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Understanding E-Commerce Participation of Filipino Women Micro-entrepreneurs

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Contributions of MSMEs



DTI Baseline Survey on MSME Digitalization

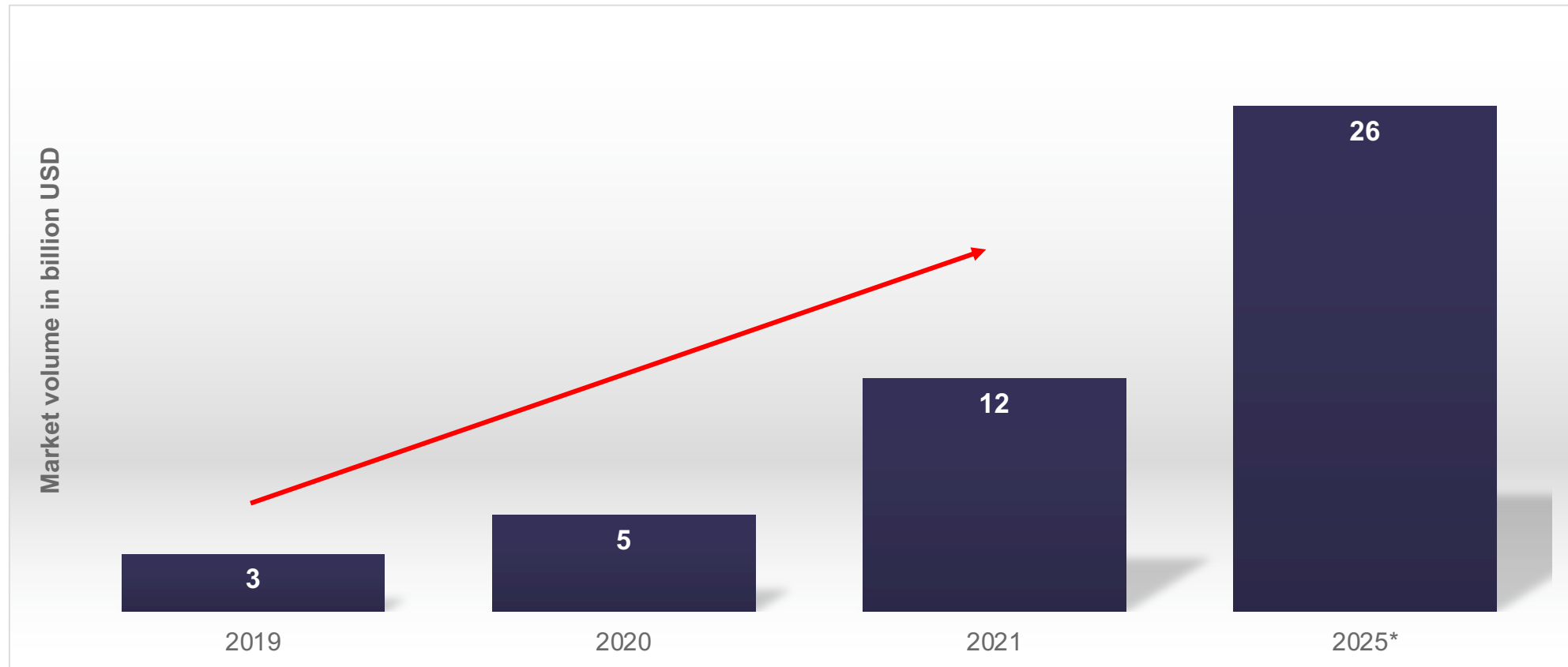
23% not utilizing ICT in their enterprises

51% utilizing only basic tools (e.g., MS Office, computers, and e-mail)



Expansion of E-commerce in the Philippines

Retail e-commerce market volume (in billion USD)



Women are...

- **Active participants of e-commerce**
- **More likely to venture into e-commerce to grow their current enterprises than men**



E-commerce participation benefits



Having flexibility in schedule



Reaching personal goals



Meeting basic needs

Objectives of the Study

- **Explore the engagement of women micro-entrepreneurs in e-commerce**
 - ☐ entrepreneurial motivations
 - ☐ business operations
 - ☐ resource mobilization in entering/operating in e-commerce
- **Identify key issues & business prospects**
- **Make policy recommendations**

Data and Methodology



Data & Methodology

- Conducted in-depth online interviews with 17 women micro-entrepreneurs around November to December 2022 via Zoom Teleconferencing
- Purposive sampling
 - ☐ Women aged 19 to 50 years old residing in NCR or CALABARZON
 - ☐ Owners with in-depth knowledge and involved in managing the firm
 - ☐ Engaged in e-commerce
 - ☐ Micro-enterprise firms

Data & Methodology

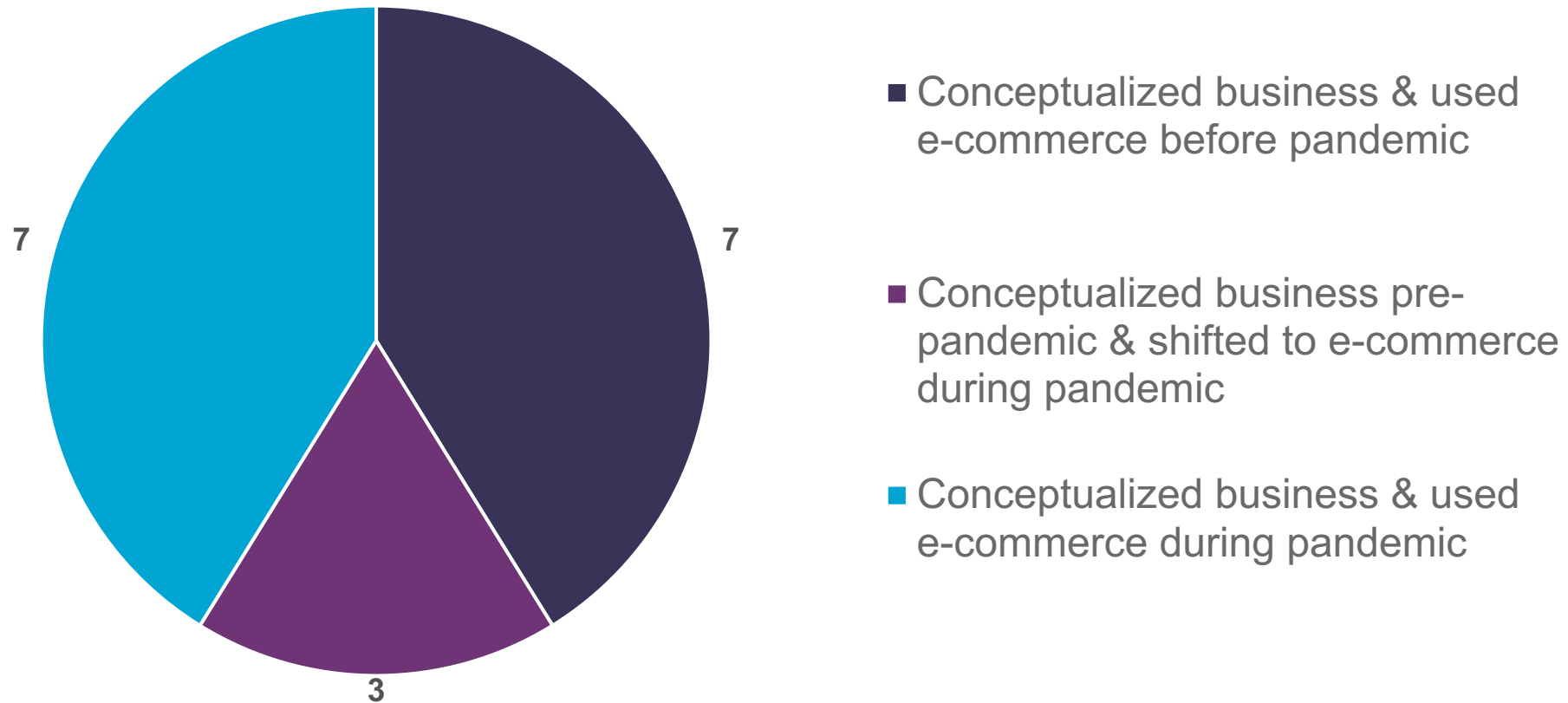
- Qualitative analysis of “narratives and stories told” (Hjorth & Steyaert; 2004) to investigate phenomenon
- Deductive approach (Marshall & Rossman, 1995) in identifying bricolage behavior using categories from the definition of bricolage by Baker & Nelson (2005)

Nature of the Respondents' Businesses

- Engaged in wholesale & retail trade
- Selling ready-to-eat food items
- Engaged in service industry



Business Conceptualization & Engagement in E-commerce



Findings



Motivations in Starting a Business

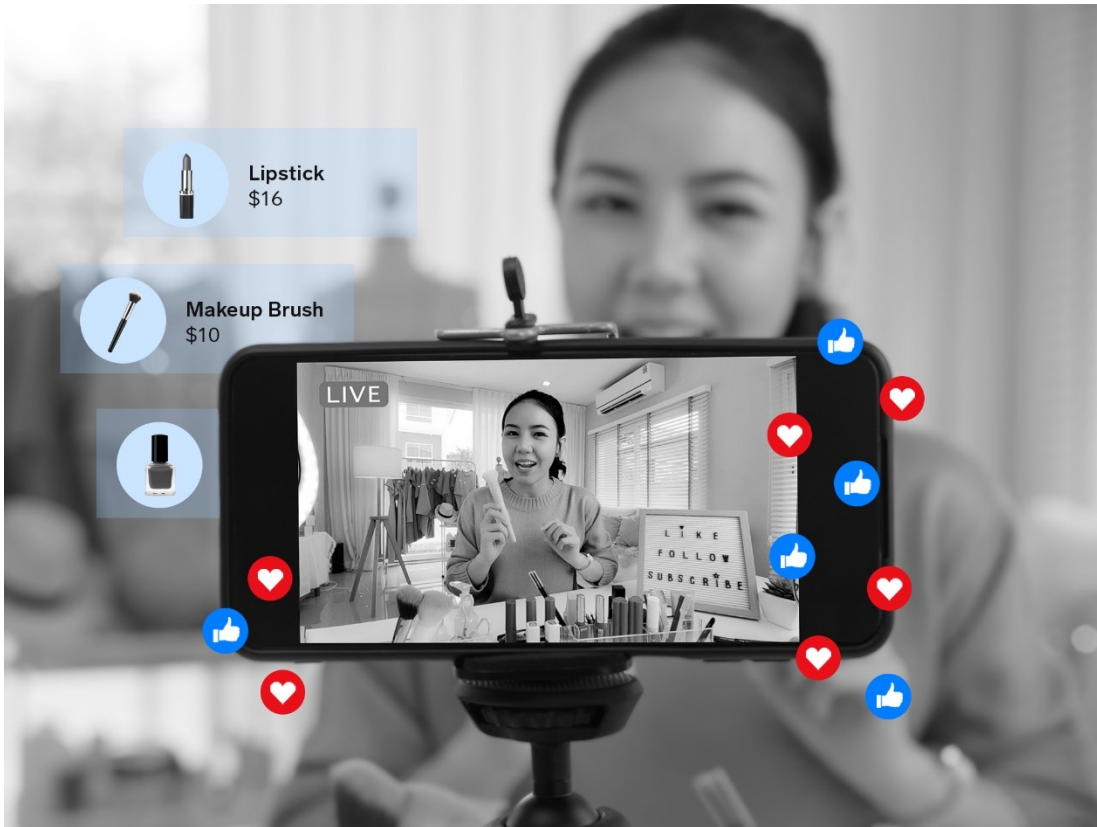


Augment family income



Opportunity to pursue passion or hobby

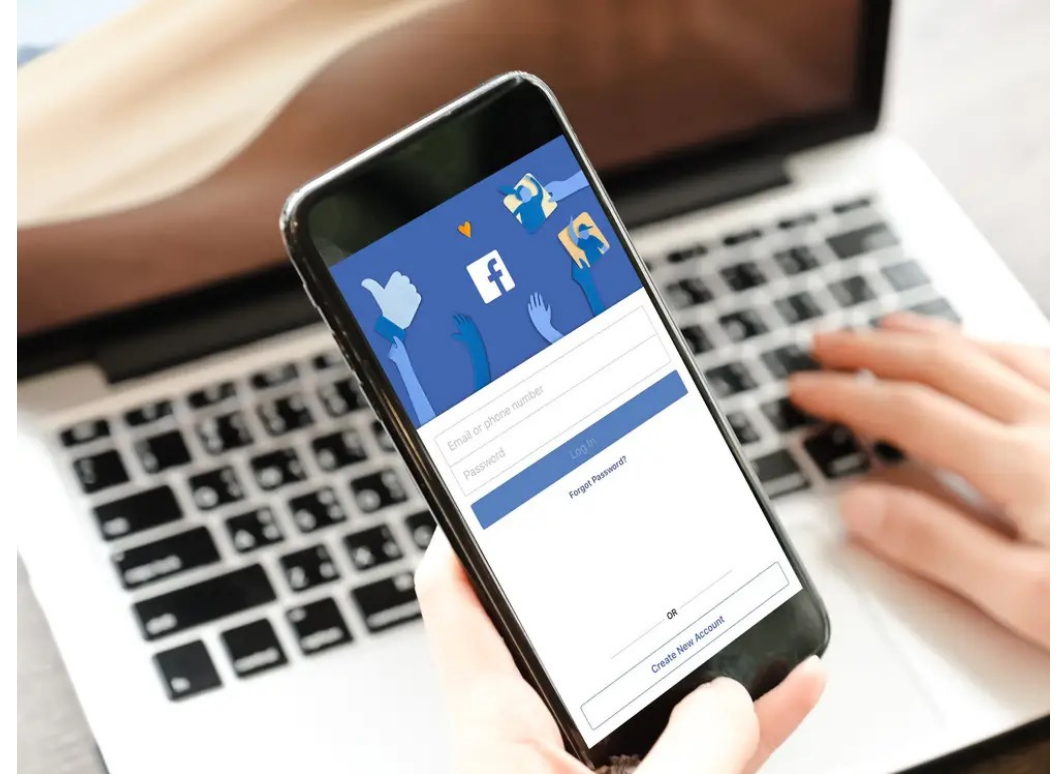
Business Operations: Use of Facebook



- Can last up to 5-6 hours
- Make live stream more engaging by incorporating freebies, and talking to customers in casual and fun manner

Business Operations: Use of Facebook

- Posting their products and services on Facebook
- Sharing links to community & chat groups
- Employing “Power posting” strategies



Business Operations: Shopee & Lazada



- Lower cost in terms of delivery fees
- Complementary to postings on other social media platforms

Business Operations: Other platforms



The Concept of Bricolage Behavior

- ***Bricolage*** – derived from a French term for “**do-it-yourself**”
- Making do with resources at hand, improvising, and combining or reusing resources for new purposes
- Used the categories based on the three components of bricolage definition, which was adopted from Baker & Nelson (2005)
- The most frequently “bricoleur-ed” inputs in the study are **knowledge, human, and physical resources.**

Bricolage Behavior: Knowledge Resources



- Acquired information from immediate social networks (i.e., family and friends)
- Obtained information through social media platforms
- Previous work experience

Bricolage Behavior: Human Resources

- Having their family members (i.e., husband or partner, children, nephews or nieces, in-laws) and friends help manage e-commerce operations



Bricolage Behavior: Physical Resources



Use of personal equipment



Use of house as storage facility or for selling of products (live stream or on-site)

Bricolage Behavior: Financial Resources



A few only used their savings, husband's salaries, or family member's money as their startup capital.

Perceived Benefits in Using E-commerce

- Expand their customer base
- Promote their products faster, more conveniently
- Transact with their customers and suppliers more efficiently
- Save operational costs
- Having a flexible schedule



Issues Faced by Women Entrepreneurs

- Tight market competition
- “Joy miners” or bogus customers resulting to missed opportunities
- Irate customers (trolls, haters)
- Slow internet connectivity & technical problems



Business Prospects

- Establish or expand physical store while maintaining e-commerce
- Expand their product selection
- Increase their manpower
- Upgrade their equipment
- Venture into exporting



Policy Recommendations

- **Pushing for targeted support for women micro-entrepreneurs as they venture into e-commerce**
 - ❑ Recognizing bricolage as fundamental
 - ❑ Assisting in scaling up of enterprises
- **Striking the right balance in terms of regulating micro-enterprises (paying taxes and securing business permits)**
- **Building a stronger information and communication technology infrastructure**

Thank you!

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