

Motivating Factors, Barriers, and Success Factors among Agri-based Micro- and Small-scale Women Entrepreneurs in Isabela, Philippines

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Abstract

In recent years, a number of women have started agribusiness enterprises in Isabela, Philippines, such as the production and retailing of dominant agricultural products like rice and corn, livestock and poultry raising, and the processing of root crops into native delicacies. This study aims to examine the motivating factors, start-up barriers, and success factors among micro- and small-scale women entrepreneurs in selected areas in Isabela, Philippines. A survey was conducted among 46 women entrepreneurs whose businesses were based in the cities of Ilagan and Cauayan and the town of Roxas. Descriptive statistics, factor analysis, and chi-square analysis were employed to analyze the data. In terms of their personal entrepreneurial competency (PEC) profile, the women entrepreneurs were found to be moderate (i.e., scoring 16–18 out of a possible 25) in terms of opportunity-seeking, demand for quality and efficiency, systematic planning and monitoring, persuasion and networking and self-confidence and weak in the area of goal-setting. Women entrepreneurs were motivated to establish a business by the following factors: achievement, competence, affiliation factor, and job/financial security. On the other hand, the women entrepreneurs faced common start-up problems like lack of training education, unavailability of low-interest loans for capital, and career-family conflict. Meanwhile, two success factors were found to be associated to performance (i.e., micro vs. small-scale): if the entrepreneur had finished a business degree and if their business was the only source of family income. The study recommended that organizations should conduct action-oriented trainings to develop the PECs of Isabela women entrepreneurs. Future studies should consider having a larger sample size.