of sustained competitive advantage. In the context of motor parts businesses in Mati City, internal competencies such as targeted sales strategies, customer-focused promotions, and comprehensive market analysis have proven to be instrumental in achieving high levels of profitability and financial sustainability. The results contribute valuable insights to local enterprises and policymakers aiming to enhance the economic viability of the motor parts sector in Mati City.

INTRODUCTION

Background of the Study

The motorcycle parts industry's competitive landscape relies heavily on effective marketing strategies to drive financial performance. Marketing strategies play a crucial role in the financial success of a business. Using effective marketing strategies can significantly impact a company's financial outcomes. The marketing strategy is important for financial performance because it helps attract and retain customers, drive sales, and enhance brand awareness. Thus, the financial performance of motor parts businesses is often depended by the efficiency and effectiveness of the marketing strategies. The motor parts industry is highly competitive nowadays especially in the city of Mati, this kind of businesses must continuously adapt and align with the costumers' specific needs and preferences. Therefore, understanding the relationship between marketing strategy and financial performance is crucial for motor parts business aiming to thrive in a competitive environment (Zari & Magdum, 2023).

In Kenya, the Motor parts businesses are influences of strategic marketing and financial performance. According to the study, this established the influence of strategic marketing and practice of the performance of Moto parts businesses and companies. This study practices the performance of Moto parts businesses in Kenya and determined the challenges and experiences by the Moto parts businesses and companies (Naivobo 2012).

In the Philippines, the importance of good financial performance particularly in marketing, these strategies come in different forms. Choosing the right marketing strategies may include analyzing the needs of the business, and the target audiences. In business parlance, the Moto parts businesses must know their demographics, their preferences, attitudes, and behavior, and also must know the specification required of the product (Yodiz, 2025). Many also apply the 5Ps of the marketing mix – the product, price, promotion, place, and people (Hatten 2016; Rockotent 2021).

The research gap identified in this study is the lack of studies specifically focusing on the marketing strategy and financial performance of the motor parts businesses in the City of Mati, Davao Oriental. Most studies have explored the relationship between marketing strategies and financial performance in other industries but not considering the unique aspects of the motor parts industry. On this basis, the researchers were interested to determine the marketing strategy of the motor parts businesses in Mati City, with its indicators: market analysis, marketing channels, sales strategies, and its financial performance in terms of perceived profitability, perceived liquidity, and perceived efficiency of the motor parts businesses in the City of Mati. Addressing this gap in research will help the motor parts industry in City of Mati as it provides a more tailored advice on optimizing the market and boost the financial outcomes through understanding and determining the relationship of marketing strategy and financial performance.

Objectives of the Study

The main objective of this study was to determine the relationship of marketing strategy to the financial performance of motor parts businesses in Mati City. The study will focus on the following specific objectives:

1. Determine the level of marketing strategies of motor parts businesses in Mati City in terms of:

    1.1 Market Analysis

    1.2 Marketing Channels

    1.3 Sales Strategies

2. Determine the level of financial performance of motor parts businesses in terms of:

    2.1 Perceived profitability

    2.2 Perceived liquidity

    2.3 Perceived efficiency

3. Determine the significant relationship of marketing strategies and financial performance of Motor parts businesses.

4. Determine the impact of marketing strategies on the Financial Performance of Moto parts business.

Hypothesis

H_{o1}: There is no significant relationship between marketing strategies and financial performance among motor parts business in the City of Mati.

H_{o2}: There is no significant impact of marketing strategies on the Financial Performance of Moto parts business.

Scope and Limitations

The study was conducted in the City of Mati; the researchers used 32 samples of respondents which are the owners or managers of the motor parts business in Mati City. The study covers the motor parts businesses that was registered and permitted to operate by the Business Permit and Licensing Office (BPLO), market strategy and financial performance of the motor parts businesses was examined. The respondents in the study should be the motor parts businesses that legally operate for more than 3 years in the industry. Non-registered motor parts businesses will not be included. This study was only conducted in the City of Mati; businesses from different places were not included at all.

The scope of this study only includes specific data like marketing analysis, marketing channels, sales strategies ease of application process, profitability, liquidity, and efficiency. The study will only run for five months.

Definition of Terms

For a better comprehension of this study, the following definition of terms is provided:

Automotive Industry. This refers to the companies and activities involved in the manufacture of motor vehicles, including most components, engines and bodies.

Efficiency. This is the ability to optimize operations to maximize productivity while minimizing costs and waste.

Financial Performance - This term refers to a business's ability to generate profits, meet its financial goals, and remain viable in the long term.

Profitability - It is defined as a company's capacity to obtain profits from sales which should exceed the expenses incurred for financing the activity costs.

Liquidity - reflects the capability of the moto parts company to encounter recurring financial obligations.

Marketing Strategy – This refers to the plan of action to promote and sell the product to grow the business and engage more people.

Motor Parts Businesses - It is a part of an auto business industry that sells accessories and tools necessary for motor vehicle repair and improvement.

Marketing Channels - A group of people, organizations, and actions in the auto business industry that work together to move products from production to consumption.

Marketing Analysis - A detailed assessment of the business's target market and the competitive landscape within a specific industry.

Sales Strategies - A structured plan that outlines the actions, decisions, and goals necessary for a sales team to position a product or services and acquire new customers.

REVIEW OF RELATED LITERATURE

Theoretical Framework

The Resource-Based theory of the firm has become dominant within the field of strategic management. This study is viewed in the perspective of the Resource-Based View (RBV) theory by Wernerfelt (1984). The theory asserts that tangible and intangible resources are the key for the excellent performance of the enterprise. This theory further suggests that it is more practical to utilize internal opportunities rather than acquiring new skills from outside opportunities.

Applying RBV theory in the motor parts business context, it stresses that long-term survival and existence is basically dependent on the business's unique product offerings. Sufficient time is necessary to develop this uniqueness through nurturing the core competency of the firm. Too often, it has been widely accepted that businesses are repeatedly faced with inadequate resources and this compels them to continue doing business under financial and capability constraints (Phillipson, 2014).

In addition, the issue on insufficient resources can force the enterprise to concentrate on short-term instead on long-term objectives, and prevent them to explore the lucrative opportunities in their economic environment. Another significant theory considered in this paper is the Stage Models of Business Growth by McMahon (1998).

This model defines the development and success of enterprises. The development and success consist of stages and segments of growth through which the enterprise may pass in a lifecycle of a business. This model is similar to the natural growth of a human person in which it begins with birth and ends with death. Under the stage model, the first tier is the start-up stage, followed by expansion, maturity and the diversification level.

The motor parts businesses can widely contribute to the country's economy. Its activities consist of motor vehicle assembly, importation and distribution, rebuilding, and the manufacturing of parts and components. This sector has been the highest contributor to the country's gross domestic product (GDP) in 2023, at about 19 percent. Working alongside small, underdeveloped firms are large foreign-owned companies, such as Toyota, Honda, Mitsubishi, Nissan, and Isuzu. The domestic auto parts industry produces materials for both the original equipment manufacturer (OEM) and the aftermarket or the replacement market (Statistica Research Department, 2024).

The study aims to understand how marketing strategies affects the financial performance of the motor parts businesses. This means that as the motor parts businesses increase, the financial performance and sustainability of local businesses also increase.

RELATED LITERATURE

Marketing strategies and financial performance are closely intertwined in the management of small and medium enterprises (SMEs). Existing literature emphasizes that well-designed marketing strategies enhance profitability, liquidity, and efficiency, but findings vary depending on the sector, firm size, and market context. This section reviews prior studies in relation to the four objectives of this study: (1) to determine the level of marketing strategies of motor parts businesses in Mati City in terms of market analysis, marketing channels, and sales strategies; (2) to determine the level of financial performance in terms of perceived profitability, perceived liquidity, and perceived efficiency; (3) to determine the relationship between marketing strategies and financial performance; and (4) to determine the impact of marketing strategies on financial performance.

Marketing Strategy of Motor Parts Businesses

Marketing strategy is often conceptualized as a multidimensional construct that includes market analysis, marketing channels, and sales strategies. Prior research consistently shows that firms with a strong orientation toward market analysis tend to achieve superior alignment between products and customer demand, which enhances sales and profitability (Saif, 2015). In particular, sales strategies such as customer-oriented selling and adaptive selling have been found to significantly improve sales performance and long-term customer relationships (Abed & Haghighi, 2009). Likewise, studies of insurance companies demonstrated that effective sales strategies strongly predict financial performance, with correlation coefficients exceeding 0.90 in some cases (Maroofi et al., 2017).

Marketing channels also play a vital role in firm performance. Research suggests that efficient channel management and multi-channel distribution enhance customer access and create financial value through improved supply chain coordination (Kanellos, 2024). However, studies differ in terms of which component of marketing strategy matters most. For example, some research highlights sales strategies as the strongest predictor of short-term revenue, while others argue that market analysis and channel optimization contribute

more to long-term growth and customer retention (Saif, 2015; Rebiazina et al., 2024). These inconsistencies highlight the need for industry-specific studies.

In this regard, the present study contributes by examining marketing strategies within the unique context of motor parts businesses in Mati City. Unlike generalized SME research, this study disaggregates marketing strategies into three components and evaluates which are most influential in a trade characterized by repeat purchases, localized distribution, and informal selling practices.

Market Analysis

According to the study, in planning to start an auto part, specifically the motor parts business or looking to improve the performance of the existing business; in either case, having a well-crafted market analysis as a strategy is crucial for achieving financial success. It is a useful tool that helps in forecasting future financial performance, setting goals and identifying potential risks. It also provides insights of the business operations and a guide in making important financial decisions (Ryzhkov, 2023).

According to the study of Spork Marketing (2023) about the influence of marketing analysis as marketing strategy impacts the financial performance of motor parts businesses, it highlights the marketing strategy employed to reach the range of services that widely reflects the business's financial performance and business expertise: it was stated that the motor parts businesses can grow if there is an effective strategy, there is a need for an effective marketing analysis. To grow the business there's a need to have a good content, an SEO strategy, efficient advertising, loyal customers, and an effective website for consulting services.

Marketing Channels

According to the study of Motor Parts Marketing (2019), about marketing channel in the motor parts business. It can be difficult but choosing the right motor parts marketing strategy can lead to more sales, better profit margins, and more return customers. While Internet-specific Marketing is still a new business, the successful general marketing principles have been proven year after year. The marketing channel plays a pivotal role on the motor parts business objective.

The motor parts business part of automotive Industry is complex in terms of the large number of parts and components (textiles, glass, plastics, electronics, rubber, steel, and other metals) involving different production processes. The promotion of the automotive industry can lead to an expansion of many complementary investments by motor parts firms, particularly because the motor parts business is highly global in the industry, technology-driven and competition is intense among the automotive industry players (Raquelsantos, 2020).

Sales Strategies

It is crucial for driving growth and reaching customers effectively. According to Motor Parts Marketing (2019), managing parts sales starts with making sure to know what the bottom line will be. It doesn't matter if the business is averaging 10% on the most popular parts if they're all losing the money elsewhere. The number one thing one must do to increase auto parts sales is to maintain accurate numbers. If dealership doesn't have full-featured reporting yet, it's critical to get that in place. Being in the motor parts business for long makes one related to the idiom, "it takes money to make money". While this is false in some cases, it's absolutely true when it comes to marketing.

Financial Performance of the Motor Parts Businesses

Financial performance is a multidimensional construct encompassing profitability, liquidity, and efficiency. Prior studies on SMEs have shown that marketing strategies influence these indicators through different pathways. Aggressive sales strategies often increase profitability but may place pressure on liquidity if they involve credit or higher inventory levels. Conversely, market analysis supports both profitability and efficiency by improving product-market fit and inventory turnover (Saif, 2015).

However, findings across studies are not always consistent. Some research emphasizes profitability as the primary outcome of marketing efforts, while others show that liquidity and efficiency are also affected, though sometimes in opposite directions. Importantly, many studies rely on perceived measures of financial performance rather than audited records, which capture managerial assessments but may not fully reflect objective financial data (Shubita, 2023).

The present study advances this discussion by evaluating perceived profitability, perceived liquidity, and perceived efficiency simultaneously. This multidimensional approach allows for the identification of trade-offs among financial outcomes in motor parts businesses, where informal credit, cash sales, and localized inventories are common.

Profitability

Profitability can also be used to compare a moto parts company's performance to that of its competitors or the industry average. A company with a higher return on assets than its competitors may be considered more efficient and financially healthy (Du, et al 2015). In addition, the rapidly evolving landscape of the motor parts marketplace, profitability hinges on a nuanced understanding of market dynamics and consumer behavior.

The profitability of a Moto Parts Marketplace hinges on several key factors which include market demand, competitive landscape, and operational efficiencies. By analyzing recent industry data and trends, we can better understand the potential financial success of this business. In recent years, the moto part industry has seen a resurgence, primarily driven by rising interest in recreational activities. According to a 2022 industry report, the global moto part market is expected to grow at a compound annual growth rate (CAGR) of approximately 4.6% over the next five years. This growth directly impacts related sectors, such as the Moto Parts business and companies (Sheykin, 2024).

Liquidity

Liquidity is essential for the moto parts companies as it enables them to avoid default on their financial responsibilities and successfully avoid experiencing financial crisis. On the other hand, financial performance is a crucial indicator or measure of how well a corporation can use assets from its primary mode of business and generate revenues. According to Mohamed (2016), liquidity reflects the capability of the moto parts company to encounter recurring financial obligations. Company's liquidity is essential for companies which enables them avoid default on their financial responsibilities and successfully avoid experiencing financial crisis. Liquidity for companies typically refers to a company's ability to use its current assets to meet its current or short-term liabilities. A moto parts company is also measured by the amount of cash it generates above and beyond its liabilities. The cash leftover that a company has to expand its business and pay shareholders via dividends is referred to as cash flow (Mueller, 2022).

Efficiency

Managing parts efficiently is a multi-faceted challenge for moto parts businesses. They must juggle inventory levels, navigate complex supply chains, maintain strict quality standards, track components throughout their lifecycle, handle replacements promptly, manage obsolete inventory, and respond swiftly to emergencies (March, 2024).

The moto parts aftermarket in the US is estimated to grow by 30.83 billion USD from 2022 to 2027. According to Technavio, the market is estimated to grow at a CAGR of 7.69% during the forecast period. In the fast-paced world of moto parts businesses, success hinges not just on quality products and excellent customer service, but also on the efficiency of inventory management. Effective inventory management starts with organizing products by demand, seasonality, and shelf life. The moto parts business recommends that businesses focus on high-demand items, ensuring they have sufficient space and resources (Mao Auto Parts, 2023).

Relationship Between Marketing Strategies and Financial Performance of Motor Parts Businesses

Extensive evidence supports a significant relationship between marketing strategies and financial performance, but the strength and mechanism vary. Meta-analyses confirm that marketing capabilities enhance profitability and competitive performance, often mediated by market orientation and pricing strategies. Yet industry-specific research highlights heterogeneity. For instance, in some manufacturing and auto parts contexts, channel strategies and alliances improve performance only when supply chain coordination is adequate (Rebiazina et al., 2024).

Comparative studies reveal that sales strategies often have direct and immediate effects on financial performance, while market analysis exerts indirect influence by improving long-term product-market fit. Moderating variables such as competitive intensity, learning capacity, and supplier relationships also shape outcomes (Abed & Haghighi, 2009; Saif, 2015). The variability of these findings underscores the importance of contextualized studies.

By analyzing motor parts businesses in Mati City, this study clarifies whether the strong positive relationships found elsewhere also apply to this sector. Furthermore, the use of multiple financial indicators provides deeper insights into whether marketing strategies primarily affect profitability, liquidity, efficiency, or a combination thereof.

The study of Ryzhkov (2023) on its marketing strategies and financial performance of the motor parts businesses shows the significant relationship between marketing strategies and financial performance of the motor parts businesses. The study of Ryzhkov indicates the influence of marketing strategies on the financial performance of the motor parts businesses with its indicators, marketing analysis, marketing channel and sales strategies that greatly affects the business financial performance in terms of profitability, liquidity and efficiency.

According to the study, motor parts industry has its own challenges, like dealing with other business, customers, advance and fast-changing technology, complicated supply chains, and other aspects, which makes it vital to further understand the significance and relationship of the marketing strategy in the financial performance in this industry (Mueller, 2022).

Studies suggest two key mechanisms by which marketing strategies affect financial performance: demand enhancement and operational improvement. Sales strategies tend to increase demand and short-term revenue, while market analysis and channel management contribute to efficiency and long-term sustainability (Maroofi et al., 2017; Kanellos, 2024). Nonetheless, trade-offs exist. Short-term promotions may increase perceived profitability but reduce liquidity or efficiency, while investments in new channels may take time before financial benefits materialize.

Some longitudinal studies confirm that marketing investments produce lagged positive effects, where initial liquidity pressures eventually translate into higher profitability and efficiency. In contrast, cross-sectional studies often capture only immediate effects, which may explain the inconsistent findings in the literature (Shubita, 2023).

The present study builds on this literature by employing regression analysis to assess the incremental impact of different marketing strategy components. The stepwise method demonstrates which elements add explanatory power beyond others, providing evidence on the relative importance of sales strategies, market analysis, and marketing channels in shaping financial performance. This approach offers practical guidance for motor parts businesses on where to prioritize limited resources.

METHODOLOGY

This section presents all the research designs used in conducting the study. These includes the research design, sources of data, research locale, and participants of the study, sampling technique, sample size, data collection procedure, data treatment and ethical considerations.

Research Design

The researchers used the descriptive-correlation method in conducting the study. This involved a type of comparison or contrast and attempts to discover the relationship between the existing two or more variables without manipulating any of them (Noah, 2021). This design allows for a comprehensive and in-depth understanding on the marketing strategy and financial performance of the motor parts businesses in the City of Mati which is the purpose of the study. Also, this study determines the extent of the significant relationship of the marketing strategies to the financial performance of the motor parts businesses.

Sources of Data

The primary data for this study were acquired through survey questionnaires. The researchers asked permission to the motor business owners thru a permission letter. The research questionnaires were checked by an expert to ensure the accuracy of data collection. Moreover, the researchers collected the surveys questionnaires from the respondent.

The secondary sources of this data cited from the BPLO were utilized in this study. According to BPLO, there are 32 registered Moto parts businesses in the City of Mati. These records provided valuable data offering adequate and reliable insights into the analysis conducted in the study.

Research Instrument

A structured questionnaire guide was developed to explore perceptions and practices related to marketing strategy among motor parts businesses. Structured questionnaire is a document that consists of a set of standardized questions with a fixed scheme, which specifies the exact wording and order of the questions for the gathering of information from respondents (Cheung, 2021).

Marketing Strategies respondents rate their agreement with statements about their marketing strategies practices on a 4-point Likert scale (1 = Strongly Disagree, 4 = Strongly Agree). This targeted approach helps to ensure that the data collected is relevant and directly addresses the research questions (Nugroho, et al 2023). Using a structured questionnaire for research marketing strategies offers the advantage of collecting quantifiable data on practices and financial performance, allowing for statistical analysis and comparisons.

Research Locale

The study was conducted in City of Mati, Davao Oriental where the 32 sample managers and owners of the motor parts businesses implement marketing strategy to their businesses.

Respondents of the Study

The participants for this study were selected using a complete enumeration method, including all identified and eligible participants from the population. The researchers obtained an official list of motor parts businesses from the Business Permit and Licensing Office (BPLO) of Mati City. Based on this list, businesses that met the inclusion criteria registered, operating for at least three years, and located within Mati City were shortlisted.

The researchers then visited each establishment personally and invited the owners or managers to participate in the study. A formal request letter and informed consent form were provided. Only those who voluntarily agreed to participate and completed the survey questionnaire were included in the final dataset. The respondents of this study are the owners and managers of the motor parts businesses in the City of Mati, Davao Oriental. These motor parts businesses are registered and legally operate with permits from the Business Permit and Licensing Office (BPLO).

The inclusion criteria encompass owners or managers of Moto parts business who are officially registered with the Business Permit and Licensing Office (BPLO) of Mati City and businesses that have been operating legally for at least three (3) years in Mati City. Exclusion criteria pertain to motor parts businesses operating without a valid registration or permit from the BPLO, and businesses that have operated for less than three (3) years.

Sampling Technique

This study doesn't employ any probabilistic sampling technique. That is getting a sample from a population. Instead, this study strived for complete and accurate representation of the population though complete enumeration. This approach will consider all owners or managers or representatives of the 32 motor parts businesses.

Sample Size

As mentioned previously, this research used the whole population of duly registered and legally operated motor parts businesses as the respondents. The population size is thirty-two. The following (Table 3.2) is the distribution of respondents by barangay. The actual names of the motor parts businesses are excluded due to ethical considerations.

The total number of participants in this study is 32, consisting of the owners or managers of all registered motor parts businesses in Mati City. This number is based on the official list obtained from the Business Permit and Licensing Office (BPLO) of Mati City, which records a total of 32 businesses that are legally registered and operating within the city, have been in operation for at least three (3) years, and are actively engaged in marketing activities relevant to the study.

Table 1. The number of respondents in barangay that falls under the locale study site.

Barangay	Number of respondents
Central	22
Matiao	4
Dahican	1
Sainz	1
Dawan	1
Don Martin Marundan	2
TOTAL	**32**

Data Collection Procedure

In gathering the data of this study, the researchers followed the following steps: First, researchers adopted a survey questionnaire and some modifications to it. The draft of the research was proposed to the panelists for comments, corrections, and revisions. The stated questionnaire was presented to the adviser and statistician for validation, following several consultations. Before the instrument to be officially printed and distributed, their feedback, opinions, and suggestions will be considered during the instrument's revision.

In a further step, the researchers personally presented the said questionnaire for validation to the adviser of the research. Suggestions, comments, and recommendations were integrated into the revision of the instrument for refinement before printing for distribution.

Afterward, the researchers have requested approval from the research adviser and the panel members in a form of letter in conducting the study and for the distribution of questionnaires.

After getting the approval, the researchers personally distributed the instruments to the respondents, following the proper protocol using the Complete Enumeration sampling clustered based on barangays.

Hence, upon the filling up of the instruments, the researchers gathered and compiled the data, and then personally turned them over to the statistician for statistical treatment

Data Treatment

The data were gathered and were carefully evaluated and analyzed by the researchers through the assistance of a statistician. The statistical tools that were used to treat the data gathered are the following:

Mean. Mean is the representation of the entire data set. It is necessary to be computed to identify the level of awareness of the respondents. The mean range that was used in this study where 5 = Strongly Agree; 4 = Agree; 2 = Disagree; 1= Strongly Disagree.

Pearson-r. This statistical tool was used to determine the level of relationship between the marketing strategies and financial performance of the motor parts businesses in the City of Mati.

Multiple Regression Analysis. This statistical technique allowed the researchers to assess the extent to which the three dimensions of marketing strategies and collectively explained variations in the financial performance indicators of profitability, liquidity, and efficiency. By applying regression analysis, the study identified not only the strength of the relationships but also which marketing components had the most significant impact, thereby providing deeper insights into the factors that drive the financial outcomes of motor parts businesses in Mati City.

4 - Point Likert Scale. The study utilized by the satisfaction scale (Table 2.2), which ranges from one extreme attitude to another. It is used to allow an individual to express how much they agree or disagree with a particular statement.

Table 2. Interpretation of Means.

Scale	Interpretation	Definition
4	Strongly Agree	This means that the financial performance of motor parts businesses in Mati City is very much evident.
3	Agree	This means that the financial performance of motor parts businesses in Mati City is much evident.
2	Disagree	This means that the financial performance of motor parts businesses in Mati City is less evident.
1	Strongly Disagree	This means that the financial performance of motor businesses In Mati City is not evident.

Ethical Considerations

The researcher obtained ethical clearance from the Davao Oriental State University's Research Ethical Board before gathering data from respondents.

Voluntary Participation

The willingness of Motor Parts Businesses to freely participate in the study, "Relationship of Marketing Strategies and Financial Performance of Motor Parts Businesses in the City of Mati," emphasized their willingness to contribute to the expansion of financial knowledge and marketing. These businesses showed a proactive interest in comprehending and enhancing their own financial performance and behaviors by electing to participate in the study. Their voluntary participation made it possible to convey their experiences, viewpoints, and actions in relation to marketing strategy and financial performance. Additionally, because their participation represented their actual opinions and responses, it guaranteed the legitimacy and dependability of the study's conclusions. Through their voluntary involvement, business owners and managers significantly contributed to research endeavors that aimed to improve marketing strategy and financial performance, thereby advancing their own personal growth and that of the larger business community.

To preserve their well-being, participation in the study was entirely voluntary, and informed consent was acquired prior to data collection. Confidentiality was strictly maintained, ensuring that responses stayed anonymous and no personally identifiable information was disclosed. If owners or managers felt uncomfortable or distressed when answering financial inquiries, appropriate considerations, support, and referrals were made as needed. The study adhered to ethical criteria throughout the research procedure to protect all participants' rights and well-being.

Privacy Confidentiality

Participants' data were all handled with the highest confidentiality and were only available to approved researchers working on the project. Participants' privacy was protected by the use of anonymized data and secure storage techniques, among other measures. The confidentiality of participant identities and personal information was strictly maintained, and anonymity was maintained in the way that data was aggregated and reported. In addition, participants were made aware of the study's objectives, the fact that their participation was voluntary, and their rights with regard to data privacy. Any personally identifying information gathered for the study was kept private and was not shared with outside parties without the participants' express permission. The research team strove to preserve the integrity and confidence of the study process while honoring the rights and privacy of each and every participant by adhering to strict privacy and confidentiality requirements.

Recruitment

An invitation to take part in the study was sent to prospective volunteers. An outline of the goals, methods, and aim of the study was included in this invitation. A comprehensive information sheet detailing the study was sent to participants in addition to their invitation. This document contained details about the study's objectives, methods, and possible risks or advantages in addition to information about the researchers. A consent form had to be signed by all interested parties in order to participate.

RESULTS AND DISCUSSION

In this section, the data gathered from 32 registered motor parts businesses in Mati City are carefully examined and discussed. The results are presented in line with the study's main goals, which are to find out how these businesses apply their marketing strategies, how they are doing financially, and whether there is a meaningful connection between the two. To better understand the information collected, the researchers used simple statistical tools to break down the answers from the respondents. This helped give a clearer idea of how the businesses are currently performing and how well they manage their marketing and financial operations.

Level of Marketing Strategies

Level of marketing strategies were evaluated across three domains: Market Analysis, Marketing Channels, and Sales Strategies. These components were designed to capture how well motor parts businesses assess market trends, reach customers, and execute sales operations.

Market Analysis

Based on Table 3, most of the respondents agreed that they practice market analysis as part of their marketing strategy, with an average score of 3.61. This shows that many motor parts businesses in Mati City are aware of their market environment. Most of them try to study their competitors, use SWOT analysis, divide their customers into groups, and keep track of what's happening in the market.

As shown in Table 4.1, the items show that all indicators under market analysis received strong agreement from respondents. Specifically, identifying competitors, and analyzing customer needs and trends. Using market segmentation, each had a mean score of 3.66, reflecting a consistent commitment among businesses to understanding the competitive landscape and tailoring services accordingly. The usage of the SWOT analysis scored slightly lower at 3.53. It says that while commonly applied, some of the businesses may not fully integrate it into their planning. Evaluating the demographics, the target audience scored 3.56, confirming that most businesses recognize the value of targeting specific customer groups. These results underscore the strategic importance of informed market analysis in navigating the competitive environment of the motor parts industry.

As noted by Ryzhkov (2023), doing market analysis helps businesses not limited to only when starting out, but also when they want to improve how they perform. This will assist them in knowing how to develop objectives

that are appropriate for their circumstances, to make better financial decisions, and to be better equipped to handle with any obstacles that may encountered in the future.

Table 3 Level of Marketing Strategies in terms of Market Analysis.

	Mean	Interpretation
Identifies competitors in the industry	3.66	High
Uses SWOT analysis	3.53	High
Determines target audience demogra-phics	3.56	High
Analyses customer needs and trends	3.66	High
Uses market segmentation	3.66	High
Average	**3.61**	**High**

Furthermore, Spork Marketing (2023) mentioned that a company's financial performance may be significantly impacted by its grasp of its market. According to their results, companies are more likely to develop strategies that are effective in the real world when they take the time to get to know their clients and keep an eye on industry trends.

Marketing Channels

As shown in Table 4, the Marketing Channels has an average mean score of 3.56, indicating a moderate to high level of implementation among motor parts businesses in Mati City. It suggests that while other enterprises are starting to adopt digital tools such as websites and social media platforms, some continue to rely on traditional marketing methods.

Table 4. Level of Marketing Strategies in terms of Marketing Channels.

	Mean	Interpretation
Uses digital marketing tools	3.45	High
Conducts promotional activities	3.39	Moderate
Offers enticing promotions	3.61	High
Uses diverse channels	3.68	High
Improves online visibility	3.65	High
Average	**3.56**	**High**

The data in the Table 4 about marketing channels reveals varying degrees of digital and traditional marketing adoption. The highest mean score was given to the use of diverse marketing channels (3.68), indicating a broad approach to customer outreach. Improving online visibility followed closely (3.65), showing an increasing awareness of the importance of digital presence.

However, promotional activities scored the lowest at 3.39, revealing an area for improvement in targeted campaigns. The use of digital tools such as websites and social media scored 3.45, suggesting that while adoption is growing, some businesses are still in transition. Overall, the data highlights the need for a balanced and integrated approach to maximize market reach and impact.

According to Motor Parts Marketing (2019), selecting the appropriate marketing channel can significantly influence sales growth, profit margins, and customer retention. Even though the internet-specific marketing is relatively new in the motor parts industry, the foundational marketing principles remain highly effective. The complexity of the motor parts sector has owing to the wide range of components and materials involved, including textiles, plastics, and electronics, and demands a strategic approach tailored to its unique operational landscape (Raquelsantos, 2020).

Additionally, Desygner (2024) emphasizes that successfully marketing motorcycle parts and supplies requires a combination of creativity, strategic planning, and a deep understanding of the target audience. In a highly competitive, technology-driven industry, optimizing both traditional and digital marketing channels presents a valuable opportunity for growth and enhanced market reach.

Sales Strategies

As shown in Table 5, Sales Strategies received the highest mean score of 3.68 among the three marketing dimensions, indicating that motor parts businesses in Mati City place considerable emphasis on personalized promotions, customer service, and cross-selling techniques. These strategies are directly tied to revenue generation and reflect a strong application of relationship marketing principles.

Breaking down the sales strategies further, the highest rated item was quality customer service (3.75), emphasizing the industry's focus on maintaining strong client relationships. Providing exclusive perks (3.69) and suggesting complementary products (3.66) indicate proactive selling behaviors. Offering bundled discounts also scored 3.66, showing that value-packaging is a widely embraced strategy. Developing an e-commerce platform, while slightly lower at 3.62, still reflects substantial interest in digital commerce. Collectively, these results demonstrate the sector's emphasis on relationship marketing and its alignment with revenue growth strategies.

Table 5. Level of Marketing Strategies in terms of Sales Strategies.

	Mean	Interpretation
Provides exclusive perks	3.39	Moderate
Suggests complementary products	3.61	High
Offers bundled discounts	3.68	High
Delivers quality customer service	3.65	High
Develops an e-commerce platform	3.56	High
Average	**3.58**	**High**

According to Remi (2024), leveraging the right sales channels is essential for driving business growth and effectively reaching customers, highlighting the strategic importance of sales in any business context.

Furthermore, Motor Parts Marketing (2019) emphasizes that successful parts sales begin with a clear understanding of financial performance and profitability. Maintaining accurate data and implementing robust reporting systems are critical steps in identifying which products drive revenue and which may be underperforming. The adage "it takes money to make money" holds especially true in the context of sales and marketing within the motor parts industry, where strategic investments in customer-focused initiatives often lead to measurable growth.

Marketing Strategies

Table 6 presents the Overall Marketing Strategy Result, which evaluates three key indicators, Market Analysis, Marketing Channels, and Sales Strategies, based on their respective mean scores and interpretation levels. The results reveal that all three indicators received high ratings, with Market Analysis achieving the highest mean score of 3.61, followed closely by Sales Strategies at 3.58 and Marketing Channels at 3.56. These consistently high scores across all indicators suggest that the marketing strategy implemented is perceived to be effective and well-executed across different dimensions. The computed average mean of 3.58 further reinforces the overall strong performance of the marketing strategy, indicating that respondents generally agree that the business demonstrates a high level of competence in analyzing market trends, utilizing appropriate channels for promotion and distribution, and deploying effective sales tactics.

Table 6. Overall Marketing Strategy Result.

Indicator	Mean	Interpretation
Market Analysis	3.61	High
Marketing Channels	3.56	High
Sales Strategies.	3.58	High
Average	3.58	High

Level of Financial Performance

Financial performance was examined across three critical dimensions: Profitability, Liquidity, and Efficiency. These indicators were chosen to provide a comprehensive assessment of how well the motor parts businesses manage their financial resources and sustain economic viability. The findings indicate that, overall, the businesses demonstrate strong financial health.

Profitability

Profitability, with a mean score of 3.74 as shown in Table 7, emerged as the strongest financial indicator among the assessed variables. This suggests that motor parts businesses in Mati City demonstrate stable revenue generation, reinvestment capabilities, and consistent sales performance. High profitability is often a reflection of effective marketing strategies that stimulate demand and enhance customer lifetime value.

Among the profitability indicators, providing services for additional profit and meeting financial goals consistently received the highest mean scores (3.81). This indicates a strong commitment to diversified revenue streams and goal orientation. Reinvestment into the business (3.75) and generating revenue from operations (3.72) are also robust, showing a healthy profit cycle. Maintaining consistent daily sales, though slightly lower at 3.62, is still within the strongly agreed range, suggesting that most businesses experience stable operational revenue. These figures affirm that financial outcomes are closely linked to effective internal strategies and market responsiveness.

Table 7. Level of Financial Performance in terms of Profitability.

	Mean	Interpretation
Generates revenue from operations	3.72	High
Provides services for additional profit	3.81	High
Reinvests profit into business	3.75	High
Maintains consistent daily sales	3.62	High
Meets financial goals consistently	3.81	High
Average	**3.74**	**High**

According to Du, et al (2015), profitability also serves as a benchmark for evaluating a company's efficiency and financial health relative to industry competitors, particularly through metrics such as return on assets. In the context of the rapidly evolving motor parts industry, sustained profitability depends on a nuanced understanding of market dynamics, consumer behavior, and operational efficiency. As noted by Sheykin (2024), the global motor parts market is experiencing renewed growth, with a projected compound annual growth rate (CAGR) of approximately 4.6% over the next five years. This positive trend is fueled in part by rising interest in recreational and automotive activities, which presents additional opportunities for motor parts businesses to expand and capitalize on emerging market demands.

Liquidity

Liquidity, with a mean score of 3.57 as shown in Table 8, reflects a generally high level among motor parts businesses in Mati City, indicating that these companies are largely able to meet their short-term financial obligations.

The liquidity dimension reveals that implementing liquidation per transaction scored the highest (3.78), showing active cash flow practices. Expanding operations using revenue (3.62) and aiming for profit-making operations (3.59) also reflect strategic reinvestment behaviors. However, the use of diverse revenue calculation approaches scored noticeably lower (3.31), which may point to inconsistencies or gaps in financial reporting systems. This variability suggests that while businesses are generally liquid, there is room to improve financial tracking and reporting accuracy.

Table 8. Level of Financial Performance in terms of Liquidity.

	Mean	Interpretation
Implements liquidation per transaction	3.78	High
Uses diverse revenue calculation approaches	3.31	High
Shows positive net profit	3.53	High
Aims for profit-making operations	3.59	High
Expands operations using revenue	3.62	High
Average	**3.57**	**High**

Liquidity is crucial for motor parts companies as it enables them to avoid defaulting on financial responsibilities and helps prevent financial crises (Mohamed, 2016). It represents the company's ability to use current assets effectively to cover short-term liabilities. Moreover, liquidity performance can be assessed by the amount of cash generated beyond immediate obligations, which is essential for business expansion and shareholder returns through dividends (Mueller, 2022). Maintaining adequate liquidity is vital to ensuring operational stability and fostering sustainable growth in the competitive motor parts industry.

Efficiency

Efficiency, with a mean score of 3.64 as shown in Table 9, reflects a robust level of operational effectiveness among motor parts businesses in Mati City. This suggests that these businesses maintain streamlined operations, justify expenses appropriately, and employ effective business models. Operational efficiency is a key indicator of financial discipline and is often supported by strong market knowledge and careful planning.

For efficiency, incurring costs effectively scored the highest at 3.72, suggesting a disciplined approach to expense management. Justifying expenses and having a business model for efficiency both scored 3.69, indicating a structured approach to operational decision-making. Prioritizing efficient transactions (3.59) and spending wisely (3.53) reflect day-to-day operational prudence. These values collectively highlight a well-managed and cost-conscious business environment that supports sustainable growth.

Managing parts efficiently in this industry is a complex task, requiring careful inventory control, navigation of intricate supply chains, strict adherence to quality standards, and rapid response to replacements and emergencies (March, 2024). The growing motor parts aftermarket, projected to expand by 30.83 billion USD in the US between 2022 and 2027 at a CAGR of 7.69% (Technavio), underscores the importance of efficient inventory management. According to Mao Auto Parts (2023), success in this fast-paced sector depends not only on quality products and excellent customer service but also on organizing inventory by demand, seasonality, and shelf life, prioritizing high-demand items to optimize space and resources.

Table 9. Level of Financial Performance in terms of Efficiency.

	Mean	Interpretation
Prioritizes efficient transactions	3.59	High
Justifies expenses	3.69	High
Has a business model for efficiency	3.69	High
Spends wisely for profitability	3.53	High
Incurs costs effectively	3.72	High
Average	**3.64**	**High**

Overall Perceived Financial Performance

Table 10 illustrates the Overall Perceived Financial Performance based on three key indicators: Perceived Profitability, Perceived Liquidity, and Perceived Efficiency. Each indicator received a high interpretation,

reflecting positive perceptions of the organization's financial health. Perceived Profitability garnered the highest mean score at 3.74, indicating strong confidence in the firm's ability to generate income relative to its expenses. This was followed by Perceived Efficiency with a mean of 3.64, suggesting favorable views on the firm's resource utilization and operational effectiveness. Perceived Liquidity, with a mean score of 3.57, still interpreted as high, reflects a solid perception of the firm's ability to meet its short-term obligations.

The overall average mean of 3.65 shown in Table 4.8 confirms that respondents consistently rated the financial performance indicators as high, implying a generally favorable assessment of the firm's financial condition from the stakeholders' perspective.

Table 10. Overall Perceived Financial Performance.

Indicator	Mean	Interpretation
Perceived Profitability	3.74	High
Perceived Liquidity	3.57	High
Perceived Efficiency	3.64	High
Average	**3.65**	**High**

Ryzhkov (2023) emphasized that market analysis is not only for startups but also crucial for ongoing performance improvement. It aids in setting realistic goals, making informed financial decisions, and proactively facing risks. The average mean score of 3.65 indicates a high level of financial health among respondents. According to Du et al. (2015), profitability serves as a key benchmark for assessing a business's efficiency and financial health, particularly when comparing operational performance against industry standards. The high mean for perceived profitability (3.74) aligns with Sheykin's (2024) findings that the global motor parts industry is experiencing growth, creating favorable conditions for sustained revenue generation and reinvestment. Furthermore, the mean score of 3.57 for liquidity reflects businesses perceived ability to meet short-term obligations consistent with Mohamed (2016) and Mueller (2022), who emphasized liquidity as essential for avoiding financial crises and supporting day-to-day operations. Finally, the high rating for efficiency (3.64) is supported by March (2024) and Mao Auto Parts (2023), who argue that efficient inventory and cost management are crucial for competitive advantage in the fast-paced motor parts sector. Together, these references from the RRL validate the study's finding that the motor parts businesses surveyed perceive themselves as financially sound able to generate income, meet obligations, and operate efficiently hence the high overall financial performance rating.

Spork Marketing (2023) also argued that understanding the market deeply allows businesses to align strategies with customer needs and trends which ultimately lead to real-world effectiveness and better financial results.

The Relationship of Marketing Strategy and Financial Performance

To further examine the relationship between marketing strategies and financial performance, a Pearson correlation analysis was conducted. This statistical method measures the strength and direction of the linear relationship between paired variables. Table 11 presents the correlation coefficients between the three components of marketing strategies - Market Analysis, Marketing Channels, and Sales Strategies, and the corresponding financial performance indicators - Efficiency, Liquidity, and Profitability.

Correlation analysis was used to evaluate the relationship between marketing strategies and financial performance. The Pearson correlation coefficient (r) and the significance level (p-value) are presented below.

Table 11. Relationship of Marketing Strategies and Financial Performance.

Marketing Strategy	Financial Performance	Correlation (r)	p-value	Strength of Relationship
Sales Strategies	Profitability	0.87	< 0.01	Very High
Market Analysis	Efficiency	0.73	< 0.01	High

Marketing Channels	Liquidity	0.48	< 0.05	Moderately High
Overall		**0.76**	**<0.01**	**High**

As shown in Table 11, Sales Strategies exhibit a very strong positive correlation with Profitability (r = 0.87, p < 0.01), suggesting that motor parts businesses that effectively implement sales initiatives, such as targeted promotions, enhanced customer engagement, and superior service, are more likely to achieve higher profit margins. This finding aligns with Ryzhkov's (2023) study, which highlights the significant impact of sales strategies on the financial performance of motor parts businesses, particularly in driving profitability.

Similarly, Market Analysis demonstrated a strong positive correlation with Efficiency (r = 0.73, p < 0.01), indicating that businesses investing in thorough market understanding are better positioned to optimize operations by aligning resources with actual customer needs. This supports Ryzhkov's (2023) assertion that a well-conducted market analysis is critical to financial performance, reinforcing operational efficiency as a key outcome.

Marketing Channels showed a moderate yet statistically significant correlation with Liquidity (r = 0.48, p < 0.05), suggesting that promotional activities and market visibility can enhance a company's capacity to meet short-term financial obligations. However, as liquidity is influenced by various operational factors, marketing channels are one of multiple contributors to financial stability.

The motor parts industry faces unique challenge, including complex supply chains, rapid technological advancements, and dynamic customer demands, that require a nuanced understanding of how marketing strategies interrelate with financial outcomes (Mueller, 2022). Marketing Strategy and Financial Performance has a very high relationship, with an approximated coefficient of about r = 0.69 to 0.83 and a p-value < 0.01, suggesting statistical significance.

The Pearson correlation study reveals a considerable and high relationships of marketing strategy and financial success (estimated r = 0.76, p < 0.01). This suggests that organizations improve their marketing strategies, particularly in terms of sales, channels, and market analysis, their financial performance, including profitability, liquidity, and efficiency.

The Impact of Marketing Strategies to the Financial Performance

The regression analysis using the stepwise method revealed that financial performance is significantly influenced by sales strategies, market analysis, and marketing channels. In the initial model, only sales strategies were retained, demonstrating a strong and positive relationship with financial performance (β = 0.897, p = 0.000). This indicates that sales strategies alone already explain a substantial portion of the variance in financial performance.

In the second model, market analysis was added, showing a positive and significant effect (β = 0.281, p = 0.016). This suggests that enterprises that incorporate market analysis alongside their sales strategies tend to perform better financially. Finally, in the third and final model, marketing channels were also included, and the results showed that all three predictors significantly contribute to financial performance. Among them, sales strategies remained the strongest predictor (β = 0.491, p = 0.000), followed by market analysis (β = 0.313, p = 0.004) and marketing channels (β = 0.256, p = 0.009).

The overall model fit was found to be very strong (R² = 0.875, Adjusted R² = 0.861), indicating that 87.5 percent of the variance in financial performance can be explained by the three predictors combined. The F-statistic (65.130, p = 0.000) confirmed that the model is highly significant. Furthermore, the Variance Inflation Factor (VIF) values ranged from 1.880 to 3.314, which are within acceptable limits, suggesting that multicollinearity was not a concern.

Table 12. Regression Analysis Using Stepwise Method

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
			Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.430	0.292		1.475	0.151		
	Sales Strategies	0.877	0.079	0.897	11.085	0.000	1.000	1.000
2	(Constant)	0.235	0.279		0.842	0.407		
	Sales Strategies	0.674	0.108	0.689	6.255	0.000	0.455	2.196
	Market Analysis		0.102	0.281	2.551	0.016	0.455	2.196
3	(Constant)	0.217	0.251		0.864	0.395		
	Sales Strategies	0.480	0.119	0.491	4.035	0.000	0.302	3.314
	Market Analysis	0.290	0.092	0.313	3.137	0.004	0.449	2.226
	Marketing Channels	0.175	0.062	0.256	2.794	0.009	0.532	1.880

$R = 0.935$; $R2 = 0.875$; $\triangle R2 = 0.861$; $DW = 1.551$; f-stat = 65.130, **p-value = 0.000

a. Dependent Variable: Financial Performance

** Significant at 0.05 level of significance.

These findings highlight that while financial performance is multifaceted, sales strategies remain the most critical determinant, with market analysis and marketing channels playing supporting yet significant roles. In practice, this means that firms prioritizing strong sales strategies, complemented by effective market analysis and the proper use of marketing channels, are more likely to achieve higher levels of financial performance.

These findings align with prior empirical work. For instance, Maroofi et al (2017) found that sales strategies significantly impacted financial performance in insurance firms, showing strong correlation coefficients (e.g., r = .906 to .942) between direct/indirect sales approaches and measures like return on assets (ROA), thereby underscoring the critical role of effective sales strategies in enhancing firm performance. Similarly, Abed and Haghighi (2009) highlighted that customer-oriented, adaptive, and relational selling can foster enduring customer relationships and drive superior sales performance, which ultimately supports financial outcomes.

Regarding market analysis, tailored marketing strategies such as promotion, pricing, distribution, and product adaptation were shown to affect financial results, particularly when implementation is effective (Saif, 2015). Additionally, long-term relationship marketing (RM) practices have been evidenced to bolster both market and financial performance over extended time horizons in emerging markets (Rebiazina et al., 2024). These studies emphasize that analytical insights about markets and customers enhance the effectiveness of strategic actions, reinforcing the finding that market analysis contributes significantly to financial performance.

In terms of marketing channels, research suggests these play a pivotal role in supply chain coordination and value creation, influencing financial outcomes through improved distribution efficiency and customer satisfaction (Kanellos, 2024; Saif, 2015). The result showing that marketing channels significantly affect financial performance ($\beta = 0.256$) echoes these conclusions: robust channel operations can translate innovations and marketing actions into tangible financial gains.

In contrast, a study of Jordanian industrial firms by Shubita (2023) found that while profitability (ROA) significantly influenced marketing strategy decisions, the explanatory power was modest (adjusted R^2 around 11%–19%). This suggests that, in some contexts, the reverse relationship might be more pronounced than marketing driving financial performance per se. However, the context and modeling direction differ, and the model demonstrates a strong cause-effect flow from marketing elements to financial outcomes.

SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter presents a comprehensive summary of the study's key findings, formulates conclusions based on the analyzed data, and offers actionable recommendations. These are grounded in the results concerning the relationship between marketing strategies and the financial performance of motor parts businesses in the City of Mati.

Summary

The study was conducted to examine the correlation between marketing strategies and the financial performance of motor parts businesses in Mati City. It aimed to determine the level of marketing strategies in terms of market analysis, marketing channels, and sales strategies, as well as financial performance in terms of perceived profitability, liquidity, and efficiency. Furthermore, it sought to identify the significant relationship between these marketing strategies and financial performance and to analyze the extent of their impact. The study was anchored on marketing and financial management theories, highlighting the crucial role of strategic decision-making in sustaining business growth.

The researchers employed a descriptive-correlational research design using a survey questionnaire as the primary instrument for data collection. The respondents were owners and managers of motor parts businesses in Mati City, selected using purposive sampling. Statistical tools such as weighted mean, Pearson correlation, and multiple regression analysis were used to analyze the data. These methods allowed the study to measure the levels of marketing strategies and financial performance, establish correlations, and test predictive relationships.

Findings revealed that the level of marketing strategies of motor parts businesses was generally high across all three indicators. Among these, sales strategies emerged as the strongest component, reflecting the businesses' focus on pricing, promotions, and personal selling practices. Market analysis and marketing channels were also rated high, suggesting that motor parts businesses in Mati City actively evaluate customer needs and use both traditional and emerging distribution methods to reach their market. This indicates that the enterprises value strategic marketing as an essential element in maintaining competitiveness.

In terms of financial performance, results showed that motor parts businesses rated themselves high in perceived profitability, liquidity, and efficiency. Profitability was strongly associated with effective sales strategies, while liquidity and efficiency were influenced by proper inventory management and customer relationship practices. These findings suggest that motor parts businesses in Mati City are financially resilient and able to balance short-term gains with operational efficiency, despite the challenges of a competitive and localized industry.

The correlation analysis confirmed that marketing strategies have a significant positive relationship with financial performance. Sales strategies had the strongest correlation, followed by market analysis and marketing channels. This means that businesses that actively implement marketing initiatives tend to achieve higher profitability, better liquidity, and greater efficiency. The regression analysis further revealed that sales strategies, market analysis, and marketing channels all significantly impact financial performance, with sales strategies contributing the most explanatory power.

Overall, the results underscore the importance of integrating effective marketing strategies into the operations of motor parts businesses. The findings are consistent with prior research that highlights the role of sales and market analysis in enhancing business outcomes but extend the literature by focusing on a sector often overlooked in academic studies.

Conclusion

The study concludes that the marketing strategies of motor parts businesses in Mati City, specifically market analysis, marketing channels, and sales strategies, are practiced at a high level, reflecting the sector's strong emphasis on understanding customer needs, maintaining effective distribution systems, and applying competitive selling practices. Similarly, the financial performance of these businesses, measured in terms of

perceived profitability, liquidity, and efficiency, was also rated high, indicating that these enterprises are able to sustain revenues, manage resources effectively, and operate efficiently despite competitive pressures.

The findings further revealed a significant positive relationship between marketing strategies and financial performance. Regression analysis confirmed that sales strategies, market analysis, and marketing channels all have significant impacts on financial performance, with sales strategies emerging as the strongest determinant. These results suggest that motor parts businesses that consistently implement effective marketing strategies are more likely to achieve higher profitability, maintain adequate liquidity, and sustain efficiency in their operations.

Given these results, all null hypotheses of the study, which posited that there is no significant relationship between marketing strategies and financial performance, and that marketing strategies do not significantly impact financial performance, were rejected. Instead, the study provides empirical evidence that marketing strategies are not only correlated with but also predictive of financial outcomes. This underscores the importance for motor parts business owners and managers to continually enhance their marketing approaches, adopt customer-focused practices, and leverage both traditional and digital channels to strengthen their overall financial performance.

Recommendation

It is recommended that motor parts business owners and managers in Mati City continue to strengthen their sales strategies, as these were found to have the greatest impact on financial performance. This can be achieved by offering competitive pricing, providing personalized customer service, and implementing loyalty programs to retain regular clients. At the same time, owners should adopt customer relationship management (CRM) practices, even in simple forms such as recording customer purchase histories or using messaging platforms for service reminders. Such initiatives can enhance repeat transactions, improve customer satisfaction, and ensure long-term profitability.

Additionally, businesses are encouraged to expand and diversify their marketing channels by incorporating digital platforms alongside traditional distribution methods. Simple online selling options, social media promotions, and cashless payment systems can help broaden market reach and improve operational efficiency. Strengthening market analysis through regular customer feedback, competitor monitoring, and demand forecasting is also crucial to maintaining relevance in a competitive environment. By integrating these strategies, motor parts businesses can improve profitability, ensure adequate liquidity, and maintain efficiency, thereby enhancing resilience and sustainability in the local market.

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