

## A Competitive Approach for a Car LED Business in a Non -Prime Location in Laguna Using the Siva Model

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### ABSTRACT

*This research evaluated the competitive marketing strategies of car LED startups in non-prime locations within Laguna, aiming to determine how the SIVA model helps overcome geographical disadvantages. Using a descriptive-quantitative design with 30 respondents, the study analyzed strategic implementation and consumer preferences using frequency distributions and weighted means. Findings reveal a "Very High" level of implementation (Mean = 4.50), with the Solution and Value dimensions ranking highest due to intense demand for specialized electrical expertise. The results confirm that technical mastery and digital transparency effectively neutralize locational "friction," transforming specialized shops into destination hubs. Consequently, the study proposes a "Tech-Driven Pull Strategy" centered on "Authority Branding" and "Virtual Transparency" to ensure business sustainability. Practical implications suggest targeting the 31–45 age demographic by emphasizing professional handling and long-term reliability over price-centric competition. The paper provides a novel roadmap for non-prime MSMEs to thrive by shifting from location-dependent models to expertise-led digital strategies. Future research should utilize larger probability samples and longitudinal designs to further validate the SIVA framework's long-term impact on competitive advantage across diverse industrial sectors.*

**Keywords:** - SIVA Model, Car LED Startups, Non-Prime Locations, Technical Mastery, Digital Transparency, Laguna, MSMEs.

### INTRODUCTION

*Car LED startups in non-prime locations overcome visibility hurdles and the "liability of newness" by adopting the customer-centric SIVA model. This strategic shift prioritizes technical expertise and digital transparency to build consumer trust. By highlighting long-term benefits and utilizing GPS tools, these businesses neutralize geographical disadvantages. This transformation from a retail shop to a specialized destination hub proves that technical authority and digital accessibility are more vital for sustainability than prime storefronts.*

### Statement of the Problem

This study seeks to answer the following questions regarding the competitive positioning of a car LED business in a non-prime location:

1. What are the current marketing practices of a car LED business operating in a less accessible market location?
2. What are the customer preferences that allow competitors to secure sales operating in a less commercially strategic location?
3. Using the SIVA model, what marketing plan could be crafted for a car LED business to thrive in a non-prime location?

## Scope and Delimitations

The SIVA model offers specialized car LED businesses a modern alternative to location-based marketing by transforming them into "destination hubs." By prioritizing technical expertise and digital transparency, these shops effectively attract customers despite physical distance. However, the study faces limitations including a small sample size due to its niche market, which affects statistical power and generalizability. Additionally, the reliance on self-reported survey data introduces potential response bias. The research is also contextually specific to the car LED sector in Laguna, Philippines, meaning findings may not apply to other industries or regions without further validation. Despite these constraints, the study provides a strategic blueprint for micro-enterprises to thrive in non-prime locations.

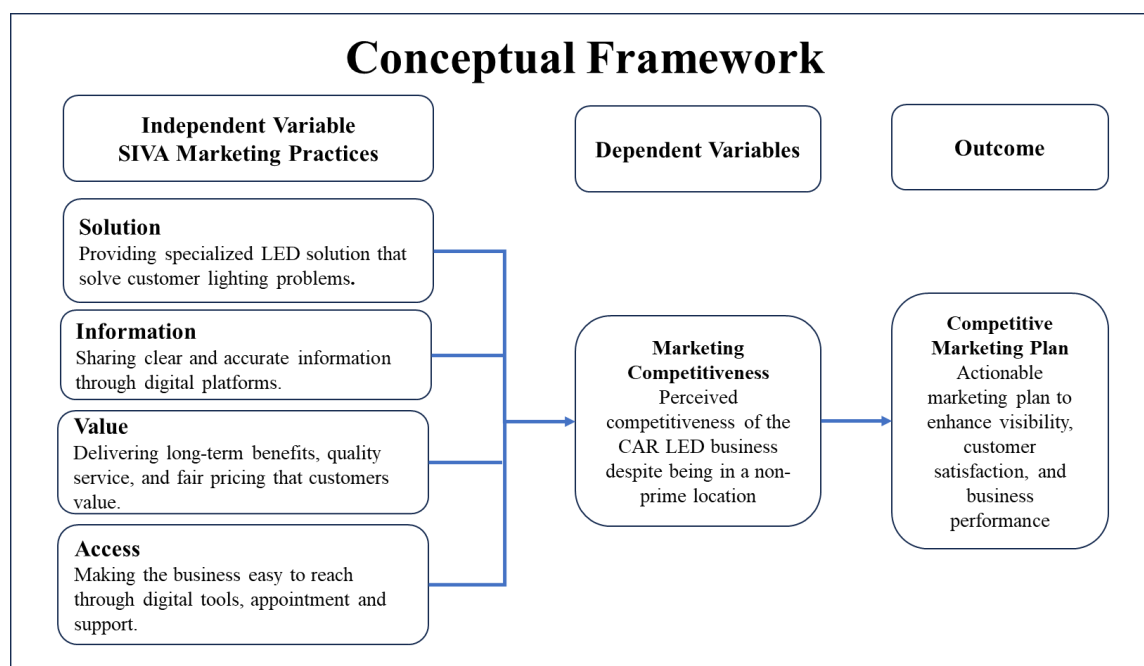
## Review of Related Literature

The SIVA model, pioneered by Dev and Schultz, shifts marketing from product-centricity to a customer-dominant perspective prioritizing Solution, Information, Value, and Access (Hsu et al., 2021). This framework enables businesses in non-prime locations to achieve sustainability through strategic flexibility. Hsu et al. demonstrate that SIVA facilitates value co-creation, significantly boosting customer satisfaction and corporate performance (Hsu et al., 2021). Additionally, Schultz highlights the transition to a "read and respond" strategy, where consumers signal specific needs via digital interactions (Schultz, 2016). By integrating technical mastery and online-to-offline behaviors, remote firms effectively neutralize geographical disadvantages, proving that digital trust overrides the inconvenience of distance.

## Theoretical Framework

The SIVA model facilitates competitiveness for non-prime businesses by prioritizing digital Access and transparent Information to bridge geographical gaps. This theoretical lens suggests that high perceived Solution and Value generate a "pull factor". Consequently, these elements overcome locational friction, allowing remote shops to function as specialized destination hubs.

## Conceptual Framework



## METHODOLOGY

This quantitative study analyzes car LED businesses in non-prime Laguna, utilizing Dev and Schultz's SIVA model to evaluate marketing and customer preferences for crafting strategic plans for business sustainability.

### Research Design

This quantitative descriptive study utilizes surveys and weighted means to analyze car LED business practices. It demonstrates that technical expertise and digital accessibility outweigh prime locations allowing remote shops to thrive as destination hubs by leveraging their reputation through digital channels for sustainability.

### Research Steps

The study followed a systematic quantitative descriptive research process grounded in a post-positivist paradigm. Initially, the researcher employed purposive sampling to select thirty car owners and eight business managers in Laguna. Data collection utilized a hybrid strategy, combining digital Google Forms with physical, paper-based surveys to reach diverse respondents. The survey instrument was structured around the SIVA model to evaluate solution, information, value, and access.

Once gathered, raw data was coded using a five-point Likert scale and cleaned within Microsoft Excel to ensure integrity. Statistical analysis involved calculating frequencies, percentages, weighted means, and standard deviations to measure marketing implementation levels. These steps allowed the researcher to identify technical mastery and digital transparency as key drivers for success. Finally, the findings were synthesized into a strategic marketing plan

to neutralize locational disadvantages.

## Data Collection and Sample Selection

The research used purposive sampling to select two specific respondents' groups. The first group consisted of eight business managers or owners of car LED shops in non-prime locations to examine how they apply the SIVA model. The second group included 30 car owners who provided insight into customer preferences and their openness to visiting remote shops for high-quality technical work. Additionally, the study documented respondent profiles, including factors like years in operation, primary marketing channels, and average customer traffic.

## Data Analysis Methods

Data analysis follows a three-stage workflow: governance, descriptive analytics, and reporting. Raw data is cleaned in Excel, then analyzed using frequencies and means to evaluate SIVA dimensions against a five-tier scale. Tabular reporting ensures precision and minimizes interpretive bias for the results.

## Study Limitations and ethical considerations

The study's limitations include potential response bias, limited generalizability due to a small, niche sample, and geographic specificity to Laguna's automotive sector. Ethically, the research prioritized informed consent, voluntary participation, and respondent anonymity. Secure data handling and aggregated reporting further protected participant privacy and professional identities.

## RESULTS AND DISCUSSION

***SOP 1. What strategic marketing framework can be derived from the SIVA model to optimize the competitiveness of car LED businesses in non-prime locations, specifically by aligning current practices with customer expectations?***

**Car LED Businesses in Non-Prime Locations.** This research synthesizes current marketing assessments with consumer preferences to construct a SIVA-based strategic framework. It underscores how technical mastery and digital transparency neutralize geographical constraints, enabling specialized automotive micro-enterprises to maintain a competitive edge despite operating in less accessible, non-prime locations.

## SUMMARY

The study demonstrates that car LED enterprises in Laguna's non-prime locations successfully mitigate geographical disadvantages by implementing the SIVA framework, achieving a "Very High" performance rating (Mean=4.50). Research indicates that technical expertise and long-term value (Mean=4.88) are more critical than physical location for attracting customers. Findings highlight that consumers prioritize electrical mastery and warranty support, utilizing social media to locate these "destination hubs." By emphasizing digital transparency

over influencer endorsements, these businesses can implement a "Tech-Driven Pull Strategy." This strategic shift leverages authority branding and online accessibility to ensure competitiveness and long-term sustainability despite less accessible locations.

## CONCLUSIONS

This study concludes that car LED enterprises in non-prime locations maintain high competitiveness by adopting a strategic customer-centric SIVA marketing framework. Findings reveal a "Very High" implementation level with an overall mean of 4.50, particularly within the Solution and Value dimensions, which both averaged a high 4.65. Technical mastery, specialized electrical troubleshooting, and long-term service reliability are the strongest drivers of customer preference, with technical expertise and service benefits earning top scores of 4.88.

The research highlights that customers prioritize specialized authority and robust after-sales support over physical convenience. Digital platforms serve as vital bridges, facilitating the online discovery that leads to destination-based store visits. By integrating Solution, Information, Value, and Access, businesses transform into "destination hubs" built on deep reputation and trust. Ultimately, the "Tech-Driven Pull Strategy" provides a sustainable framework for growth, proving that specialized SMEs thrive by prioritizing digital transparency and technical excellence over prime commercial sites to ensure sustained long-term customer patronage.

## RECOMMENDATIONS

To enhance market competitiveness, the study proposes a SIVA-based Tech-Driven Pull Strategy specifically designed for car LED businesses in non-prime locations. Owners should prioritize ongoing technical education and robust after-sales programs while utilizing digital platforms to share transparent product details, fostering greater consumer trust.

Strategic investments in social media engagement and digital accessibility tools—such as direct navigation links and streamlined booking systems—are essential for overcoming physical location barriers. Furthermore, businesses should focus on providing long-term value through service guarantees and personalized customer solutions. Finally, it is recommended that future research apply this framework across other automotive and niche retail sectors to evaluate its scalability and effectiveness in similar decentralized market conditions.

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## AI DECLARATION STATEMENT:

Artificial intelligence tools were utilized solely for refining the grammar and organizational structure of this manuscript. The authors confirm that no AI-based systems were

employed for data collection, analysis, or interpretation, and all contributors maintain full academic accountability for the research.

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