

STORIES BEHIND THE CART: A PHENOMENOLOGICAL STUDY ABOUT THE
LIVED EXPERIENCES OF STREET FOOD VENDORS

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Presented by:
JOHN REYMART V. BILLIONES
JHEA P. MANGUILIMOTAN
EDEGELENE B. PAJO
ALESANDRA NICOLE C. RIOJA

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APPROVAL SHEET

This study entitled “**STORIES BEHIND THE CART: A PHENOMENOLOGICAL STUDY ABOUT THE LIVED EXPERIENCES OF STREET FOOD VENDORS**”, prepared by John Reymart V. Billiones, Jhea P. Manguilimotan, Edegelene B. Pajo, and Alesandra Nicole C. Rioja, in partial fulfillment of the requirement for the **Senior High School** has been examined and it hereby recommended for approval and acceptance.

MARIVA S. COLITA

Research Teacher

PANEL OF EXAMINERS

APPROVED by the Panel of Examiners on Oral Examination with the grade of **PASSED.**

NOEL T. CASOCOT, EdD

Chairperson

SUNSHINE G. PAULINE, RPAE, EnP, MSE

Member

NAZIMA Y. BASILIO, MAEd

Member

ACCEPTED in partial fulfillment of the requirements for **Senior High School.**

JULIETA C. PERNES

Principal

March 2020



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The Researchers

DEDICATION

The researchers dedicate this study to their family for the unconditional love, support and patience. Without their constant encouragement and belief in the researcher they would never have reached their dreams.

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JHEA

EDEGELENE

ALESANDRA

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Chapter 1

INTRODUCTION

Rationale

Street vendors are an essential part of urban economies around the world, offering easy access to a wide range of goods and services in public spaces. They sell everything from fresh vegetables to prepared foods, from building materials to garments and crafts, from consumer electronics to auto repairs to haircuts (WEIGO, 2019). Street vending is a growing controversial phenomenon in urban environments. It is a survival strategy and an economic opportunity for countless numbers of marginalized vendors (El-Moneim & Arisha, 2015). Street food business is becoming a larger source of employment generation in various developing countries. Although street food vending is illegal and unrecognized, it significantly helped to reduce unemployment, increased incomes of vendors, and provided urban dwellers with cheap, varied and nutritious meals (Reich, McCleary, Tepanon & Weaver, 2006).

Historically, street food is acknowledged as a phenomenon of developing countries to provide fast, convenient, and cheap food for low and middle income consumers (Tinker, 1999). Yet street food is currently prevalent in the developed countries too (Bhimji, 2010; Newman & Burnett, 2013), and it is not only considered as an option for poor but as a source for an authentic gastronomic experience for tourists (Torres-Chavarria & Phakdee-auksorn, 2017). Street food is mostly produced by using local foods and cooked with traditional techniques and also reflects the ethnic diversity of city residents and their cuisines (Calloni, 2013). The creation of a vibrant urban

space by street food vendors enables socialization for city residents and also attracts tourists to the districts of food sale (Newman & Burnett, 2013). Street food is a significant part of urban food for many low and center pay buyers in urban regions every day. It is reasonable, available, and it gives a fairly nutritious and adjusted whenever expended appropriately (Tacio, 2012).

Even though, there's a lot of researches conducted on the rise of street vending business in different kinds of scales (Aquino, Pedalgo, Zufra & Tuzon, 2015; Habib, 2016; Handoyo & Setiawan, 2018), the researchers have not come across a study in local setting on the lived experience of street food vendors. This is the reason why the researchers were interested to conduct this study. Moreover, this study may help in identifying the techniques on how to be successful in doing street food vending business.

Purpose of the Study

The purpose of this qualitative phenomenological study was to explore the experiences and the perception of every of street food vendors. The researchers wanted to know how they strived hard and motivated themselves whenever there's competition between every owner of every cart, particularly in Barangay Tibungco, Davao City. This study provides on how street food vendors manage their small business regarding their ability to produce good product and provide good services.

This study also aimed to provide an understanding on the said phenomenon. As a student, we conduct this study to know and to be literate enough on how every owner manages and handles their small business effectively. Through this research,

the researchers determined the reasons behind every success and the growth of every street food vendor in Barangay Tibungco, Davao City.

Research Question

This study aimed to find out the experience and motivations of street vendors in Barangay Tibungco. Specifically, this study sought answers to the following question.

1. What motivates entrepreneurs to start a business?
2. What are the biggest issues or challenges that street vendors encountered in starting their business?
3. How did they overcome this issues and challenges?

Theoretical Lens

There are competing theories regarding the role of street vending as an important economic activity. Since street vending is largely considered as a mere spectacle of the urban informal sector, most of the arguments on street vending are polarized into either the Reformist or Marxist theoretical discourses within the informal sector (Jimu 2004, Bieler 2014).

Reformist theory's view is that street vending contributes to economic growth through alleviation of poverty and unemployment (Jimu 2016,). However, there is no clarity on how the reformist perspective can be achieved, (Muiruri 2010). On the contrary, the Marxist the

ory does not acknowledge the informal sector contribution to national gross domestic product (GDP). The theory states that there would be very little loss to the

economy, if the informal traders are taken off their occupation. The two theories of Reformist and Marxist on street vending has left too much room for speculation about street vending contribution to the economy. This study therefore seeks to provide an in-depth account of the economic and social importance of street vending activities to the urban population and the general state economy (Menyah 2009).

Street vending has been traditionally viewed from two theoretical viewpoints: Modernization Theory and Structuralist Theory. The Modernization Theory views street vending as a remnant of a pre-modern era that is slowly becoming extinct while the Structuralists perceive street vending as a survival tactic of last resort driven by economic necessity in the absence of alternative means of livelihood (Williams & Gurtoo, 2012). Contrary to the Structuralists, contemporary studies perceive street vending as a rational economic choice as expounded by the Neoliberal (Bhowmik, 2012). This study will be grounded within both the Structuralist and Neoliberal perspectives whereby street vending is viewed as a necessity-driven activity or a rational economic choice. However, for some people street vending is necessitated by an entrepreneurial choice than a survival strategy. It is argued that some of the vendors are entrepreneurs who employ up to five paid employees (Njaya, 2014). Therefore, individuals with an entrepreneurial eye enter into street vending based on a rational economic decision that may entail escaping over-regulation in the formal sector or by-passing the costs, time and effort of formal registration (Williams & Gurtoo, 2012).

Scope and Delimitation

This study explored the rise of street food businesses in Tibungco, Davao City. This study involved owners who had their businesses as their main job and source of income. Additionally, the population of this study is limited only to street food vendors in Barangay Tibungco, Davao City. Moreover, a relatively short amount of time and different schedules of the participants and researchers delimits the study. Also, the researchers acknowledge the condition that the business owners have less time to do the interview because of some matters since they are busy of their dealings.

Significance of the Study

The result of the study may serve as basis of the street vendors which can help them provide insights on how to cope up with the challenges encountered in starting street food vending. In addition, the study also gives some ideas to future entrepreneurs as their guidance on how to start a street business and how to manage it effectively. The future researchers will benefit too, as this study will contribute to the body of knowledge which can be useful for future researchers related to the topic. This study is also beneficial to a country's economic growth as this study may give ideas to support street food vending business to help alleviate poverty and unemployment.

Definition of Terms

Street Vendors. It refers to a person who sells food to the public without having a permanently built structure but with a temporary static structure or mobile store.

Organization of the Study

The gathered data in this study focuses on the experiences and challenges of the business from the conducted in-depth interview and focus group discussions.

Chapter 1. This chapter shows the problem situation that supports the conduct of the study, where in the researchers cite evidences mentioning the need for the conduct of study. It also features the significance of the study as well as the limitation and delimitation, and its purpose.

Chapter 2. This chapter contains the review of related literature in which different articles that support the study are stated and emphasized. In this section, ideas and theories regarding the success of street vendors are stated.

Chapter 3. This chapter contains the method and procedures used in the data collection and analysis that includes the research design, role of the researcher, research participants, data collection and analysis, trustworthiness and ethical consideration. Trustworthiness and ethical consideration are emphasized in this chapter.

Chapter 4. This chapter presents the results of data gathered from interviews with the participants. The data collected from the participants were analyzed and transcribed.

Chapter 5. This chapter contains the summary of the whole discussion of the researchers' finding and the themes that were generated based f the frequency of the responses and answer of the participants to the researchers' questions.

Chapter 2

REVIEW OF RELATED LITERATURE

This chapter presents literature related to the study. The information from different reliable sources helped the researchers to identify and define the details needed in the research, to justify the need for studying the problem and also prevent the unnecessary duplication of the study.

Street Food Vending Business

The business of *street food vending* belongs to unorganized sector. There is no specific regulation imposed by government to monitor and control the standard of street food vendors. It is also wide spread aspect of society as almost 50% population prepares food from street food vendors. Also significant portion of population depends on this unorganized sector for livelihood. As discussed in previous chapter there are lots of corners that can be considered in the review of literature. The sector needs major inputs from several avenues which need to be involved are Government – from local to International and National agencies, Educational Institutions and all other interested individuals and organizations (Chakravarty, 2015).

Generally, *street food businesses* are owned and run by individuals or families. In general, *street food businesses* are small in size; they require relatively simple skills, minimal facilities and small amounts of money. Street food vendors' marketing success depends solely on location and word-of-mouth advertising (Winarno & Allain, 1991).

Evidence shows that the monthly incomes from *street vending* are very low compared to the national average of formally employed individuals (Roever 2014). However, most street vendors engage in street vending activities to supplement their low income or to cushion their spouse's low salary (Mengistu & Jibat, 2015). It is also argued that despite the low incomes generated from vending activities, the simple fact that vendors do not wait for handouts and/or employment opportunities from the government or engage in begging, stealing or extortion is a clear sign that street vending is a form of income distribution with great economic potential (Ray & Mishra, 2011).

Another research also shows that through *street vending*, most women have taken the role of bringing food on the table (Amankwaa, 2015; Chingono, 2016; Roever, 2016). Therefore, *street vending* does not only enable the formally "marginalized" peddlers to meet their minimum daily food, but also teaches and inspires women and youths in particular to value work (Mazhambe, 2017).

Family

The book entitled "The Family Business: It's Governance in Sustainability" that studied the *family's* influence so that business could grow faster and live longer states that concrete steps can be taken to help secure their future and dream of family stability. (Neubauer & Lank, 2016).

A study examined the three fundamental issues in *family* business that includes: the significant difference, according to their priorities and mindset, and the *family's*

participation in the business. They decided that having *family* involvement will result in a positive outcome from the 231 small business owners. (Lee & Rogoff, 1996).

In addition, a study presented quantitative aspects consisting of three sets of variables for effective transitions in family business. These include: the heirs' level of preparation, the complexity of family members' relationships, and the forms of planning and control activities performed by family's business management. It concluded that "family members are expected to pay relatively more attention to relationship issues, and relatively less attention to property and tax planning." A family bond could be a path for the company's permanent existence (Morris, Williams, Allen & Avila, 1997).

A research shows that family structure has much to do with income levels and asset building, both of which lead to economic prosperity (Hill & Duncan, 1987). In this society the *family* played a central role, since economic and social status was defined by birth, family ties, and local custom. Most importantly, the *family* was a productive unit, and physical strength – typically a male attribute – was an essential element in survival and further means that primary unit of society (Ross & Sawhill, I.V.1977).

Income

Income is money (or some equivalent value) that an individual or business receives in exchange for providing a good or service or through investing capital. Income is used to fund day-to-day expenditures. Investments, pensions, and Social Security are primary sources of income for retirees. For individuals, income is most often received in the form of wages or salary. While in businesses, income can refer to

a company's remaining revenues after paying all expenses and taxes. In this case, income is referred to as "earnings." Most forms of income are subject to taxation (Kagan, 2019).

Measuring the overall family *income* is related to the family's health and contributed to the daily consumption. An *income* will give maximum value to each family and specially to provide children's needs. It is necessary to have a small business as the way to earn continuous income easily.

Lower income levels are found mostly among those who fail to find jobs and results for the growth of unemployment and insufficient supply of income (Stewart & Streeten, 1981). Another study suggested that small business is the solution to the economy's low employment, starting a small business will provide self-employment and *income* benefit (Bögenhold & Staber, 1991).

No Capital

No capital or lack of funds to establish business on a stable financial footing is considered as a chronic problem faced by many small businesses. Initially, a business's capital may be limited to what its owners can raise from savings, mortgaging the family home or borrowing from relatives (Mehralizadeh & Sajady , 2005). In relation, different studies observed the importance of financial issues for new and existing entrepreneurs (Lussier N., 1996; Hay M. &Kamshad K., 1994; Bevan, J., Clark, G., Banerji, N. & Hakim, C., 1987). In terms of financial, the entrepreneurs were complaining about obtaining capital/finance. Thus, having *no capital* or lack of capital should not be allowed to hinder the business owners to achieve the business goals.

Because by pivoting, grinding it out, getting creative, and differentiating self, business man can have their way to a successful business (Westwood R., 2014).

Demolition

Street vendors have learned to fear not just a regulatory state that sees them as out of place, but a predatory one that demands bribes, threatens the *demolition* of informal markets, and randomly confiscates the products of unauthorized street vendors. They identified how migrant domestic workers in Philippines are marginalized from public space through the influence of a bifurcated city that treats suburban and home-like spaces as the realm of women, and the city center, characterized by productive and business-type work, as the realm of men (Yeoh & Huang, 1998).

However, street vendors in Davao City face notorious eviction, threat of *demolition* of their stalls from the local government. On the other hand, they can use their profits solely for improving their business or maintaining their livelihoods (Destombes, 2010).

Weather Condition

Weather condition is one of the most important physical working conditions. Concepts such as movement of air, humidity and temperature are addressed under weather conditions. Thus, the temperature of the working environment affects the performance of the workers in physical and psychological ways. Like, thermal stress directly influenced the labor productivity in the environment of low and high environment also causes work accidents (Yildizel, Sadık, Arslan, Yusuf, Sinan & Ali, 2015).

Similarly, weather plays a major role in determining the success of agricultural pursuits. Most field crops are dependent solely upon weather to provide life-sustaining water and energy. Livestock are also dependent upon weather for their comfort and food supplies. Occasionally, adverse *weather conditions* can cause production losses, especially if experienced during critical stages of growth. Individual elements of weather influence crops and livestock in particular ways. However, the combination of all-weather elements occurring simultaneously can have additive effects (Wang, Li, Wang, Yang, & Chan, 2017).

Faith in God.

The fundamental precept of the Christian *faith* that *God* not only calls ministers and other spiritual workers, but everyone to specific roles in His kingdom. Christian entrepreneurs must realize that their calling is to establish and lead businesses that are designed to achieve positive results in the business world. Christian entrepreneur businesses differ from secular businesses because they do business while being guided by the Holy Spirit as indicated in Ephesians 2:8-10; John 15:16 and 1 Corinthians 12: 12-18. (Anderson 1999).

Religion played a big role of in motivating people to take up entrepreneurial activities and this explained the rise of capitalism in the West. It is observed that religious groups such as Quakers had strong links with entrepreneurial activity. These activities have played an important role in shaping the activities of philanthropists. The church has always attempted to support economic solutions to poverty and social problems in their communities through entrepreneurial activity (Weber, 1922).

Respondents of a study believed that their entrepreneurial and Christian calling is the same. They believe that there is no difference between an individual's private, his entrepreneurial and Spiritual life. Spiritual life must run hand in hand with entrepreneurial life and balanced with truth. It is impossible to divorce one from the other. Business purpose is to "Let God's Kingdom come on earth." to be King, Priest and Prophet in business and private life. Everything must be done as a stewards and an act of worship to God. They believe that they must be Christ-like examples to their families, friends and the stakeholders in their business ventures. The world must see Jesus in their actions (Cullen, Calitz, & Boshof, 2013).

Self-help Strategy

Entrepreneurs needed to manage the role expectations imposed by their professional careers (Jennings & McDougald, 2007). Entrepreneurs use coping strategies to work with economic aspects of life, such as facing a lack of income and financial pressures due to debts (Corner & Pavlovich, 2007). Manager cope with unusual and unexpected situations to find plausible sense of events and negotiate between rational decisions and emotion (Ericson, 2010). Cognitive and behavioural efforts to manage specific external and internal demands that are appraised as taxing or exceeding the resources of a person (Lazarus and Folkman, 1984).

Loan

Vendors loan to have capital from their relatives, friends, local vendors, moneylenders, wholesalers and banks or cooperatives. The first two were the main sources for putting up a business and the rest were for daily operations (Saha 2011).

One of the options of the financially strapped street vendors is to approach loan sharks and informal lenders. With the monthly interest rate is 20%, with a repayment period of up to four months. For some hawkers, the high interest rate and the daily payment add to their financial woes. Loan sharks have helped vendors survive the uncertainty of street life. Yet, the availability of credit windows at times leads to multiple loans and over-indebtedness. These various finance-generating schemes are rooted in the insecure street presence of vendors. They reveal the vendors' dogged determination to survive and improve their lives under conditions where state agencies are unwilling or unable to provide the necessary support and services (Recio, 2019).

Chapter 3

METHODOLOGY

This chapter contains methods and procedures by which the entire qualitative study objectives are systematically and possibly achieved. It describes the research design used followed by the role of the researchers in the conduct of the study. The research participants are included in the process of the study. The remaining portion of this chapter presents the data collection process, how the data were analyzed and the method employed to establish trustworthiness. Lastly, the ethical consideration is emphasized to protect the right to confidentiality and ensure the welfare of all the participants.

Research Design

Qualitative research is a situated activity that locates the observer in the world. It consists of a set of imperatives and material practices that make the world visible. These practices transform the world. They turn world into a series of representations, including field notes, interview, conversation, photographs, recordings and memos to the self (Creswell, 2013). Phenomenology is an approach to qualitative research that focuses on the research and allows the researcher to bring a unique perspective to the study. An external researcher can judge whether the case is appropriate by studying the data collected during the original inquiry. To enhance the conformability of the initial conclusion, audit trail can be completed throughout the study to demonstrate how each decision was made (Mike, 2011).

Role of Researcher

The role of the researcher in qualitative research is very important in the success of the study as they are the main instrument in gathering the data. In qualitative study the data are mediated through human instrument, rather than through inventories, questionnaires or machines (Simon, 2011). In this study the researcher played the role of interviewer, recorder and translator of the collected data. The participants of our research will be street food vendors.

Research Participants

This qualitative research utilized a purposive sampling method, in which the participants were selected according to those provide responses to the research questions and enhance understanding of the phenomena under the study. However, one of the most important tasks in the study design phase is to identify appropriate participants.

The participants listed in this study were nine (9) street food vendors located, specifically in Barangay Tibungco, Davao City. They had been selling for at least a year. The participants were asked permission to conduct an in- depth interview related to the topic the researchers had chosen. For the participants in focus group discussion, the researchers ask permission to conduct the study the day before the discussion. Results were based on the ideas generated from the answers of the selected participants. The participants agreed with the researchers to conduct the interview. The researchers also considered the delimitations of the participants.

Data Collection

First, the researchers formulated questions and sub-questions for the interview and have them validated. The researchers also asked for permission from the target participants in order to conduct the study.

Second, the participants were informed about the primary purpose of the study and process of interview. They were also informed that the interview was to be recorded and documented as it was necessary in gathering the details of the interview. The confidentiality of the identified participants was assured as part of the ethical consideration.

The researchers gathered the data from the interviews and transferred the data in a computer and were transcribed thoroughly. The researchers expressed the deepest gratitude towards the participants after conducting the study knowing that those people had lent some of their valuable time and had the great part of the success of the study.

Data Analysis

In the process of gathering information, things were put into action from what has been transpired by the informants based on their personal experiences without any revision and editing.

Just as qualitative cannot be valid unless it is reliable, a qualitative cannot be transferable unless it is reliable and cannot be credible unless it is dependable (Seigle, 1985). In this study, the participants were carefully and randomly selected.

Triangulation was observed in this study. The researchers unite and made the hypothesis precisely. It is a method used to establish and guarantee the validity in the study. The researchers analyzed the results with accuracy and made sure that data collected had similarity.

Trustworthiness and Credibility

The researchers ensured that the trustworthiness and credibility of the data were considered and it focused on the validity of the findings as well as its applicability and reliability. The participants were informed and had a voluntary content. There was no privacy information shared and they were informed of the participants and interdependency. This means that the findings were based on the participants' responses and not only potentially bias or personal motivation of the researchers.

Trustworthiness

Trustworthiness of research and its findings are the central issues in positivist ideals of validity and reliability (Lincoln & Guba, 1985). The potential trustee is not specified, but instead is meant to be depicted as an abstract person in the general so called faceless situation (Giddens, 1990). Trust is important because it can minimize transaction costs and increase corporation in partner allies (Das & Teng, 1998).

Credibility

Credibility means that the results of the study is convincing and reliable from the viewpoint of participants in the research. Credibility is the quality or power of inspiring belief and must be reliable sources that provide information that one can believe true

(Lincoln, 2005). The confidence that can be placed in the truth of the research findings (Holloway & Wheeler, 2002). It establishes whether or not the research findings represent plausible information drawn from the participants' original views (Graneheim & Lundman, 2004).

Transferability

Transferability refers to the degree to which the results of qualitative research can be generalized or transferred to other context or setting (Woods, 2006). It is the degree to which the representation and findings are applicable beyond the particular setting or inquiry (Lincoln and Cuba, 1985). Naturalistic inquiries or qualitative research seek transferability by providing the details of the phenomena and setting in formal accounts (Geertz, 1988). Qualitative research findings often relate to a single or small number of environments or individuals (Maxwell 1992 & Flyvbjerg 2006).

Confirmability

Knowing the position of the researcher is essential in confirming the extent to which research findings are intended to be a function of the subjects or the researcher themselves (Guba, 1981). It refers to the degree to which the findings are the product of the focus of the inquiry and not on the biases of the researchers (Siegle, 2015).

Dependability. It is an assessments of the quality of the integrated processes data collection, data analysis, and phenomenological explanation (Ferrer, 2011). The researchers truly ensured in which an inquiry provided its audience with replication with the respondents (Greetz, 2009).

Ethical Consideration

In terms of the confidentiality of every participant, who participated in the study, the researchers make sure that no one will know their identity unless they are told to do so. The researchers were careful with the things that should be kept confidential. Researchers also asked the participants if they allow to put their names in the study or not, but before the interview, researchers still asked a permission again. If the participants would say no, the researchers have nothing to do with it instead to accept the decision of the participants. Also the researchers provided consent form which was approved by our adviser where in the confidentiality of every participant in the study are discussed.

The participants were informed and voluntarily gave their consent. Privacy of information shared, obscurity of research participants, no harm to participants and lastly interdependency was also excused. This study defines the range of ethical considerations that are possible to be drawn in justified decisions. The narrow responses recommended in this report is to protect information reflect a balance among these considerations (Liddell, 2002).

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Chapter 4

RESULTS

This chapter presents the collected data collected that were analyzed by the researcher. The data that were accumulated from the in-depth interview and focus group discussion were all documented and recorded. Responses were carefully transcribed and assessed. The data were presented in tabular form to summarize the relevant theme during the in-depth interview. The following questions were elevated:

1. What motivates entrepreneurs to start a business?
2. What are the biggest issues or challenges street vendors encountered in starting their business?
3. How did they overcome these issues and challenges?

The nine participants were street vendors in Barangay Tibungco, Davao City, who have experienced challenges in their business. Their experiences, coping mechanisms, and evaluation were described thoroughly.

Participants

Key Informants. There are nine (9) key informants in this study. Each of them owns a street food stall in the chosen place for the study. The key informants were randomly selected among the street vendors located in Tibungco, Davao City. They had different experiences in managing a business as they sell different products. The confidentiality of the key informants was attained by using pseudonyms as presented in Table 1.

All of the key informants answered the same set of interview questions asked by the researchers. Some informants were nervous in the beginning but when the interview started, the participants openly shared and answered the questions in the interview. Before the interview was conducted, the researchers politely introduced themselves to the informants. The researchers gave the informants the informed consent and asked for their permission to be interviewed.

Through the interaction with the informants, the researchers were able to learn the experiences of participants in handling their business through the face-to-face interaction. Also, the researchers learned from them the factors that they considered in starting their business, and their ways in achieving it.

Gathering Information

The study was composed of nine (9) participants. The three participants were included under focused group discussion while the remaining six were interviewed individually for the in-depth interview. They were street food vendors in a span of two or more years and were still running their street vending business at the time data gathering.

All of the interviews were conducted on the participant's location. The researchers asked questions that was in the interview guide, and recorded to get precise information. The interview focused on how they started their small businesses and in what ways they face their struggles to survive in their business.

Table 1.

Participants' Information

Name	Gender	Age	Length of Business (In Years)	Study Group
Salt	Female	50	17 years	Focused group discussion
Pepper	Female	69	50 years	Focused group discussion
Sugar	Female	55	29 years	Focused group discussion
Thyme	Female	40	5 years	In-depth interview
Cumin	Male	31	3 years	In-depth interview
Turmeric	Female	33	5 years	In-depth interview
Paprika	Female	44	10 years	In-depth interview
Parsley	Female	34	5 years	In-depth interview
Saffron	Male	28	2 years	In-depth interview

Categorization of Data

The in-depth interview and focus group discussion were recorded, interpreted and analyzed. The units of analysis in the research are the message themes through which the business interacts with consumers. These were done in order to establish the data into a meaningful, customized interpretation or framework that describes the phenomenon being studied (Burns & Groove, 2003).

The findings from the data gathered by the researchers were then organized into different themes. Clarification and verification of thoughts were done and patterns were developed. The qualitative data gathered came out combined and manageable, easier to be controlled and understood.

Research Question 1: What motivates entrepreneurs to start a business?

The participants were asked about the reasons why they started their business. There were three essential themes generated from the common responses among the informants, namely: family and income.

Table 2.

Essential themes and ideas on anything motivated them to start business.

Essential themes	Core Ideas
Family	<ul style="list-style-type: none"> • I am doing this for my children. • To support my family because I do not have a job. • I take strength from my family because what I am doing is for them. • I find that this business will help my family. • Of course, to get money to support my family and provide their needs. • I consider my family as inspiration to start this business and in order to provide their needs. • Work hard for my children.

	<ul style="list-style-type: none"> • For my family to rise from poverty.
Income	<ul style="list-style-type: none"> • I am motivated to sell, to have an income. • I can gain more income than in having a job. • I just prefer business than having a job, because I can gain more income.

Family

The participants indicated what motivates them to have business was mostly for the benefit of their family as its relevant purpose. The increasing number of people in Barangay Tibungco, is also a concrete connection on the increase of street food vendors in the area.

Salt said:

“Ginabuhatnakoni para saakongmgaanak.”

“I am doing this for my children.”

Pepper stated:

“Para masuportahanakongpamilya kay wala man konanarbaho.”

“To support my family, because I do not have a job.”

Sugar said:

“Nagagikanakongkusogsaakoangpamilya kay para man pudsailahaniakuangginabuhat.”

“I take strength from my family because what I am doing is for them.”

Cumin said:

“Akongnakit an ngamakatabangakoang business sapinansyalngakinahanglanunsaakoangpamilya.”

“I find that this business will help my family’s financial needs.”

Turmeric said:

“Syempremakakwarta, makapalitogkinahanglanon, makabuhiogpamilya.”

“Of course, to get money, to support my family and provide their needs.”

Paprika said:

“Ginahimonakong inspirasyonakong pamilya para magtukodaning business para mahatagilang ginahanglan.”

“I consider my family my inspiration to start this business in order to provide their needs.”

Parsley added:

“Maningkamot para saakong mga anak.”

“I am working hard for my children.”

Saffron stated:

“Para saakong pamilya para makabangon sakapobrehon.”

“For my family, to rise from poverty.”

Income

As the core reason to start a business, profit is a very important concept of a business. Gaining profit can provide all the needs or wants of everyone. The participants saw reasons in starting a business.

Pepper said:

“Naga motivate saakokanang magtinda judko kay para naa mi ma income.”

“I am motivated to sell, to have an income.”

Sugar said:

“Mas makaangkonkoogdaghangkitakaysasapagpanarbaho.”

“I can gain more income than having a job.”

Thyme:

“Mas gusto nakoangnegosyokaysasapagkuhaugtrabahotungod kay gusto nakomakaginansyako. Dili parehassapagpanarbaho, bisanunsangorasakamagsugod. Magtindabaka o dili, walaymangasaba.”

” I like doing business more than getting a job because I want to gain income. Unlike when you are employed, you can start anytime, whether you want to sell or not, no one will scold you.”

Research Question 2: What are the biggest issues or challenges street vendors encountered in starting their business?

The participants were asked about the issues and challenges that they encountered in managing their business. Three themes emerged based on the responses of the participants: no capital, demolition and weather condition. As business owners manage their business, it cannot be evaded that they encounter struggles and challenges in handling money and having a profit. Here are the responses of the participants.

Table 3.

**Essential themes and ideas on the issues or challenges they
encountered in starting the business.**

Essential Themes	Core Ideas
No Capital	<ul style="list-style-type: none"> • Sometimes there is no capital. • When I run out of capital for my business. • When there is no capital. • The hardest struggle is when you don't have any money for capital. • It's hard when you don't have capital.
Demolition	<ul style="list-style-type: none"> • We had a hard time when the government officials demolished us. • The hardest challenge we encountered in our business is demolition. • If there is demolition.
	<ul style="list-style-type: none"> • When the weather is not good.

Weather condition	<ul style="list-style-type: none"> • It's really hard when it rains because there is less customers. • The hardest is when the weather is not good or there is weather disturbances.
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No Capital

It is a necessity for a business to have a start-up capital no matter how small it is. Here are some of the responses of the participants about not having enough capital in their business.

Salt said:

"Usahaywalaypangkapital."

"Sometimes, there is no capital."

Pepper:

"Kanangmahurotakongkwartapangkapital."

"When I run out of capital for my business."

Turmeric said:

"Pagwalaypangkapital."

“When there is no capital.”

Paprika:

“Pinakalisud kung wala kay kwartapangkapital.”

“The hardest is when you don’t have any money for capital.”

Parsley stated:

“Lisud kung wala kay pangkapital.”

“It’s hard when you don’t have money for capital.”

Demolition

Street vendors are part of economy's informal sector. They enjoy the benefits of being informal, including zoning, tax, and other cost savings. At the same time, they are also facing risks like the possibility of demolition.

Sugar said:

“Naglisud mi tunggi demolish misa barangay.”

“We had a hard time when the barangay officials demolished our stalls.”

Thyme said:

“Angpinakalisudngahagitnga among nasugatansa among pagpangnegosyomaoangdemolisyon.”

“The hardest challenge we encountered in our business is demolition.”

Parsley stated:

“Kung naay demolition.”

“If there is demolition.”

Weather Condition

The extreme weather changes can have a great impact on the daily life and occupation of street vendors. When it rains, people tend to stay in their homes resulting to low income of street vendors.

Paprika said:

“Pagdilimaayoangpanahon.”

“When the weather is not good.”

Parsley said:

“Lisudkaayopag mag ulan kay mas gamayang customer.”

“It’s really hard when it rains because there is less customers.”

Saffron stated:

“Angpinakalisud kay kung dilimaayoangpanahonlabinaugnaaybagyo”

“The hardest is when the weather is not good or there is weather disturbances.”

Research Question 3: How did they overcome these issues and challenges?

There were solutions to overcome the struggles that they experienced in continuing the small business. Three essential themes emerged with core ideas namely: faith in God, self-help strategies, and loan. These themes were organized based on the common experiences shared by the participants.

Table 4.

Essential themes and ideas on how they overcome the issues and challenges.

Essential themes	Core ideas
Faith in God	<ul style="list-style-type: none"> • There are many ways, but I endure it because I know that God is with me. • I seek guidance to the Lord for my business to survive. • Our business is still thriving because we know that God is always on our side. • Just have faith to God.
Self-help strategies	<ul style="list-style-type: none"> • I have to trust myself in making my business because this is

	<p>also for my children to send them to school</p> <ul style="list-style-type: none"> • Just work hard, because problems can be overcome. • Just keep on doing your business, because you can still recover from the loss you experience when it's summer.
Loan	<ul style="list-style-type: none"> • I just borrow money to buy ingredients. • I just borrow money for capital.

Faith in God

Street food vendors described their personal faith in God as the source of their strength to continue in their business.

Salt said:

“Daghangpamaagi, pero nag-antuskotungod kay nahibal-an nakongaangDiyos nag-ubankanako.”

“There are many ways, but I endure it because I know God is with me.”

Sugar said:

“Nangayokoog guidance saGinoo para magsurviveakong business.”

“I seek guidance to the Lord for my business to survive”

Thyme added:

“Nagpadayon pa ang among negosyotungod kay kabalo mi ngaang Dios permintinaasa among kiliran.”

“Our business is still thriving because we know that God is always on our side.”

Paprika said:

“SaliglanggyudsaGinoo.”

“Just have faith in God.”

Self-help strategies

Every business is different from one another. They have the solutions to survive in their business. As the respondents stated one can survive as long as there is trust in oneself and keep on going.

Pepper said:

“Kinahanglannakomagsaligsaakongkaugalingonsapagstartaniakongnegosyotu ngod kay para man sad nisaakongmgaanakngamakaeskwelasila.”

“I have to trust myself in doing my business because this is for my children, for them to go to school.”

Parsley said:

“Maningkamotlangjud, kanangmgaproblemamawala rana.”

“Just work hard, because problems can be overcome.”

Saffron stated:

“Padayonlang sa imohang negosyo, kay makabawilang man gihapunka sa imohang lugi inig summer.”

“Just keep on doing your business, because you can still recover from the lost you experience when it’s summer.”

Loan

Loans work wonders to alleviate a business financial burden. Here are some responses of participants in coping up with their struggles from borrowing money for capital.

Cumin said:

“Nanghiram lang ko ng kwarta pang palitog ingredients.”

“I just borrow money to buy ingredients.”

Turmeric stated:

“Nanghiram lang ko ng kwarta pang capital.”

“I just borrow money for capital.”

Chapter 5

DISCUSSION AND CONCLUSION

This chapter refers the discussion, conclusion and implications for future research based on the data presented in this paper, where in significant themes and analysis were drawn from the research questions.

The objective of this study is to explore the experiences and perceptions of every small business owner in Barangay Tibungco knowing their inspirations in making business. This study will give an understanding on how small business owners manage their small business regarding their ability to produce good products and provide good services even though the competition in the said place is high.

In this method, this study will basis for the future researcher correlated with business and same producers. This study contributes knowledge from start-ups of business from participants. Thus, this study interfered the challenges of business owner in starting the business, how they rise through ups and downs and remain firm for their business management.

This study used a phenomenological study, the main concern of this is to investigate the individual thoughts and perceptions by putting an understanding to the human behavior in rising the business. The researchers interviewed the participants and they agreed to be part of this study.

Motivations and inspiration of street vendors' owners to start a business.

From the outcome of the study, the participants have motivations and inspirations in achieving their business. Every street vendor will continue to grow their business in order to overcome their challenges in their business. There are two essential themes which are family and income.

Family. The respondents stated that their motivation and inspiration to achieve their business are they family, because their family is one of the reasons why they need to be strong, and to survive from the poverty in order to provide their needs. Family can be inspiration or motivation in starting or making a business for their daily needs as education (Guillen, 2013). It also stated that family for the business makes it grow faster live longer and they can take concrete steps to better secure their future and dream of family stability (Neubauer & Lank, 2016).

Income. The respondents are to gather more income for them to be able to support their daily expenses. Some of respondents stated that street vendors can gain more income than in having a job. People vend to set up new businesses or have a consistent source of income (Morales, 2000). The average income of every street food vending was based on the products being sold (Banigoos, 2009). That's why some of the street food vending owners can gain more income than having a job.

The issues or challenges encountered in starting the business. In starting a small business for street vendors is observable of the surroundings where they could sell, so that the owner cannot evade that they encountered struggles and challenges. This are the themes based on the responses of the participants which are the no capital, demolition, and weather condition.

Street vendors is running out. The respondents find it was a challenge in their business. Having a **no capital** in their business made the entrepreneur motivated to sell more of their products so that they can gain more income and more income means more capital for the business. In addition, no capital can affect low level on improving the business (Reuss, 2006).

The second (2) theme of the respondent's problem on their business are the **demolition**. Based on the researchers gathered data, demolition is one of the entrepreneur's problem. It may lead to losing their business if they cannot find another place or space where they can sell again and it is challenging for them because they left from their customers. The displacement of vendors is often a consequence as plans to modernize cities and create an image of order and dignity (Hunt, 2009).

The third (3) theme of the respondent's problem on their business are the **weather condition**. Weather condition is a struggle one when their selling product is not profitable on that day because of the weather condition. It has a great impact on the daily life and occupation of street vendors especially when it rains it is hard to sell on the side of the street so that the vendor tends to stay in their homes resulting to low income.

Overcoming the issues and challenges. In every problem there is a solution on that the street vendors experienced in continuing their business. These are the essential themes which are the faith in god, self-help strategies and loan.

A street vendor could not survive if they have no faith in god that's why the first theme is **faith in god**. Based on the data that we gathered, many of them said that

faith in god is their source of strength to continue in their business. Faith in god is our hope for not easily giving up on the business (Pestle, 2019).

The second (2) theme of the respondents that they overcome from their challenges is the **self-help strategies**. Besides on faith in god there are the theme they called the self-help strategy. Every business is different from one another. This is where the vendor must think that they need to survive their business so that one can survive as long as you trust in oneself and keep on going. Trusting oneself is built up gradually and incrementally reinforced by previous positive experience (Mollering, 2001).

The third (3) theme of the respondents that they overcome from their challenges is the **loan**. Loan is very important to retrieve or alleviate your business when the business financial was burden. Loan money can help the entrepreneur to stay on long term business (Redile, 2011).

Implication for Practice

The revolution of the business contains challenges, innovation and problems which it could be made us stronger foundation of a business through the challenges that turned into a lesson applied in present for more production and growth. This study emphasized the rise of businesses and the experiences of the street vendor's owners in their street food business.

This qualitative phenomenological study involves the experiences and challenges of street food business that street vending owners encounter along the way and includes their solution to overcome through all the issues and challenges

Implication for Further Research

These are the implications for the further researchers from the nine (9) participants interviewed in this study.

The outcome of analyzed data from the in-depth interview and focus group discussion in this study serves as evidence occurred in the chosen place of Barangay Tibungco which is helpful for the future researchers underlying their related study. Researchers would be able to use the data in this study by focusing on the challenges and experiences of street food vendors. This study, the coping mechanisms of future researchers in terms of growth of the street vendors among the barangay which it shows the descriptions and narrations of the responses of the participants.

Concluding Remarks

A business never starts without motivations of the owner. In the start-ups of the business which start from being small business specifically in the cart, may not be easy as we see more entrepreneurs become millionaire from the determination, concentrated energy, and great passion towards business. The profit is not stable, unlike the wage of the worker but in the risk of the business owner take the greater possibility of more profit.

The study stands that in the street food vending there is success. A huge achievement comes from a little dream. That we can have the sweetness of success if we go through the bitterness of taking risk and responsibility towards business. Based on the study, being inspired and having motivation from the family could be the strength of the business owners from different challenges they encounter. This study

discovered the problems of the street food vendor but also their strategies to overcome throughout the life span of the business.

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APPENDICES

Appendix A

INFORMED CONSENT FORM OF THE PARTICIPANT (ICF)

UM ILANG HIGH SCHOOL

Informed Consent Form

Title of the Study: Stories behind the cart: A phenomenological Study of the Lived Experiences of Street Food Vendors

Name of Researcher(s): Billiones, J., Mangulimutan, J., Pajo, E., Rioja, A.

INTRODUCTION

You are invited to participate in a research study conducted by researchers, because you fit the inclusion criteria for informants of our study.

Your participation is completely voluntary. Please read the information below, and ask questions about anything you do not understand, before deciding whether to participate. Please take as much time as you need to read the consent form. You may also decide to discuss participation with your family or friends.

If you decide to participate, you will be asked to sign this form. You will be given a copy of this form.

PURPOSE OF THE STUDY

This study aims to determine the experiences and the perception of every street food vendors.

STUDY PROCEDURES

If you volunteer to participate in this study, you will be asked to participate by answering the survey questionnaire which you can finish in less than 30 minutes.

POTENTIAL RISKS AND DISCOMFORTS

You may feel discomfort during the course of the interview because of the sensitive nature of the topic being studied. You may opt not to answer questions which make you feel any psychological or emotional distress or you can withdraw as a participant of the study if you feel that you cannot discuss the information that is asked of you. The researchers value your participation and will place your welfare as her highest priority during the course of the study.

POTENTIAL BENEFITS TO PARTICIPANTS AND/OR TO SOCIETY

This study can generate relevant information which can be useful to public and private administrators, human resource managers, and policy-makers. The results, discussions, and findings from this study can spark evidence-based information which can be used by the school staff administrator, students, working students and future researchers.

CONFIDENTIALITY

We will keep your records for this study confidential as far as permitted by law. Any identifiable information obtained in connection with this study will remain confidential, except if necessary to protect your rights or welfare. This certificate means that the researchers can resist the release of information about your participation to people who are not connected with the study. When the results of the research are published or discussed in conferences, no identifiable information will be used.

PARTICIPATION AND WITHDRAWAL

Your participation is voluntary. Your refusal to participate will involve no penalty or loss of benefits to which you are otherwise entitled. You may withdraw your consent at any time and discontinue participation without penalty. You are not waiving any legal claims, rights or remedies because of your participation in this research study.

INVESTIGATOR'S CONTACT INFORMATION

If you have any questions or concerns about the research, please feel free to contact the researchers at mobile phone number 09105205793 or through email at nicolerioja2@gmail.com; or if you need to see them, they can be located at UM Ilang High School, Ilang, Davao City.

RIGHTS OF RESEARCH PARTICIPANT

If you have questions, concerns, or complaints about your right as a research participant or the research in general and are unable to contact the research team, or if you want to talk to someone independent of the research team, please contact their Research teacher at 0916-585-4872.

RESEARCH PARTICIPANT'S CONSENT

I have read the information provided above. I have been given a chance to ask questions. My questions have been answered to my satisfaction, and I agree to participate in this study. I have been given a copy of this form. I can withdraw my consent at any time and discontinue participation without penalty.

Signature above Printed Name of Participant

Date Signed

To be accomplished by the Researcher Obtaining Consent:

I have explained the research to the participant and answered all of his/her questions. I believe that he/she understands the information described in this document and freely consents to participate.

Alesandra Nicole C. Rioja
Name of Researcher Obtaining Consent

Date Signed

Appendix B

INTERVIEW SCRIPT

Researcher: Good afternoon Ma'am / Sir thank you for agreeing to be our informant. My name is Alesandra Nicole Rioja, he is John Reymart Billiones, she is Edegelene Pajo, and she is Jhea Mangulimotan. We are Grade 12 students of UM Ilang High School. We are going to ask you some questions regarding our research study entitled: "Stories behind the cart: A phenomenological Study of the Lived Experiences of Street Food Vendors".

Interviewee:

Researcher: With the permission Ma'am / Sir, we'd like to record the session for record purposes only. Your feedback will be kept anonymously unless you give an approval. Okay, are you ready ma'am/sir?

Interviewee:

Researcher: You will be given a pseudonym to keep your anonymity Ma'am/Sir and you are rest that whatever you will share will kept confidential.

Interviewee:

Researcher: If you have other questions are we move along Ma'am/Sir, please feel free to express them and don't hesitate to tell us if you don't understand the question. We are willing to rephrase and explain it for you.

Interviewee:

Researcher: Shall we start? Let's start by starting your name, age, and length of business Ma'am/Sir.

Interviewee:

Researcher: What type of food do you sell?

Interviewee:

Researcher: Who inspired you to start this business?

Interviewee:

Researcher: What is your motivation in starting up this business?

Interviewee:

Researcher: What were the challenges you encountered in street vending?

Interviewee:

Researcher: Among those challenges, what was the hardest struggle you encountered?

Interviewee:

Researcher: Did you find it hard to compete with other street food vendors?

Interviewee:

Researcher: How did you cope up with those challenges?

Interviewee:

Researcher: What have you learned from those challenges?

Interviewee:

Researcher: Why did you stay in street vending in spite of the challenges?

Interviewee:

Researcher: Do you see yourself as a successful entrepreneur? Why?

Interviewee:

Researcher: And lastly, do you see yourself passing your business on to your children?

Interviewee:

Researcher: So I guess that is all for our interview session Ma'am/Sir, thank you very much for your time and cooperation.

- End of Interview -

Appendix C

STORIES BEHIND THE CART: A PHENOMENOLOGICAL STUDY ABOUT THE LIVED EXPERIENCES OF STREET FOOD VENDORS.

INTERVIEW GUIDE

Pseudonym: _____ Number of years in the business: _____

Age: _____

Research Question No. 1: What motivates entrepreneurs to start a business?

What type of food do you sell?

Who inspired you to start this business?

What is your motivation in starting up this business?

Research Question No. 2: What are the biggest issues or challenges street vendors encountered in starting their business?

What were the challenges you encountered in street vending?

Among those challenges, what was the hardest struggle you encountered?

Did you find it hard to compete with other street food vendors?

Research Question No. 3: How did they overcome these issues and challenges?

How did you cope up with those challenges?

What have you learned from those challenges?

Why did you stay in street vending in spite of the challenges?

Do you see yourself as a successful entrepreneur? Why?

Do you see yourself passing your business on to your children?

CURRICULUM VITAE



Billiones, John Reymart

Personal Information

Gender: Male

Age: 18 years' old

Date of Birth: October 01, 2001

Father: Juanito T. Billiones

Mother: Marites V. Billiones

Address: Amparo Village, Ilang Davao City

Civil Status: Single

Religion: Roman Catholic

Educational Background

Elementary: Sixto Babao Elementary School

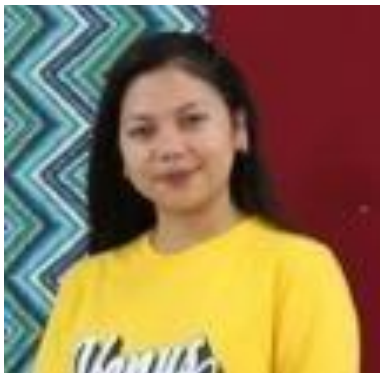
S.Y. 2013 - 2014 (Year Graduated)

Secondary: University of Mindanao Ilang High School

S.Y. 2013 - 2014 (Year Graduated)

Senior High School: University of Mindanao Ilang High School

S.Y. 2013 - 2014 (Year Graduated)



Manguilimotan, Jhea Angelica P.

Personal Information

Gender: Female

Age: 18 years' old

Date of Birth: December 01, 2001

Father: Meller M. Manguilimotan

Mother: Emily P. Manguilimotan

Civil Status: Single

Religion: Roman Catholic

Educational Background

Elementary: Mahayag Elementary School

S.Y. 2013 - 2014 (Year Graduated)

Secondary: Mahayag National High School

S.Y. 2017 - 2018 (Year Graduated)

Senior High School: University of Mindanao Ilang High School

S.Y. 2019 - 2020 (Year Graduated)



Pajo, Edegelene B.

Personal Information

Gender: Female

Age: 17years old

Date of Birth: March 24, 2002

Father: Edgardo M. Pajo

Mother: Leah Linda B. Pajo

Educational Background

Elementary: Matilo Elementary School

S.Y. 2013 - 2014 (Year Graduated)

Secondary: Manat National High School

S.Y. 2017 - 2018 (Year Graduated)

Senior High School: University of Mindanao Ilang High School

S.Y. 2019 - 2020 (Year Graduated)



Rioja, Alesandra Nicole C.

Personal Information

Gender: Female

Age: 18 years' old

Date of Birth: August 26, 2001

Father: Russel T. Rioja

Mother: Cecile C. Rioja

Educational Background

Elementary: Sixto Babao Elementary School

S.Y. 2013 - 2014 (Year Graduated)

Secondary: Francisco Bustamante National High School

S.Y. 2017 - 2018 (Year Graduated)

Senior High School: University of Mindanao Ilang High School

S.Y. 2019 - 2020 (Year Graduated)