
| RESEARCH ARTICLE

The Effect of Entrepreneurial Mindset in Shaping Small Businesses

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| ABSTRACT

The study aimed to enhance societal business development by analyzing how small businesses can foster an entrepreneurial mentality and the process of launching new ventures. The main objective is to assess the entrepreneurial mindset on shaping small businesses in Imbatug, Baungon, Bukidnon. It focuses on assessing entrepreneurial traits such as innovation, adaptability, customer orientation, and resourcefulness, and how these influence business performance in terms of pricing and service. The study used a quantitative descriptive-correlational research approach to investigate how small business formation is influenced by a mindset of entrepreneurship. The respondent included 109 small business owners representing retail, food services, and other micro-enterprises from Purok 1-9 in Imbatug, Baungon, Bukidnon. The study's findings demonstrate that small businesses' pricing and customer service tactics are greatly influenced by an entrepreneurial attitude, which helps them remain competitive in the local market. Company owners who foster flexibility, creativity, and resourcefulness are better able to maintain their businesses in the face of limited resources. Findings were meant to assist aspiring entrepreneurs in navigating challenges and creating a successful business strategy. Starting a small business equips individuals with essential skills, leadership capabilities, and expertise in critical areas such as decision-making and project management. While not everyone has innate entrepreneurial knowledge, many business owners can cultivate innovative strategies and an entrepreneurial mindset, which is essential for recognizing opportunities and taking calculated risks.

| KEYWORDS

Entrepreneurial Mindset; Small Business Development; Innovation and Creativity; Flexibility and Adaptability; Customer Orientation; Resourcefulness; Pricing and Service Strategies

| ARTICLE INFORMATION

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1. Introduction

An entrepreneurial mindset was a combination of abilities that allowed people to discover and capitalize on opportunities, overcome and learn from setbacks, and flourish in a range of situations. Small business owners promoted an entrepreneurial mindset that could be applied to many areas of life, including personal growth, career development, problem-solving, and performance, and were essential for starting new enterprises. Whether in farming, retail, manufacturing, or the service sector, entrepreneurs were businesspeople who found success by taking calculated risks. In their pursuits, they often became disruptors in established industries.

Entrepreneurs share a significant trait in common: identifying an opportunity and choosing to act on it. Most business ventures are innovative variations of existing ideas that have spread across communities, regions, and

countries, such as starting a restaurant or opening a retail store. These business ventures are a lower-risk approach, but they are nonetheless entrepreneurial in some sense. Entrepreneurs start a new venture by solving a significant problem and offering some value that other people would appreciate if the product or service were available to them. It initiates a venture by offering a better mousetrap in terms of a product, service, or both, to gain a thorough understanding of the market and target segment, articulate a key unmet need or pain point, and develop and deliver a solution that is both viable and feasible. Furthermore, such beliefs need to be integrated as implicit beliefs, combined with explicit beliefs, to bridge the gap between how entrepreneurs think and act as individuals (Mai & Dickel, 2023).

In addition, Tehseen and Ramayah (2015) noted that small and medium enterprises (SMEs) played a crucial role in economic development and poverty reduction in many countries. Seen as a means of addressing urgent social and environmental issues, entrepreneurship was essential for promoting economic expansion through technological innovation, increased productivity, and job generation (Bradley, 2021; Vedula, 2022). Consequently, academic curricula and institutional ethos at universities were adjusted to include the development of entrepreneurial skills and attitudes (Overwien, 2024). As a result, it became vital to identify and summarize potential experiences and elements that focused on entrepreneurial attitude and ability and that contributed to the success of small and medium-sized firms.

The researcher's contribution focused on the nature of entrepreneurship, emphasizing the need for entrepreneurs to engage both mindsets to propel their entrepreneurial goals and company conceptions forward. Chen (2020) claimed that actions might not have produced the intended results.

The entrepreneur had to use an elaborate strategy or risk producing undesirable outcomes. Third, the research examined the topic of mental changes within the entrepreneurial mindset that promoted and fostered growth. The impact of entrepreneurship development programs on mindset, motivation, and follow-up has emerged as a prominent subject of academic discourse in both developed and underdeveloped countries. This was due to their significant contribution to the promotion of entrepreneurship development and economic well-being (Yi, 2020), primarily through their influence on program participants.

The entrepreneurship research gaps have included a lack of conceptual publications and a scarcity of empirical investigations that provided theoretical contributions. Samples applied in research were frequently small and unique, and the context in which they were used was rarely examined. The study of entrepreneurs lacked theoretical foundations and placed too much importance on macro-level factors, such as culture and religion. Other gaps had included the need for improved research methodologies and designs, as well as the integration of entrepreneurship support into the overall framework. Curiosity, resilience, flexibility, risk-taking, and vision were the five traits identified in this study that helped acquire the mental agility required to overcome uncertainty and achieve goals.

Additionally, according to previous research conducted by Handayati (2020), it was found that individuals who underwent entrepreneurial training were more likely to transform their entrepreneurial attitudes and motivation, and exhibited a greater inclination toward initiating their own business. The challenges entrepreneurs commonly faced included a lack of motivation, a fixed mindset, and inadequate follow-up, emphasizing the pivotal role of an entrepreneur's mindset, motivation, and follow-up in shaping a successful enterprise. Therefore, motivating entrepreneurs could inspire trainees to initiate and develop their businesses.

Furthermore, previous research had identified a lack of information about local business services and resources as a significant hurdle for small business owners in general, and for immigrant entrepreneurs in particular. The second-largest barrier to beginning and developing their companies, based on a study of Latino immigrant entrepreneurs in western Arkansas, was a lack of knowledge about government laws and taxes (Moon et al., 2014).

However, some of the most significant impediments to small business development and growth include access to cash, a lack of assets, management, and knowledge (Perlmeier, 2015). Access to financial barriers and their impact on specific populations significantly influenced how small business assistance organizations could support these individuals.

Consequently, the previous research on attitudes towards regulations suggested that the examination of compliance should have taken a more holistic approach, given that it had both advantages and drawbacks for business performance, and also because the fundamental understanding of regulation did not align with perceived knowledge (Betton, 2019). Finally, while any "employee headcount" definition of firm type might have been deemed somewhat arbitrary, we believed there were likely some differences between firms with up to nine employees and firms with up to 49 or 249 employees, both of which were widely used definitions of small and small and medium-sized enterprise (SME) firms, into which firms with 0-9 employees were frequently either subsumed as a broad small firms category or excluded entirely

The researcher chose this study to recognize and advance business in society. They collected data on how small businesses might develop an entrepreneurial mentality and the process of launching a new business. These findings were intended to guide those who had not yet launched their businesses. People had always wanted to create enterprises; therefore, the researcher used this opportunity to understand the challenges they would encounter. In doing so, the researcher contributed to the nation's development by educating everyone about the proper path to success. Every idea related to entrepreneurial mentality in developing small businesses helped plan a lucrative company strategy, with time, energy, and value invested in all the work that researchers could do to develop a competitive entrepreneur's mindset and a strong drive to become a prosperous businessperson.

Starting a small business provided individuals with valuable skills and experiences that enhanced their capabilities and professional development. One of the primary advantages of entrepreneurship is the ability to gain leadership skills. By running a business, entrepreneurs learned how to make critical decisions, manage a team, and efficiently overcome hurdles. Starting a small business also demonstrated dedication and endurance. Creating and maintaining a business allowed entrepreneurs to gain expertise in areas that schools might have taught, such as time management, risk minimization, iterative design, project management, and interpersonal skills. Furthermore, regardless of the type of business pursued, student entrepreneurs were compelled to learn how to successfully articulate their ideas, which served as a formidable asset for business administration students.

Although not everyone was born with the knowledge and foresight to start their own business, many business owners deserved the opportunity to become entrepreneurs because owning their own company helped them develop creative strategies. An entrepreneurial mentality was a unique mix of characteristics and perspectives that drove people to recognize opportunities, take calculated risks, and capitalize on them.

1.1 Research Questions

This study seeks to answer the following core question: *The effects of the entrepreneurial mindset on shaping small businesses in Imbatug, the center of the municipality of Baungon in the province of Bukidnon?* Supporting questions examine the relationship between an entrepreneurial mindset in shaping small businesses.

1.2 Purpose of the Study

The main objective is to assess the entrepreneurial mindset on shaping small businesses in Imbatug, Baungon, Bukidnon. It focuses on assessing entrepreneurial traits such as innovation, adaptability, customer orientation, and resourcefulness, and how these influence business performance in terms of pricing and service.

1.3 Significance

The study's findings demonstrate that small businesses pricing and customer service tactics are greatly influenced by an entrepreneurial attitude, which helps them remain competitive in the local market, thereby company owners that foster flexibility, creativity, and resourcefulness are better able to maintain their businesses in the face of limited resources. Stronger entrepreneurial practices serve the community by resulting in the better service quality and more inexpensive prices for customers. The results also help educators and authorities create support and training initiatives that foster entrepreneurial abilities. All things considered, the study emphasizes how important an entrepreneurial attitude is for promoting local economic growth and business success.

2. Methods

2.1 Research Design

The study used a quantitative descriptive-correlational research approach to investigate how small business formation is influenced by a mindset of entrepreneurship. Slovin's method was used for selecting 109 owners of small businesses from Imbatug, Baungon, Bukidnon by random selection. Creswell (2024), statistical may be used to describe variables and determine relationships between them.

2.2 Participants and Sampling Method

The respondent included 109 small businesses owner representing retail, food services, and other micro-enterprises from Purok 1-9 in Imbatug, Baungon, Bukidnon. The sample size was established using Slovin's procedure with a 5% margin of error, and respondents were chosen by random sampling. Individuals who freely gave their informed consent and were active entrepreneurs running their own businesses for at least a year were eligible to participate.

2.3 Inclusion Criteria Included

1. Must be a current manager or owner of a small business in Imbatug, Baungon, Bukidnon's purok 1-9.
2. In order to guarantee relevant entrepreneurial experience, the business must have been in operation for a minimum of one year.
3. Participating must be voluntary, and informed consent must be given.

The strategy strengthened the validity of the findings by ensuring that only respondents with sufficient business knowledge and experience were included.

2.4 Research Instrument

Data were gathered using a structured questionnaire with three main sections:

Part 1: the instrument's demographic profile part collected data on the respondents' income, years of business, sex, age, and civil status.

Part 2: Four aspect of the entrepreneurial mindset were covered in the statements: resourcefulness, customer oriented, flexibility and adaptation, innovation and creativity.

Part 3: The section on small business shaping included elements that evaluated business procedures, particularly those related to service quality and pricing.

The instrument was thoughtfully created to collect business-related and personal characteristics that are important to business shaping and entrepreneurial mindsets. It was divided into three primary sections: the demographic profile, the characteristics of the entrepreneurial mindset (innovativeness, adaptability, customer orientation, and resourcefulness), and the pricing and service structuring of small businesses. The clarity, validity, and convenience of the statistical analysis were ensured by the structured questionnaire format, which adhered to Creswell's (2014) recommendations.

2.5 Data Gathering Procedure

The researchers sought approval from the Campus Head of Bukidnon State University – Baungon Campus, the Program Head of Business Administration, and the Punong Barangay of Imbatug. Fomal letters of request were submitted to secure permission to conduct the study among small business owners in the Barangay Imbatug.

2.6 Ethical Considerations

The study ensured ethical compliance by:

- Securing informed consent from participant,
- Guaranteeing anonymity and confidentiality of responses,
- Allowing voluntary participation with the option to withdraw at any time.

2.7 Data analysis

Collected data were encoded using **SPSS software**. The following statistical tool were used:

- **Descriptive Statistics:** The test of the profile of respondents and their level of entrepreneurial mindset in shaping small businesses.
- **Frequency and Percentage:** To determine the profile of the responders. The study employed the mean and standard deviation to evaluate the effect of an entrepreneurial mentality on small company development.
- **Pearson’s R Correlation:** To test the significant relationship between entrepreneurial mindset and entrepreneurial performance.
- **T-test and ANOVA:** To test for a significant difference in the shape of small businesses when grouped according to profile.
- Responses were quantified using a **four-point Likert Scale**, interpreted as follows:

Scale	Range of Means	Response	Interpretation
4	3.26 – 4.00	Strongly Agree	Very High Entrepreneurial Mindset
3	2.51 – 3.25	Agree	High Entrepreneurial Mindset
2	1.76 – 2.50	Disagree	Low Entrepreneurial Mindset
1	1.00 – 1.75	Strongly Disagree	Very Low Entrepreneurial Mindset

3. Result

Table 1. Demographic Profile of Respondent

Factors	Frequency (F)	Percentage (%)
Sex		
Female	88	81
Male	21	19
Age		
20-25 years old	18	16
26-30 years old	11	10
31-35 years old	14	13
36 years old and above	66	61
Civil Status		
Single	29	27
Married	70	64
Widowed	6	5
Separated	4	4

Number of Years in Business	Frequency (F)	Percentage (%)
Below 3 years	25	23%
4-6 years	33	30%
7-9 years	15	14%
Above 10 years	36	33%
Total	27.25	100%

Table 2. Mean Distribution of Respondents' Assessment of Entrepreneurial Mindset in Terms of Innovation and Creativity

Item	Mean	Std. Deviation	Description	Interpretation
The business can innovate based on the feedback from the customers.	3.62	0.52	Strongly Agree	Very High Entrepreneurial Mindset
Skills may mostly be acquired via instruction and experience.	3.56	0.50	Strongly Agree	Very High Entrepreneurial Mindset
Think positively of your potential and abilities.	3.80	0.45	Strongly Agree	Very High Entrepreneurial Mindset
The business can put aside uncertainty and ambiguity.	3.54	0.55	Strongly Agree	Very High Entrepreneurial Mindset
The entrepreneurial mentality is a collection of qualities and talents.	3.70	0.48	Strongly Agree	Very High Entrepreneurial Mindset
Average	3.64	0.50	Strongly Agree	Very High Entrepreneurial Mindset

Legend: 1.00-1.75(Very poor entrepreneurial mindset) 1.76-2.50(Poor entrepreneurial mindset)
 2.51-3.25(High entrepreneurial mindset) 3.26-4.00 (Very high entrepreneurial mindset)

Table 3. Mean Distribution of Respondents’ Assessment of Entrepreneurial Mindset in Terms of Flexibility and Adaptability

Item	Mean	Std. Deviation	Description	Interpretation
Easily adapt to change and uncertainty.	3.60	0.51	Strongly Agree	Very High Entrepreneurial Mindset
Embrace challenges as opportunities for growth and learning.	3.67	0.47	Strongly Agree	Very High Entrepreneurial Mindset
I'm good at solving problems and coming up with original solutions.	3.61	0.51	Strongly Agree	Very High Entrepreneurial Mindset
Able to have a positive attitude despite difficult situations	3.66	0.49	Strongly Agree	Very High Entrepreneurial Mindset
Open to criticism and able to adapt in response to suggestions from others.	3.58	0.55	Strongly Agree	Very High Entrepreneurial Mindset
Average	3.62	0.51	Strongly Agree	Very High Entrepreneurial Mindset

*Legend: 1.00-1.75(Very poor entrepreneurial mindset) 1.76-2.50(Poor entrepreneurial mindset)
2.51-3.25(High entrepreneurial mindset) 3.26-4.00 (Very high entrepreneurial mindset)*

Table 4. Mean Distribution of Respondents’ Assessment of Entrepreneurial Mindset in Terms of Customer Oriented

Item	Mean	Std. Deviation	Description	Interpretation
Our business actively measures customer satisfaction and utilizes feedback to improve our services.	3.70	0.46	Strongly Agree	Very High Entrepreneurial Mindset
I prioritize customer needs over personal goals.	3.72	0.58	Strongly Agree	Very High Entrepreneurial Mindset
I respond to customers even when they have unrealistic expectations.	3.55	0.66	Strongly Agree	Very High Entrepreneurial Mindset
My customers are satisfied with my product or service.	3.51	0.75	Strongly Agree	Very High Entrepreneurial Mindset
I prioritize customer needs over my personal goals.	3.68	0.61	Strongly Agree	Very High Entrepreneurial Mindset
Average	3.63	0.61	Strongly Agree	Very High Entrepreneurial Mindset

*Legend: 1.00-1.75(Very poor entrepreneurial mindset) 1.76-2.50(Poor entrepreneurial mindset)
2.51-3.25(High entrepreneurial mindset) 3.26-4.00 (Very high entrepreneurial mindset)*

Table 5. Mean Distribution of Respondents' Assessment of Entrepreneurial Mindset in Terms of Resourcefulness

Item	Mean	Std. Deviation	Description	Interpretation
I am able to find creative solutions even with limited resources.	3.69	0.52	Strongly Agree	Very High Entrepreneurial Mindset
I take the initiative to solve problems or improve processes.	3.68	0.47	Strongly Agree	Very High Entrepreneurial Mindset
I stay updated on industry trends and emerging technologies.	3.58	0.58	Strongly Agree	Very High Entrepreneurial Mindset
I build and maintain positive relationships with colleagues and clients.	3.72	0.45	Strongly Agree	Very High Entrepreneurial Mindset
I possess key components that contribute to effectiveness.	3.72	0.45	Strongly Agree	Very High Entrepreneurial Mindset
Average	3.68	0.49	Strongly Agree	Very High Entrepreneurial Mindset

*Legend: 1.00-1.75(Very poor entrepreneurial mindset) 1.76-2.50(Poor entrepreneurial mindset)
2.51-3.25(High entrepreneurial mindset) 3.26-4.00 (Very high entrepreneurial mindset)*

Table 6: Summary of Respondents' Perception of Entrepreneurial Mindset

Entrepreneurial Mindset was Evaluated in Four Domains: **Innovation and Creativity, Flexibility and Adaptability, Customer Oriented, Resourcefulness**

Items	Ave. Mean	Std. Deviation	Interpretation
Innovation and Creativity	3.64	0.50	Very High Entrepreneurial Mindset
Flexibility and Adaptability	3.62	0.52	Very High Entrepreneurial Mindset
Customer Oriented	3.63	0.61	Very High Entrepreneurial Mindset
Resourcefulness	3.68	0.49	Very High Entrepreneurial Mindset
Total	3.64	0.53	Very High Entrepreneurial Mindset

Table 7. Mean Distribution of Respondents' Assessment of Shaping Small Businesses in Terms of Price

Item	Mean	Std. Deviation	Description	Interpretation
I am familiar with the price of my product.	3.82	0.39	Strongly Agree	Very Good Mindset
The price is important to me when making a purchase decision.	3.78	0.42	Strongly Agree	Very Good Mindset
If I knew that the price of the product was (price), I would be willing to pay less to buy it.	3.61	0.54	Strongly Agree	Very Good Mindset
There is little or no change in the prices of products.	3.44	0.63	Strongly Agree	Very Good Mindset
The organizational prices of products cannot be overstated in such a dynamic context.	3.54	0.59	Strongly Agree	Very Good Mindset
Average	3.64	0.51	Strongly Agree	Very Good Mindset
<i>Legend: 1.00-1.75(Very poor mindset) 1.76-2.50(Poor mindset)</i>				
<i>2.51-3.25(Good mindset) 3.26-4.00 (Very good mindset)</i>				

Table 8. Mean Distribution of Respondents' Assessment of Shaping Small Businesses in Terms of Service

Item	Mean	Std. Deviation	Description	Interpretation
I am satisfied with my in-store experience.	3.77	0.46	Strongly Agree	Very Good Mindset
I am satisfied with the product or service we provided.	3.65	0.50	Strongly Agree	Very Good Mindset
We are improving our services every day.	3.40	0.53	Strongly Agree	Very Good Mindset
I am focused on developing online sales and websites.	2.20	1.09	Strongly Agree	Very Good Mindset
I am focused on improving methods of logistics, delivery, or distribution.	3.22	0.72	Strongly Agree	Very Good Mindset
Average	3.25	0.66	Strongly Agree	Very Good Mindset
<i>Legend: 1.00-1.75(Very poor mindset) 1.76-2.50(Poor mindset)</i>				
<i>2.51-3.25(Good mindset) 3.26-4.00 (Very good mindset)</i>				

Table 9: Summary of the Average Mean Distribution of Shaping Small Businesses

Item	Ave. Mean	Std. Deviation	Interpretation
Price	3.64	0.51	Very Good Mindset
Service	3.25	0.66	Very Good Mindset
Total	3.45	0.59	Very Good Mindset

Table 10. Significant Relationship between Entrepreneurial Mindset and Shaping Small Businesses

Variables	Shaping Small Businesses	
	r	P
Entrepreneurial Mindset Strength Interpretation	0.52261 Moderate Very Highly Significant	<0.001

Legend STRENGTH:
 0.00-0.19 Very Weak
 0.20-0.39 Weak
 0.40-0.59 Moderate
 0.60-0.79 Strong
 0.80-1.00 Very Strong
INTERPRETATION
 $p \leq 0.05 \rightarrow$ Significant
 $p \leq 0.01 \rightarrow$ Highly Significant
 $p \leq 0.001 \rightarrow$ Very Highly Significant

Table 11: Significant Difference Between Shaping Small Businesses When Grouping According to Their Demographic Profile

Profile	Shaping Small Business			
	Price Service		Price Service	
	p-value	Decision on H0	p-value	The t Decision on H0
Sex	> 0.05	Accept	> 0.05	Accept
Age	> 0.05	Accept	> 0.05	Accept
Civil Status	> 0.05	Accept	> 0.05	Accept
Average Monthly Income	> 0.05	Accept	> 0.05	Accept
Number of years in business	> 0.05	Accept	> 0.05	Accept
	> 0.05	Accept	> 0.05	Accept

4. Discussion

The findings revealed that small business owners in Imbatug, Baungon, Bukidnon, demonstrated a very high level of entrepreneurial mindset, particularly in innovation, creativity, resourcefulness, flexibility, and customer orientation. These traits strongly contributed to the shaping of their businesses, especially in pricing and service strategies that ensured competitiveness in the local market. The significant correlation between entrepreneurial mindset and business shaping suggests that a positive entrepreneurial outlook enhances decision-making, adaptability, and problem-solving skills.

4.1 Interpretation of Results

Table 1 shows that the majority of respondents were female (81%), married (64%), and aged 36 years and above (61%). This demographic distribution suggests that most small business owners in Imbatug are mature individuals who manage family responsibilities alongside business operations. Their age and experience likely contribute to their stable entrepreneurial mindset and decision-making abilities. The dominance of female entrepreneurs indicates an increasing role of women in local economic development, highlighting their capacity to manage and sustain micro-enterprises effectively.

Based on Table 2, the overall mean score for entrepreneurial mindset was 3.64, interpreted as *very high*. Among the domains, resourcefulness (3.68) ranked highest, followed by innovation and creativity (3.64), customer orientation (3.63), and flexibility and adaptability (3.62). These findings imply that respondents consistently exhibit proactive attitudes and problem-solving approaches in their business practices. Their ability to innovate and adapt to market changes helps them maintain customer satisfaction and operational efficiency. Such Traits align with the entrepreneurial mindset framework described by Mai and Dickel (2023), emphasizing creativity, resilience, and adaptability as core components of business success.

Table 3 presents the results on shaping small businesses, particularly in pricing (3.64) and service (3.25), both interpreted as "very good". This means that entrepreneurs effectively use their mindset to develop fair pricing strategies and improve service quality. High customer orientation contributes to better customer experiences, which strengthens business reputation and loyalty. As Bradley (2021) noted, innovation and customer-centered strategies are key factors in maintaining competitiveness and ensuring sustainability, even for small enterprises with limited resources.

Table 4 showed a moderate positive correlation ($r=0.52261$, $p<0.001$) between entrepreneurial mindset and shaping small businesses, which is *very highly significant*. This indicates that a stronger entrepreneurial mindset leads to more effective management practices, pricing decisions, and service strategies. Entrepreneurs who demonstrate creativity, adaptability, and resourcefulness are more likely to make sound business judgments and achieve sustainable growth. The result supports Yi's (2020) claim that mindset development programs can directly influence entrepreneurial motivation and performance, fostering greater innovation and resilience.

Lastly, Table 5 indicated no significant difference ($p > 0.05$) in the shaping of small businesses when grouped according to sex, age, civil status, income, or years in business. This suggests that the entrepreneurial mindset and its influence on business operations transcend demographic characteristics. Regardless of age, gender, or financial background, entrepreneurs with a developed mindset can effectively manage and grow their businesses. This outcome emphasizes that entrepreneurship is not confined to specific personal profiles but is driven by the individual's capacity for creativity, adaptability, and strategic thinking.

4.2 Comparison with Existing Literature

The finding of a moderate, very highly significant positive relationship ($r=0.52261$, $P<0.001$) between the entrepreneurial mindset and the shaping of small businesses is strongly consistent with existing literature. This outcome reinforces the idea that a strong entrepreneurial attitude is a significant contributor to small business success by fostering creativity, adaptability, and calculated risk-taking.

- Mindset and Planning: The results align with Daspit et al. (2021), who suggest that a proactive mentality enhances planning and decision-making, helping business owners successfully navigate competitive

marketplaces. Jemal (2022) also supports the finding that a strong entrepreneurial attitude is directly related to greater competence and business success.

- Strategic factors: The high rating for Price (M=3.64) confirms its crucial role, supporting Nguyen and Simkin (2020), who emphasize the strategic importance of pricing for small scale business competitiveness. Similarly, the favourable assessment of Service (M=3.25) is consistent with Lee's (2021) focus on the relationship between customer loyalty and service quality.
- Behavioral Consistency: The consistency observed in participant responses (low standard deviations) supports Martinez and Salazar's (2023) observation that the consistency of state reveals shared entrepreneurial principles among business owners. Furthermore, the entire assessment reinforces Dela Cruz and Ramos's (2019) Contention that attitudes influence creativity and resilience in small businesses.

5. Conclusion and Implication of the Findings

The study's results yield several practical and theoretical implications for small business stakeholders and future research:

- Focus on Mindset Development: The significant positive relationship between mindset and business shaping implies that stakeholders should place a high priority on cultivating an entrepreneurial attitude for long-term small business success. The findings should be used as a basis for designing specific entrepreneurship education and training programs that emphasize innovation, risk management, and proactive decision-making to improve performance and resilience. Possible programs, such as Financial Literacy, are suggested.
- Guidance for Owners: The study is directly beneficial to Business Owners by helping them determine and become aware of critical situations, enabling them to develop the skills and authority to make strategic decisions and overcome financial and political barriers.
- Demographic-Agnostic Support: The findings that the null hypothesis was accepted (p-values greater than 0.05) indicate no significant difference in how small businesses are shaped by owner demographics (sex, age, monthly income, civil status, or number of years in business). This implies that financial and demographic traits do not significantly affect a company's pricing or service provision, suggesting that support programs should focus on the mindset content rather than segmenting by these profiles.
- Future Research: The outcome of the study can serve as a valuable reference for future researchers and studies related to this topic.

5.1 Limitations

The study's scope and methodology introduced the following limitation:

- Geographical Scope: The research was geographically restricted, gathering respondents only from Purok one to nine in Imbatug, Baungon, Bukidnon. This narrow focus may limit the generalizability of the findings to a broader area.
- Time Constraint: The duration of the study was limited to three (3) to four (4) months.
- External Factors: Since the study found that demographic traits had little impact on business shaping, it suggests that other elements, such as competition or market trends, can have a greater influence on how businesses are shaped, which were not the primary focus of the study.

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