

The Plight of Micro-Enterprise Owners Inpa Rxi in Accessing Financial Inclusion: A Multiple Case Study

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Abstract:

This multiple case study undertaking aimed to describe the plight of the micro-enterprise owners/managers in accessing financial inclusion in Region XI. The participants were chosen through maximum variation sampling. The five participants' experiences and coping strategies were examined using in-depth interviews. Triangulation was done to verify the data gathered in each of the cases by interviewing the members of the family and employees of the participants. The thematic analysis was used in analyzing the data to generate themes. There were three merging themes found in the experiences of micro-enterprise owners/managers in accessing financial inclusion; ease of loan access, favorable interest rates, and financial inclusion barriers. Four emerging themes were also generated as the coping strategies of the participants which include financial credibility, exploring sources other than loans, God's providence, and marketing mix. The participants' experiences in accessing financial inclusion were almost the same though there was one case that mentioned other strategies to be financially included. Concerning the coping strategies, all cases mentioned marketing mix as one of the most useful strategies they employed to survive in their entrepreneurial journey followed by other themes.

Keywords:

Business Management, Access to finance, Financial Inclusion, Microenterprise Owners/Managers, Multiple Case Study, Philippines