

The Market Environment Innovation of General Trias City: A Baseline Study of Micro, Small and Medium Enterprises' Awareness and Readiness Towards Smart City Project

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Abstract – The smart city project is a development approach in innovating the market and business environment of local government units in the Philippines. The strategy focused on aligning economic and market resources with available technologies to make it more efficient and effective. Hence, the researchers aimed to determine the awareness and readiness of selected enterprises in the vicinity of General Trias, Cavite. The researchers used descriptive-correlational research design in the study. The results of the study revealed that most of the respondents' business length of operations were ranging from 0 to 5 years, have 1 to 9 employees, sole proprietorship type, and have an initial business capitalization range of 3,000,000 and below. The findings also depicted that most of the respondents were aware and ready with the implementation of smart city project in terms of implementation, activities, process, and concept. Furthermore, the findings also revealed that most of the enterprises were afraid to adapt within the implementation of smart city project as a key perceived challenge identified. Moreover, the study also revealed that there was a significant relationship between the respondent's awareness level and readiness. Thus, the researchers recommended to further intensify the strategy of information of dissemination of among stakeholders through varied approaches and platforms.

Keywords – Cavite, descriptive correlation, enterprises, local government unit, smart city

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INTRODUCTION

Technology is the knowledge and understanding of the scientific discoveries made by professionals as they blend it into society's needs where it can change and manipulate the human environment. Technology can be referred to as different tools, machinery, and types of equipment that people can use in their everyday life providing a more comfortable, easiest, and convenient life. In the past few years up to now, technology today has already evolved into a more complex and diverse system than ever before that quickly dominates the world, including society, the market, and people's life. As per the scientific and technical discoveries, different devices and platforms are created. Examples of devices and platforms are computers, laptop, phones, etc., known as gadgets which provide entertainment, application, and programs that benefit the people, as well as the most important thing that connects the people in the world using the online platforms such as online applications, social media, and websites is the internet, these things make life easier, faster, reliable, and more comfortable [1].

Ever since the pandemic, known as the Coronavirus outbreak, invaded the Philippines, there was a lot of hassle and difficulties that the people and the government faces such as the fast and accurate distribution of relief goods due to lack of information in the people within the Local Government Units (LGU) and the transactions of a business in terms of the permit, tax payments, and government clearances that produced overcrowded places. In accordance with that, the information technology business solutions corporation where all the system developers and integrators are all 100% all-Filipino in which they manage Smart Country Ecosystem with offices in Japan, Pampanga, Manila, Cebu, and General Santos City, created the Smart city project. It is one of the platforms that are created with the use of technology that provides an application that programs the Citizen's Automated Registration Application System within the Local Government Units (LGUs) that will become the city's databases. The system started in the last quarter of 2020 and fully implemented first at Baguio on January 4, 2021, and the main goal of the system is to provide a fast and reliable response through an automated application with the use of smartphones and the internet in accessing health records and civil registry, help manage waste, monitor calamities, and other emergencies, and transactions while providing the citizens with real-time interaction with the LGU in promoting participatory governance.

One of its concepts in related to business is the QR code in where just like the transaction in the supermarket, convenience store, etc., the citizens will be given a QR code after they registered through the application and it will provide their identity with information such as name, age, marital status, and address that can be used in different circumstances such as transactions, when providing relief goods, going in and out in establishments since it can be used as a contract tracing app because it also impose Real-Time Interactions given that it is an online application. Also, given the demands for the convenience interactions and transactions because of the coronavirus (COVID-19) pandemic that still poses a threat, several LGU partnered with ITBS Corporation to use Smart city project for its Automated and Cashless Transactions in order to improve services such as delivery in a shorter time without generating a huge crowd and create an online transaction within the business and its customer as well as for the business permits, government clearance, and tax payments can all be made easier with the application and payment portal. As for the people to stay at home as much as needed, the Smart City also has the business portal application that holds an E-commerce Platform that can be used by the sellers and buyers. However, given all the information and concepts that the LGU of Cavite, specifically the City of General Trias, and the ITBS Corporation discussed, there is still a lingering question as to whether the citizens of General Trias, particularly business owners, are aware of such a developmental platform that will exist in their area [2].

Thus, the researchers aimed to identify the awareness and readiness of the selected enterprises in the City of General Trias, Cavite towards smart city project to serve as a baseline study which can serve as an evidence-based approach of execution or implementation.

OBJECTIVES OF THE STUDY

Generally, the study aimed to determine the awareness and readiness of MSMEs as smart city project emerges in the City of General Trias, Cavite where it specifically aimed to determine the profile of the selected businesses in terms of length of operation, number of staff, type of business ownership and business capitalization range. This study also aimed to identify the level of awareness and readiness in terms of implementation, activities, process, and concept. The study also determined the significant relationship between the awareness level and readiness level and the

determination of perceived challenges that the businesses will face with the implementation of smart city project.

MATERIALS AND METHODS

Research Design

This study used descriptive-correlational research design, specifically through quantitative methods to measure the level of awareness and readiness of the selected enterprises. Descriptive study was used to determine the awareness and readiness of the enterprises to the smart city project in the City of General Trias, Cavite. The study used Google forms as a platform in creating survey questionnaires to collect and gather the data from the respondents. Thus, correlational study was used to determine the significance relationship of the awareness and readiness of the participants taken collectively.

Sampling

The researchers of the study used purposive sampling in identifying the 50 respondents and the target participants were the selected registered enterprises in the vicinity of General Trias City. The participants were selected purposively among the list of enterprises that were targeted participants of the smart city project.

Sources of Data

The researchers used primary and secondary data as a source in collecting the data needed for the study wherein the primary data are from the respondents with their response in the questionnaires and the secondary data is from the internet such as journals, past researchers, and any related sources for the study. The respondents of the study are identified as the selected MSMEs.

Research Instrument

The researchers used researcher-made survey questionnaires and was carefully analyzed for the awareness and readiness of the MSMEs and the process of evaluating the data collected using analytical and logical reasoning to examine the components of the data provided in the study. This study has subjected to validity and reliability. The Cronbach alpha used to test the scale of reliability of the pilot testing, which was computed at 0.91 indicating that the variables were accepted, valid, and reliable.

A 5 point Likert scale was used to determine the level of awareness where in 5 as Highly Aware shows that the respondents express high awareness with the implementation of application and are capable of adapting smart city project; 4 as Aware which shows

that the respondents are aware and ready to adapt the application; 3 as Somehow Aware where in the respondents are somehow aware with minimal information with the implementation of smart city project; 2 as Not Aware as the respondents are not aware and have no distinct information as well as not ready to adapt with the implementation towards smart city project and 1 as Highly Not Aware having the respondents express highly non-awareness towards the smart city project.

On the other hand, to determine the level of readiness, the researchers used a 5-point likert scale where in 5 as Highly Ready as the respondents express high readiness with the implementation of application and are capable of adapting smart city project; 4 as Ready showing that the respondents are aware and ready to adapt the application; 3 as Somehow Ready which reveals that the respondents are somehow ready with minimal information with the implementation of smart city project, 2 as Not Ready where in the respondents are not ready and have no distinct information as well as not ready to adapt with the implementation towards smart city project and 1 as Highly Not Ready which the respondents express highly non-readiness towards the smart city project.

Data Gathering Procedure

The data of the study was gathered and collected with the use of researcher - made survey questionnaires using the platform known as Google forms to know the respondents' response towards the awareness and readiness to the smart city project and its applications. The researchers distributed the questionnaires to conduct a survey with the participants using social media and the study used a Likert scale to determine the awareness and readiness of the enterprises in the City of General Trias, Cavite.

Statistical Treatment

The researchers of the study used Frequently Count and frequency and percentage to describe the profile of the respondents and survey questionnaires are used in collecting the profile of the respondents. Also, the researchers used Descriptive Statistics specifically Mean and Standard Deviation in describing the awareness and readiness of enterprises to the smart city project and its applications in the City of General Trias, Cavite. The mean score represents the distribution of the responses around the mean, and it indicates the degree of consistency among the responses, while the standard

deviation in the conjunction with mean, provides a better understanding of the data. This study also used Spearman.

RESULTS AND DISCUSSION

Table 1. Respondent's Profile

Length of operations	f	%
0 to 5 Years	32	64.00
6 to 10 Years	14	28.00
11 to 20 Years	2	4.00
21 Years and Above	2	4.00
Number of staff	f	%
1 to 9 Employees	45	90.00
10 to 49 Employees	3	6.00
50 to 249 Employees	1	2.00
249 Employees and Above	1	2.00
Type of Business Ownership	f	%
Sole Proprietorship	39	78.00
General Partnership	6	12.00
Corporation	3	6.00
Cooperative	2	4.00
Business capitalization range	f	%
Below Php 3,000,000	30	60.00
Php 3,000,001 to Php 15,000,001	13	26.00
Php 15,000,001 to Php 100,000,000	4	8.00
Php 100,000,00 and above	3	6.00
Total	50	100.00

Table 1 presents the frequency and percentage of the respondent's profile of the selected businesses in terms of length of operation, number of staff, types of business ownership and business capitalization range.

It is shown in the table that 32 out of 50 respondents or 64% were ranging from zero to five years, while two or four percent were ranging from 21 years and above. The table reveals that most of the the respondents' length of operations were ranging from zero to five years and the least were 21 years and above, and according to Mercado and Mercado [3] it indicates that these businesses are new to the venture. As to the respondent's number of staff, out of 50, 45 or 90% of the respondents has one to nine employees and with the same frequency of one or two percent of the respondents has 50 to 249 employees. The table revealed that most of the respondents has one to nine employees. This confirms the study of Celis et al.,[4] that since majority of the business is sole proprietorship and can be operated by a few workers, their respondents claimed that it is so rewarding while working at something they enjoy while earning profit for themselves.

It shows that 78% of the respondents were sole proprietorship, 12% were general partnership, six

percent were corporation and four percent were cooperative. It indicated that most participants are sole proprietorship [4].

Referring to business capitalization range, it shows that 60% of the respondents were having below Php 3,000,000 of capital, 26% were Php 3,000,001 to Php 15,000,001, eight percent were Php 15,000,001 to Php 100,000,000 and six percent were Php 100,000,000 and above. It states that most participants were having below Php 3,000,000 of capital. This confirms the study of Anos et al., [5] where their study suggests that the city's businesses are mostly microenterprises.

Table 2 Awareness in terms of implementation

Category	Mean	Description
Date to be implemented.	3.34	Somehow Aware
Standard, Policy, and Regulations.	3.36	Somehow Aware
Interaction, upgraded infrastructure and technology with its automated features, and reduce queue or waiting time.	3.58	Aware
Cost, maintenance, technology, and infrastructures, and security issues.	3.34	Somehow Aware
Grand Mean	3.41	Aware

Table 2 shows the awareness of the respondents in terms of implementation towards smart city project. This study revealed that the respondents were somehow aware with the implementation date of the smart city and is familiar with the cost, maintenance, technology, and infrastructure, as well as to its security issues having a mean value of 3.34 while some of the respondents were also somehow aware with the standard, policy, and regulations with a mean value of 3.36. With the highest mean value of 3.58, results revealed that the respondents were aware in terms of interaction, upgrades, infrastructure, and technology with its automated features. Overall, the table revealed that the respondents were aware towards smart city project in terms of implementation. This is quite contrary to the study of Novita and Suryani [6] since according to their study, only certain of groups know what smart city is in India despite the governance is good and rules are sufficient.

Table 3 presents the respondent's awareness toward smart city project in terms of activities. With the highest mean of 3.68, results revealed that the respondents were aware in terms of automated contact tracing features for the customers who come in and out the establishments.

Table 3 Awareness in terms of activities

Category	Mean	Description
Usage and have minimal interaction and great accessibility in technology with the customers using QR code.	3.48	Aware
Improvements of business advertisements in offering their products and services effectively through E-Commerce.	3.50	Aware
Automated contract tracing features for customers who come in and out in the establishments.	3.68	Aware
Grand Mean	3.55	Aware

The survey also resulted a mean value of 3.50 or aware in terms of the improvements of the business advertisements in offering their product and services effectively through E-commerce while with the lowest mean value of 3.48, it also revealed that the respondents were aware in terms of usage and having minimal interaction and great accessibility in the technology with the customers using QR code. Overall, the table revealed that the respondents were aware of the activities which can be made through the smart city project and knew how they will be able to use the application.

Table 4 Awareness in terms of process

Category	Mean	Description
Technological advancements using internet & smartphones to keep up in providing conveniences to customers.	3.98	Aware
Adjustments of the business operations such as interacting with the customers in adapting the E-Commerce platform.	3.78	Aware
The use of automated transactions with the use of business portal application.	3.80	Aware
Grand Mean	3.85	Aware

Table 4 reveals the respondents' awareness towards smart city project in terms of process, with the highest mean value of 3.98 showed, it that the respondents were aware in terms of technological advancements using internet and smartphones to keep up in providing conveniences to customers. The study also resulted in a mean value of 3.80 or aware in terms of the use of automated transactions with the use of business portal application. While with the least mean value of 3.78, it revealed that the respondents were aware in terms of adjustments of the business operations such as interacting with the customers in adapting the E-commerce platform. It indicates that respondents were aware of the smart city project in terms of its process and the things that needed to consider using the application. This confirms the study of Faber et al., [7] where the businesses are potentially aware due to the smart city's guarantee and potential, the concept of savvy cities has

progressively picked up consideration of approach makers, citizens, researchers, and business visionaries.

Table 5 Awareness in terms of concept

Category	Mean	Description
Cashless Transactions with customers through the use of QR codes.	3.62	Aware
Convenience buy and sell with the use of E Commerce in the Business Portal Application.	3.58	Aware
Careful management of Customer's Data Bases privacy from the City's registered data bases.	3.74	Aware
Grand Mean	3.65	Aware

Table 5 depicts the awareness of the respondents in terms of Concept towards smart city project, with the highest mean value of 3.74. The results showed that the respondents were aware in terms of careful management of customer's data bases privacy from the city's registered data bases. The survey also resulted in a mean value of 3.62 or aware in terms of cashless transactions with customers using QR codes. While with the least mean value of 3.58, the table showed that the respondents were aware in terms of convenience buy and sell with the use of e-commerce in the business portal application. It showcases that the respondents were aware in terms of the concept of the smart city project wherein they knew the things or features and what is needed to consider when they used the application.

Table 6 Readiness in terms of implementation

Category	Mean	Description
Date to be implemented.	3.70	Ready
Standard, Policy, and Regulations.	3.78	Ready
Interaction, upgraded infrastructure and technology with its automated features, and reduce queue or waiting time.	3.90	Ready
Cost, maintenance, technology, and infrastructures, and security issues.	3.46	Ready
Grand Mean	3.71	Ready

Table 6 shows the readiness of the respondents in terms of implementation towards smart city project. This study revealed that the respondents were ready with the implementation date of the smart city with a mean value of 3.70 and can adapt with the cost, maintenance, technology, and infrastructure, as well as to its security issues with a mean value of 3.46 which can also be interpreted as ready, while some of the respondents were also ready with the standard, policy, and regulations with a mean value of 3.78, with the highest mean value of 3.90, results reveals that the respondents were ready in terms of interaction, upgrades, infrastructure and

technology with its automated features. Overall, the table reveals that the respondents were ready towards the smart city project in terms of its implementation wherein they can adapt to the features that the application have.

This contradicts the study of Milenkovic et al.,[8] people are enthusiastic about participation and collective decision-making, but they are unfamiliar with the tools that can be used to participate in local government decision-making processes because local governments lack the strategies and/or resources necessary to implement smart-city elements.

Table 7 *Readiness in terms of activities*

Category	Mean	Description
Usage and have minimal interaction and great accessibility in technology with the customers using QR code.	3.56	Ready
Improvements of business advertisements in offering their products and services effectively through E-Commerce.	3.56	Ready
Automated contract tracing features for customers who come in and out in the establishments.	3.72	Ready
Grand Mean	3.61	Ready

Table 7 presents the respondent’s readiness towards smart city project in terms of activities, with the highest mean value of 3.72 interpreted as ready.

Results reveal the respondents were ready in terms of automated contact tracing features for the customers who come in and out in the establishments. While with the lowest mean value of 3.56, the results also revealed that the respondents were ready with both usage and having minimal interaction and great accessibility in technology with the customers using QR code; improvements of business advertisements in offering their products and services effectively through E-commerce.

Overall, the table shows that the respondents were ready towards the activities of smart city project wherein they will be able to adapt and use the application itself for their businesses upon implementation such as the e-commerce, interactions, and advertisements. This confirms the study of Abbas et al [9] where they stated that e-commerce adoption plays a very important role for SMEs in their improvement, as well as for the promotion of the economy and in the success of the organizations or firms.

Table 8 revealed the respondents' readiness towards smart city project in terms of process, with the highest mean value of 3.88 interpreted as ready.

Table 8 *Readiness in terms of process*

Category	Mean	Description
Technological advancements using internet and smartphones to keep up in providing conveniences to customers.	3.88	Ready
Adjustments of the business operations such as interacting with the customers in adapting E-Commerce platform.	3.70	Ready
The use of automated transactions with the use of business portal application.	3.80	Ready
Grand Mean	3.79	Ready

It showed that the respondents were ready in terms of technological advancements using internet and smartphones to keep up in providing conveniences to customers. The survey also resulted in a mean value of 3.80 or ready in terms of the use of automated transactions with the use of business portal application. While with the same value of 3.70, results also reveal that the respondents were ready in terms of adjustments of the business operations such as interacting with the customers in adapting E-commerce platform. It concludes that the respondents were ready and have the means to adapt in terms of technologies, operation adjustments, and automated transactions in the process of smart city project and since some of the citizens nowadays are more techno savvy than before, their business will be able to handle the new operations derived from the new features of smart city. This confirms the study of Noor et al., [10] where some of their employees or agents from a certain company were willing to do their business operations electronically and revealed that it helps a lot to their business operations.

Table 9 *Readiness in terms of concept*

Category	Mean	Description
Cashless Transactions with customers through the use of QR codes.	3.58	Ready
Convenience buy and sell with the use of E Commerce in the Business Portal Application.	3.70	Ready
Careful management of Customer’s Data Bases privacy from the City’s registered data bases.	3.78	Ready
Grand Mean	3.65	Ready

Table 9 depicted the respondents' readiness towards smart city project in terms of concept, with the highest mean value of 3.78 interpreted as ready. It depicted that the respondents were ready in terms of careful management of customer’s data bases privacy from the City’s registered data bases. The survey also resulted in a mean value of 3.70 or ready in terms of convenience buy and sell with the use of E-commerce in the business portal application.

While with the same value of 3.58, results also reveal that the respondents were ready in terms of cashless transactions with customers using QR codes. It concludes that the respondents were ready in terms of the concept of the smart city project wherein they knew and can adapt the things or features and what is needed to consider when they used the application to provide convenience to the customers. This means that some of the respondents are technologically ready and have a means to use the application smoothly since technology really helps a business to strive more and compete in the industry while providing convenience to the customers. But, on contrary and according to the study of Novita and Suryani [6] even though the applications are interesting, it is not elderly friendly, and it still doesn't attract the people to use it.

Table 10 *Perceived challenges with the implementation of smart city project*

Category	F	%
Customer's ability to adapt	34	9.10
Business' ability to adapt	20	5.40
Employee's ability to adapt	13	3.50
Lack of knowledge and ideas	21	5.60
Lack of Government support	24	6.40
Lack of Equipment	27	7.20
Customer's lack of awareness	28	7.50
Adjustments and changes to business operations	32	8.60
Perceived Costs	31	8.30
Technological Advancements	24	6.40
Technological Maintenance	19	5.10
Privacy Concern	20	5.40
Cybersecurity Risk	28	7.50
Competitors	21	5.60
Network Connectivity	31	8.30
Total	3.65	Aware

Table 10 showed the perceived challenges that the respondents might face with the implementation of smart city project in the City of General Trias, Cavite. It revealed that the customer's ability to adapt has the highest frequency of 34 and has the percentage of 9.1% which explains that to properly use the application, the customer must be able to know how to use the application and its features, this confirms the study of Novita and Suryani [6] that even though the applications are interesting, it is not elderly friendly and it still doesn't attract the people to use it. It also presented the Employee's ability to adapt with the least frequency of 13 and has the percentage of 3.5% which explains that their business' employees can adapt the new application

and use its features to its maximum capacity which confirms the study of Noor et al., [10] where some of their employees or agents from a certain company were willing to do their business operations electronically and revealed that it helps a lot to their business operations.

This study reveals that there is a significant relationship between the awareness level of the respondents and their readiness in terms implementation in the category of date to be implemented, standard, policy, and regulations, interaction, upgraded infrastructures and technology with its automated features, and reduce queue or waiting time, cost maintenance, technology, and infrastructures, and security issues, as well as in terms of activities in the category of usage and have minimal interaction and great accessibility in technology with the customers using QR code, improvements of business advertisements in offering their products and services effectively through E-commerce, automated contract tracing features for customers who come in and out in the establishments, also in terms of process in the category technological advancements using internet and smartphones to keep up in providing conveniences to customers, The use of automated transactions with the use of business portal application, and adjustments of the business operations such as interacting with the customers in adapting E-commerce platform, and lastly, from concept in the category of cashless transactions with customers through the use of QR codes, convenience buy and sell with the use of E-commerce in the business portal application, and careful management of customer's data bases privacy from the city's registered data bases.

Table 11 presents the summary of correlation of the awareness and readiness of the participants. The findings revealed that they were significant at 0.05 critical level hence the null hypothesis is rejected. It also means that as the awareness level of people increases their readiness level also increases. This means that as enterprises increased their awareness levels on implementation, activities, process and concept, the level of readiness as to the adoption of smart city in their respective enterprise in terms of activities, process, and concept. This result gives pathway of direct relationship between the awareness and readiness level among these enterprises as far as the smart city project in General Trias City is concerned.

Table 11. Correlation Summary Results

	Ready – Imple1	Ready - Imple2	Ready - Imple3	Ready - Imple4	Ready - Act1	Ready - Act 2	Ready - Act 3	Ready - Process 1	Ready - Process 2	Ready - Process 3	Ready - Concept 1	Ready - Concept 2	Ready - Concept 3
Aware - Implementation 1	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*
Aware - Implementation 2	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*
Aware - Implementation 3	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*
Aware - Implementation 4	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*
Aware - Activities 1	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*
Aware - Activities 2	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*
Aware - Activities 3	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*
Aware – Process 1	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*
Aware – Process 2	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*
Aware – Process 3	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*
Aware – Concept 1	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*
Aware – Concept 2	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*
Aware – Concept 3	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*	S*

*Significant Value at 0.05:S**

CONCLUSION AND RECOMMENDATION

The respondents concluded that majority of the respondents’ business length of operations were ranging from zero to five years, have one to nine employees, a sole proprietorship type, and have a business capitalization range of 3,000,000 and below.

The response of the participants was assessed from online survey and revealed that most of them are aware and ready with the implementation of smart city project in the vicinity of General Trias Cavite

Furthermore, the findings also revealed that most of the enterprises were afraid to face the perceived challenge known as the customer’s ability to adapt within the implementation of smart city project, that even though they are fully ready, some customers might not know what a smart city is and how to use it properly. It also revealed that the respondents are less worried about the Employee’s ability to adapt which explains that their employees are highly aware and know how to adapt new technologies that might emerge aside from the smart city project. This study also revealed that there was a significant relationship between the level of awareness of the respondents and their readiness in

terms of Implementation, Activities, Process, and Concept.

The researchers recommend intensifying the information dissemination strategies of LGUs for the citizens, especially the elderly as the customers to know what smart city is and how to use it properly. Specifically, the researchers focused on much deeper dissemination of information regarding smart city for its proper usage with the use of social media, flyers, and/ or hold seminars and meeting per barangay to increase the adaptation rate of the customers. Also, the enterprises can review their existing process to know what to change in their operations. Furthermore, the researchers also recommend proposing and conducting a future study regarding the customer’s willingness to adapt and strategies to improve the customer’s awareness and adaptability towards smart city project.

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