

Entrepreneurial Resilience of Success in the Floriculture Industry

Dr. Renalyn L. Buntalilio¹

¹College of Hospitality Management Eastern Samar State University Guiuan
Campus Eastern Samar, Philippines

Publication Date: 2025/03/21

Abstract: The floriculture industry is essential to the hospitality industry as it contributes to aesthetics, customer satisfaction, and overall guest experiences. This study is significant to floriculture industry as it creates awareness among plant enthusiasts with various level of competency and entrepreneurial behavior to harness collective approach in understanding market strategies and trends. This study is a descriptive research aimed to determine the entrepreneurial resilience of success, entrepreneurial behavior and entrepreneurial competency of the floriculture business in Eastern Samar of which fifty-one (N-51) individuals participated in the study using convenience sampling method who utilized an adopted survey questionnaire. Further, 58.82 percent were females, 60.78 percent of the total respondents have less than P10,000.00 level of income per month from floriculture business, of which 54.9 percent uses their family owned land, 25.4 percent personal property, 19.6 percent family+purchase and none of the respondents rented land for plant cultivation and propagation. In the category of business experience 40 percent (14 respondents) belongs to 5-7 years in business venture. Moreover, result shows that the entrepreneurial resilience of success was very high with the overall mean of 4.51; the entrepreneurial behavior and entrepreneurial competency were very positive with the overall mean of 4.34, and 4.48 respectively. However, further results revealed that the entrepreneurial behavior and competency were not significant to the entrepreneurial resilience of success in the floriculture business. Therefore, it is concluded that the entrepreneurial behavior and competence cannot predict the entrepreneurial resilience of success in the floriculture business in Eastern Samar. It is then recommended to conduct further studies to include other factors that can affect the sustainability of success in floriculture industry, including collective approach.

Keywords: *Entrepreneur Resilience, Success, Behavior, Competency.*

How to Cite: Dr. Renalyn L. Buntalilio (2025). Entrepreneurial Resilience of Success in the Floriculture Industry. *International Journal of Innovative Science and Research Technology*, 10(3), 581-586.
<https://doi.org/10.38124/ijisrt/25mar755>

I. INTRODUCTION

The hospitality industry and floriculture industry are two dynamic sectors that are complexly intertwined in ways that significantly enhance the overall guest satisfaction. As both industries navigate the challenges of shifting market dynamics such as evolving consumer expectations, sustainability concerns, and economic fluctuations they find themselves in a mutually beneficial relationship. Hospitality businesses are reliant on floriculture for aesthetic enhancements that elevate their appeal, while floriculture enterprises benefit from the continual demand for their products in event planning, décor, and customer engagements.

Rout et al 2006 and Naranja 2007 stated that the ornamental plants are produced mainly for aesthetic value, its quality attributed like freshness, color and form are very important and during peak seasons, supply of flowers falls short by 30%. For the Filipinos, ornamental plants are a big part of their everyday living, regardless of culture, religion, and political landscape. In every Filipino household, there are

always pots of decorative plants (Naranja 2007). Their love for flowers, which they believe have symbolic meanings, makes floriculture industry flourishing.

The connection of these two industries highlights the importance of collaboration and shared resilience. When hospitality venues prioritize floral aesthetics and experiences, they rely on the floriculture industry for quality products and innovative solutions. Conversely, floriculture businesses benefit from the sustained demand generated by the hospitality sector. Together, they form a dynamic ecosystem where resilience in one area bolsters the success of the other.

Moreover, the entrepreneurial behavior is often associated with initiative, risk-taking, and innovation, that may not always translate into resilience, particularly when external challenges overwhelm personal capabilities. Similarly, while possessing entrepreneurial competencies which encompasses the skills and knowledge necessary for effective business management do not always predict

entrepreneurial resilience and it does not guarantee their ability to withstand adversity.

This study aims to determine the entrepreneurial behavior and entrepreneurial competency can predict the entrepreneurial resilience to success in the floriculture business. The specific objectives of the study are to (a) determine the socio-economic status in the floriculture business; (b) assess the level of entrepreneurial resilience of success, entrepreneurial behavior and entrepreneurial competency; and (c) to determine if the entrepreneurial behavior and entrepreneurial competency can predict the entrepreneurial resilience of success in the floriculture venture.

II. METHODOLOGY

➤ Research Design

This study is a quantitative, non-experimental design using convenience sampling method. This design is appropriate for studies that dealt with the influence of one variable to another in this case of the entrepreneurial resilience of success. It is a research design in which the predictive contribution of independent variables is assessed

towards the dependent variable freely without manipulation (Radhakrishnan, 2013).

➤ Respondents of the study

The research study was conducted in Eastern Samar. The province of Eastern Samar comprises 23 municipalities and has a population of 477,168. The respondents included in this study are the floriculture industry entrepreneur and florist enthusiast from the municipalities of Eastern Samar.

The study's respondents are florists' enthusiasts, small business entrepreneurs, garden owners, and farm owners of the floriculture industry in the 2nd provincial district of Eastern Samar. A total of 51 respondents have participated in the study using convenience sampling method.

III. RESULTS AND DISCUSSION

This section presents the study's significant findings. It starts from the socio-economic characteristics of the respondents, followed by the level of entrepreneurial resilience of success, entrepreneurial behavior and entrepreneurial competency, and the significant relationship of the entrepreneur behavior and entrepreneurial competency to the entrepreneurial resilience of success.

Table 1 Frequency and Percentage Distribution of Respondents According to Age

Socio – Economic Profile of the Respondents			
Age	Age	Frequency	Percentage
	25 - 30	0	0
	31-35	6	11.76
	36-40	11	21.56
	41-45	18	35.29
	46 - 50	9	17.64
	> 50	7	13.72
	others	0	0
	Total	51	100

Table 1 presents the frequency and percentage distribution of respondents according to age. As a result, 35.29 percent of the respondents were under 41-45 years of age, 21.56 percent of the respondents were under 36 to 40 years old, 17.64 percent of the respondents belong to 46 to 50

years old, 11.76 percent of the respondents are from the age group of 31 to 35 years old. However, it was observed that there was no respondent answer from the age of 25 to 30 years old.

Table 2 Frequency and Percentage Distribution of Respondents as to the educational level

Socio – Economic Profile of the Respondents			
Educational Level	Educational Level	Frequency	Percentage
	Primary (Elementary graduate)	19	37.25
	Secondary (Highschool Graduate)	15	29.41
	Tertiary (College Graduate)	11	21.56
	Others (did not specified)	6	11.76
	Total	51	100

Table 2 presents the frequency and percentage distribution of respondents as to their educational level. As presented in the table, 19 individuals or 37.25 percent belonged to the primary level or elementary graduate, 15 or

29.41 percent was secondary level or high school graduate, 11 or 21.56 percent of the respondents were tertiary level or college graduate, 6 or 11.76 percent as to other which did not specify their educational level.

Table 3 Frequency and Percentage Distribution of Respondents as to the Gender

Gender	Socio – Economic Profile of the Respondents		
	Gender	Frequency	Percentage
	Male	21	41.17
	Female	30	58.82
Total	51	100	

In table 3, it was revealed that 58.82 percent of the respondents were females, while 41.17 percent were males. This implies that when it comes to gender, the majority of

those who engage in the plant industry are females. This can be equated to the nature of the job.

Table 4 Frequency and Percentage Distribution of Respondents as to the Business Size

Size of the Business	Socio – Economic Profile of the Respondents		
	Size of the Business	Frequency	Percentage
	1 - 5 Staff	27	52.94
	6 - 10 Staff	7	13.72
Others	17	33.33	
Total	51	100	

Table 4 revealed that 27 or 52.94 percent have 1- 5 staff who help their farms and gardens, 33.33 percent as to other

mean, and 7 or 13.72 percent have 6 – 10 staff who help them in the floriculture business.

Table 5 Frequency and Percentage Distribution of Respondents as to their Occupation

Occupation	Socio – Economic Profile of the Respondents		
	Occupation	Frequency	Percentage
	Civil servant/Government Employee	16	31.37
	Full-time entrepreneurs/ florist, owners	13	25.49
Others (housekeeper, retired employee, self-employed, freelancer)	22	43.13	
Total	51	100%	

As shown in Table 5, 22 or 43.13 percent are housekeeper, retired employee, self-employed and freelancer, 16 or 31.37 percent are civil servants or government

employees, and 13 or 25.49 percent are full-time entrepreneurs, florists and owner.

Table 6 Frequency and Percentage Distribution of Respondents as to their Level of Income

Level of Income	Socio – Economic Profile of the Respondents		
	Level of Income	Frequency	Percentage
	Less than 10,000	31	60.78
	Greater than 15,000	9	25.71
Less than 30,000	5	14.28	
Others	0	0	
Total	51	100%	

Table 6 shows the frequency and percentage distribution of respondents as to their level of income. 31 or 60.78 percent have less than P10,000, 9 or 25.71 percent

have greater than P15,000, and 5 or 14.28 percent have less than P30,000 income.

Table 7 Frequency and Percentage Distribution of Respondents as to the Source of Land Profile

Source of Land	Socio – Economic Profile of the Respondents		
	Source of Land	Frequency	Percentage
	Rent	0	0%
	Family owned	28	54.9%
Family +purchase	10	19.6	
Personal property /land	13	25.4	
Total	51	100%	

Table 7 presents respondents' frequency and percentage distribution regarding the source of land profile. As presented in the table, 54.9 percent uses their family owned land, 25.4

percent personal property, 19.6 percent family+purchase and none of the respondents rented land for plant cultivation and propagation.

Table 8 Frequency and Percentage Distribution of Respondents as to the Business Experience

Experience in the Business	Socio – Economic Profile of the Respondents		
	Experience in the Business	Frequency	Percentage
	1 – 3 years	13	38.23
	5 – 7 years	14	40
	9 – 10 years	0	0
	Others	7	20.58
Total	51	100%	

Table 8 presents respondents' frequency and percentage distribution regarding the business experience. In the category of business experience 40 percent (14 respondents)

belongs to 5-7 years in business venture, 38.23 percent belongs to 1-3 years, 20.58 percent to other mean and 0 percent to 9-10 years in business venture.

Table 9 Entrepreneurial Resilience Success

Level of Entrepreneurial Resilience of Success	Level of Entrepreneurial Resilience of Success		
	Mean	Description	Interpretation
1. Human capital	4.62	Strongly Agree	Very High
2. Financial capital	4.67	Strongly Agree	Very High
3. Social capital	4.25	Strongly Agree	Very High
Overall Mean	4.51	Strongly Agree	Very High

As shown in table 9, result show that the entrepreneurial resilience of success was very high with the overall mean of 4.51, suggesting that the entrepreneur

resilience of success is strongly connected to the three indicators; financial capital; human capital and social capital.

Table 10 Level of Entrepreneurial Behavior of Floriculture Industry

Entrepreneurial Behavior	Table Column Head		
	Entrepreneurial Behavior	Description	Interpretation
Achievement motivation	4.58	Strongly Agree	Very Positive
Management Orientation	4.64	Strongly Agree	Very Positive
3. Leadership Ability	4.34	Strongly Agree	Very Positive
4. Innovativeness	4.49	Strongly Agree	Very Positive
5. Decision making	4.39	Strongly Agree	Very Positive
Overall Mean	4.48	Strongly Agree	Very Positive

Result revealed that the entrepreneurial behavior were very positive with 4.48 overall mean. The following are the indicator; the entrepreneur management orientation was very positive with 4.64 mean; followed by achievement motivation with 4.58 mean; the innovativeness with 4.49

mean; the decision making with a 4.48 mean; and the leadership ability with a 4.34 mean. This means that the entrepreneurial behavior described in the item was practiced and manifested at all times.

Table 11 Level of the Entrepreneurial Competency of Floriculture

Entrepreneurial Competency	Table Column Head		
	Entrepreneurial Competency	Description	Interpretation
1. Basic Competency	4.58	Strongly Agree	Very High Competency
2. Operational Competency	4.64	Strongly Agree	Very High Competency
3. Strategic Competency	4.34	Strongly Agree	Very High competency
4. Innovative Competency	4.49	Strongly Agree	Very High Competency
5. Visionary Competency	4.44	Strongly Agree	Very High Competency
Overall Mean	4.49	Strongly Agree	Very High Level of Entrepreneurial Competency

The findings revealed that the entrepreneurial competency was very high with the overall mean of 4.49. The result of the study indicates that the floriculture industry has a high level of operational competence (mean 4.64),

followed by the basic competency (mean 4.58), innovative competency (mean 4.49), visionary competency (mean 4.44), and strategic competency (mean 4.34) respectively, interpreted as high level of entrepreneurial competency.

Table 12 Correlation of the Entrepreneurial Behavior and Entrepreneurial Competency to the Entrepreneurial Resilience of Success

Entrepreneurial Behavior and Entrepreneurial Competency to the Entrepreneurial Resilience of Success	Entrepreneurial Behavior and Entrepreneurial Competency to the Entrepreneurial Resilience of Success		
	Correlation Coefficient	P-value	Interpretation
Entrepreneurial Behavior	.135	.347	Not Significant
Entrepreneurial Competency	.144	.312	Not Significant

The results show that the entrepreneurial behavior and entrepreneurial competence has nothing to do with entrepreneurial resilience of success. The entrepreneurial behavior has .135 correlation with Pvalue of .347, interpreted as Not significant. While the entrepreneurial competency has 1.44 correlation coefficient with Pvalue of .312, interpreted as Not significant. Thus, the researcher rejected the null hypothesis, which posits that there is significant relationship between the entrepreneurial behavior and entrepreneurial competence and the entrepreneurial resilience of success.

The related studies that support the findings of the study are as follows; Fisher (2016) does not seem to believe strongly that resilience informs success, but rather argues that it is objectively indicated through sales or growth rates. Mcinnis-Bowers et al. (2017) study shows that how traumatic events shape resilience in an individual's life; women in the village of Boruca had to endure hardships which propelled them towards entrepreneurship and were able to face the adversities that came with it. Although these findings are similar to Duchek's argument, there is not enough theory to prove that one needs to go through traumatic life experiences in order to be resilient, or whether resilient individuals always succeed in entrepreneurship.

ACKNOWLEDGMENT

I would like to acknowledge the administration of Eastern Samar State University Guiuan Campus (ESSU-Guiuan) for their support and assistance, which helped facilitate the smooth progression of my completed research.

A special thanks to the entrepreneurs in the floriculture industry who cordially participated in the survey. Their willingness to actively share their insights on resilience and success provided essential data for this study.

REFERENCES

- Alvarado, R.; Peñarreta, M.; Armas, R.; Alvarado, R. 2017. Access to financing and regional entrepreneurship in ecuador: An approach using spatial methods. *Int. J. Entrep.* 2017, 21, 32–45.
- Case study of Lahore Market. *Pakistan Economic and Social Review* 39(2):87-102.
- Cheng, V., & Catling, J. C. 2015. The role of resilience, delayed gratification and stress in predicting academic performance. *Psychology Teaching Review*, 21(1), 13–24.
- Dait J., 2015. Trends and issues of the cut flower industry of Nueva Vizcaya. *International Journal of Novel Research in Marketing Management and Economics* 2(3):25-51.
- Fisher, R. 2016. Does individual resilience influence entrepreneurial success, 39– 54. Retrieved from https://www.researchgate.net/profile/Alex_Maritz3/publication/311259544_Does_individual_resilience_influence_entrepreneurial_success/links/5850d47b08aecb6bd8d21948/Does-individual-resilience-influence-entrepreneurial-success.pdf
- Fisher, R., Merlot, E., & Johnson, L. W. 2014. The obsessive and harmonious nature of entrepreneurial passion. Retrieved from <https://doi.org/10.1108/IJEBR-01-2017-0011>
- Garcia A. L. P., 2013. Market structure, conduct and performance of cut-flower growers in selected cities in Mindanao, Philippines. *Asia Journal of Business and Governance* 3(1):83-102.
- Garcia A. L. P., 2013. Market structure, conduct and performance of cut-flower growers in selected cities in Mindanao, Philippines. *Asia Journal of Business and Governance* 3(1):83-102.
- Han, L., Bao, H. J., & Chen, M. Y. 2020. Research on the identification of entrepreneurial opportunity of the bottom group in the process of urbanization. *Hubei Agricultural Sciences*, 59(24), 179–183. (In Chinese). Retrieved from <https://doi.org/10.14088/j.cnki.issn0439-8114.2020.24.040>
- Hao, X. L., Tu, Y. Q., Liu, Y. R., & Tan, W. 2020. A theoretical framework for entrepreneurial resilience in the context of entrepreneurial failure. *Foreign Economics & Management*, 42(1), 30–41.
- K. Gowrishankar 2008. Insights into Entrepreneurial Behavior in Indian Firms. *Academy of Entrepreneurship Journal*, 14(2), 95-105.
- Kreuz, R.; Roberts, R. Culture and its consequences. *Publ. Entrep. Theory Pract.* 2019, 26, 4–7.
- Lafuente, E., Vaillant, Y., & Gomes, E. 2019. Bouncing back from failure: Entrepreneurial Resilience and the Internationalisation of subsequent Ventures Created by Serial Entrepreneurs. 68(4), 658–694. <https://doi.org/10.1111/apps.12175>
- Mcinnis-bowers, C., Parris, D. L., Rica, C., & Galperin, B. L. 2017. Which came first, the chicken or the egg? Entrepreneurship and resilience among the Boruca Indians of Costa Rica Indians of. 11(1), 39–60. Retrieved from <https://doi.org/10.1108/JEC-01-2015-0014>
- Naranja L., 2007. Floriculture: Sunshine industry of the Philippines. Available at: <https://www.bar.gov.ph/index.php/digest-archives/64-2007-1st-quarter/1499-janmar07-floriculture-2?tmpl=component&print=1>.
- Padmini S. M. P. C., Kodagoda T. D., 2017. Present status and future scope of floriculture industry in Sri

- Lanka and its potential in women empowerment. Sri Lanka Journal of Social Sciences 40(1):31-40.
- [17]. Prasad, M.; Venkata, V.; Shyam, R. 2018. Impact of financial, social and human capital on Entrepreneurial Success. *Int. J. Small Bus. Entrep. Res.* 2018, 6, 63–65.
- [18]. Rout G. R., Mohapatra A., Jain S. M., 2006. Tissue culture of ornamental pot plant: A critical review on present scenario and future prospects. *Biotechnology Advances* 24(6):531-60.
- [19]. Smejkalová, N. 2018. The effects of perceived stress and resilience on academic performance. (Bachelor of Arts Thesis, SUNY Empire State College, New York, USA). Retrieved from https://elearning.unyp.cz/pluginfile.php/58141/mod_data/content/3327/Smejkalova_Nikola_513281_Bachelor%20Thesis.pdf
- [20]. Yang T., Zhao W. H., Si-Yao L., Management S. O., University X. J. 2019. Impact of entrepreneurial failure experience on failure-based learning behaviors:the role of failure attribution. *RD Manag.* 31 4–15. 10.13581/j.cnki.rdm.2019.04.002