**“SUSTAINABLE STRATEGIES PRACTICES OF SARI-SARI STORE OWNERS IN BARANGAY DUGONG, BUCAY, ABRA”**

**INTRODUCTION**

Sustainability recognizes that businesses are fully aware of their impact on the material and immaterial circumstances of their immediate and indirect environments. It is concerned with investigating market opportunities and risks and carefully examining the social, environmental, and economic consequences of developed corporate activity on the area. It's also vital to remember that by creating jobs, enhancing products and processes, starting new enterprises, and transforming people's lives, sustainability contributes considerably to a country's economic and non-economic development. (Depczy, Cheba, 2017)

The literature on sustainable business practices has primarily concentrated on giant corporations, such as multinational corporations, with significant individual consequences. On the other hand, small and medium-sized firms collectively impact the regions they operate in, despite their importance. This trait is essential in particular areas or nations, such as Latin America, where SMEs account for 95 percent of the company fabric, and Ecuador, where SMEs account for 99 percent of the business fabric. As a result, it's critical to consider the strategic significance of these enterprises in the economy and the economic, social, and environmental consequences of their combined actions. (Batista, Francisco, 2018)

Sustainability refers to a variety of programs, efforts, and actions focused on preserving a particular resource. However, it relates to four distinct sectors known as the four pillars of sustainability: human, social, economic, and environmental. Human sustainability attempts to preserve and strengthen society's human capital. Human sustainability encompasses investments in health and education systems and access to services, nourishment, knowledge, and skills. Natural resources and space are finite, and it is necessary to balance continued growth and gains in health and economic well-being for all. An organization will consider itself a member of society and promote corporate values that value human capital in the business world. Social sustainability aims to protect social capital through investing in and producing services that make up our society's framework. The notion allows for a broader world perspective in terms of communities, cultures, and globalization. It entails safeguarding future generations and acknowledging that our actions influence others and the planet at large. With principles like cohesiveness, reciprocity, honesty, and the importance of interpersonal interactions, social sustainability focuses on maintaining and increasing social quality. The goal of economic sustainability is to keep the capital intact. Economic sustainability attempts to raise living standards, whereas social sustainability focuses on improving social equity. It refers to the effective utilization of assets to maintain a company's profitability over time in the business world.

During the global pandemic, businesses were confronted with a variety of problems, and how they responded has influenced their resilience and chances of surviving the catastrophe. To adapt to this changing climate, small and medium-sized businesses are modifying their business strategies. The service sector has been particularly heavily damaged. The four pillars of the sustainability principle assert that to achieve total sustainability, problems must be handled regarding the four pillars of sustainability and then maintained. Even though some of these may overlap, it is critical to determine the precise type of green business to focus on, as each of the four has its own set of features. Companies must make a strategic decision to integrate the chosen strategy into their policies and procedures correctly. (RMIT University, 2017)

The term "sustainability" has three dimensions. The economic dimension is concerned with the company's financial viability, which is critical since it offers benefits, jobs, and other resources that contribute to overall social and environmental well-being. Economic and technological efficiency, investment and productivity stimulation, economic growth, and economic output potential (2018, Lalangui and Garcia) The social dimension includes a company's commitment to conduct business ethically in the context of the environment in which it operates, as well as the interests of its employees and society as a whole. People's equality of opportunity, including welfare, quality of life, and long-term human development. Individual capacities and human needs should be liberated by evolution, reducing poverty, and improving people's quality of life by providing them with a secure future with full rights and liberties and social cohesiveness. The discussion over firms' contributions to sustainable development goals has altered drastically due to the creation of sustainable strategies and associated thinking. In many organizational situations, the term "sustainability" has become commonplace. While public knowledge of environmental and social issues and the role that businesses play in their production is higher than it has ever been. Changes to larger structures and mindsets are likely to be required to make further progress. Businesses today may find it difficult to grasp how paying higher wages is suitable to their bottom line or how incorporating more difficult sustainability goals into innovation goals is worth the investment. These modifications will broaden the scope of successful sustainability initiatives and improve their capacity to compete against non-sustainable ones.

These techniques also shield your sari-sari store from today's harmful or risky situations while ensuring that it is prepared to meet future challenges and possibilities. To provide a long existence or service and ensure that your sari-sari store is successful in the future, it is critical to have a long-term outlook. Efficiency in operations will improve when more sustainable practices are developed and implemented. Processes will be streamlined, and expenses will be reduced, thanks to better resource utilization and conservation. Implementing water and energy conservation measures, as well as recycling, reusing, and decreasing trash will help you protect your store from the ground up while assuring its long-term viability.

Many small firms are predicted to close due to COVID-19's social distancing limits and demand shifts. However, there is very little early evidence of these effects. The failures and consequences of entrepreneurial activities faced by micro-businesses such as "sari-sari stores" appeared to be undermined in scholarly discussions in the context of a developing world such as the Philippines, and the specifics on how these entrepreneurial opportunities are pursued were somehow ignored. A business concept is to open a sari-sari store. It's also a profitable business. Unfortunately, sari-sari stores can't just open up wherever these days and expect to earn money. However, The most important thing is figuring out who the target market is and finding out their issues. Consider how your sari-sari store can assist in resolving those issues. To put it another way, a sari-sari store could be a starting point. If technology and innovation were added to a sari-sari store, it could be today's profitable and evolved business.

Experts advise learning about many theories to recognize the essential assumptions and restrictions (Byron & Thatcher, 2016). From an academic standpoint, introducing a phenomenon offered the concept of a theory (Suddaby, 2014). Theoretical frameworks are examined and appraised (Reuber, Fischer, & Coviello, 2016). This study looked at several theories, including agency theory, corporate governance theory, and stewardship theory, all of which characterized a behavior (see Glinkowska & Kaczmarek, 2015). Stakeholder theory is concerned with the stakeholder-manager connection (Olsen, 2017).

58 sari-sari store owners are registered in Barangay Dugong, a tiny barangay in Bucay, Abra. Because sari-sari stores aren't very distinct from other stores and don't have much differentiating power, marketing professionals must assist in this area. Given how a sari-sari store operates, these sari-sari stores are frequented by locals, particularly in small barangays, because they are remote from the city or large grocery stores and because sari-sari stores provide convenience to all. In today's generation, a sari-sari store can be found in almost every corner of the community. More Filipinos are drawn to the sari-sari store community since it is one of the most convenient, quick, and simple businesses to start.

As a result, this study aims to determine what sustainability strategies sari-sari store owners in Barangay Dugong, Bucay, Abra use to ensure their survival and how these practices can lead to growth. As a result, the research tries to provide a solution to their existing situation and assess how practical this approach will be in assisting them in growing and being sustainable.

**Statement of the Problem**

In the barangay of Dugong, Bucay, Abra, some store owners have knowledge and sustainability strategies to ensure their business survival, which will help their business grow. But the rest of the Sari-Sari store owners do not know the sustainability of their companies and how it should be implemented on every problem that may occur. Also, the store owners need to know what are the possible impacts of the sustainability practices.

**Statement Questions**

The study aimed to determine the sustainability practices of sari-sari store owners in barangay Dugong, Bucay, Abra. Specifically, the study seeks to answer the following questions:

1. What is the demographic profile of the sari-sari store owners in terms of:
   1. Age
   2. Gender
   3. Years of Business
2. What are the sustainability strategies that the sari-sari store owner uses to their business survival and business growth?
3. What innovations has the sari-sari store owner made to make them more profitable and gain opportunity in today's time?
4. How does the sari-sari store owners use the four pillars of sustainability in terms of:
   1. Personal
   2. Social
   3. Economic
   4. Environmental
5. How does the sari-sari store owners use the three dimensions of sustainability in terms of:
   1. Economic Dimension
   2. Social Dimension
   3. Environmental Dimension

**Hypothesis**

The researchers want to determine the Sustainability Practices Of Sari-Sari Store Owners In Barangay Dugong, Bucay, Abra. Based on the given problems, the researchers formulate the following null hypothesis.

**Ho:** Some store owners of the sari-sari store still do not know the means of sustainability in their business and its effectiveness.

**Research Framework**

**INPUT PROCESS OUTPUT**

**Sustainability Practices Of Sari-Sari Store Owners In Barangay Dugong, Bucay, Abra**

1. The demographic profile in terms of:
   1. Age
   2. Gender
   3. Years of Business
2. What are the sustainability strategies that the sari-sari store owner uses to their business survival and business growth?
3. What are the innovations that has been made by the sari-sari store owner uses to make their more profitable and gain opportunity in todays time?
4. How does the sari-sari store owners use the four pillars of sustainability in terms of:
   1. Personal
   2. Social
   3. Economic
   4. Environmental
5. How does the sari-sari store owners use the three dimensions of sustainability in terms of:
   1. Economic Dimension
   2. Social Dimension
   3. Environmental Dimension

* Survey questionnaires
* Descriptive Statistic
  + Frequency Distribution
  + Percentage
  + Mean
  + Mode

**Figure 1 Conceptual Framework of the Study**

Input will be studying the objectives because this will show the results of the purpose of the study.

The process will be the gathering of the data. In this phase, the researchers will use an online survey questionnaire implemented in google forms to be appropriate in the pandemic.

The output will be the results of the study's purpose, which is to determine the sustainability practices of sari-sari store owners in barangay Dugong, Bucay, Abra.

**Theoretical Framework**

Schatzki's work has been crucial in the creation of theories of practice for sustainable consumption. By way of Wittgenstein and Heidegger's philosophies, Schatzki has carefully developed a social ontology of training in critical interaction with Bourdieu, Foucault, and Giddens' practice theories. This ontology establishes a robust version of practice theory in which methods produce both social order and individuality. It claims that there is no macro-level above social practices, which are not just locations of interaction but also ordering and orchestrating entities in and of themselves. (Shove and Walker, 2010)

Small business owners who adopt the Sharing practice should make it a policy to share. Knowledge should be shared both within and outside of their businesses. Includes exchanging collaborative and non-competitive know-how with competitors. Small business leaders should promote sharing within their organization and with their stakeholders outside of it as part of their sustainability management plan. They should put these goals in the hands of their Human Resources, Community Relations, and Sustainable Development departments. They should figure out what steps they need to take to achieve their innovation and brand equity goals. (Kantabutra, 2019)

The researchers' examination of the importance of studying sustainable consumption has benefited considerably from using practice theories. Traditional theoretical antinomies can be addressed by posting the generative interconnectivity of structure and agency, allowing for appropriate interpretations of complicated causality. Their understanding of the role of material elements in sociotechnical change, as well as the active appropriation of technologies and commodities in local contexts, is particularly well suited to the analytical needs of sustainable consumption, which include identifying systematic links between social, cultural, economic, and technological processes of innovation, normalization, and disruption.

**Significance of the Study**

This study is significant to the following:

**Sari-Sari Store** will benefit from this study because it could help them gain more knowledge on how to increase the security of their investment in their business and make their store grow.

**Micro and Macro Businesses** will benefit from this study because they could also apply some strategies from the sari-sari store owners on their business. It could also help them gain more knowledge on how they could understand other companies, whether small or big.

**Future researchers** can use this research that is related to sustainability practices. You can also use this for future research, especially in some associated studies.