

STORIES OF PEANUT ENTREPRENEURS IN SAN CARLOS CITY, PHILIPPINES

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Abstract

A business organization experiences ups and downs in their operations. This study presented the stories and challenges of the Peanut entrepreneurs in San Carlos City. It highlights the downside that the Peanut entrepreneurs faced while running their business as well as their success. The researchers conducted the study using a series of interviews by the use of the audio recorder. The study revealed the stories on how the entrepreneurs overcome the challenges in managing their enterprise. Three (3) themes emerged, which are a) Aspirations of an Entrepreneurs, b) Challenges encountered by the Entrepreneurs, and c) Economic Impacts. The narratives of the peanut entrepreneurs revealed the benefits and distinctiveness of selling peanuts, not just for their purposes, but also on how peanut as a delicacy has enhanced the quality of life of entrepreneurs in San Carlos City.

Keywords: business management, stories and challenges, peanut entrepreneurs, qualitative design, narrative inquiry approach, Philippines

INTRODUCTION

The status of entrepreneurship, and the attractiveness of it as a career choice, has a distinct effect on the entrepreneurial aspirations of individuals (European Centre for the Development of Vocational Training, 2011). Entrepreneurship has long been praised in other countries, but in others, there are many, especially older people, who still view it more skeptically (Wilson, Vyakarnam, Volkmann, Mariotti, & Rabuzzi, 2009).

Cyert and March (1963) asserted that the changing goals and procedures are primarily a function of previous experiences of entrepreneurs. For instance, when an entrepreneur discovers a solution to a problem by searching in a particular way, he or she will be more likely to search in that way when approaching future issues of the same type (Politis, 2005).

It is similarly necessary to note that business management skills play a vital role in business growth (Meyer & Meyer, 2017). Management factors include a focus on meeting customer expectations, quality at low cost, time management, a delegation of tasks, development of staff and workers' skills, focus on results, financial management, marketing, supply chain management, and product development (Thurman, 2016).

However, entrepreneurs may also face many challenges while starting their business. It includes a financial related problem, government-related problem, production-related problem and, labor-related problem (Swathy & Benazir, 2014). The usual challenges encountered by entrepreneurs are overestimating success, misplaced purpose, negative mindset, poor organization, jack of all trades, employee motivation, and lack of support (Kanchana, Divya, & Beegom, 2013).

As to the economic impacts of entrepreneurial endeavors, entrepreneurs stimulate employment growth by generating new jobs when they enter the market (Kritikos, 2014). Han and Fang (1997) stated that business tourism is an important economic activity in most of the countries around the world and its direct

economic impacts as well. Business tourism has outstanding indirect and induced effects (Kumar & Hussain, 2014) on the economy. Hence, entrepreneurship in rural tourism is considered a central force of economic development, as it generates growth and brings innovation and change (Nemirschi, & Craciun, 2010).

The researchers have conducted this study to discover how peanut production in San Carlos City in Negros Occidental plays a prominent role in the progress of the business despite the challenges encountered.

Objective

This study aimed to describe in detail the experiences of Peanut entrepreneurs in the city of San Carlos.

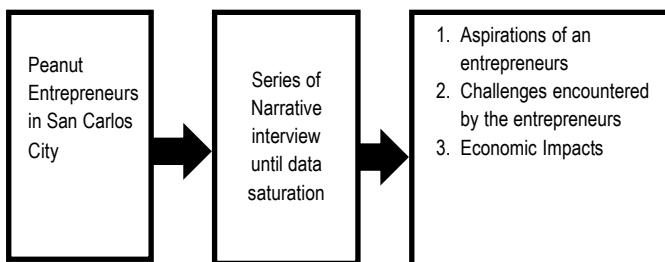
Framework of the Study

The research focuses on the dimension of entrepreneurial management, which includes a) Aspirations of an Entrepreneurs, c) Challenges encountered by the Entrepreneurs, and d) Economic Impacts. It is said that entrepreneurial management, by definition, is opportunity-driven without regard to the availability of resources and potential obstacles, which requires a significant level of propensity to change (Séraphin, Butler, & Gowreesunkar, 2013). Stevenson (1983) holds that entrepreneurial management practices can help firms remain vital and contribute to the firm and societal level value Creation (Kuhn, Sassmannshausen, & Zollin, 2010). Stevenson (1983) describes entrepreneurship as an approach to management that is characterized by the pursuit of opportunity without regard to resources currently controlled.

Earlier studies proved that the results of the entrepreneurial activity could be related to entrepreneurial aspirations (Cassar, 2007; Wiklund & Shepherd, 2003). Entrepreneurs aiming to provide novel products, to make their business grow or to indulge in export enterprises are bound to offer more to economic growth than their counterparts who have

lower levels of aspiration and aim to survive in the corner of the market as a lifestyle entrepreneur (Bellu & Sherman, 1995; Hessels, Van Gelderen, & Thurik, 2008; Kolvereid, L., & Bullvag, 1996; Wiklund & Shepherd, 2003). Thus, entrepreneurial yearnings reflect the qualitative nature of the entrepreneurial activity. They can significantly affect the economic impact of entrepreneurial activities (Pete et al., 2011).

To entice entrepreneurship, it is necessary to understand the challenges that affect entrepreneurs to surmount the difficulties and develop new policies and measures to create new business ventures. Challenges are not the same for all individuals in society (Maziriri & Madinga, 2016). The entrepreneurs must persevere in the light of adversity, confront the unexplained, face challenges, risk and learn from failure, have reliance in his or her ability to deal with the world, and take reasonable, rational steps in the pursuit of the goals (Shahidi & Smagulova, 2008). The hurdles facing entrepreneurs and small, medium enterprises are varied and can be a lack of financial support, weak economic infrastructure, and lack of policy coherence, and lack of business support (Kazimoto, 2014).



Entrepreneurship is vital to economic development. The privileges to society will be higher in economies where entrepreneurs can operate flexibly, develop their ideas, and reap the rewards (Kritikos, 2014). The entrepreneurial function's being

an essential determinant of economic growth is also represented by econometric evidence, and it is claimed that the lack of entrepreneurship is going to result in a reduction in economic development (Savrul, 2017). In this perspective, the positive connection between entrepreneurship and economic growth is justified across a wide range of units of observation, connecting the establishment, business, industry, and the country (Ács, Audretsch, Strom, & Strom, 2009).

METHODOLOGY

Research Design

The study focuses on the information that the peanut entrepreneurs have experienced since their business started. The qualitative research design, using a narrative inquiry approach, was used to accomplish the study. A significant contribution of qualitative research is the contextually rich data it produces (Mack, Woodsong, McQueen, Guest, & Namey, 2005). The narrative inquiry is a way of comprehending and examining the experience through "the collaboration between researcher and participants, through time, in a place and social interaction with the surroundings" (Clandinin & Connelly, 2000). Using narratives in finding constructed realities allows the respondent to relate his/her story as made logic of by the person in question. The narrative analysis enables the researcher to know what a particular topic means to a person. To comprehend the issues and individual perceptions, the researcher is required to ask the people questions about their experiences and to listen to their stories (Patton, 2000).

Conversation Partners, Inclusion Criteria, and Gatekeeper

The conversation partners involved in the study were the two entrepreneurs of peanut products of San Carlos City. The inclusion criteria include that they should be married, female owners, mother, and has been in the business of manufacturing peanut delicacies for more than ten years, with hands-on

experiences in the process and distribution of the products they sell, who ages between 35-45 years old.

The gatekeeper to the conversation partners is the vice-president of their association and contact person of San Carlos City's Negosyo Center. The gatekeeper has access to the profile of its members. The gatekeeper was the one who gave the addresses and contact numbers of the conversational partners involved in the study.

Data Gathering Procedure

The steps that the researchers did to gather the data involve the following; first, the researchers distributed the letter of consent to each of the peanut entrepreneurs in San Carlos City in which they immediately agreed and had given the researchers their contact information. Afterward, the researchers went back and presented the letter of consent to inform the conversational partner that they have been chosen to participate in this research study and to educate them about the purpose of the research. Informed consent is an ethical and legal obligation for research involving human participants (Nijhawan et al., 2013). Throughout the study, it was agreed by the researchers and the conversational partners that their names would not be mentioned during the study. Also, they will be addressed as peanut entrepreneurs.

The second step the researchers conducted was a series of interviews in which they prepared sets of questions that can respond to the objective of the study. The researchers developed interview questions to the peanut entrepreneurs, for example, "How did you start the business?" The series of interview method includes regular meetings with the conversational partners and discussions of the previously transcribed conversation and rechecking if there some words or phrases need to be eliminated or changed. The researchers used the semi-structured way of the interview to gather all necessary information that is required for the study, to have a natural, free-flowing conversation and, also to build rapport between the researcher and the peanut

entrepreneur. Crucial to anticipating participant distress is the researcher's questioning skills and a code of ethics. When a study is conducted with sensitivity and guided by ethics, it becomes a process with benefits to both participants and researchers. The researchers interviewed two peanut entrepreneurs to compare and contrast the data to substantiate the given evidence to prove the research.

The interviews were all conducted in San Carlos City. The researchers were very particular with the time provided by the entrepreneurs. The researchers used an audio recorder to document the conversation during the interview.

Trustworthiness

The trustworthiness of qualitative research analysis is revealed by utilizing terms such as credibility, dependability, confirmability, and transferability.

Credibility. Credibility is described as the confidence that is placed in the fact of the research findings (Holloway & Wheeler, 2002; Macnee & McCabe, 2008). Credibility builds whether or not the results of the research represent credible information drawn from the participants' original data and is a correct explanation of the participants' insights (Graneheim & Lundman, 2004). The researchers used the member checking technique. A member check is a vital process that any qualitative researcher should undergo because it is the heart of credibility (Anney, 2014). This process has been used by the researchers with the data that have been gathered. After the interview of the conversational partners, researchers immediately transcribed the data for it to be checked by the co-members for corrections. And when it has been corrected, the researchers, the transcriptions were directly returned to the conversational partners for their next interview so that they can affirm if what had been transcribed matched with the statements of the conversational partners.

Transferability. Transferability means that the results of qualitative research can be transferred to other contexts with other respondents – it is the interpretive corresponding of generalizability (Anney, 2014; Bitsch, 2005; Tobin & Begley, 2004). According to Bitsch (2005), the “researcher facilitates the transferability judgment by a potential use through ‘thick description’ and purposeful sampling.” The researchers used purposeful sampling and full description. Purposive sampling is the technique used mainly in a naturalistic inquiry study is defines as selecting units constructed for specific purposes associated with answering a research study’s questions (Teddlie & Yu, 2007). This method had been used by the researchers in searching for their conversational partners in this study, which are the peanut entrepreneurs in San Carlos City. The researchers have a set of criteria that can help them choose who from among the peanut entrepreneurs can be interviewed to gather data.

According to Li (2004), a thick description allows judgments about how well the research setting fits another context, thick descriptive data, i.e., a rich and extensive set of details relating to methodology and background, should be included in the study. Thick description involves the researcher elucidating all the research processes, from data collection, the context of the study of the production of the final report (Anney, 2014; Li, 2004). The researchers had used this method, and because of this process, some of the terms that they are using are clarified in ways that support the study at a certain point.

Confirmability. It is concerned with establishing data and interpretations of the findings, which are not figments of the inquirer’s imagination but are derived from the data (Anney, 2014; Tobin & Begley, 2004). The researchers used the audit trail for the study. Audit trail involves an analysis of the inquiry process to certify the data, whereby a researcher acquired all the research decisions and activities to display how the data is collected, recorded, and analyzed (Anney, 2014; Bowen, 2009; Li, 2004). The audit trail involved the researchers in having documented data or any file that had been recorded from the

original one. The researchers have stored soft copies of all the detailed data throughout the study conducted in San Carlos City.

Dependability. According to Bitsch (2005), dependability relates to the permanence of findings over time. It involves participants assessing the results and the interpretation and references of the research to ensure that they are all assisted by the information gathered from the informants of the study (Tobin & Begley, 2004). The researchers used the peer examination technique and code-recode strategy. Peer examination and code-recode strategy exhibit that there is no difference from the member checks strategy employed to improve the credibility of the inquiry (Bitsch, 2005). When conducting peer examination, the researchers discuss the research process and results with colleagues.

Furthermore, Bitsch (2005) said that peer examination helps the researchers to be authentic about the study, and peers contribute to having a more in-depth reflexive analysis. Peer examination is where the researchers have considered the opinions and insights of their fellow researchers as well as to authorize research, set up a technique by which it can be evaluated, and enlarge potential within research communities. Also, colleagues help to recognize the categories not covered by the research questions or help in classifying negative cases. This involves the researchers coding the same data twice, giving one or two weeks of a gap between each coding. The results from the two codings are then compared to see if the results are identical or different. Code-recode strategy is where the researchers wait, then return and record the same data and evaluate the results (Chilisa & Preece, 2005).

Data Analysis

In the process of organizing the narrative of narratives, the researchers used the phases of thematic analysis Braun and Clarke (2006). Thematic analysis is a way of seeing, as well as a method for qualitative coding information.

Familiarizing with the data: This involves transcribing data, reading and re-reading the data, noting down initial ideas. This step is where the researchers have finished their series of interviews with their conversational partners in which they are transcribing the data and a spreadsheet file. The researchers have labeled the sheet one "Original," wherein they have put the data that they have copied first, and in sheet two, the researchers have named it "Member check." These are the data wherein it has been checked by their conversation partners.

Generating Original Codes: This starts when the researcher has read and familiarized with the data, and have created an initial list of ideas about what is in the data and what is interesting about them. This step then involves the creation of original codes from the data. Codes recognize a feature of the data that refer to the essential segment or element of the raw data or information that is assessed in a significant way regarding the phenomenon (Braun & Clarke, 2006).

In the spreadsheet file, the researchers have created a sheet with the label "Cleaned," where the data which are only necessary to their study have been kept while the other unnecessary data have been removed. Also, another sheet has been made, which is named "Units of meaning," in which this is the part where the researchers gave meaning to the remaining data that can be turned into codes. Another sheet is provided the heading "Chunked," where the data have been sorted out for it to be easier to put codes. Then, another sheet is added, which the researchers have named this sheet "Codes," where they already have coded the data that they are going to use for the study. This time, the codes used were phrases that best described the statements of the peanut entrepreneurs in the series of interviews.

Searching for themes. This begins when all data have been initially coded & collated, and the researchers have a long list of the different codes that have been identified across the data set. This phase, which re-focuses the analysis at the general level of themes, rather than codes, involves sorting the different codes

into possible topics and collating all the relevant coded data extracts within the identified themes. Primarily, the researchers analyzed the codes and considered how different codes might combine to come up with emerging themes. The researchers have made another sheet after coding all the data in which they have named it “Cluster,” wherein the data and codes have been sorted.

Reviewing themes. Step four began when the researchers devised a set of possible themes, and it involves the refinement of those themes. In this step, it is evident that some candidate themes were not themes, while others were merged into each other. Some themes are required to be broken down into separate themes. After working on the “Clusters,” the researchers then made another sheet, which is the “Data Reduction’ wherein another set of possible codes has been devised, which can be used to create themes out of the data. Some of the codes are just the same with Code 1, while some data were changed by the researchers to possible phrases that can also be used in the study to develop the themes.

Defining and naming themes: At this point, the researchers then define and further refine the themes presented for the analysis. By ‘define and refine,’ it involves distinguishing the ‘essence’ of what each theme is about and determining what areas of the data each theme captures. By having code 1 and code 2 the researchers have sorted again the data which have been classified on what possible themes that the researchers could use in the study to accomplish the objectives. And after thoroughly analyzing and grouping both codes, the researchers have immediately come up with three (3) themes that can best emphasize the study.

Producing the report: It begins when the researchers have a set of fully worked-out themes and involve the final analysis and write-up of the report. It matters that the study (the write-up of it, including data extracts) has provided a concise, coherent, logical, non-repetitive, and compelling account of the story the data tell – within and across themes. In this step, the

researchers already have themes that can clearly describe the results of the study.

RESULTS AND DISCUSSION

After thorough data analysis, the researchers have come up with three themes, which are a) Aspirations of an Entrepreneurs, b) Challenges Encountered by the Entrepreneurs, and d) Economic Impacts.

Aspirations of an Entrepreneurs

Most of the aspirations of the peanut entrepreneurs in San Carlos City have a lot to do with their goals, and they are setting it as their motivation for their business. Aspirations rule every aspect of the peanut entrepreneurs' work – from the way they work and the way they are motivated to expand the lifespan of their respected business.

The word 'Aspiration' signifies that 'a will to succeed.' It helps to move an individual from one socio-economic position to others (Ponceelia, & Franco, 2017). All businesses start with the same idea or a particular set of skills that can be traded for value. According to Regev and Wegmann (2002), to make changes to a business process, it is essential to understand how the method supports the strategic goals of the firm and how changes to the intentions may have an impact on the process.

But for the case of the peanut entrepreneurs, they are all specific with their aspirations they want to be well-known, to provide financial stability to finish and make their children graduate in school so that it can raise their standard of living while dominating the market as well. Their motivation in the business which is clearly for their children and to let them finish their studies, according to them they are working hard for the sake of their children's education and also to provide their daily needs. Peanut entrepreneur 1 stated:

If I stop doing my business in manufacturing peanuts, then my children's education will be jeopardized. I must strive hard to continuing my business, for I have children who go to college, high school, elementary, and I also a baby."

Peanut entrepreneur 2 also stated:

"My Inspiration for continuing my business is the education of my children."

Aside from that, they have also set goals to improve their business, to make it excellent, and even to hope that it will last longer. When people start a business, goals must be set. The peanut entrepreneurs can mention their aims for their businesses. Even small goals set amid a crisis can have a positive impact when things improve. Without goals, they have no defined purpose and nothing to strive for; consequently, they stagnate and struggle for meaningful accomplishments.

In the series of interviews, peanut entrepreneur 1 stated that:

"My business is doing well. I manage to gain profit enough to pull through the capital that I have invested in. I want my business to continue so that my child could graduate, and by then, I could also rest."

The peanut entrepreneur 2 has also revealed that they are in high hopes for their goals, and they all believe that goals are compelling - they can focus their attention on achieving desirable outcomes.

"To progress in God's will. I would also desire my business to grow and continue."

The peanut entrepreneurs are exact in telling us their motivation to keep going in their business. Motivation directs

behavior toward particular aspirations, and it determines the specific goals toward which these peanut entrepreneurs strive. Peanut entrepreneur 1 revealed that their motivation is what keeps on inspiring them to put their business on track throughout the years. She also stated:

"I still have an infant to support his needs, and I need my business to function every day no matter what the circumstances are. I am working harder because if I don't, then we don't have anything to supply our daily needs."

Another factor that keeps on motivating the peanut entrepreneurs is for them to be able to sustain the education of their children. In our series of interviews, peanut entrepreneur 2 mentioned that:

"The education of my children is my fuel for this business. We need to exert well since I have children that go to school, specifically in grades 7, 11, 12, and the other one is graduating this year. We need to continue our business so that I can afford for them to go to school and to sustain other financial needs."

When people start up a business with the prime motivation to increase profit, this is related to ambition for progress and innovation positively. Both development and change may be instrumental in achieving a higher income (Hessels et al., 2008). Family social capital may have a significant influence on the enterprise creation process, even when the family is not directly involved in the entrepreneurial initiative (Aldrich & Cliff, 2003; Steier, 2007). Affiliation with a well-respected family is often interpreted as a signal of positive personal traits and ascribed status (Edelman, Manolova, Shirokova, & Tsukanova, 2016).

Challenges Encountered by the Peanut Entrepreneurs

The main challenges encountered by the entrepreneurs are competing in the market, financial challenges, marketing challenges, etc. (Swathy & Benazir, 2014). Other problems may include developing vision and ideas, raising capital, assembling a team, finding the right location, finding the right employees, finding good customers, overcoming competition, unforeseen challenges and expenses, keeping up with business changes and trends and exiting the business (Kanchana et al., 2013). The way which they used to overcome the barriers are through applying practical knowledge and proper business plan in the enterprise. The main power of entrepreneurs is self-confidence, and weakness is fear of failure, which they have while starting their business (Swathy & Benazir, 2014).

Peanut entrepreneurs also have their ups and downs, and that includes the lean season. The lean season is quite a disadvantage for them; every time this season shows up, they have smaller income as compared to the peak season. This is where their sales come up, and the flow of money is consistently stable, and these two have an impact on the supply of peanuts for which it can affect the price of it more likely it will end up having an expensive exchange of peanut supply.

There are pros and cons to doing business. The data analysis exposes the difficulties faced by peanut entrepreneurs. The first one is in preparing and cooking the peanuts.

Peanut entrepreneur 1 said:

“It takes time to cook piñato. It is tough because it uses too much heat that can cause burns. Cooking takes time until the sugar turns brown..... It takes persistence in peeling off the peanuts. Peanuts need to be sun-dried before cooking.”

Peanut entrepreneur 2 also mentioned that they lack workers, especially in peeling off the peanuts' shells.

"When doing this kind of business, you will need a lot of workers because and it is difficult to have an inadequate number of workers. Removing the peanut shell and peanut skin is a tough job. If there are fewer workers, then it will be challenging to catch up on the procedures of cooking. And also cooking peanuts can sometimes be meticulous, so you'll need a lot of workforces."

Peanut entrepreneurs also find difficulties in getting peanut supplies. Sometimes the price of the peanuts has increased due to the demand of peanut entrepreneurs. That is why they have less profit for the peanut products that they made.

"When our stock of peanuts (inventory of raw materials) is low, we have to purchase from farmer-suppliers from a different location. Some suppliers may refuse to sell to us by telling us that they do not have stocks. This is a challenging situation in our business when we have no peanuts to cook. No product means no sales; no sales means no income.

... That is why if ever we get peanuts from distant places, the commission that we get from our product is only enough to recover from the capital that we have used. Because some of the money will be allotted to the fare of the delivery of the stock plus the wage of the man who delivered the peanuts. If only enough supply of peanuts can be easily found in San Carlos, then we can gain enough profit."

The peanut entrepreneurs can share their expenses in manufacturing the peanut products. Due to the shortage of peanut supplies, the main ingredient, which is peanut, became costly.

Peanut Entrepreneur 1 stated:

“....Yes, the price will increase, it reaches to P200 per kilo, starting in April. It costs us P100-P200, because it came from the farms on the mountainside and we still need to pay for the fare, that is why it is costly. And also, we are having difficulty as we stock peanuts for when it reaches the terminal; the price of the peanuts will immediately increase to P200, which is not feasible because it is beyond our allotted budget, and we cannot earn profit from it.”

In addition to the ingredients' cost, peanut entrepreneurs require the use of gas in cooking, which is expensive because they consume it for one week.

Peanut Entrepreneur 2 stated:

“It is very costly. It could only take one week for the gas tank to be fully consumed.”

The production of peanut products in San Carlos City depends on the season wherein the tourists demand more supplies of peanut made products. These seasons are divided into two: the lean season and the peak season.

According to the peanut entrepreneurs, this season is where a smaller quantity of customers purchase peanut products. A study recognizes “lean seasons,” when preferred foods are rare, and lower-quality, abundant foods are consumed (Irwin, Raharison, Raubenheimer, Chapman, & Rothman, 2014).

Peanut Entrepreneur 1 said:

“Our lean month is March, which is the closing of the school year and to February till July up to October. During April, the selling of peanuts is slow in which the stocks of our peanut will be stack up. Also, the month of January, February, and March, it

is our lean month for it is approaching graduation, and there are a lot of expenses related to education.”

Peanut Entrepreneur 2 also stated that:

“In February or March and April, the supply of peanuts will decrease, but farmers will start planting and will harvest after three months. Also, in January during when there are school days, the business of peanut manufacturing doesn’t sell much.”

According to the conversational partners, this season is where a larger quantity of customers buy peanut products. Peanut entrepreneur 1 specified:

“Supply of peanuts would usually decrease during November, December, and January. As to our weekly sales, we usually sell more on Saturdays through Mondays.”

Peanut Entrepreneur 2 also stated that:

“When it is peak season, like December to November, but during January, the operation slowly decreases. Also, during the fiesta of the Senior, when the people are eager to buy pasalubong.... And also during Saturdays and Sundays. There are a lot of passengers, and our sales increase.”

Visiting San Carlos during the busy months means highest sales for these delicacies are among the San Carlos' pride. Whatever the season, San Carlos City remains the right place, which is famous because of the distinctiveness of peanut products. Among the difficulties are those that must be met to ensure the future itself. The difficulties described merely to illustrate the magnitude and complexity of the tasks that must be mastered to guarantee the sustainability of the business. Life can

take people in different twists and turns. Without challenges, the business would be trite and dull; they must find ways to overcome the barricades that block their accomplishments. Meeting all those challenges make the peanut entrepreneurs more vigorous.

The entrepreneurs may face challenges like limited access to finance, bureaucratic procedure, and poor infrastructure. The present situation need not be neglected as these challenges would help the entrepreneurs to sustain success through developing strategies (Sharma & Kulshreshtha, 2014).

Economic Impacts

This study, utilizing the series of interviews, also revealed the economic impact of manufacturing peanut as San Carlos City's delicacy.

San Carlos city is famous for its food delicacy, which is peanut products. These manufactured goods of the city affect the culture of the residence for many years. This has been their business since the city of San Carlos started to recognize their peanut delicacy.

Business is the wealth-creating and wealth-producing medium of society, but what is essential is that management recognizes that it must consider the impact of every business policy and business action upon society (Phouummasak, Kongmanila, & Changchun, 2014). In total economic impact is equal to the effects of indirect impact plus the impact of tourist spending (Cianga, 2017). Thus, Entrepreneurship in rural tourism is considered a central force of economic development, as it generates growth and brings innovation and change (Nemirschi & Craciun, 2010).

According to Weisbrod and Simmonds (2011), economic impacts refer to substantially any change in the flow of money in the economy of a region. In San Carlos City, the Peanut delicacy is one of the factors that is helping the economy, not only to the

government but also to the peanut entrepreneur. The peanut entrepreneurs shared that it is not only that peanuts are easy to do, but it is also because peanut products are well-known in the city, and that a lot of people like the said delicacies.

Peanut entrepreneur 1 stated:

Yes, peanuts are easy to sell. After we finish selling all our peanut products, we can quickly earn, and from this, we can buy a sack of rice for our family to consume.... And also in San Carlos, the peanuts are popular because a lot of people are looking for this product.

Peanut Entrepreneur 2 also stated that:

A lot of travelers drop by our place to buy our products.... “For this is the reason why people come to us.”

“We can profit from this business. It has helped our lives because it can sustain our everyday needs for the family. Especially when it’s peak season, your product will be quickly sold out.”

Through the peanut entrepreneurs selling their products, workers have already given job opportunities to their neighbors in which through the years, they have already grown attached to the job. Also, the peanut entrepreneurs shared that even their children also helped in making the business successful, some of them even started young, and up until now, they are still working in the business.

Peanut entrepreneur 1 stated:

“Yes, since my child was twelve, he has been helping me. I also have an employee who started when he was eight years old. And since I already

trained them well and are now over 20 years old, they are more skilled in cooking than before. And all of them are just residing in this area.”

Peanut entrepreneur 2 also mentioned:

“My child and I are the ones who are cooking, and I will just call for help to peel the peanuts.”

Because of the job opportunities that the peanut entrepreneur's produce, they shared the qualities of what they are looking for in employees. Entrepreneur 1 said that she does not need a lot of qualifications but rather honest employees, especially in remitting the proceeds of their sales.

“They should properly remit because there are times when they don't do it properly.”

Peanut Entrepreneur 2 also stated that:

“They have to be hardworking and kind.”.... They must also be honest, must not steal products, and remit the sales proceeds correctly.”

Most of the consumers in the city take the time to buy San Carlos Peanut Products. Peanut Entrepreneur 1 stated that every peanut product they produce every day is consistently sold out. Consumers and resellers preferred to purchase their products because of its delightful taste and its distinctive way of cooking.

The society will benefit through entrepreneurship involved fueling economic growth with leads to increased income, the advancement of living standard, an increase in investment opportunities, the increase in the tax base, primarily through formalization, technological development, skill development, and the creation of job opportunities (Nordin, Tuan Lonik, & Jaafar, 2014). In economic theory, entrepreneurship has been represented as an occupational choice between self- employment and wage-employment (Evans & Jovanovic, 1989; Lucas, 1978;

Murphy, Shleifer, & Vishny, 1991). Hence, someone will be an entrepreneur if profits and the non-pecuniary benefits from self-employment exceed wage income plus supplementary benefits from being in a wage job (Naudé, 2013).

CONCLUSIONS

Generally, the conversation partners in the study had provided relevant information to determine the distinctiveness of the peanut delicacies in San Carlos City that has developed business opportunities in the place, as well as the challenges of the entrepreneurs in promoting the peanuts as the city's delicacy.

Furthermore, the entrepreneurs prefer to establish their businesses in their respective residencies. They also shared the struggles they faced, including the lean and peak seasons, the shortage of peanut supplies, the difficulties in preparing and cooking peanut products, and the additional expenses whenever peanuts' price increase.

Aside from the obstacles, the peanut entrepreneurs have shared, the researchers discovered that the conversation partners have the same goal and motivational factors which are, to prolong their business for them to send their children to school, and to cover their daily expenses. To sustain their business, they shared their attitudes toward business and the qualifications they seek in an employee.

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