



BUSINESS MANAGEMENT PRACTICES OF STALL OWNERS AT THE TUGUEGARAO CITY MALL OF THE VALLEY

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Abstract: *The delivery of basic goods and services to meet the global competitiveness has created a reduction of managerial complexity aimed at meeting the demands of the consumers in a direct and positive approach. In today's contemporary system, small scale entrepreneurs has been drawn widespread accessibility not only of basic necessities but concept of simplifying strategies of wholesale and retail business establishment to market goods and services could be gleaned from the emergence of stalls at or within strategic locations or premises. This study focuses in determining the entrepreneurial practices of stall owners inside the Mall of the Valley of Tuguegarao City which emphasizes the presence/importance of commercial stall that cannot be underscored for the very reason that these stalls serve almost all of the needs within the area. It utilized the descriptive correlational research design which according to **Fraenkel and Wallen (1993, p. 27)** states that descriptive correlational survey describes an existing relationship between variables and degree to which two or more quantitative variable are related and it does so by the use of a correlational coefficient. This research undertaking utilized a structured questionnaire that was patterned after the questionnaire of Dr. Ronald Lopez to gather data needed in this study. It was discovered in this particular study, that the stall owners deliver quality products and services despite their difficulty of raising capital resources due to unavailability of assistance from the government, stall owners still see to it that in terms of social responsibility, their entrepreneurial practices satisfy the consumer.*

Keywords: *Economic condition, entrepreneurial practices, gainful employment, income generating projects, stall owners*

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STATEMENT OF THE PROBLEM

This study sought to assess the business management practices of the stall owners at the Mall of the Valley of Tuguegarao City.

Specifically, it sought to answer the following:

1. What is the profile of the stall owners relative to:
 - 1.1 age
 - 1.2 sex
 - 1.3 civil status
 - 1.4 religious affiliation
 - 1.5 educational attainment
 - 1.6 monthly income
 - 1.7 forms of business
2. How do the stall owners perceive their entrepreneurial practices in the following aspects:
 - 2.1 Capital resources
 - 2.2 Production of goods/services
 - 2.3 Marketing/area of operation
 - 2.4 Social responsibility
 - 2.5 Forms of business
3. Is there a significant relationship between the perceptions of the stall owners on the different entrepreneurial practices when grouped according to their personal profile?
4. What are the problems encountered by the stall owners in Mall of the Valley?

HYPOTHESIS

This study was guided by the lone hypothesis which states:

1. There is no significant relationship between the perceptions of the stall owners on their business management practices when grouped according to their personal profile.

INTRODUCTION

The delivery of basic goods and services to meet the global competitiveness has created a reduction of managerial complexity aimed at meeting the demands of the consumers in a



direct and positive approach. In today's contemporary system, small scale entrepreneurs has been drawn widespread accessibility not only of basic necessities but concept of simplifying strategies of wholesale and retail business establishment to market goods and services could be gleaned from the emergence of stalls at or within strategic locations or premises.

Tuguegarao City is known as one of the region's strategic market convenient way to supply basic goods and services to its consumers living within and without the said establishment. The operation of stalls at a designated area within the mall has affected to a great extent the social as well as the economic conditions of the people especially from within by reason of accessibility and based on practical considerations. This comes into the awareness of the residents therein, whether permanent or temporary residents, as they find themselves patronizing an enterprising venture in their own locality that serves their common needs.

In its strict sense, market stalls serve to localize the services of a global or central market in a more practical way. The owners thereof, on the strength of a legally binding contract with the City government, occupy a certain area within the premises of the mall by way of leasehold and thereby engaged a business undertaking most demanded within the area. Indeed, this is an answer to the accessibility of time and dispense with effort in going to large market for which the pressures of over loaded schedule is a common occurrence. They cannot afford to waste time haggling with vendors and consumers in a large scale market, instead, they find it more practical and convenient to have shopping and have same sort of a "mall tour" within the area buying goods and availing services which things are present in large market like department stores and other permanent stores also existing within the area.

From the social standpoint, market stalls found significant development of behavioral patterns and initiatives specifically in relation to managerial entrepreneurship of which constant access to people from all walks of life become the core activity while in the process of transacting business thereby an exchange of views, opinions, facts, information and values between vendors and consumers become indispensable.

The management practices of stall owners at the Mall of the Valley, as an offshoot to entrepreneurship initiatives is the vital issue sought to be presented and resolved in this



study and their impact towards progress and development is thereby inherently observed where the researcher got interested, hence, this study.

STATISTICAL TOOLS

The information and data that were gathered through the different techniques were organized, tabulated and collated for better analysis and interpretation.

1. To interpret the data, the personal profile, the frequency and percentage distribution was used. The formula for computing percentage is given below:

$$\text{Percentage} = \frac{\text{Responses}}{\text{Number of Responses}} \times 100$$

2. Weighted mean was used to assess the perception of the respondents on the entrepreneurial practices of the stalls owners inside the Mall of the Valley and the problems encountered by said stall owners.
3. The chi-square test was used to determine the significant relationship between the perceptions of the respondents per group according to personal profile. The formula is as follows:

$$\chi^2_c = \sum \frac{(O-e)^2}{e}$$

where:

- χ^2_c = computed chi-square test
- O = observed frequency
- e = expected frequency

Table 1.1

Frequency and Percentage Distribution of the Respondents Profile Relative to Age

Age	Frequency	Percentage
21 – 25 years old	1	3.12
26 – 30 years old	1	3.13
31 – 35 years old	3	9.38
36 – 40 years old	2	6.25
41 – 45 years old	4	12.50
46 – 50 years old	4	12.50
51 – 55 years old	15	46.88
56 – 60 years old	2	6.25
Total	32	100.00

$$\bar{X} = 39.09 \text{ years old}$$



Table 1.1 shows the frequency and percentage distribution of respondents' profile relative to age. It shows further that the respondents' ages range from the age bracket of 21 -25 years old to the bracket of 51- 55 years of age. As shown by the table, the highest frequency of 15 or 46.88 percent belongs to the age bracket of 51 – 55 years old which implies that the most-numbered stall owners at the Mall of the Valley are in the retireable ages hence, they plan to venture in business while the lowest frequency of 1 or 3.12 percent belongs to the age brackets of 21 – 25 and 26 – 30 years old which implies that at young ages, generally, people tend not to be so serious in putting up stalls or any kind of business venture as additional source of income. The mean age is 39.09 years old and this implies that majority of the stall owners in the Mall of the Valley are in their middle adulthood stage, the stage when they are at the peak of their energy and enthusiasm and the stage when they get serious about life and think of ways and means on how to augment their income for the economic security of their family.

Table 1.2:

Frequency and Percentage Distribution of the Respondents Profile Relative to Sex

Sex	Frequency	Percentage
Female	19	59.38
Male	13	40.62
Total	32	100.00

Table 1.2 shows the frequency and percentage distribution of respondents' profile relative to sex. It shows further that in terms of the respondents' sex, the females outnumbered the male with the frequencies of 19 or 59.38 percent and 13 or 40.62 percent respectively as it is the opposite of the findings of the study of Ramiro (1996). This implies that majority of the stall owners are females because these are housewives who personally manage such businesses in order to augment their families' income.

Table 2.3:

Frequency and Percentage Distribution of the Respondents Profile Relative to Civil Status

Civil Status	Frequency	Percentage
Married	30	93.75
Single	2	3.25
Total	32	100.00

Table 1.3 shows the frequency and percentage distribution of respondents' profile relative to civil status. It shows further that the respondents' civil status largely consists of married



where it is shown in the table, the higher frequency of 30 or 93.75 percent are married while the remaining 2 or 6.25 percent are single. This implies that majority of the stall owners are married because they have already surpassed the marriageable ages as manifested by the mean age of 30.09 years old.

Table 1.4:

Frequency and Percentage Distribution of the Respondents Profile Relative to Religious Affiliation

Religious Affiliation	Frequency	Percentage
Roman Catholic	25	78.12
Iglesia ni Cristo	6	18.76
Born Again	1	3.12
Total	32	100.00

Table 1.4 shows the frequency and percentage distribution of respondents' profile relative to religious affiliation. It shows further that the respondents' religious affiliation largely consists of Roman Catholics with the highest frequency of 25 or 78.12 percent while 6 or 18.76 percent are Iglesia ni Cristo believers and still 1 or 3.12 percent is a Born Again member. This implies that majority of the stall owners are Roman Catholics because such a religion is Universal and dominant in almost all parts not only in the Philippines but worldwide.

Table 1.5:

Frequency and Percentage Distribution of the Respondents Profile Relative to Educational Attainment

Educational Attainment	Frequency	Percentage
Elementary Graduate	2	6.25
High School Graduate	3	9.38
2 Year Course	1	3.12
AB Graduate	4	12.50
BSE Graduate	4	12.50
BSC Graduate	11	34.38
Criminology Graduate	2	6.25
MA	5	15.62
Total	32	100.00

Table 1.5 shows the frequency and percentage distribution of respondents' profile relative to educational attainment. It shows further that the respondents' educational attainment varies from an elementary graduate to a Master's degree holder. As shown by the table, the



highest frequency of 11 or 34.38 percent are BSC graduate which implies that managing such stalls gives opportunity for them to practice their profession while the lowest frequency of 1 or 3.12 percent and 2 or 6.05 percent belongs to a 2 – year Course graduate and an elementary graduate which implies that with these educational attainment, owning a stall is not their priority.

Table 1.6:

Frequency and Percentage Distribution of the Respondents Profile Relative to Monthly Income

Monthly Income	Frequency	Percentage
P 1,500.00	2	6.25
P 2,000.00	4	12.60
P 2,500.00	4	12.50
P 3,000.00	6	18.75
P 3,500.00	4	12.50
P 4,000.00	4	12.50
P 4,500.00	8	25.00
Total	32	100.00

$$\bar{X} = P 3,281.20$$

Table 1.6 shows the frequency and percentage distribution of respondents' profile relative to monthly income. It shows further that the respondents' monthly income ages range from P1500 to P 4500. As shown by the table, the highest frequency of 8 or 25.00 percent earns P4500 per month while the lowest frequency of 2 or 6.25 percent earns a monthly income of P1500. The average monthly income earned by the stall owners is P3, 821.00 and this implies that their monthly income is very low to support a family if such enterprise would be the main source of the families' income.

Table 1.7:

Frequency and Percentage Distribution of the Respondents Profile Relative to Length of Years in Business

Length of Service	Frequency	Percentage
below 3 years	20	62.50
4 – 6 years	5	15.63
7 – 9 years	2	6.25
10 – 12 years	4	12.50
13 – 15 years	1	3.12
Total	6	100.00



$$\bar{X} = 11.66 \text{ years}$$

Table 1.7 shows the frequency and percentage distribution of respondents' profile relative to length in business operation. It shows further that the respondents' length of operation ranges from 3 years and below to 13 -15 years. As shown by the table, the highest frequency of 20 or 62.50 percent implies that majority of the stalls which are found at the Mall of the Valley are newly – established businesses while the lowest frequency of 1 or 3.12 percent has been operating for 13 -15 years which implies that only one among the stall owners has been operating for the longest duration of 13 – 15 years. The average length of business operation is 11.66 years and this implies that the stall owners have been operating for more than ten years; hence they have owned those stalls for quite a long time.

Table 1.8:

**Summary of the Frequency and Percentage Distribution of the Respondents Profile
Relative to the Different Profile Variables**

Variables	Frequency	Percentage
Age		
21 – 25 years old	1	3.12
26 – 30 years old	1	3.13
31 – 35 years old	3	9.38
36 – 40 years old	2	6.25
41 – 45 years old	4	12.50
46 – 50 years old	4	12.50
51 – 55 years old	15	46.88
56 – 60 years old	2	6.25
$\bar{X} = 39.09$ years old		
Sex		
Female	19	59.38
Male	13	40.62
Civil Status		
Married	30	93.73
Single	2	6.75
Religious Affiliation		
Roman Catholic	25	78.12
Iglesia ni Cristo	6	18.76
Born Again	1	3.12
Educational Attainment		
Elementary Graduate	2	6.25



High School Graduate	3	9.38
2 Year Course	1	3.12
AB Graduate	4	12.50
BSE Graduate	4	12.50
BSC Graduate	11	34.38
Criminology Graduate	2	6.25
MA	5	15.62
Monthly Income		
	Frequency	Percentage
P 1,500.00	2	6.25
P 2,000.00	4	12.60
P 2,500.00	4	12.50
P 3,000.00	6	18.75
P 3,500.00	4	12.50
P 4,000.00	4	12.50
P 4,500.00	8	25.00
–		
X = P3,281.25		
Length of Business Operation		
	Frequency	Percentage
below 3 years	20	62.50
4 – 6 years	5	15.63
7 – 9 years	2	6.25
10 – 12 years	4	12.50
13 – 15 years	1	3.12
–		
X = 11.66 years		

Table 1.8 shows the summary of the frequency and percentage distribution of respondents' profile relative to the different variables. As shown by the table, the respondents' ages range from the age bracket of 21 -25 years old to the bracket of 51- 55 years of age with the highest frequency of 15 or 46.88 percent belonging to the retireable ages of 51 –55 and the lowest frequency of 1 or 3.12 percent belonging to 21 – 30 years of age. The mean age is 39.09 which imply that majority of the stall owners are at the middle adulthood stage where they are at the peak of their career and emotionally stable. In terms of sex, majority, 19 or 59.38 percent are females while 13 or 40.62 percent are males and this implies that majority of the stall owners at the Mall of the Valley are full time housewives who are personally managing their businesses as an additional source of income for the family. In terms of civil status, almost all of the respondents, 30 or 93.75 percent are married because majority of the stall owners have already surpassed the marriageable ages as manifested in their mean age of 30.09 years old. As to religious affiliation, majority, 25 or 78.12 percent are Roman



Catholics which implies that majority of the stall owners belong to the Universal and dominant religion not only in the Philippines but worldwide while 6 or 18.76 belong to the Iglesia ni Cristo and still 1 or 3.12 percent belongs to the Born Again group. In terms of educational attainment, the stall owners have attained varied levels of education from an elementary graduate to a Master’s degree holder with the highest frequency of 11 or 34.38 percent being graduates of Bachelor of Science in Commerce where managing their stalls gives them an opportunity to practice their profession while the lowest frequency of 1 or 3.12 percent is a graduate of a two –year course which implies that engaging in business is not her first priority. In terms of monthly income, the income ranges from P1500 as the lowest and P4500 as the highest which has the highest and lowest frequency of 2 or 6.25 percent and 8 or 25.00 percent respectively. The average income of P3821.00 implies that the income of the stall owners is not enough/ sufficient to support a family if it would be the main source of income. As to the length of business operation, the most numbered, 20 or 62.50 percent have been in operation for 3 years and below which implies that majority are newly established enterprises while the lowest frequency of 1 or 3.12 percent has been operating for 13 -15 years. The average length of business operation is 11.66 years which implies that the stall owners have operating for more than ten years, hence; they have been managing the stalls for quite a long time.

Table 2.1:

Item Mean Descriptive Scale and Rank Distribution of the Stall Owners’ Perception of their Entrepreneurial Practices Relative to Capital Resources

Entrepreneurial Practices in Capital Resources	Item Mean	Descriptive Scale	Rank
Through savings	3.84	Often	1
Through local money lender	2.50	Seldom	2
Through loans from financing institutions	2.38	Seldom	3
Through Financial assistance of the government in the form of loan	1.59	Never	4
Category Mean	2.58	Seldom	

Table 2.1 shows the item mean descriptive scale and rank distribution of the perception of the stall owners on their entrepreneurial practices relative to capital resources. As gleaned from the table, the highest item mean of 3.84 or “often” and rank no.1 belongs to “Through



savings” which implies that most of the stall owners put up their capital resources through savings which is considered a desirable practice. The second and third highest item mean of 2.50 and 2.38 respectively, both are being described as “seldom” belong to “through local money lender” and “through loans from the financing institutions” which imply that the stall owners seldom borrow their capital resources from local money lenders neither do they acquire loans from financing institutions to put up their capital resources. The lowest item mean of 1.59 or “never” belongs to “through financial assistance of the government in the form of loans” which implies that the stall owners were never granted assistance from the government in the form of loans to put up their capital resources. The category mean of 2.58 or “seldom” implies that the capital resources are seldom acquired through loans from financing institutions and from the government as well as from local money lenders but are being put up through savings which is being perceived as undesirable because no assistance from the government is being extended for them to put up their capital resources, hence, if their savings is small, their capital resources are also limited.

Table 2.2:

Item Mean Descriptive Scale and Rank Distribution of the Stall Owners’ Perception of their Entrepreneurial Practices Relative to Production of Goods/Services

Entrepreneurial Practices in the Production of Goods/Services	Item Mean	Descriptive Scale	Rank
Purely application of labor	4.34	Very Often	1
The products for the business operation are procured through cash basis	4.22	Very Often	2
The source of business is through retailing	4.03	Often	3
The products for the business operation are procured through installment basis	2.88	Sometimes	4
The products for the business operation are procured through consignment	2.28	Seldom	5
Application of labor and less machines	2.22	Seldom	6
Application of machines and less labor	1.97	Seldom	7
Category Mean	3.13	Sometimes	

Table 2.2 shows the item mean descriptive scale and rank distribution of the perception of the stall owners on their entrepreneurial practices relative to production of goods and services. As gleaned from the table, the highest item mean of 4.34 or “very often” and rank no.1 belongs to Purely application of labor which implies that goods and services in these



stalls are being produced manually by human efforts and not through machineries; the second highest item mean of 4.22 or “very often” is on The products are procured through cash basis which implies that goods are produced by cash basis; the third highest item mean of 4.03 or “often” is on The source of business is through retailing which implies that the stalls are small scale businesses since they are engaged only in retailing. The item with the descriptive rating of “sometimes” with the numerical value of 2.88 is on The products for the business operation are procured through installment basis which implies that the installment basis of procuring products for business operation are occasionally employed only. The rest of the items got a descriptive rating of “seldom” with the numerical mean of 2.28, 2.22 and 1.97 on the items which state The products for the business operation are procured through consignment, Application of labor and less machines and Application of machines and less labor respectively which implies that the stall owners do not frequently employ the consignment system of procuring goods as well as the use of machines in order to lessen labor/human resources. The category mean of 3.13 or “sometimes” implies that the stall owners prefer to procure goods and services in cash basis but can’t help sometimes to resort to installment basis and consignment and in the use of labor, human efforts are frequently used with less machines to lessen manual/ human labor, hence, they perceive that their entrepreneurial practices along production of goods/ services are just alright or quite desirable.

Table 2.3:

Item Mean Descriptive Scale and Rank Distribution of the Stall Owners’ Perception of their Entrepreneurial Practices Relative to Marketing/Area of Operation

Entrepreneurial Practices in Marketing/area of operation	Item Mean	Descriptive Scale	Rank
Members of the community	4.38	Very often	1
Government agencies	4.09	Often	2
Neighboring province	1.81	Often	3
Neighboring towns of municipalities	1.62	Seldom	4
Category Mean	2.98	Sometimes	

Table 2.3 shows the item mean descriptive scale and rank distribution of the perception of the stall owners on their entrepreneurial practices relative to area of operation / marketing. As gleaned from the table, the highest item mean of 4.38 or “very often” and rank no.1



belongs to “members of the community” which implies that the stalls at the Mall of the Valley primarily serve and meet the needs of those people who are living and working in the area as attested by the item mean of 4.09 or “often” on “government agencies” but said stalls do not meet the needs of “neighboring provinces” and “neighboring towns and municipalities” as shown by their item mean of 1.81 and 1.62 which are equivalent to “seldom” and “never” respectively. The category mean of 2.98 or “sometimes” implies that the stall owners perceive that their entrepreneurial practices in marketing /area of operation are just alright and quite desirable.

Table 2.4:

Item Mean Descriptive Scale and Rank Distribution of the Stall Owners’ Perception of their Entrepreneurial Practices Relative to Social Responsibility

Entrepreneurial Practices in Social Responsibility	Item Mean	Descriptive Scale	Rank
Quality of products	4.69	Very often	1
Quality of service	4.66	Very Often	2
Observe business ethics	4.34	Very Often	3
Fair price	4.09	Often	4
Job creation	3.91	Often	5
Category Mean	4.34	Very Often	

Table 2.4 shows the item mean descriptive scale and rank distribution of the perception of the stall owners on their entrepreneurial practices relative to social responsibility. As gleaned from the table, the highest item mean of 4.69, 4.66 and 4.34, all are equivalent to “very often” and rank nos.1, 2 and 3 respectively belong to Quality of products, Quality service and Observe business ethics which implies that the stall owners at Mall of the Valley have excellent quality of products and services and are very professional in terms of business ethics while the item mean of 4.09 and 3.91, both are equivalent to “often” on Fair price and Job creation respectively implies that the stall owners see to it that goods are being sold at fair prices and that through their businesses, people are being employed. The category means of 4.34 or “very Often” implies that the stall owners at the Mall of the Valley perceive that their entrepreneurial practices along social responsibility are very desirable.



Table 2.5

Item Mean, Descriptive Scale and Rank Distribution of the Stall Owners' Perception of their Entrepreneurial Practices Relative to Forms of Business

Entrepreneurial Practices in Forms of Business	Item Mean	Descriptive Scale	Rank
Single/sole proprietorship	4.75	Very Often	1
Managed by the immediate members of the family	3.66	Often	2
Managed by hired individuals	3.38	Sometimes	3
Partnership	1.56	Never	4
Cooperatives	1.34	Never	5
Category Mean	2.94	Sometimes	

Table 2.5 shows the item mean descriptive scale and rank distribution of the perception of the stall owners on their entrepreneurial practices relative to forms of business. As gleaned from the table, the highest item mean of 4.75 or “very often” and rank no.1 belongs to Single / sole proprietorship which implies that majority of the stalls at the Mall of the Valley are privately owned by families to augment their income and this is further proven by the second highest item mean of 3.66 or “often” on the item of “Managed by the immediate members of the family. The third highest item mean of 3.38 or “sometimes” belongs to Managed by hired individuals which implies that the form of business is not owned by the manager but the manager is being hired by the owners. The item mean of 1.56 and 1.34, both are described as “never” belong to partnership and cooperatives and this implies that these two forms of business never exist in the stalls at the Mall of the Valley. The category mean of 2.94 or “sometimes” implies that the stall owners perceive that their entrepreneurial practices in the forms of business are just alright or quite desirable.

Table 2.6:

Summary OF Item Mean, Descriptive Scale and Rank Distribution of the Stall Owners' Perception of their Entrepreneurial Practices in the Different Aspects

Aspects	Item Mean	Descriptive Scale	Rank
Capital Resources	2.58	Seldom	5
Production of Goods/Services	3.13	Sometimes	2
Area of Operation/Marketing	2.98	Sometimes	3
Social Responsibility	4.34	Very Often	1
Forms of Business	2.94	Sometimes	4
Overall Category Mean	3.19	Sometimes	



Table 2.6 shows the summary of the category mean descriptive scale and rank distribution of the perception of the stall owners on their entrepreneurial practices relative to different aspects. As gleaned from the table, the highest category mean of 4.34 or “very often” and rank no.1 belongs to Social responsibility which implies that the stall owners of the Mall of the Valley perceive that their entrepreneurial practices in Social responsibility are very desirable or excellent while the lowest category mean of 2.58 or “ seldom” which implies that the stall owners perceive their practice of just using their savings to be their capital resources because if their savings are limited, then, their capital resources are also limited. The other category mean of 3.13 for Production of goods/services, 2.98 for Area of operation/marketing and 2.94 for forms of business, all of which are being described as “sometimes” implies that the stall owners their entrepreneurial practices to be just alright or quite desirable. The over – all category mean of 3.19 or “often” implies that the stall owners perceive their entrepreneurial practices along the different aspects to be just alright or quite desirable.

Table 3.1:

Test of Relationship Between the Perception of the Stall Owners on the Different Entrepreneurial Practices when Grouped According to Age

Perception	Age		Total
	40 yrs old & below	41 yrs. Old and above	
Desirable	5	11	16
Undesirable	2	14	16
Total	7	25	32

$\chi^2_c = 1.6458$ $\chi^2_t = 5.991$ $df = 2$ $LS = .05$ **Decision = Accept Ho**

Table 3.1 reveals the result of the test of relationship between the perceptions of the stall owners on the different entrepreneurial practices when grouped according to age. The test employed the chi –square test whose values as seen from the table above are 1.6458 for computed and 5.991 for tabular. Since the computed value is lesser than the tabular value, the null hypothesis is therefore accepted. Thus no significant relationship exists between the perception of the stall owners on the different entrepreneurial practices when grouped according to age which implies that age has nothing to do with their perception on their entrepreneurial practices; that regardless of age, the young and old stall owners perceive the same entrepreneurial practices in the different aspects.



Table 3.2:

Test of Relationship between the Perceptions of the Stall Owners on the Different Entrepreneurial Practices when Grouped According to Sex

Perception	Sex		Total
	Female	Male	
Desirable	8	8	16
Undesirable	11	5	16
Total	19	13	32

$\chi^2_c = 1.166$ $\chi^2_t = 9.488$ $df = 4$ $LS = .05$ **Decision = Accept Ho**

Table 3.2 reveals the result of the test of relationship between the perceptions of the stall owners on the different entrepreneurial practices when grouped according to sex. The test employed the chi –square test whose values as seen from the table above are 1.166 for computed and 9.488 for tabular. Since the computed value is lesser than the tabular value, the null hypothesis is therefore accepted. Thus no significant relationship exists between the perception of the stall owners on the different entrepreneurial practices when grouped according to sex which implies that sex has nothing to do with their perception on their entrepreneurial practices; that regardless of sex, the male and female stall owners perceive the same entrepreneurial practices in the different aspects.

Table 3.3:

Test of Relationship between the Perceptions of the Stall Owners on the Different Entrepreneurial Practices when Grouped According to Civil Status

Perception	Civil Status		Total
	Married	Single	
Desirable	14	2	16
Undesirable	16	0	16
Total	30	2	32

$\chi^2_c = 2.1334$ $\chi^2_t = 5.991$ $df = 2$ $LS = .05$ **Decision = Accept Ho**

Table 3.3 reveals the result of the test of relationship between the perceptions of the stall owners on the different entrepreneurial practices when grouped according to civil status. The test employed the chi –square test whose values as seen from the table above are 2.1334 for computed and 5.991 for tabular. Since the computed value is lesser than the tabular value, the null hypothesis is therefore accepted. Thus no significant relationship exists between the perception of the stall owners on the different entrepreneurial practices



when grouped according to civil status which implies that civil status has nothing to do with their perception on their entrepreneurial practices; that regardless of civil status, the married and single stall owners perceive the same entrepreneurial practices in the different aspects.

Table 3.4:

Test of Relationship between the Perceptions of the Stall Owners on the Different Entrepreneurial Practices when Grouped According to Religious Affiliation

Perception	Religious Affiliation		Total
	Catholic	Non-Catholic	
Desirable	11	5	16
Undesirable	14	2	16
Total	25	7	32

$X^2_c = 1.6478$ $X^2_t = 5.991$ $df = 2$ $LS = .05$ **Decision = Accept Ho**

Table 3.4 reveals the result of the test of relationship between the perceptions of the stall owners on the different entrepreneurial practices when grouped according to religious affiliation. The test employed the chi –square test whose values as seen from the table above are 1.6478 for computed and 5.991 for tabular. Since the computed value is lesser than the tabular value, the null hypothesis is therefore accepted. Thus no significant relationship exists between the perception of the stall owners on the different entrepreneurial practices when grouped according to religious affiliation which implies that religious affiliation has nothing to do with their perception on their entrepreneurial practices; that regardless of religious affiliation, the Roman Catholic and non- Catholic stall owners perceive the same entrepreneurial practices in the different aspects.

Table 3.5:

Test of Relationship between the Perceptions of the Stall Owners on the Different Entrepreneurial Practices when Grouped According to Educational Attainment

Perception	Educational Attainment			Total
	Non-Degree	Bachelor's degree	Master's Degree	
Desirable	1	10	5	16
Undesirable	5	11	0	16
Total	6	21	5	

$X^2_c = 7.7142$ $X^2_t = 9.488$ $df = 4$ $LS = .05$ **Decision = Accept Ho**



Table 3.5 reveals the result of the test of relationship between the perceptions of the stall owners on the different entrepreneurial practices when grouped according to educational attainment. The test employed the chi –square test whose values as seen from the table above are 7.7142 for computed and 9.488 for tabular. Since the computed value is lesser than the tabular value, the null hypothesis is therefore accepted. Thus no significant relationship exists between the perceptions of the stall owners on the different entrepreneurial practices when grouped according to educational attainment which implies that educational attainment has nothing to do with their perception on their entrepreneurial practices; that regardless of educational attainment, the stall owners perceive the same entrepreneurial practices in the different aspects.

Table 3.6:

Test of Relationship between the Perceptions of the Stall Owners on the Different Entrepreneurial Practices when Grouped According to Monthly Income

Perception	Monthly Income		Total
	P3,000 & below	P3,500 & above	
Desirable	6	10	16
Undesirable	10	6	16
Total	16	16	32

$\chi^2_c = 2.00$ $\chi^2_t = 9.488$ $df = 4$ $LS = .05$ **Decision = Accept Ho**

Table 3.6 reveals the result of the test of relationship between the perceptions of the stall owners on the different entrepreneurial practices when grouped according to monthly income. The test employed the chi –square test whose values as seen from the table above are 2.0 for computed and 9.488 for tabular. Since the computed value is lesser than the tabular value, the null hypothesis is therefore accepted. Thus no significant relationship exists between the perceptions of the stall owners on the different entrepreneurial practices when grouped according to monthly income which implies that monthly income has nothing to do with their perception on their entrepreneurial practices; that regardless of monthly income, the stall owners perceive the same entrepreneurial practices in the different aspects.



Table 3.7:

Test of Relationship between the Perceptions of the Stall Owners on the Different Entrepreneurial Practices when Grouped According to Business Operation

Perception	Business Operation		Total
	9 yrs. & below	10 yrs. and above	
Desirable	11	5	16
Undesirable	16	0	16
Total	27	5	32

$\chi^2_c = 5.926$ $\chi^2_t = 5.991$ $df = 2$ $LS = .05$ **Decision = Accept Ho**

Table 3.7 reveals the result of the test of relationship between the perceptions of the stall owners on the different entrepreneurial practices when grouped according to length of business operation. The test employed the chi –square test whose values as seen from the table above are 5.926 for computed and 5.991 for tabular. Since the computed value is lesser than the tabular value, the null hypothesis is therefore accepted. Thus no significant relationship exists between the perception of the stall owners on the different entrepreneurial practices when grouped according to length in business operation which implies that length of business operation has nothing to do with their perception on their entrepreneurial practices; that regardless of length of business operation, the new and experienced stall owners perceive the same entrepreneurial practices in the different aspects.

Table 3.8:

Summary of Test of Relationship between the Perception of the Stall Owners on the Different Entrepreneurial Practices When they are Grouped According to Personal Profile

Variables

Variables	χ^2 Computed	χ^2 Tabular	Decision
Age	1.6458	5.991	Accept Ho
Sex	1.166	9.488	Accept Ho
Civil Status	2.1334	5.991	Accept Ho
Religious Affiliation	1.6478	5.991	Accept Ho
Educational Attainment	7.7142	9.488	Accept Ho
Monthly Income	2.00	9.488	Accept Ho
Length of Years in Business	5.926	5.991	Accept Ho

Table 3.8 presents the summary of the results of the test of relationship between the perceptions of the stall owners on the different entrepreneurial practices when grouped according to age. The test employed the chi –square test whose computed values as seen



from the table above came out to be unanimously lesser than the tabular values. Since the computed values are lesser than the tabular values, the null hypotheses are therefore accepted. Thus no significant relationship exists between the perception of the stall owners on the different entrepreneurial practices when grouped according to their personal profile variables which implies that these personal profile variables have nothing to do with their perception on their entrepreneurial practices; that regardless of their personal variables, the stall owners perceive the same entrepreneurial practices in the different aspects.

Table 4:

Item Mean, Descriptive Scale and Rank Distribution of the Stall Owners' Perception on the Problems Encountered by the Proprietors of Stalls in Mall of the Valley

Problems	Item Mean	Descriptive Scale	Rank
High Cost of Materials	4.69	Very Often	1
Low price because of competition	4.41	Very Often	2
Unsteady price of goods	4.28	Very Often	3
Lack of marketing facilities	3.50	Often	4
Lack of supply/goods	3.47	Often	5
Lack of storage	3.19	Sometimes	6
Category Mean	3.92	Often	

Table 4 contains the item mean descriptive scale and rank distribution of the stall owners' perception on the problems encountered by the proprietors of stalls in the Mall of the Valley and as shown by the table, out of the six problems that were listed, three items got a descriptive rating of "very often", two got "often" and still one obtained "sometimes". The highest item mean of 4.69, 4.41 and 4.28 which are rank nos. 1,2 and 3 respectively are High cost of materials, Low price because of competition and Lack of storage which implies that these three are the most serious problems which are being encountered by the stall owners followed by Lack of marketing facilities and lack of supply/goods as shown by their item mean of 3.50 and 3.47 respectively. The least serious problem encountered with the lowest item mean of 3.19 or "sometimes" is lack of storage. The category mean of 3.92 or "often" implies that these enumerated problems are frequently encountered by the proprietors of the stalls in Mall of the Valley and are quite serious; hence, there is a need to be attended to.



CONCLUSION

The emergence of small-scale entrepreneurs in almost all localities has caused the delivery of basic goods and services to meet the demands of the consumers in a direct and positive approach. In rural areas, sari-sari stores and talipapas have served the purpose but in urban areas, the counterparts are commercial stalls which are generally acquired by the leasehold system. Indeed, these small scale market in a more practical way; it is an answer to the accessibility of time and dispense with effort in going to large market for which the pressures of over loaded schedule is a common occurrence.

This particular study emphasizes that the presence/importance of commercial stall at the Mall of the Valley cannot be underscored for the very reason that these stalls serve almost all of their needs within the area; whatever they need which are present in department stores or in large markets, the stall owners are able to provide which make these stalls important/beneficial to people from all walks of life who live within the locality. It was discovered in this particular study, that the stall owners deliver quality products and services despite their difficulty of raising capital resources due to unavailability of assistance from the government, stall owners see to it that in terms of social responsibility, their entrepreneurial practices satisfy the consumers. It was also noted that such stalls are generally in the form of single/sole proprietorship which are being managed either by the proprietor or the immediate members of the family, and this practice paves the way to one of the stall owners' major problems which is "low price due to competition" whereas if the form of business would be converted to "cooperative" among themselves, then they could agree on matters specifically on the standards price of the goods to be sold. Truly, the establishments of stalls in the Mall of the Valley is indispensable and have helped the residents within the locality but result of this study reveals that these stalls are not so enterprising and could even hardly sustain the needs of a family, thus it is highly suggested that stall owners must study further on how their status and conditions be improve.

RECOMMENDATIONS

In the light of the foregoing findings, the researcher offers the following suggestions:

1. Stall owners must unite themselves and make representations to the government/people concerned of their needs and grievances in order to improve their income and condition.



2. Capital resources determine the profit of any endeavor, thus, it is therefore indispensable that stall owners must find ways on how to increase their capital resources.
3. Another aspect that plays a vital role in business is the marketing/area of operation, thus, stall owners must find ways/strategies on how to expand their marketing.
4. Nowadays, the government's support is concentrated to "cooperatives", hence, stall owners must focus their attention on the possibility of converting their sole proprietorship into cooperatives.

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