

BIBLIOGRAPHY

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ABSTRACT

The study looked into the readiness of the respondents to adopt e-business. Specifically, it identified the factors that measures the readiness of these agri-based businesses in adopting electronic business; how these factors affects the readiness of the business to adopt electronic agribusiness; reasons why respondents are planning or not planning to adopt e-business; reasons why e-business is not fully adopted or not adopted by these agri-based businesses; and the awareness of these agri-based businesses in e-business.

The study consists of fifty randomly selected agri-based businesses from the two municipalities. A structural survey questionnaire and personal interviews was used to collect data and information. Percentage, ranking, frequency, and analytic method of analysis were carried out as a tool.

Findings showed that the following factors were the measures of readiness of the business to adopt e-business: availability and accessibility of equipment and internet tools in e-business; production practices and usage of technology; supply of raw materials;



consumers awareness on e-business and internet tools; workers and owner knowledge on e-business and Sufficiency of capital. Effects of these factors in each specific type of enterprise vary to the situations and needs of the business as well as its workers and consumers.

The reasons why respondents are planning to engage in e-business is because they wanted to expand their business and cope-up with the new trends in technology. Those respondents that are not planning to engage in e-business is because their income is just enough for the family needs and their business is satisfied that consumers are buying directly from their store.

The reasons why respondents were not ready to adopt e-business were because of the following reasons: there were no available equipment in e-business; computer illiteracy of owners and workers; insufficiency of capital; consumers were not aware of e-business and internet tools; there is no technology used for faster production and the lack supply of raw materials.



INTRODUCTION

Rationale

The growth of the internet has occurred at such a rapid pace that it now affects just about every aspect of modern life. It makes sense then that the way people do business has been forever altered by the internet and its many application. Except perhaps at a local level, it is unlikely for a modern business to be successful by ignoring the World Wide Web. As that is the case, most companies now devote a great deal of their focus in conducting electronic business. Developments of IT and internet have also contributed to the popularity of the current generation information technologies. Among the changes is the need for closer coordination of supply chain (both upstream and downstream) from the producer and stretching from seed, fertilizer, and machinery suppliers, to food processors and retailers. Developments in information technologies and competition have forced new relationships between and among layers of agribusiness to form a complex web interaction. The B2B, B2C and the C2C are used throughout the process to keep close contact among companies, producers, purchasers, and consumers at a stage of interactive e- agribusiness. IT provides a wide variety of information to farmers on commodity prices and offers new technologies for improving farming activities. The use of IT in agriculture has grown rapidly in the past few years. It is increasingly being used to help managers make better decisions. Doing business electronically helps agribusiness to connect into a wide range of consumers in just a single click. These supply of raw material to these agricultural based business are made easy through electronic communications. Product innovations don't need a thorough researching because you can hire an expert through the



internet. Money exchanges have been made easy, agricultural based business continue to explore the world of IT; agriculture has found its way for more improvements and development through these information technologies available worldwide. Information Technology (IT) has long been viewed as having great potential for improving decision making in agriculture. IT has connected the world globally and is now changing our life style and social consciousness dynamically. In all phases of the agricultural industry, information technologies are vital to the management and success of a business. Agriculture has also been greatly influenced by IT.



REVIEW OF LITERATURE

E-business

E-business or electronic business refers to the buying and selling of goods and services performed electronically over the internet. The process can include business selling to each other (B2B), business selling to consumers (B2C), even consumers selling to consumers (C2C), or business selling to government (B2G). Most commonly, websites are set up by business advertising their products and services allowing consumers to make purchase night over internet. Technological advances on the internet have allowed electronic business to reach such a high level that very few companies can compete without someone sort of attempt to conduct e-business themselves (Wiley, M. 2003).

The most common implementation of e-business is an additional, or in some cases primary storefront. By selling products and services online, an e-business is able to reach a much wider consumer base than any traditional brick-and- mortar store could ever hope. This function of e-business is referred to as ecommerce and the terms occasionally used interchangeably. For consumers, e-business has been a valuable advance because it allows them a great deal of convenience. Simply by having a computer with an internet connection, an individual can conceivably do most of the major tasks associated with daily life, like paying bills or buying necessary items or transferring money, with just a few clicks on the computer mouse. Improved measures afforded by technological advances allow ordinary people to do these things with a much greater sense of security than in the past (www.wisegeek.com/what-is-ebusiness.htm).



E-Agribusiness

Electronic agribusiness is simply e-business involving firms that are primarily in the food and agriculture sector (Hooker *et al.*, 2001). Technically it can be defined as any form of business transaction which the parties interact electronically rather than by physical changes or direct physical contact. Efficient communication is the key to successful business. Internet is the fastest growing communication medium on earth at present. Doing agribusiness online through internet is generally referred to as e-agribusiness. It is also referred to as application of e-business in agribusiness. Basically it is information technology based agribusiness (Barnwal, 2005).

Evolution of E-Agribusiness

The evolution of e-agribusiness sector is picking up slowly due to certain factors such as rate of adoption of internet by producers as well as consumers as a business tool; their scale of operations and the size of market. Evidence suggests that producers with large-scale operations are migrating online. Another factor is the magnitude of the benefits accruing to participants in e-business. Although it is probably too early to tell which model will dominate, online companies have the potential to become vast hubs of economic activity linking the supply chain within a vertical industry segment and connecting with horizontal supply chains operating across industries. In the process, some of the third party e-agribusiness sites are likely to fail because of strategic and operational constraints, inefficiently in operations or shortage of capital. E-business is not just business but more about strategy and technology. The current dot coms could be replaced by business that have integrated the internet into their strategy and achieve real financial returns. It does



certainly appear that the foundations “bricks” or traditional business of agriculture are beginning to view ecommerce as a business imperative. The traditional business companies have string market share positions as incumbents and some are determined to fight to retain their customers. After a slow start in the e-business arena, that has been a flood of announcements from traditional agriculture companies regarding the creation of B2B strategy. Some companies with significant market share buyers are establishing procurement sites. Live as buyers are also establishing procurement sites (Kumar, A. & Kumar, S., 2005).

The Key Features of E-business

Seamless integration with accounting. E-business provides for seamless integration with accounting through available information and technological resources. Information on products, pricing and customer data can be extracted from accounting directly to avoid wasting time, errors and data replication. Changes to pricing, products, and customer information get automatically updated. Orders can be downloaded directly to accounting for processing in record time. Customer statements can upload for online account research. All accounting practices are integrated into one single system for convenient access.

Effective product display and information. With an e-business, it is possible to describe numerous products in great detail because text is unlimited. Images of the products can be uploaded to add visual presentation of merchandise. Products can be sorted and categorized for easy access by customers. Customer online shopping behavior is versatile and the effective display of products, and the wealth of information provided, including layout of the site can trigger the impulse-buying urge in customers.



Business to customer. Customers can logon and view products, get information on new products, discount offers and special offers. Customers can also view their statements online and check the source transactions. In an e-business set-up, it is possible to offer one set of prices to regular customers and another set of prices to new customers. Payment options can be varied to accept different currencies and payment gateways such as credit cards, debit cards, and PayPal. Customers can receive online quotations to confirm their orders.

Personalization. Companies engaged in e-business identify personalization as a key feature of e-business. Personalization is wide ranging and covers display of products and information, product recommendations and reviews, user-driver customization of products and end-users's personal data on a webpage. On the technological side, personalization covers the use of dynamic page generation, cookies, information, filtering and user profiling. The personalization feature can be used to enable sustainability through the development of personalized user interfaces and processes (Devon, 2002).



METHODOLOGY

Locale and Time of Study

The study was conducted at La Trinidad, Benguet and Baguio City from December 2012 to January 2013.

Respondents of the Study

There were 50 respondents that were randomly chosen from agribusinesses in La Trinidad, Benguet and Baguio City.

Data Gathering Procedure

Personal interview and questionnaires was used as a tool in collecting data for the study. Respondents were asked to answer the questions related to the study.

Data Gathered

Data gathered were the awareness of respondents in e-business, factors that measures the readiness of the business to adopt e-business, how these factors affect the readiness of a business to adopt e-business; the reasons in planning to engage or not engage in e-business in the future and the reason why e-business is not adopted.

Data Analysis

The data were tabulated and analyzed using statistical tools such as percentage and frequency.



RESULTS AND DISCUSSION

General Profile of the Respondents

The respondents composed of 5 fruit based processing; 2 vegetable based processing; 7 vegetable production and/or marketing; 8 fruit production and/or marketing; 4 root crop based processing; 3 fermentation; 2 coffee processing; 6 flower marketing; 3 marketing of farm inputs; 3 grain marketing; 4 baking; 3 livestock in Baguio City and La Trinidad, Benguet. There were 25 respondents from Baguio City and 25 respondents from La Trinidad, Benguet a total of 50 respondents.

Awareness on E-business

Awareness means the condition in where respondents are informed or has knowledge of something. Table 1 reveals that 6% under production of vegetable; (2%) production of fruit; 10% marketing of cut flower; 6% marketing of fertilizer; 4% marketing of grains; 2% marketing of vegetable; 4% under marketing of fruits; 10% fruit-based processors; 4% vegetable-based processors; 6% root crop-based processors; 4% coffee-based processors; 6% fermentation; 8% baking and 6% under livestock were aware of e-business. Two percent under production of vegetable; 6% production of fruit; 2% cut flower marketing; 2% grain marketing; 6% vegetable marketing; 2% fruit marketing and 2% root crop-based processing were not aware of e-business. Table 1 implies that all of the respondents under marketing of fertilizers, fruit-based processing, vegetable-based processing, coffee-based processing, fermentation, baking and livestock were aware of e-business and has the possibility to adopt e-business in the future. Majority of the



respondents under vegetable production, cut flower marketing, grain marketing, fruit marketing and root crop-based processing were aware of e-business while majority of the respondents under marketing of vegetable and production of fruit were not aware of e-business.

Awareness on Internet Tools

Table 2 was based from the 39 respondents who were aware of e-business (Table 1). Six percent of the respondents under production of vegetable; 4% production of fruit; 4% cutflower marketing; 8% vegetable marketing; 4% fruit marketing; 2% fruit-based processing; 4% vegetable-based processing; 2% root crop-based processing and 2% under coffee-based processing were aware of facebook as an internet tool. Two percent under baking were aware of tweeter while 2% under production of vegetable; 6% marketing of fertilizer; 4% root crop-based processing and 4% coffee-based processing were aware of e-mail as an internet tool. Two percent under production of vegetable; 2% fruit production; 4% cut flower marketing; 6% percent fertilizer marketing; 4% grain marketing; 4% fruit marketing; 6% fruit-based processing; 4% root crop-based processing; 4% coffee-based processing; 6% fermentation; 6% baking and 6% under livestock were aware of website as an internet tool. 2% under root crop-based processing were aware of multiply as an internet tool. Table 2 implies that business under root crop and coffee based processing were more knowledgeable on using internet tools as compared to other businesses because they were aware of more than two internet tools. Specifically, facebook, e-mail and website. Majority (74%) of the respondents were aware of Website as an internet tool in e-business. Results proved what Bovee and Thrill (2000) said that the website is one of the most widely used



part of the internet and respondents were aware of it. Fifty three percent of the respondents were aware of facebook as an internet tool. Myers (2012) mentioned that facebook is the largest networking sites that the respondents are also aware of. On the other hand, Rouse (2005) claimed that blogs are the easiest way to publish brilliant thoughts, however in the result the respondents were not aware of blog as seen in Table 2 that none of the respondents were aware of blog as an internet tool.

Factors that Measures the Readiness of the Respondents to Adopt E-business

The factors that measures readiness are the circumstances or conditions that brings about the results of being ready to adopt e-business. Table 3 shows that 10% of the respondents under production; 28% under marketing; 18% under processing and 4% under fermentation mentioned that the availability and accessibility of equipments (laptops, computer units and printers) and internet tools are the factors that measures their readiness in adopting e-business. Fifty percent of the respondents under production and 50% under processing mentioned that the factor that measures their readiness in adopting e-business is their production practices (manual or mechanized) and the usage of technology in production. There were 8% of the respondents under production; 10% under marketing and 6% under livestock and bakery who mentioned that one of the factors that measures their readiness in adopting e-business is the consumers awareness on e-business and internet tools as well (facebook, e-mail, tweeter, website, blog, and multiply). Also, 10% of the respondents under production; 16% under marketing; 18% under processing; 4% under fermentation and 6% under livestock mentioned that the workers and owners knowledge on e-business is a measure of readiness of a certain business to adopt e-business. Lastly,



6% of the respondents under production; 20% under marketing; 16% under processing and 4% under livestock mentioned that the sufficiency of capital is a factor that measures the readiness of a business to adopt e-business. Thus, factors that measure readiness of businesses to adopt e-business were: availability and accessibility of equipment and internet tools in e-business; production practices and usage of technology; supply of raw materials; consumers awareness on e-business and internet tools; workers and owners knowledge on e-business and sufficiency of capital.

Effects of Factors that Measures the Readiness
of a Business to adopt E-business

Availability and accessibility of equipment and internet tools in e-business. Out of the 30 respondents who mentioned the availability and accessibility of equipment and internet tools in e-business as a measure of readiness in adopting e-business, 83% mentioned that when there are available equipments then the business can have access to internet tools. On the other hand, 17% mentioned that when the equipments condition is out-modeled and slow to work, then the business needs to upgrades its equipments or buy a new one. The results implies that the business is not ready to adopt e-business when there are no available equipments to be used to set-up an e-business and when equipments present is out-modeled or slow to work.

Production practices and usage of technology. The results is based from the 16 respondents who mentioned that production practices and usage of technology is a measure of e-business readiness. Thirty eight percent mentioned that manual labor can delay bulk orders online; (44%) mentioned that production cannot be increased easily when there is no such technology used to reach a wider consumer coverage online, and (19%) of the



respondents mentioned that manual labor can cause business to miss opportunities like increase in demand. Thus, results implies that the business is not ready to adopt e-business when production is purely manual and there is no technology used to be able to increase production easily in order to reach a wider coverage of online consumers.

Supply of raw materials. Out of the 13 respondents who mentioned that the supply of raw materials as a measure to e-business readiness, all of the respondents mentioned that production is not enough to meet online demand when there is lack of supply of raw materials. Thus, the business is not yet ready to adopt e-business if there is limited of supply of raw materials in producing the product unless the business can outsource to other suppliers of raw material or the business can also choose another alternative raw material producing another variety to secure continuous supply of products in the market.

Consumers awareness on e-business and internet tools. Out of the 12 respondents who mentioned that the consumers awareness on e-business and internet tools, all of them mentioned that when consumers are not aware of internet tools then they will not be able to order online and might prefer to buy directly to the physical store. Such occurrence indicates that the business is not ready to adopt e-business when consumers or customers are not aware of e-business and internet tools. Consumers play a great role on the readiness of the business to adopt e-business. What consumers wants and knows best is what the business do and when consumers are not aware of e-business and does not even know to use internet tools (e-mail, facebook and website) then the business is not e-business ready until the consumers themselves would like to learn and adopt e-business.

33

Workers and owners knowledge in e-business. Thirty three percent out of 27 respondents that mentioned the above factor as one of the measures in e-business readiness



and adoption mentioned that the effect of the above factor is when workers are not aware of e-business then the business cannot set-up its own e-business unless it hires new worker(s) to do e-business for the business. Also, (44%) of the respondents mentioned that if owner is knowledgeable on e-business, he can train its own workers on e-business or vice versa, making their workers ready if business will adopt, and (23%) of the respondents mentioned that If workers has only finished elementary grade or never entered into school, it is harder for the owner to train its workers e-business unless the owner will hire college students or high school graduate without problems in speaking English so that he could train them easily. Results in table 4 reveals that there is a great effect of the knowledge of workers and owner in e-business because if owners and workers possesses knowledge in e-business then it would be easier to adopt e-business with no need to hire IT graduates to set-up a business electronically.

Sufficiency of capital. Table 4 shows the effects of the sufficiency of capital to the readiness of the business to adopt e-business based from the 23 respondents from Table 3 who mentioned sufficiency of capital as a factor in measuring e-business readiness. Majority (57%) of the respondents mentioned that when the business experience financial problems then the business does not have the capacity to sustain e-business most specially in spending for e-marketing and hiring professional people to do e-business for the business; (30%) of the respondents mentioned that when there is shortage in capital then the business will not be able to purchase or maintain e-business equipments and delivery cars and (13%) of the respondents mentioned that when the business lacks capital, then the business cannot increase stocks of raw materials and cannot increase production easily to reach a wider number of consumers in an online store. Implications are the business is



not e-ready if it cannot pay the high cost accompanied by e-business. With just mouse clicks a business can make its own website without that high cost but there are a lot of hidden costs in e-business like hiring of skilled workers in e-business, high delivery and electricity costs, maintenance cost of delivery cars and equipments in e-business in which the business may not be able to shoulder these costs most especially in a small scale business.

Reasons Why Respondents are Planning or Not Planning to Engage in E-business

Plan to engage in e-business. Majority (68%) of the respondents in Table 5 were planning to engage in e-business in the future, while 32% were not planning to enter into e-business. Results shows that there is a possibility that e-business will be adopted in the near future in Baguio City and La Trinidad, Benguet. Twenty percent of the respondents under those who were not planning to engage in e-business came from the businesses under marketing while 24% of the respondents were planning to engage in e-business came from those businesses under processing. Implications were businesses who are not planning to engage in e-business in the future would have the least chance of adopting e-business since they were not planning to engage in e-business while those businesses who were planning to engage in e-business were the ones who has the possibility to enter and have its products positioned online in the near future.

Reasons in engaging and not engaging in e-business. Table 6 is based from the 34 respondents who were planning to enter into and e-business in the future and 16 respondents who were not planning to enter into e-business in the future as shown in Table 5. Thirty five percent of the respondents who were planning to engage in e-business mentioned that they wanted to cope up with the new trends in technology while 65% of the



respondents who were planning to engage in e-business in the future mentioned that they wanted to expand their business. On the other hand, majority (75%) of the respondents who were not planning to engage in e-business mentioned that their income is just enough for family needs while 24 % of the respondents who were not planning to engage in e-business mentioned that they were satisfied that consumers were buying from their store. Results show that there were still businesses who were not willing to adopt the new trends in technology and rather choose the traditional brick-and-mortar. There were respondents who wanted to expand business while there were those who were just satisfied on the condition of their business and does not want to take risks in entering into e-business.

Reasons Why e-business is not Adopted by Respondents

Readiness to adopt e-business. Table 7 shows that (4%) of the respondents under production; (6%) under marketing; (12%) under processing and (6%) under baking confidently says that they are e-business ready while (12%) of the respondents under production; (32%) under marketing; (14%) under processing; (6%) under fermentation and livestock and (2%) under bakery admit that they were not ready to adopt e-business. 45

Reasons why respondents are not ready to adopt e-business. Enterprises under production of fruit and vegetable mentioned the following reasons on why they are not ready to adopt e-business: majority (88%) mentioned the computer illiteracy of owner and workers; 63% mentioned there were no available equipment in e-business; 75% mentioned consumers were not aware of e-business and internet tools; 63% there was no technology used for faster production and 50% mentioned insufficiency of capital. Results imply that business under production of vegetables and fruits were not ready to adopt e-business



because of the following reasons: there were no available equipments in e-business; workers and owner were illiterate in handling computer; insufficiency of capital; consumers were not aware of e-business and internet tools and there is no technology used for faster production. Enterprises under marketing of cut flowers, grains, fertilizer, vegetable and fruit mentioned the following reasons on why they were not ready to adopt e-business: majority (79%) mentioned the insufficiency of capital; 68% consumers were not aware of e-business and internet tools; 53% computer illiteracy of owner and workers and 42% there is no equipment available equipment in e-business. Results in Table 8 implies that businesses under marketing were not ready to adopt e-business because there is no available equipment in e-business; owner and workers are illiterate in handling computer; insufficiency of capital and consumers were not aware of e-business and internet tools. Enterprises under processing mentioned the following reasons why they were not ready to adopt e-business: all respondents mentioned there was no technology used for faster production; majority (69%) mentioned insufficiency of capital; 54% computer illiteracy of owner and workers; 54% there were no available equipment in e-business and 54% limited supply of raw materials. Thus, businesses under marketing were not ready to adopt e-business because of the following reasons: lack of supply of raw materials; there is no technology used for faster production; insufficiency of capital; computer illiteracy of owner and workers and there is no equipments available in e-business. Enterprises under fermentation mentioned the following as their reasons on why they were not ready to adopt e-business: all respondents mentioned limited supply of raw materials; majority (67%) insufficiency of capital and 67% computer illiteracy of owner and workers. Implications were business under fermentation were not ready to adopt e-business because of the



following reasons: computer illiteracy of owner and workers, insufficiency of capital and limited supply of raw materials. Enterprises under livestock mentioned the following reasons on why they were not ready to adopt e-business: all respondents mentioned the computer illiteracy of workers and owners and consumers were not aware of e-business and internet tools. Thus, businesses under livestock were not e-business ready because their consumers were not aware of e-business and internet tools and the computer illiteracy of owner and workers. Bakeries are-not ready to adopt e-business because of one reason⁴⁶ shown in Table 8 that all of the respondents under baking mentioned that consumers were not aware of e-business and internet tools. Overall, result implies that there were a lot of factors that affects the readiness of a business to adopt e-business and that could not be settled for just one factor to be able to measure the readiness of a business to adopt e-business.



SUMMARY, CONCLUSIONS, RECOMMENDATIONS

Summary

This research was conducted to determine the readiness of agri-based business in Baguio City and La Trinidad, Benguet in adopting e-business.

Respondents were fifty agri-based businesses. Data was collected with the use of survey questionnaire and personal interviews. The respondents are categorized according to product commodity. Descriptive analysis using percentage and frequency counts was used primarily to describe the data.

Among the 50 respondent in Baguio City and La Trinidad, Benguet, 5 were under fruit based processing; 2 were under vegetable based processing; 7 were under production and/or marketing of vegetables; 8 production and/or marketing of fruits; 4 root crop based marketing; 3 marketing of farm inputs; 3 grain marketing; 4 baking and 3 under livestock.

The accessibility of equipments and internet tools in e-business affects the business readiness to adopt e-business in terms of how the business can start its online store if there are available equipments as well as the equipments condition and its accessibility to internet tools to be able to connect its online store to its consumers.

Production practices and usage of technology affects the readiness of the business to adopt e-business in the part of a faster production level to meet bulk orders online the ease of increasing production through machines to meet online demand and the opportunities that the business can supply its products to a wider coverage of consumers online when production there is a technology used to meet consumers needs.



The business is not ready to adopt e-business when it cannot produce its products continuously due to lack of supply of raw materials. Production is not secured to supply consumers needs online because the raw materials are not produced year round.

The business readiness to adopt e-business is greatly affected by the consumer's awareness on e-business and internet tools. When consumers are not aware of e-business and internet tools, there will be no one to patronize the businesses online store. Consumers cannot order online and will cause the business to stay in a physical store when they don't know how to use such internet tools like e-mail, website and facebook.

The knowledge of the owner on e-business can be an opportunity for the workers to learn e-business and apply it on the business. The owner has to choose workers that are at least has finished high school and college without problems on speaking and reading English so that the succession of learning e-business would be that easy for the owner to do. When workers are not really knowledgeable on e-business, then the business cannot adopt e-business unless hiring of new skilled workers in e-business would take into place.

The insufficiency of capital is an indicator that the business is not suited to set-up an e-business. It's true that in just a single click a business can make its own online store on certain sites but there are other cost accompanied by e-business that the business cannot shoulder when there is insufficiency of capital. E-businesses spend on maintaining equipments used in e-business, the business has to spend on e-marketing to advertise its own sites, the business has to hire professional people to do the system and design of their own e-business, maintenance of delivery cars can cost much as well as the delivery cost of product, continuous product innovation and product developments should take place to meet the demands on consumers in an online store, the business must spend on machines



for faster production and the increase in stocks of raw materials also cost that much. Without money in the business, it can never fulfill what the consumers demand in an online store. Thus, the readiness of the business to adopt e-business is greatly affected by the sufficiency of capital.

Majority of the respondents who are planning to engage in e-business in the future came from the type of enterprises under marketing and processing. Majority of the respondents who are planning to engage in e-business reasoned that they wanted to expand their business. Majority of the respondents who are not engaging into e-business reasoned that their income is just enough for family needs.

Majority of the respondents are not e-business ready. The reasons why e-business is not being adopted or fully adopted by respondents is because of insufficiency of capital; there are no available equipments in e-business; computer illiteracy of owners and workers; consumers were not aware of e-business and does not even know how to use internet tools; lack of supply of raw materials and there are no technology used for a faster production.

Conclusions

The following conclusions were drawn based on the findings:

1. Majority of the respondents were aware of electronic business. The respondents have never encounter or tried using blog as an internet tool. They do not know that blog is the easiest way in which products can be advertised or sold and in which a lot of people are surfing into;
2. The factors that affects the readiness of the respondents to adopt e-business were the following: availability and accessibility of equipment and internet tools in e-business;



production practices and technology usage of technology; lack of supply of raw material; consumers awareness on e-business and internet tools; workers and owner knowledge on e-business and sufficiency of capital;

3. Type of enterprises under production has the following constraints that lead them not ready to adopt e-business: no available equipments in e-business; there is no technology used for a faster production; consumers were not aware of e-business and internet tool; owners and works were computer illiterate and the insufficiency of capital. Those enterprises under marketing has the following constraints leading them not ready to adopt e-business: no available equipments in e-business; consumers were not aware of e-business and internet tool; owners and works were computer illiterate and the insufficiency of capital. Enterprises under processing faced obstacles like no available equipments in e-business; there is no technology used for a faster production; lack of supply of raw materials; owners and works were computer illiterate and the insufficiency of capital as constraints that prove that they are not e-business ready. Those under fermentation experienced the situations like computer illiteracy of owners and workers; insufficiency of capital and the lack of supply of raw materials that leads them not ready to adopt e-business. Businesses under livestock were not e-ready due to the reasons that the owners and workers were computer illiterate and their consumers were not aware of e-business and internet tools as well. Bakeries experience only one reason why their business is not adopting e-business it is because the consumers of their products were not aware of e-business and internet tools that results them to stay in a brick-and-mortar store;

4. Respondents do not really know the opportunities in e-business. All they know is they can only expand the business and cope-up with the new trends in technology not



knowing that they can have the opportunities like to explore new markets outlets online; negotiations to other suppliers can be done; business can develop its product so that it can compete globally; business can connect to possible consumers abroad and in other parts of the country; business will have a readily available information on new trends to consumer tastes and preferences; comments and suggestions of consumers can be expressed freely and others. Respondents thought that there is no need for an online store because they think they can always keep their consumers buying in their physical store not looking for convenience that e-business could provide. Also the respondents were not aware that the age of information technology is starting its way to be adopted in many businesses and those who will not be adopting will be left behind leading them the need to learn how e-business is done in order to maintain business and satisfy the needs of the family; and,

5. Majority of the respondents experienced the lack of financial support to be able to maintain the high cost of e-business like high delivery and electricity cost; hiring of skilled e-business workers; maintenance of e-business equipments and delivery cars and high e-marketing costs. Illiteracy in computer handling hampers the respondents to understand the benefits of e-business to their business. The suppliers of the respondents on their raw materials cannot produce enough thus; the respondents cannot adopt e-business when there is lack of raw materials supplied by the respondents.

Recommendations

For e-business to be fully adopted by these agri-based businesses, there is a need for these businesses to upgrade their knowledge and skills on information technology. Businesses should focus on developing their products content, packaging, and details ready for online positioning. Owners can create groups with the objectives of making programs



through government connections like seminars, workshops and trainings on e-business and how to use the internet tools for agri-based owners and workers. Also, there could also be language enhancement trainings to increase the effectiveness of workers most especially for foreign clients there would be no occurrence of language barriers. Owners can seek help from professionals to do the work for them like web designing, system designs, online advertisements and others. Businesses should also improve the location where production takes place and acquisition of machineries can be done to upgrade production level. Owners should set standards on workers that are to be hired for the maximum benefit of the business.



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