

General landscape of ICT use: Women in platform work

AUBREY D. TABUGA

Objectives

To provide a general landscape of ICT use (for assessing opportunities for platform work)

- Internet usage, ICT usage (cellphone, computer) characteristics
- Characteristics of individuals engaged in online work (limited to online selling)

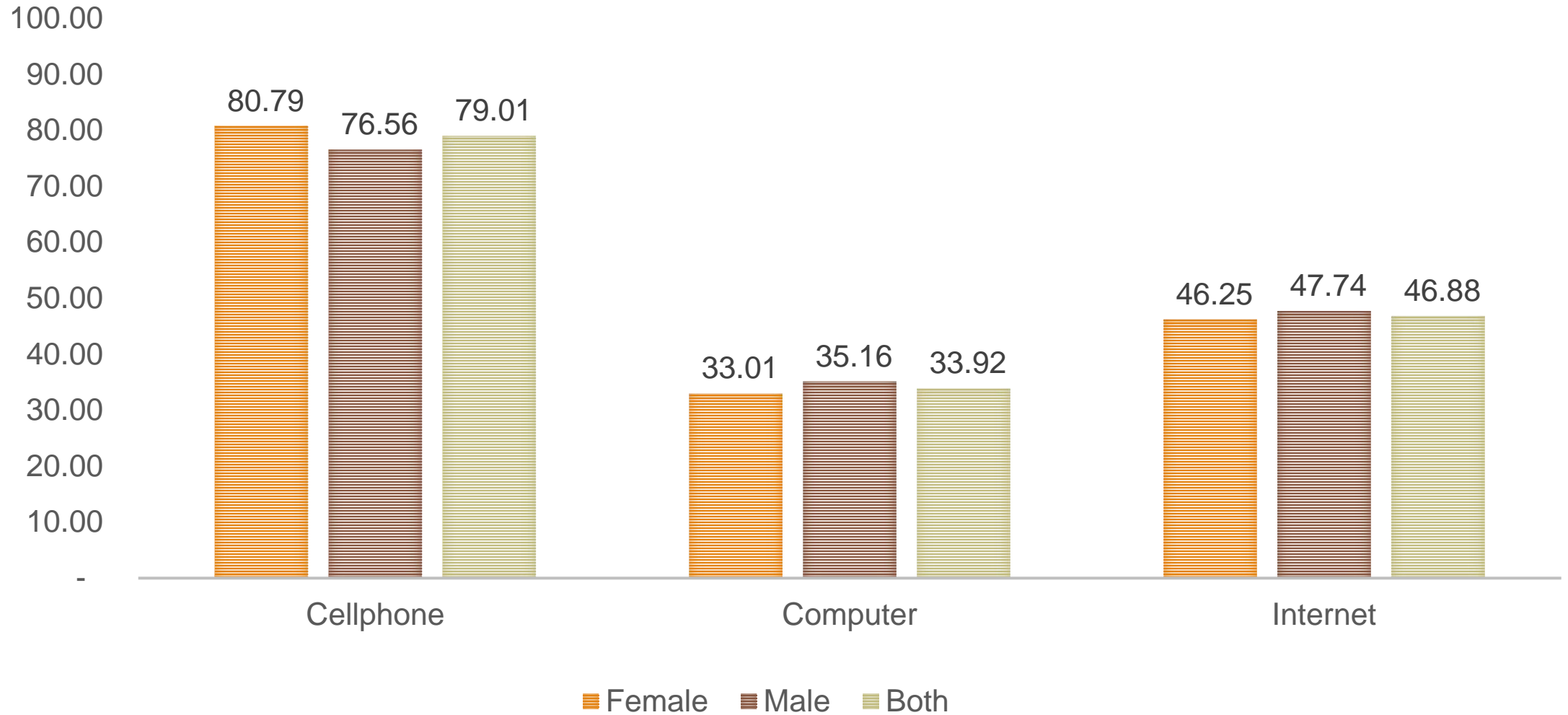
To discuss our insights for advancing opportunities for both men and women in platform work

Data & Methodology

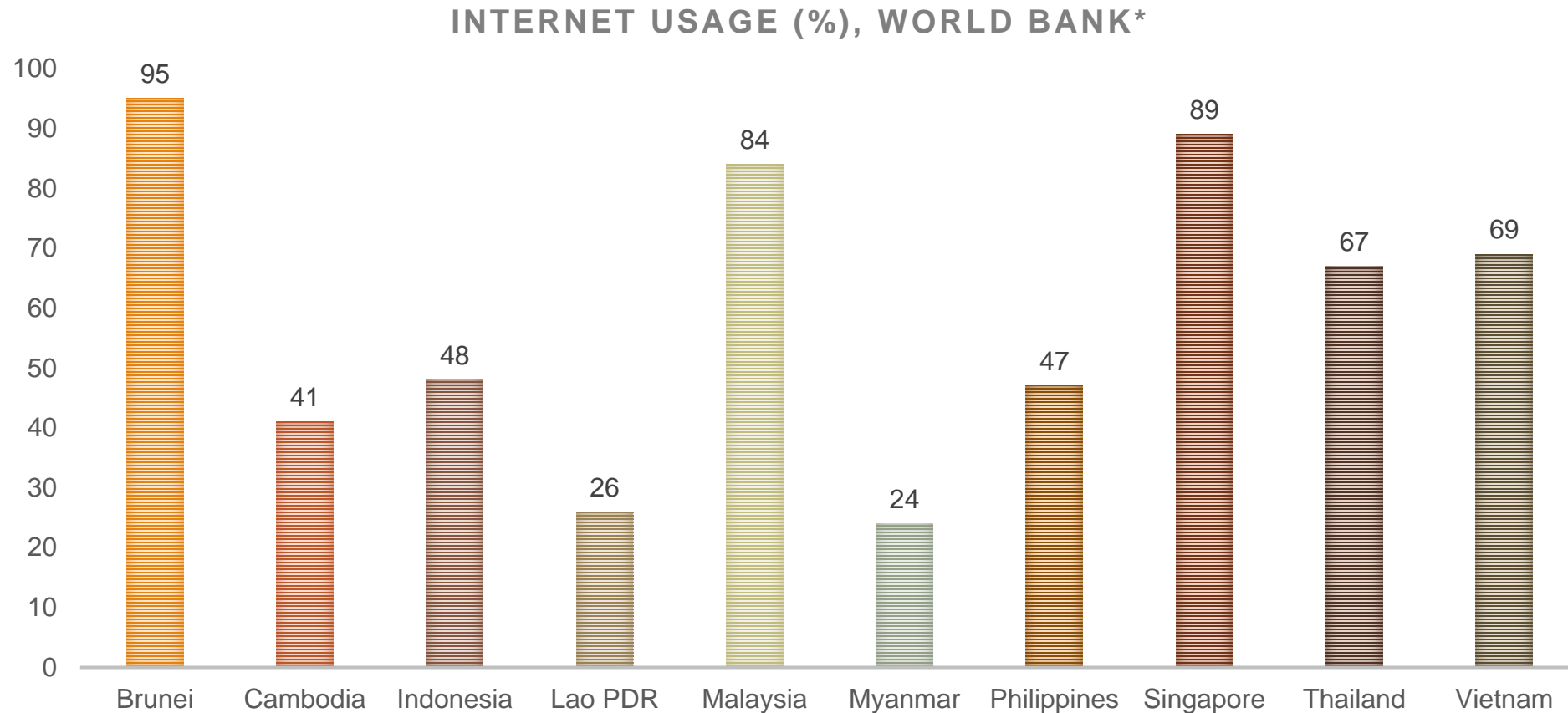
- National ICT Household Survey (NICTHS) by the DICT and PSRTI
- 2019 NICTHS - the first household survey done on ICT use
- It was administered to a nationally representative sample of households and individuals in the country.
- Applied descriptive analyses; correlational analyses (for characteristics of individuals engaged in online entrepreneurship)

General Landscape of ICT Use

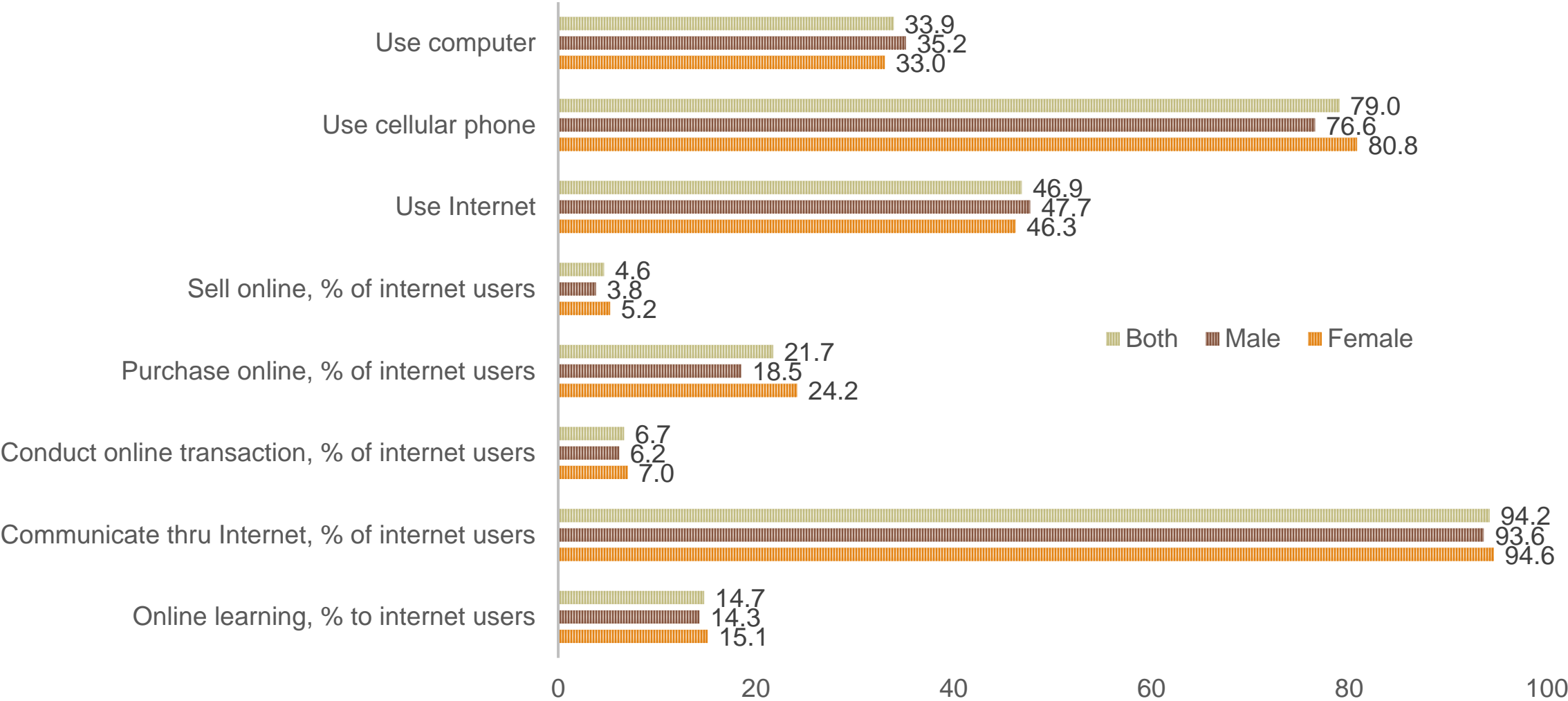
79% use cellphone, 34% use the computer, 47% use the Internet



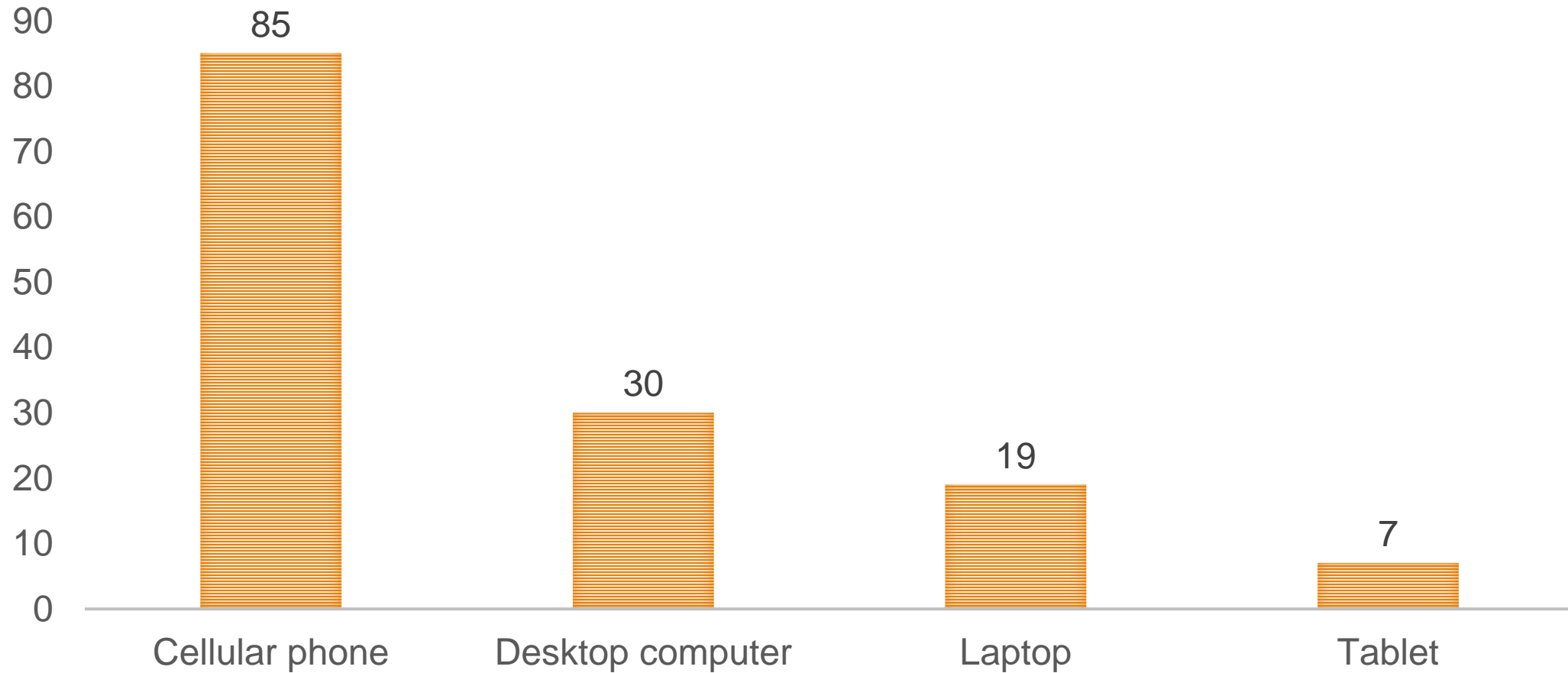
We are lagging behind most of our ASEAN neighbors in Internet usage



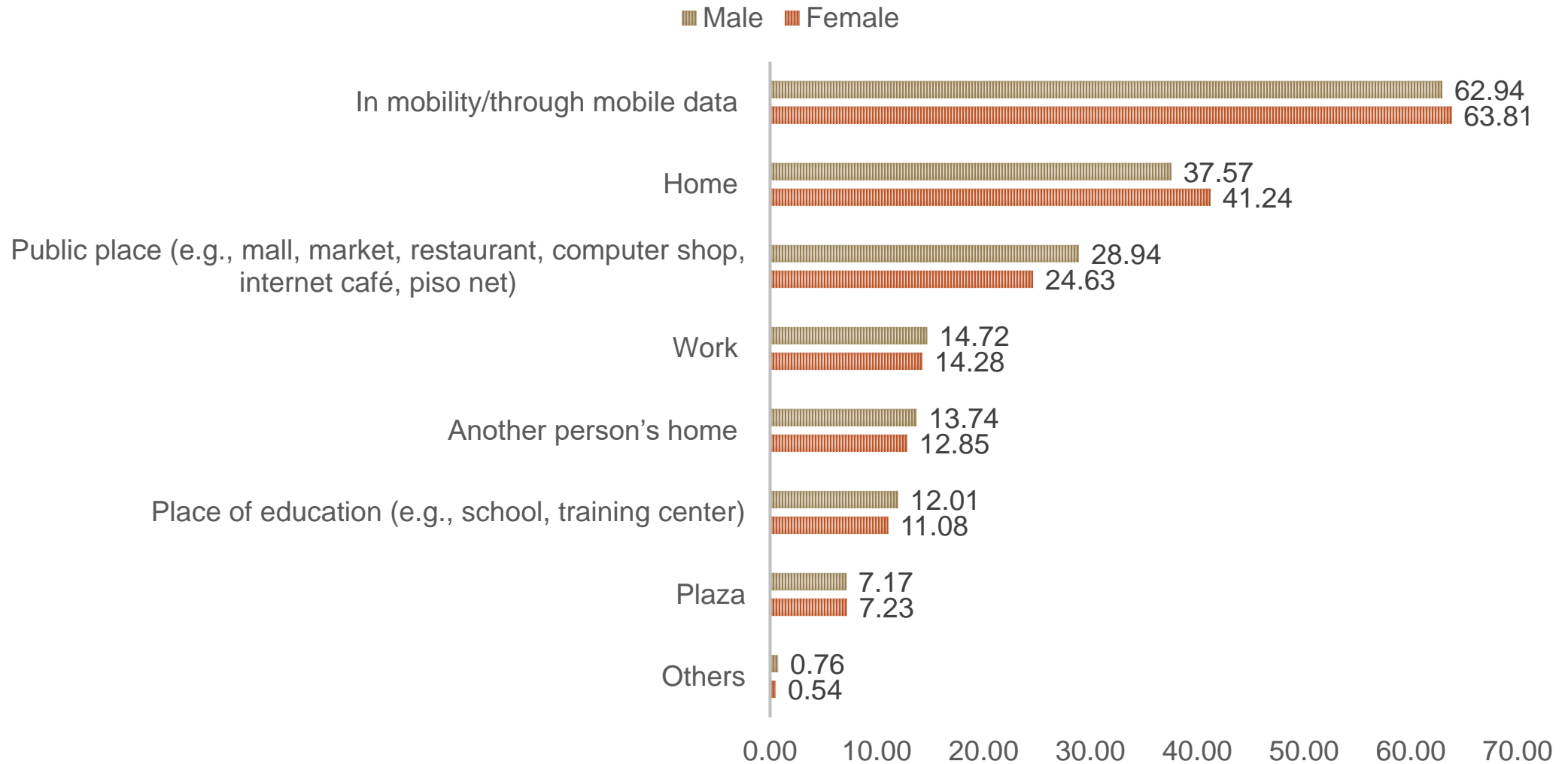
Women are at par with men in ICT use



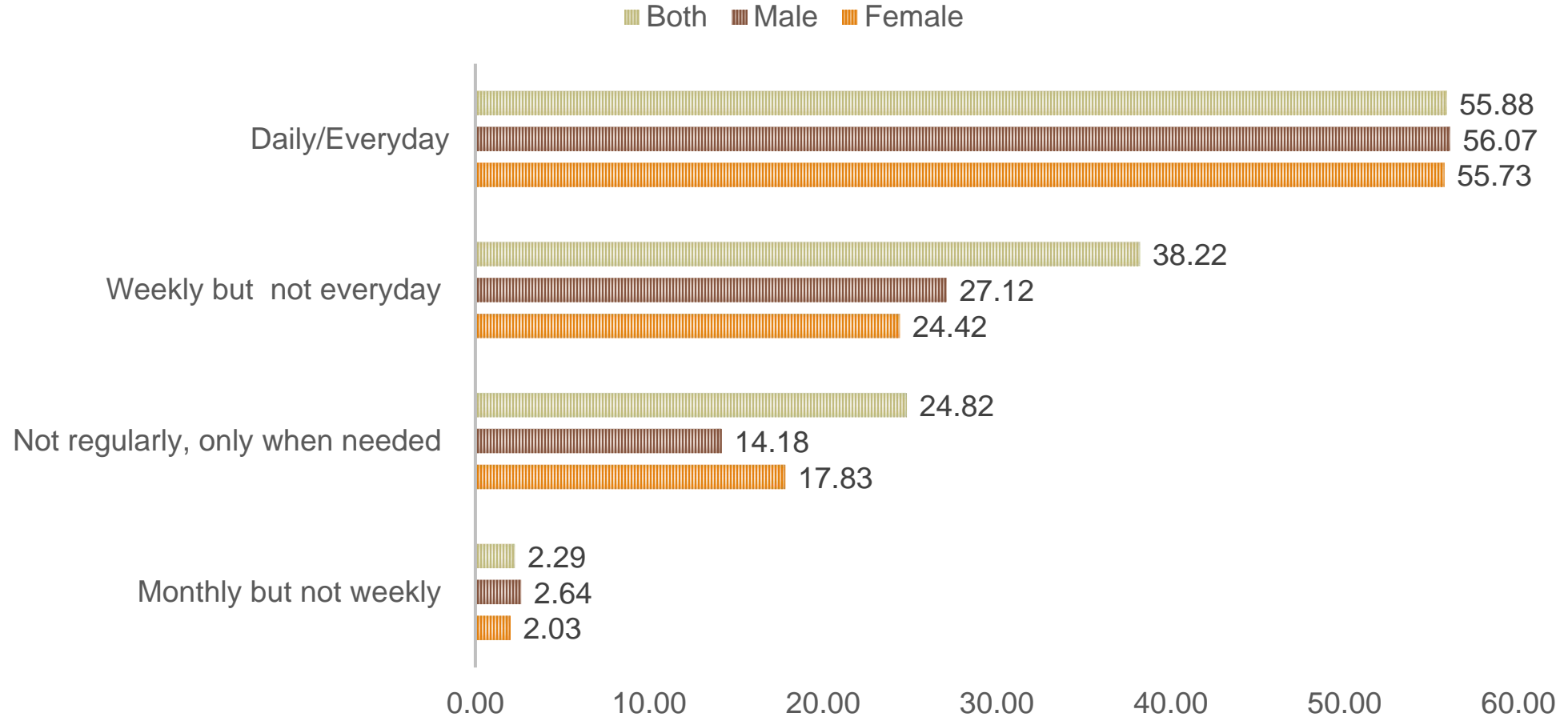
The device commonly used for accessing the Internet is cellular phone



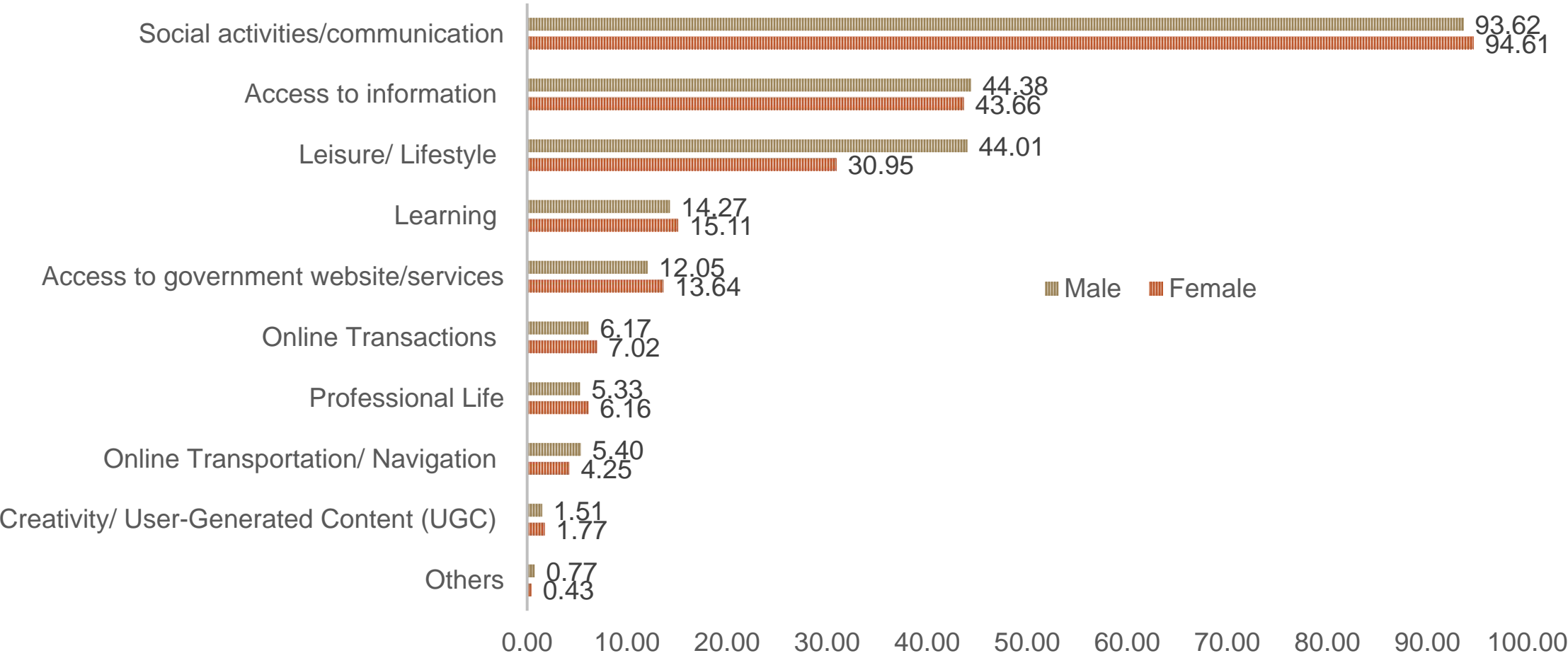
Majority (63%) of Internet users access the Internet through mobile data while in mobility



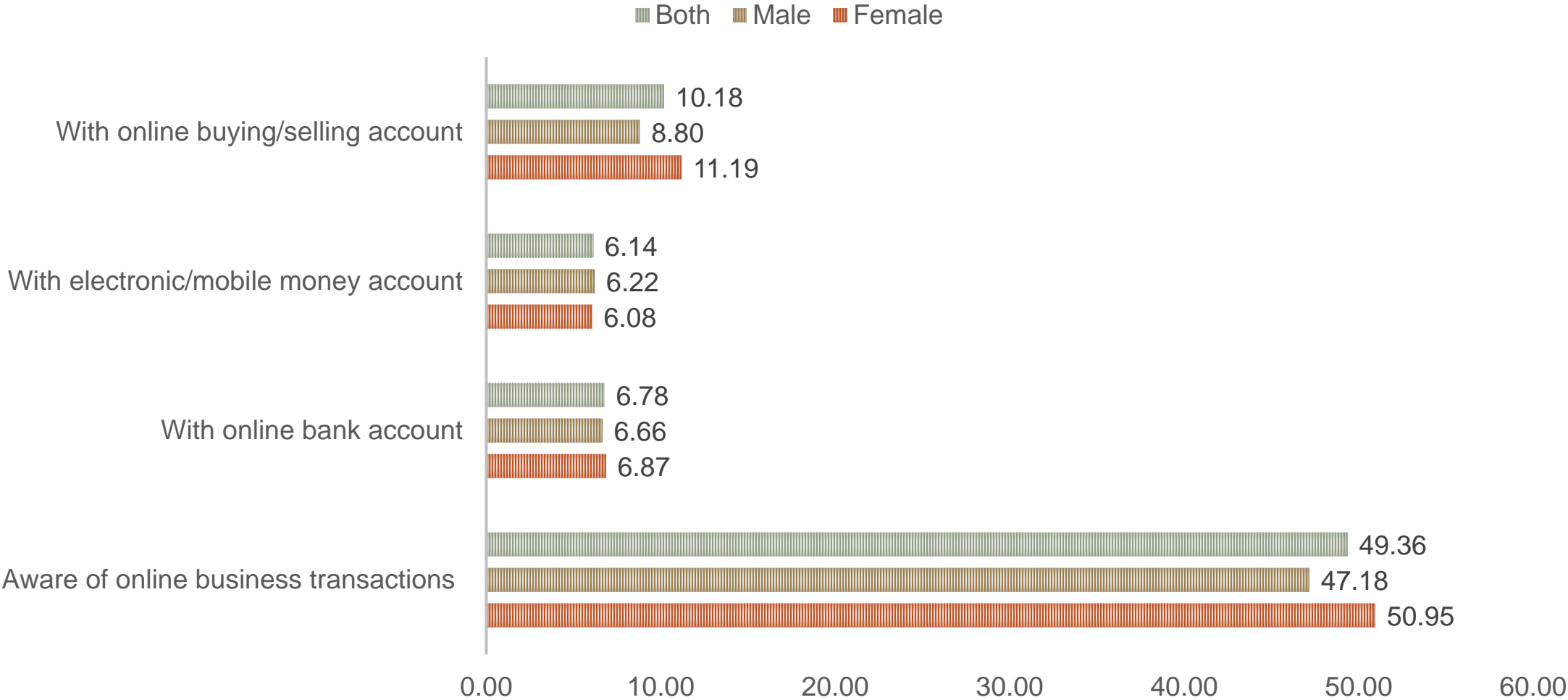
Majority (56%) of Internet users access the Internet every day



Top purpose - social activities or communication purposes (91%)



Majority (52%) are not aware that they can do financial transactions online

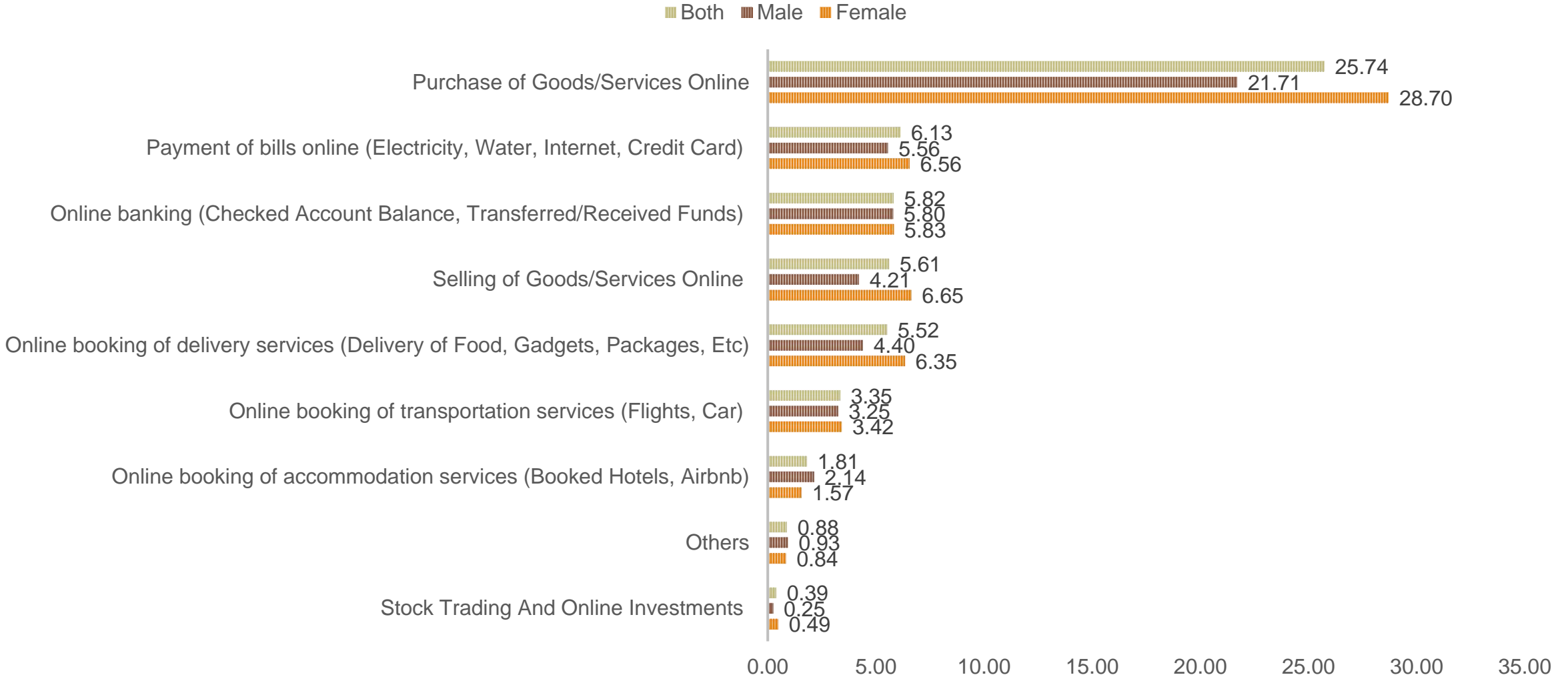


Top reasons for not using Internet – lack of knowledge

- Reasons for not using Internet - lack of knowledge on how to use the Internet and what Internet is (51%).
- Other important reasons are high cost of Internet subscription (27%) and high cost of equipment (27%). There is no significant gender disparity in this aspect.
- A non-negligible proportion (21%) also reported that Internet service is not available in their area.
- Some reported that they do not need the Internet (nearly 13%), or are concerned with privacy and security (4%).

Use of online platforms

In online platforms, top activity is purchase of goods and services (26%)



Cellular phones are the most commonly used device for online purchases

- Eight in 10 individuals who have purchased online used their cellular phones to carry out the transactions. Some 14 percent noted they used a computer for buying online.
- On the average, online purchasers bought two times each month within the last 12 months. There is no significant gender variation in this aspect.
- On a monthly basis, an online buyer had spent approximately P2,300 on the average. Men spent more at an average at around P3,200 compared to women's average purchase amount of P1,800.
- Most online buyers get the merchandise via delivery/courier (with 67% of online buyers using this method). Some 17 percent reported that they do meet-ups to get their purchases.

Online entrepreneurship

Some 0.98 million individuals do online selling (5% of Internet users)

- Of the 0.98 million, 68% are women
- 26% of the total reported online selling as their primary source of income
- 74% reported – online selling is a supplementary income source
- People who are finding livelihood opportunities in online selling are mostly the highly educated ones or those who had college education
- Online entrepreneurs exercise more skills with regards to ICT than the rest of the population.

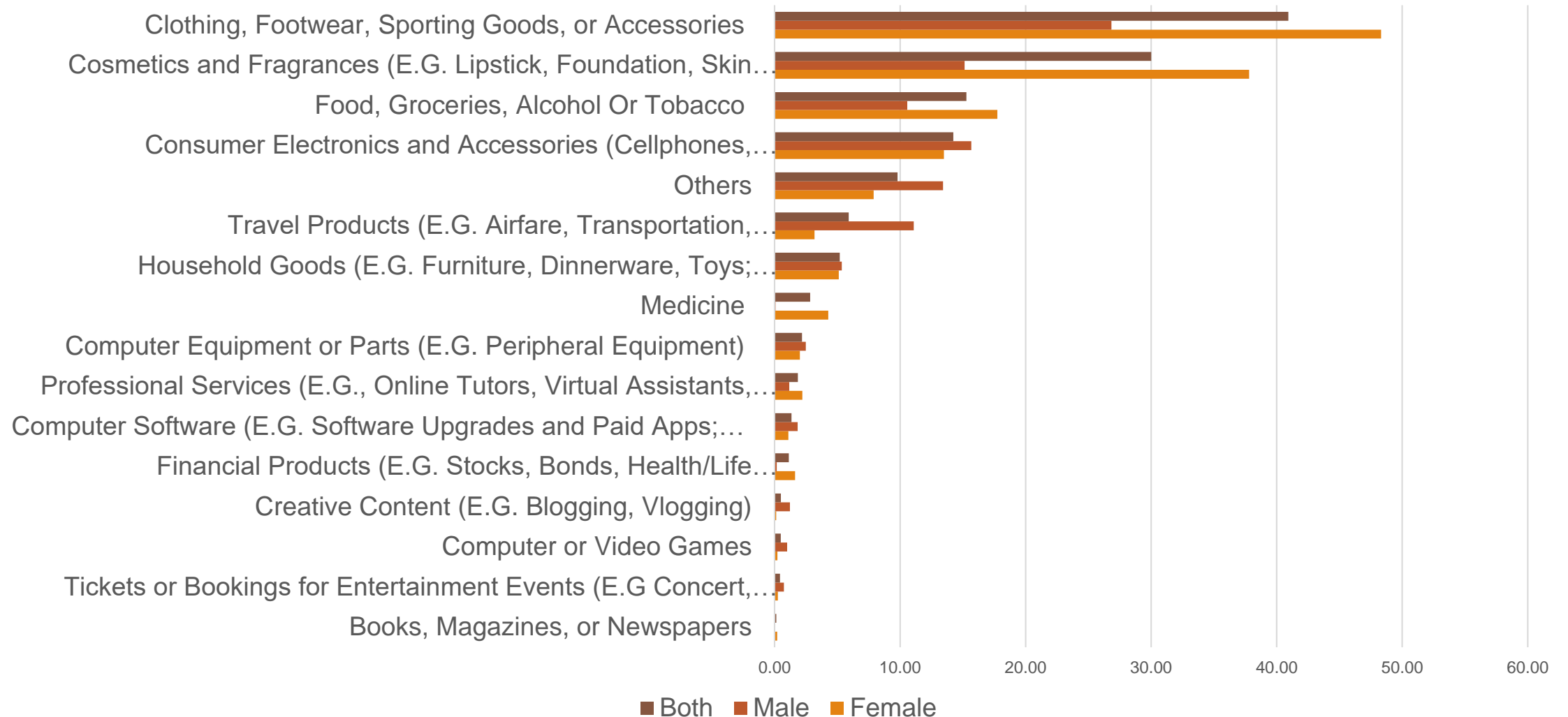
Women online sellers

- Majority (58%) of women engaging in such activity are college educated; Some 23 percent have had high school education at most.
- The largest proportion (36%) of women online sellers are categorized as homemakers or housewives.
- Another significant proportion (31%) are own-account workers or self-employed. Interestingly, 11 percent of women doing this activity are unemployed
- Even some employed ones (8% of total women online sellers) engage in online selling.

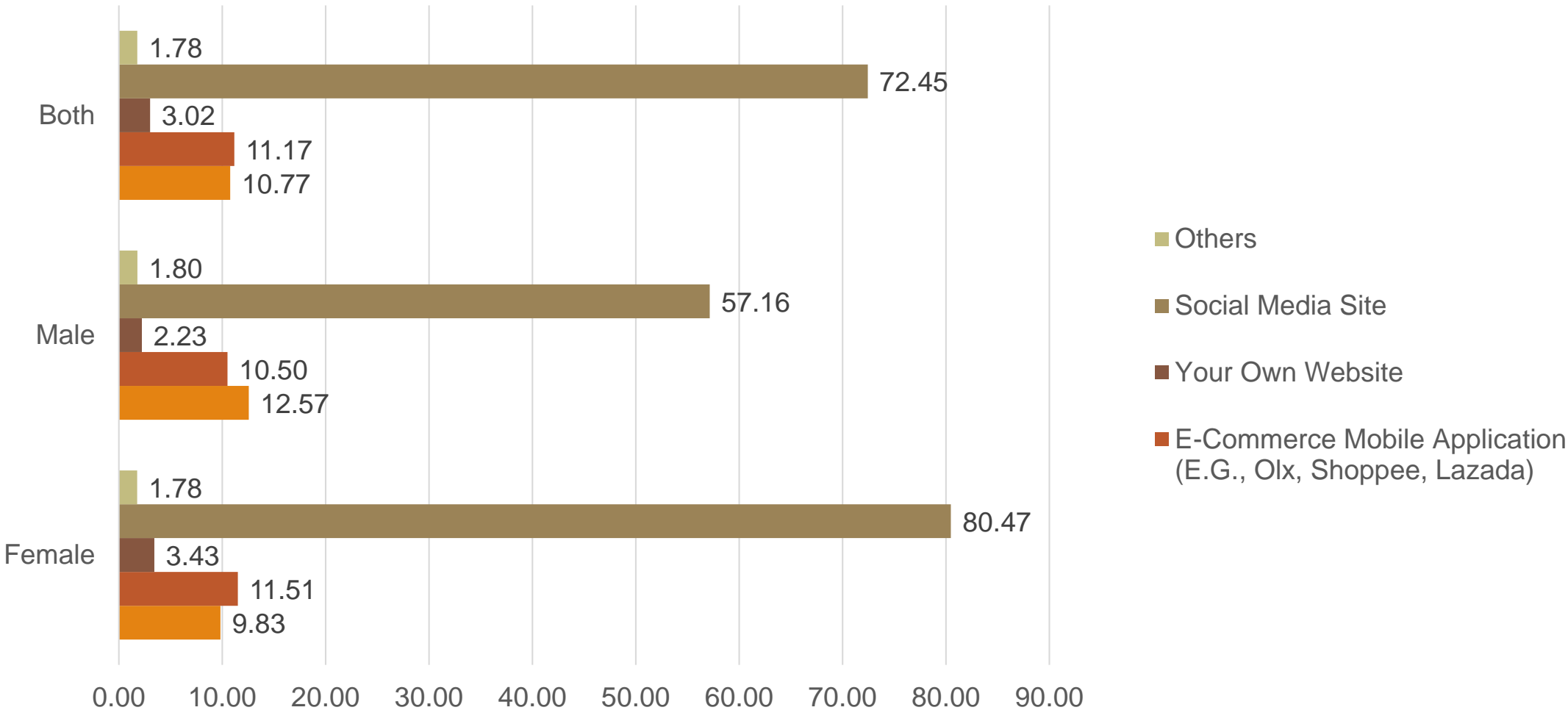
Education and training are significant correlates of online selling.

- Engagement in online selling is more likely for women, married individuals, and more educated persons. Holders of ICT degrees are also more likely to enter online selling.
- The likelihood of entering online selling increases with age, though decreases at a certain threshold.
- Individuals that live in rural areas are less likely to engage in online selling.
- When comparing labor variables, it was found that compared to employed workers, unemployed, self-employed workers, and students are more likely to sell online. Interestingly, homemakers are less likely to engage in online selling, when factors are held constant

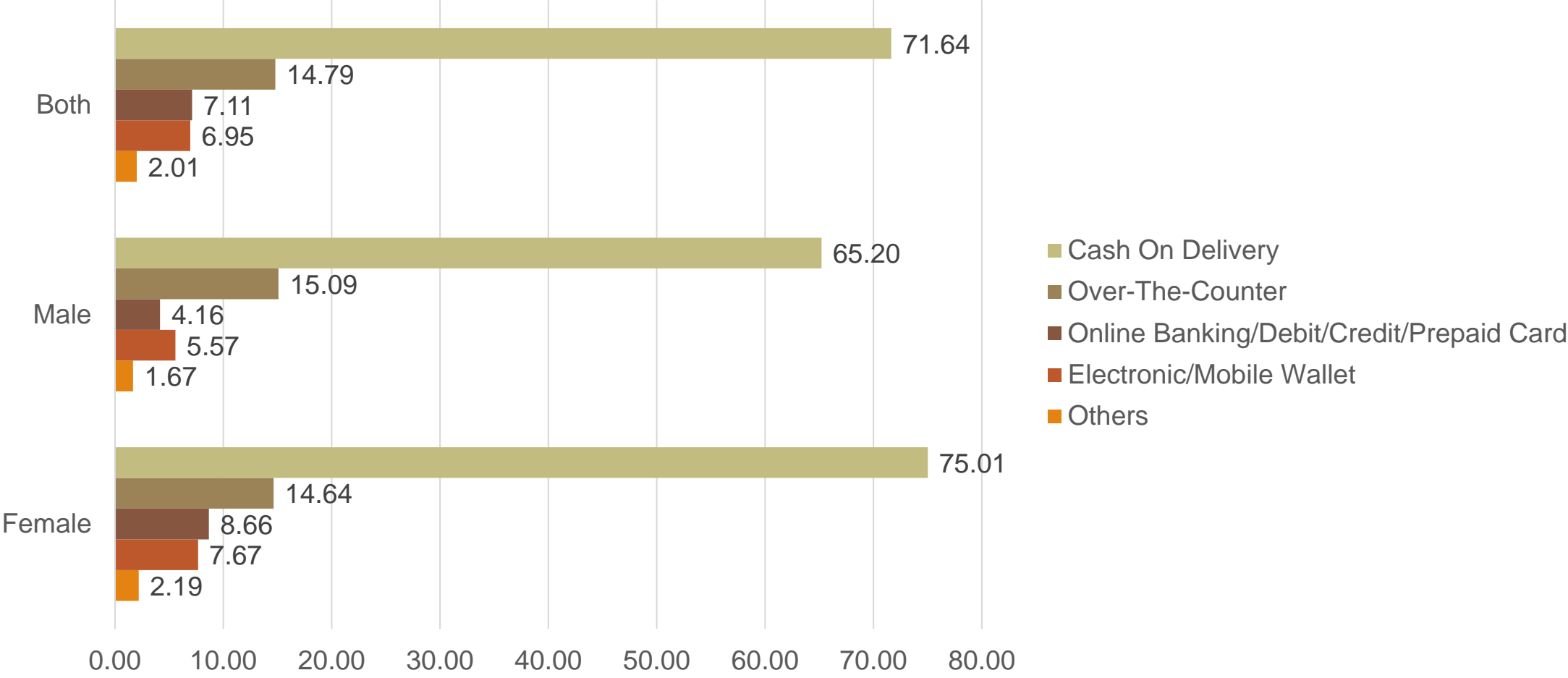
Items sold by online sellers (%)



72% or around 0.78 million online sellers use social media site for online selling



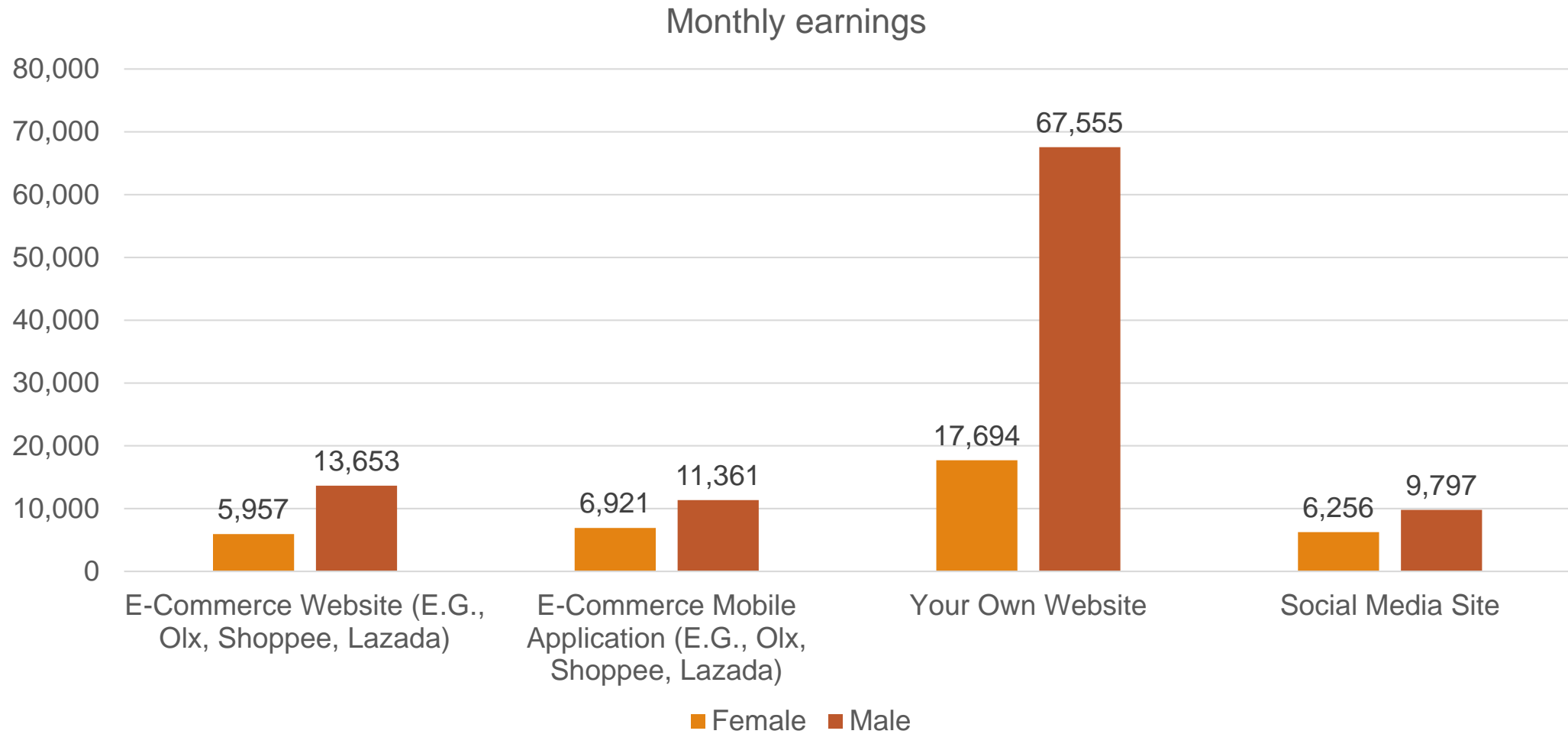
The dominant mode of payment is cash-on-delivery (COD)



The average income earned from online selling is at P7,774 per month

- Earnings are markedly higher among male online sellers at P10,898 compared to a mean of P6,041 for women.
- A large proportion (71%) of all online sellers earn P10,000 or below each month on the average;
- 74 percent of women online sellers earn up to P10,000 per month.

Earnings by platform



There seems to be high confidence in using online platforms

- The survey did not find lack of trust as a big issue.
- Instead of trust issue, the most common reasons for not purchasing online are lack of interest (58% of non-buyers), preference to shop in person (37%), and lack of knowledge or skill for online purchasing (32%).
- The lack of knowledge is relatively more common among older individuals (41% among those aged equal to or above 55) than younger individuals (29%).

Online selling is recommended by majority of online sellers

- 73% of online sellers do recommend online selling to others (78% of women online sellers do, 63% of male sellers)
- Majority (81%) of women sellers say it is a good income source
- Majority (70%) of male sellers say it offers fast transaction

Recommendations

Recommendations – Education, skills, awareness

- Efforts must focus on improving awareness, knowledge and skills for using ICT; There is a strong incentive pursue policies for reskilling the workforce and enhancing educational capacity.
- Older people and those who have low educational attainment must be targeted in such efforts

Recommendations – Infrastructure

- Gaps in infrastructure must be addressed - improving mobile internet connections are crucial to further enable greater ICT-usage for both men and women, and to maximize the benefits they can reap from the digital platforms available.
- Efforts must be made to streamline access to formal institutions and its processes such as banking and government transactions in an online setting.

Recommendations – Social protection

- A feasible channel for introducing social protection initiatives may be through government's engagement or partnership with online platforms especially social media platforms where most online entrepreneurship by individuals are being conducted.
- The platforms can be incentivized to promote access to social insurance; advocate for participation
- They can initiate avenues for enrolling in social insurance such as SSS and PhilHealth (as an option).



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