

Exploring the Entrepreneurial Intentions of Women in the Context of Digital Entrepreneurship Ecosystem

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Abstract

The presence of women entrepreneurs in the digital marketplace revolutionizes the way we construct our understanding of entrepreneurship way back. Perhaps, this argument could lead to a better impression that entrepreneurship was once a male-dominated profession. This study was designed to generate a causal model on entrepreneurial intention among women entrepreneurs in the context of entrepreneurial opportunity, alertness, and motivation. A mixed methods design, particularly an explanatory sequential approach, was utilized, and a total of 423 women digital entrepreneurs in the Davao Region participated in this research. Structural equation modeling was utilized to test the hypothesized causal model. Findings indicated that entrepreneurial motivation significantly influences alertness, opportunity, and intention; alertness influences opportunity, but entrepreneurial alertness and entrepreneurial opportunity have no significant influence on entrepreneurial intention. Generally, the structural equation modeling described 67% of the aggregate variance in entrepreneurial intentions, which was statistically significant. The quantitative results were validated by the informants in the qualitative phase. As to the generated model, the informants concurred with the focal role of entrepreneurial motivation in women's entrepreneurial intentions. The emerging themes: personal will, entrepreneurial screening and seizing, social media presence, and stakeholder support substantiated the results in the model. This leads to connecting-merging-confirmation as the nature of integration.

Keywords: *Entrepreneurial Intention; Entrepreneurial alertness; Entrepreneurial Opportunity; Entrepreneurial Motivation; Gender Empowerment.*



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INTRODUCTION

Entrepreneurship is among the notable compelling features of socioeconomic progress (Coulibaly et al., 2018), and scholars are convinced that intention plays an important role in deciding what entrepreneurial venture to initiate (Barba-Sánchez & Atienza-Sahuquillo, 2018). However, entrepreneurship has long been considered a male-dominated career (Díaz-García & Jiménez-Moreno, 2010; Marlow & McAdam, 2013; Sweida & Reichard, 2013) and individual factors such as risk aversion, aversion to anxiety, and fear of failure are the usual obstacles experienced by potential entrepreneurs (Welsh et al., 2014; Yordanova & Alexandrova-Boshnakova, 2011). In fact, fear of failure was the most quoted reason for aspiring entrepreneurs to venture into new start-ups (Sandhu et al., 2011). So, the persistent gender bias compounded by some personal factors impaired the propensity of

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women toward launching an entrepreneurial activity. The digitalization of products and services is a good venue for women entrepreneurs to exploit opportunities not just to uplift their quality of life but gain recognition, status, and economic independence, especially in traditional societies. More on that, the inclusion of women in almost every aspect of the economy driven by sustainable development has encouraged women to engage in an entrepreneurial activity.

Thus, in this study, there are two important points that the researchers wished to convey: First, in the present entrepreneurial ecosystem, the rise of the number of women entrepreneurs who turned from traditional business models into digital entrepreneurship has been exponentially significant. This might be due to the reason that some social networking sites, Facebook, for instance, are offering free usage among their users. This kind of shift is inherent in the ambitions of industry, the digitalization of a business process; however, if we turn our attention to scholarly discussions, there appears to be a dearth of studies discussing the real intentions, as well as implications of this shift. Limited effort has been done when it comes to understanding the intentions and the future directions of women entrepreneurs even if the current information and communications technology (ICT) landscape in the Philippines suggested an upward trend. For instance, different efforts from various government agencies contribute to the growth of ICT in the country, most specifically the Tech 4 Ed and Rural Impact Outsourcing Training of the Department of Information and Communications Technology. More on that, the Technical Skills Development Authority through its educational institutes, has been generous in educating women and enhancing skills with the aim of promoting self-employment. Indeed, the ICT initiatives for women are slowly gaining attention, and the Department of Information and Communications Technology has taken the lead in ensuring to inspire women to excel in the online environment.

Second, the common obstacles to enterprise development, particularly for women, includes: a lack of management experience, knowledge about business development, lack of networking skills, insufficient entrepreneurial training, the issue with child care, and devotion to their families (Roomi et al., 2009). This is further emphasized by Dahalan, et al., (2013), that male entrepreneurs are more motivated in recognizing entrepreneurial opportunities, and interestingly, Maes, et al., (2014) found that, in comparison to women, males viewed an entrepreneurial career higher as a way to have a demanding work. Until now, there seems to be scarce knowledge on what really predicts the entrepreneurial intentions of women (Sarwar et al., 2021). Hence, this study was initiated to highlight the implications for women entrepreneurs across the digital spectrum. Furthermore, this paper aimed to come up with a model for entrepreneurial intentions among women entrepreneurs in Region XI, Philippines taking into account entrepreneurial opportunity, entrepreneurial alertness, and entrepreneurial motivation using a mixed methods approach, explanatory sequential in particular.

LITERATURE REVIEW

The Theory of Planned Behavior of Ajzen (1991) posited that intention to perform a particular behavior (entrepreneurial activity) may be accurately predicted. Accordingly, the TPB model has two foundations: desirability and feasibility. The Theory of Planned Behavior

further posits that if there is a positive attitude towards the behavior, the intention may increase. The use of TPB in this research was anchored on this reason: the entrepreneurial intention is a considered a cognitive state and the entrepreneurial decision making is a form of behavior which is a close antecedent of TPB and intention-based models are gaining popularity in entrepreneurship research.

Entrepreneurial Alertness and Entrepreneurial Intention

Entrepreneurial alertness forms part in the development of the entrepreneurial intentions of the prospective entrepreneurs and according to Samo and Hashim (2016), if a person is alert, he may grow intentions to invest on opportunities since entrepreneurial alertness influences the attention phase during the personal decision-making process by influencing attitude, normative beliefs, and perceived behavioral control. Entrepreneurial alertness greatly impacts entrepreneurial intentions (Gaglio & Katz, 2001; Neneh, 2019). This is consistent with the claims made by Van Gelderen et al. (2008) and Martin et al. (2013) that entrepreneurial awareness has a major influence on personal entrepreneurial intention. Researchers have found consistent evidence that entrepreneurial alertness based on empirical evidence, indicates that an individual's entrepreneurial alertness increases intention and inspires them to start their own enterprise. In fact, Solesvik et al. (2013) confirmed that individuals with high levels of entrepreneurial alertness have higher level of entrepreneurial intention. Thus, the researchers proposed:

H1. Entrepreneurial alertness positively affects entrepreneurial intention.

Entrepreneurial Motivation and Entrepreneurial Intention

Motivation, according to self-determination theory of Ryan and Deci (2000), is the core of physiological, mental, and social control including energy and intention stimulation. This suggests that motives are essential in understanding individual intentions. Entrepreneurial motivation and entrepreneurial intention were found to have a substantial link (Solesvik, 2013; Achchuthan & Nimalathan, 2013). Carsrud and Brännback (2011), for example, contended that there is a connection between business intentions and entrepreneurial motivation. They suggested that, because intentions do not always translate into an activity, motivation could ignite a dormant intention into an active action (Carsrud & Brännback, 2011). Entrepreneurial intention and drive to establish and build an enterprise are equally important, according to the researchers (Renko et al., 2012; Edelman et al., 2010; Manolova et al., 2008).

The more people who believe they can accomplish these goals by establishing or expanding a business, the more motivated they would be to launch or have expansion plans for the enterprise and it appears that there is a connection between entrepreneurial intention and entrepreneurial motivation, which is consistent with the hypothesis put out by Carsrud and Brännback (2011). This indicates that after deciding to launch a business, a person's entrepreneurial passion may serve as the fuel that advances the entrepreneurial process. So, entrepreneurial motivation relates to entrepreneurial intention (Fayolle et al., 2014; Carsrud & Brännback, 2011). This further denotes that entrepreneurial motivation has a role to play

especially in predicting individual intentions especially in engaging in an entrepreneurial activity, thus, the researchers hypothesized that:

H2. Entrepreneurial motivation positively affects entrepreneurial intentions.

Entrepreneurial Opportunity and Entrepreneurial Intention

The current entrepreneurial prospects, mostly in technological and social contexts, can be leveraged by potential entrepreneurs. The likelihood of starting a business and the capacity to identify entrepreneurial skills should be impacted by entrepreneurial opportunities (Matricano, 2016). The fundamental claim is that there is a clear correlation between entrepreneurial opportunity and intentions. Farsi, Arabiun, and Moradi (2012) concluded that the ability to recognize opportunities greatly improves subjective norms that influence entrepreneurial intentions. According to Fairlie and Fossen (2018), the role of entrepreneurial opportunity in reducing poverty encourages entrepreneurial intention and Koyviriyakul (2016) concluded that perceived opportunity is one of the key factors which contributed towards entrepreneurial intention.

According to Do Paço et al. (2015); Elfving et al. (2009); Krueger (2017); Joensuu-Salo et al. (2015); Lián and Fayolle (2015) and Rauch and Hulsink (2015) an individual's perception of opportunity is a process that was based on entrepreneurial intention. Therefore, Smallbone and Welter's (2009) assertion that a person's interest in developing their abilities and capabilities and creating entrepreneurial opportunities to build an enterprise is true (Scarborough, 2011; Kusumawijaya, 2018). These studies imply that since entrepreneurial opportunities already existed and the ability to recognize business opportunities rests on the individual skill, then it suggests that entrepreneurial opportunities inspire the entrepreneur's intention to engage in a business activity. Thus, the research hypothesized that:

H3. Entrepreneurial opportunity positively affects the entrepreneurial intention

Entrepreneurial Motivation and Entrepreneurial Opportunity

Recognizing and taking advantage of business possibilities are both examples of entrepreneurial motivation according to Locke and Baum (2007) and entrepreneurial motivation reflects a desire for self-starting, the desire to create something new, based on internal impetus rather external demands (Frese & Gielnik, 2014). Shane et al. (2003), suggested that entrepreneurial motivation consists of a combination of personality, affect and task specific aspects that impact opportunity recognition and exploitation processes. These scholars argued that the personal motivations of an individual leads them to recognize entrepreneurial opportunities available in their environment. Thus, the researchers hypothesized that:

H4. Entrepreneurial motivation positively affects entrepreneurial opportunity.

Entrepreneurial Motivation and Entrepreneurial Alertness

Without entrepreneurial motivation, entrepreneurial alertness may be anticipated to result into an entrepreneurial action, irrespective of how obviously one may have discovered an opportunity according to Kirzner (1985), who characterized alertness as a driven inclination of a person to build a vision of the future (McMullen & Shepherd, 2006). More specifically, as per Sirén et al. (2019), motivation is linked to alertness and helps people realize opportunities to start their own businesses. Hou (2008) also came to the same conclusion, concluding that psychological ownership (an indicator of motivation) affects entrepreneurial alertness and, as a result, influences the likelihood of taking entrepreneurial action. Based on these studies, we can now infer that when an entrepreneur is motivated, there is a likelihood that his entrepreneurial alertness will be triggered. Thus, the researchers hypothesized that:

H5. Entrepreneurial motivation positively affects entrepreneurial alertness.

Entrepreneurial Alertness and Entrepreneurial Opportunity

Entrepreneurial alertness was first defined by Kirzner's idea (1979) as "the capacity to identify without searching opportunities that have heretofore been neglected". An entrepreneurial attitude that includes alertness directs the identification of entrepreneurial opportunities (Kirzner, 1999). Entrepreneurial alertness necessitates a better behavioral response, yet this is not a systematic process. With this, alertness is seen as a mental state that is constantly open to seeing opportunities (Short et al., 2010; Valliere, 2013). Furthermore, Hou (2008) noted that people with great entrepreneurial alertness are much more likely to see opportunities, which is a crucial step in creating personal activities to turn into an entrepreneur by launching a new business. Entrepreneurial alertness was recognized as a contributing variable to opportunity recognition as proven by Hulbert et al. (2013). Drawing from these scholarly evidences, the researchers hypothesized that:

H6. Entrepreneurial alertness affects entrepreneurial opportunity

RESEARCH METHOD

This study utilized a non-experimental mixed methods approach, explanatory sequential design in particular. Burke Johnson et al. (2007) defined mixed methods research as the type of study in which an individual or group of individuals combines the components of qualitative and quantitative research techniques for the general purposes of wide and in-depth knowledge and corroboration. Creswell and Plano-Clark (2011) further said that this technique makes it possible to construct a better level of understanding than using a singular approach for particular research.

Explanatory sequential design takes place in two unique research phases: the first involves gathering and analyzing quantitative data to enhance the findings in the first phase, and the second it involves designing the qualitative phase based on the quantitative conclusions (Creswell & Plano-Clark, 2018; Schoonenboom & Johnson, 2017; Shorten & Smith, 2017; Wisdom & Creswell, 2013). In this approach, researchers first embarked on understanding the quantitative results and the qualitative data substantiates it (Wisdom & Creswell, 2013). The

qualitative design provides a more thorough explanation of some quantitative outcomes that include surprising findings (Terrell, 2012).

This study was conducted in Region XI (7.3042° N, 126.0893° E) Philippines. For the quantitative phase, a total of 450 questionnaires were distributed and 423 were returned and processed. The distribution and retrieval of the questionnaires took place last January to February 2022. Wolf et al. (2013) provided that a sample size between 30-460 is enough to produce good results and patterns. For the qualitative phase, a total of 17 participated and the interviews were done on March 2022. For the interview-based researches, 6-12 persons may be sufficient (Adler & Adler, 2012).

The quantitative part of this study utilized four adapted questionnaires from various authors through their published works. These questionnaires were modified and contextualized. The questionnaire for entrepreneurial alertness was adapted from the study of Tang et al. (2012); entrepreneurial motivation was adapted from the study of Vijaya and Kamalanabhan (1998); entrepreneurial opportunity was adapted from the study of Park et al. (2017) and; entrepreneurial intention was adapted from Dzomonda et al. (2015). These questionnaires have gone through an expert validation and reliability test. The average expert rating for the questionnaires is 4.52 and the Cronbach alpha is .955. Furthermore, the quantitative portion of the study began with an extensive literature review which was the basis of formulating the research questions. Thereafter, a model was constructed and in order to determine the worthiness of the model for SEM analysis and determine the factorial structure, the confirmatory factor analysis was conducted. Finally, the hypothesized structural model was tested through the SPSS software.

The respondents of this study were the women entrepreneurs who are using the internet to sell or make business transactions. Women entrepreneurs who were included in this study have met the following minimum criteria: she must have been engaged in business for at least three years, utilized social media platforms either Facebook, Instagram, or Twitter to sell items or conduct business, and must be at least 18 years old. In this study, they were referred to as 'digital entrepreneurs'.

FINDINGS AND DISCUSSION

Measurement Model

To test the hypothesized structural equation model, the measurement portion of the model was identified first. The measurement model is a part of the model that examines relationship between the latent variables and their measures, while the structural model is the relationship between the latent variables. SEM is a combination of two statistical methods: confirmatory factor analysis and path analysis (Fan et al., 2016). The validity of the measurement model is of primary importance in developing the SEM (Kang & Ahn, 2021). The measurement model portion of structural equation models correspond to confirmatory factor analysis (CFA). Therefore, if the measurement model fit indices are low or does not fit, there is no need to test the hypothesized structural model (Ajayi & Adebayo, 2021). These authors further expressed that test results of all the coefficients in the measurement model should indicate that the coefficient values are different from zero. And this was realized in the measurement model of this study, an indication that the variables are fit for a structural equation model. Such is shown in Figure 1.

The associations among the latent variables (entrepreneurial intentions, entrepreneurial opportunity, entrepreneurial alertness, and entrepreneurial motivation) and its indicators (item parcels) were tested in a four-factor measurement model by using a confirmatory factor analysis technique. Multiple criteria were used to interpret the results of the measurement model. Results of the analysis revealed that all the items are significantly related to the extracted factor. This suggests that all the indicators or items extracted that fall under a specific construct are significantly associated under a specific factor, hence the testing of the hypothesized structural equation model involving these factors is displayed in Figure 2.

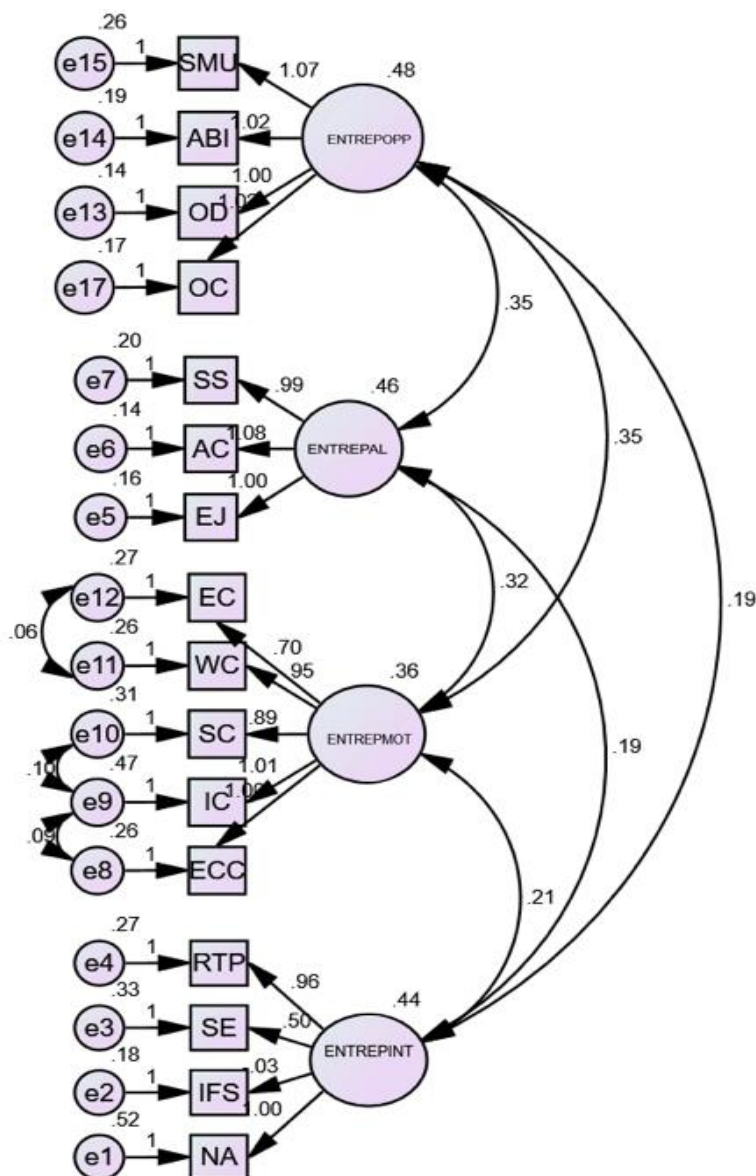


Figure 1. Standardized Path Coefficients in Measurement Model

Structural Equation Model

As shown in the model fit in Figure 2, out of the 6 paths, 4 paths showed significant links and the other two are insignificant paths. First, entrepreneurial motivation directly affects entrepreneurial intentions as shown by a regression estimate of .62. The result implies that when the women entrepreneurs are motivated to do business, it signifies their intention of becoming an entrepreneur. The second path, entrepreneurial motivation and entrepreneurial alertness also showed significant influence (.78). This means that entrepreneurial motivation affects the entrepreneurial alertness of the women entrepreneur. Third, a significant influence of entrepreneurial alertness to entrepreneurial opportunity of the women entrepreneurs (.29). This implies that when women are entrepreneurially alert, they eventually saw great opportunity in doing business online.

However, there are two insignificant paths in this model as shown by a regression estimate of 0.01 of entrepreneurial alertness to the intention. This implies that women may be alert to business ideas yet their entrepreneurial intention may not necessarily be affected. Meaning, alertness to business ideas may not last for long or may not fully develop into a profitable venture. The second insignificant path is the influence of entrepreneurial opportunity to entrepreneurial intention (0.09). The result implies that while there may be lucrative opportunities in making money online (Facebook, twitter, Instagram), the entrepreneurial intentions of women to do business permanently may not necessarily become possible. Others might just find good opportunities in an instant but may not last longer because they may lose interest in it.

In its totality, the model is considered as the best fit model having satisfied the model fit indices as shown in Table 1. As shown in the table, the Chi Square Likelihood ratio (1.974) appears to be significant, RMSEA index of 0.49 is less than the significance level indicating a reasonable fit. Similarly, the criteria such as NFI (.988), TLI (.978), CFI (.991), GFI (.961), p-value (.153) and Pclose (.671) are within the acceptable range which suggests a very good fit.

Table 1. Model Fit Indices

INDEX	CRITERION	VALUES
CMIN/DF	0<value<2	1.974
P-value	>0.05	.153
NFI	>0.95	.988
TLI	>0.95	.978
CFI	>0.95	.991
GFI	>0.95	.961
RMSEA	<0.08	0.49
Pclose	>0.05	.671

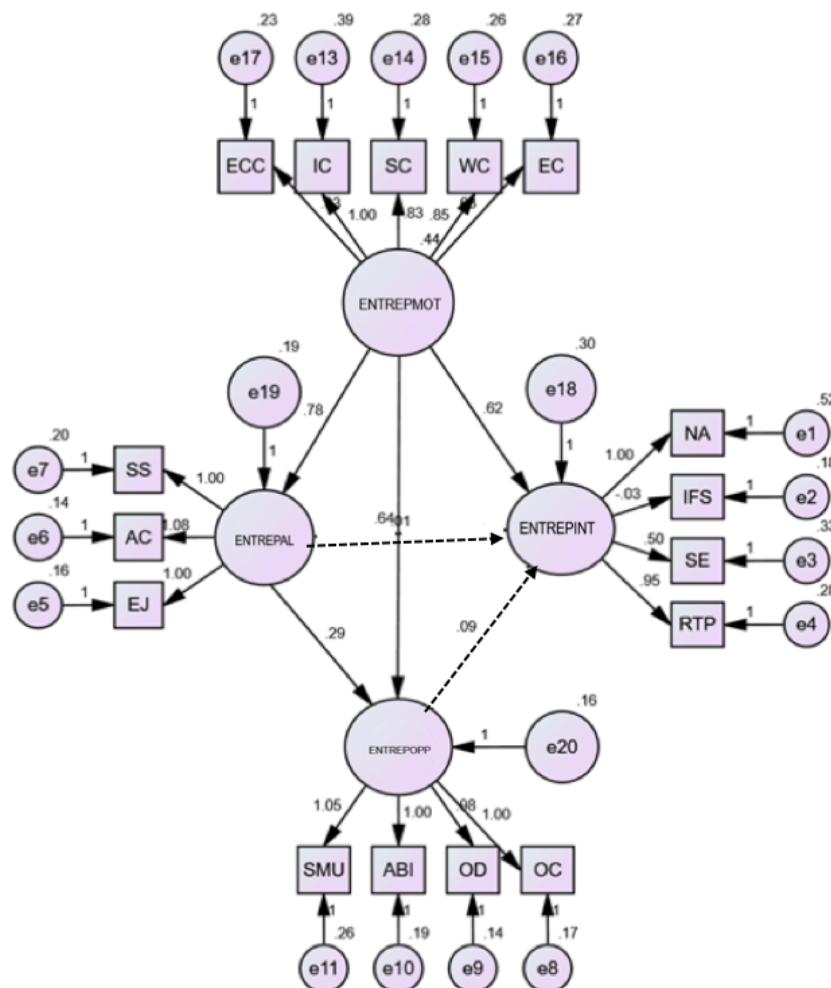
Legend:

CMIN/DF	-	Chi-Square/Degrees of Freedom
NFI	-	Normed Fit Index
TLI	-	Tucker-Lewis Index
CFI	-	Comparative Fit Index
GFI	-	Goodness of Fit Index

- RMSEA** - Root Means Square of Error Approximation
Pclose - P of Close Fit

The significant influence of entrepreneurial motivation towards entrepreneurial alertness, opportunities and intention is congruent with the work of Solesvik (2013) who revealed that entrepreneurial motivation is directly associated with entrepreneurial intention; Kirzner's (1985) work is aligned with the results of this study as well as that of Hou (2008) stating that motivation affect entrepreneurial alertness. On top of that, Sirén et al. (2019) demonstrated that alertness is associated with human motivation.

Next, entrepreneurial alertness has significant path towards opportunity but insignificant towards intentions, meaning, EA has indirect effect on EI and it can only affect EI in combination with EO. This result has been clearly supported by the fact that irrespective as to how "exactly" one may have "recognized" an opportunity, entrepreneurial alertness could not be expected to result in entrepreneurial action without passion (McMullen & Shepherd, 2006).



(→ indicates significant paths; ----> indicates non-significant paths)

Figure 2. Standardized Values of the Hypothesized Model Fit

Furthermore, entrepreneurial alertness is significant towards opportunity, yet insignificant towards intentions. While some authors (Neneh, 2019; Van Gelderen et al., 2008; Bodewes et al., 2008) supported the EA to EI path, the insignificant path towards entrepreneurial intention was explained by Samo and Hashim (2016) indicating that since entrepreneurial alertness may only influence the attention stage during personal decision-making process, one may build the intentions for seizing the entrepreneurial opportunities only at this stage. Lastly, the insignificant association of opportunities towards intentions contradicts the study of Matricano (2016) and Farsi et al. (2012), who concluded that entrepreneurial opportunities are anticipated to affect the intention to engage in an entrepreneurial activity.

Characterization of the Constructs by the Women Entrepreneurs

The participation of women in revolutionizing the entrepreneurial landscape within the digital spectrum in the Philippines did not just empower them economically, rather it boosted their social and moral spirit especially when most people find entrepreneurship as a male-dominated career. To substantiate the quantitative results of this study, several women entrepreneurs were asked on how they would characterize the four constructs considered in this paper. First, the women were asked about how do they define entrepreneurial motivation and two themes that emerged: *Family and Peer Support* and *Aspirations for Financial Security*. First, women ventured into online selling as they are motivated to pursue this profession by their family and friends. For instance, Niev commented:

I feel motivated to put up a business because of my kids.
Another is when I get support from my family, friends, and customers from social media

Marie Also added:

What motivates the businessman to continue is a support system, or a need to keep doing business for the family

Another theme that emerged is all about *aspirations for financial security*, women are compelled to venture into online selling because this may allow them to be economically stable especially during tough times. In fact, Princess pointed out that:

Entrepreneurial motivation is the bills I need to pay. My financial needs become my motivation to be consistent in posting in social media groups so that a lot of people will see the items for sale

This is a clear manifestation that by venturing into online selling, the financial aspirations (more wealth, stability, security) of women digital entrepreneurs can possibly achieved. For the construct, entrepreneurial alertness, there are two themes that transpired: *Awareness and Market Inquiry*. Women entrepreneurs defined alertness as “being aware of the popular culture” as well as

being aware of the risks that is why an entrepreneur has to take precautions whether in investing in new businesses or catering new market segment. As a matter of fact, Marie explained:

I understand it as precautions or warning that one should see to be able to make assessments and plans on your business to avoid failure

Mae further commented:

These are the things that you must evaluate whether profitable for your business or not

However, there are women entrepreneurs who defined it within the context of awareness but point out to a more substantiated and practical insights leading to the second theme, *market inquiry*. Women thought of entrepreneurial alertness as the ability to being literally become “alert” to what the customer wants/need through a simple survey or research. Princess gave an example:

I studied first who will be the target market that can give me more profit. I also have to consider that posting in social media will greatly help

For the third construct, there were two themes that were developed: *market trends and customer preferences*. Women digital entrepreneurs rationalized that entrepreneurial opportunity arose from what are the ‘trendy’ or popular in the market. Just like in physical stores, once you ventured into online selling you must survive and exploit every entrepreneurial opportunity available. Ann clearly stated that:

Sell items that are in-demand in the market. In that way, you can earn for sure

Niev also pointed out:

Discover business or items/products that are trendy or popular in the market

Consistent with the previous theme, women entrepreneurs emphasized that entrepreneurial opportunities can be fully exploited by understanding the needs and preferences of your target market. Theoretically, this is a parallel concept to market segmentation. As Cherry recounted:

Listening to my customers’ needs or requests give me the idea on what to sell next time and how many customers are likely to buy it

Princess also confirmed:

Being prompt/ alert to respond to customers is also an opportunity to close deals

For the last construct, entrepreneurial intention. A lone theme emerged: *personal will*. According to the accounts of the women entrepreneurs, intention is a personal will to plan and organize a profitable enterprise. Along with other factors, this is more on the personal willpower to initiate an action (entrepreneurial activity). Arlene confirmed this by saying:

I understand it as a plan to create a new business. Like me,
I plan to sell through social media because it is the trend

The characterization of women digital entrepreneurs on the four constructs considered in this study is not just critical for the development of new knowledge in the entrepreneurship literature, it is also vital on advancing our understanding on the role of women in revolutionizing digital entrepreneurship and exploiting lucrative opportunities in the digital landscape in developing states such as the Philippines.

Insights about the Hypothesized Structural Equation Model

Based on the generated model, women entrepreneurs were asked about their final impressions about the generated model. There is only one common insight that the women entrepreneurs have provided: *motivation drives the entrepreneur to materialized their entrepreneurial intentions*. This corroborates with the statistical results showing a direct significant influence of entrepreneurial motivation to intentions. The women digital entrepreneurs qualified that for an entrepreneur to fully materialized their intentions to sell online, one must have a strong drive to do so and such drive must be the 'entrepreneurial motivation'. In fact, Maria underscored:

EM is necessary because it is the aspect where your-self as
the entrepreneur, the community, the work, and the
market belong

Kay further stressed that entrepreneurial motivation harmonizes all other three elements, namely EA, EO, and EI:

EM is needed to perform the other three. If there is no
market/customers, which is in EM, then there you cannot
conduct a survey. You cannot discover, and you cannot go
on with the plan, without EM. These are necessary for a
successful business

Princess also gave her honest remark and said:

Motivation is really the main factor. You have to be
motivated with your-self and with your products, as well.
Business is not easy, but if you are self-motivated,
opportunities and intentions will just come around

Table 2 shows the results of the two phases in this study. Based on the findings of both quantitative and qualitative phases, the status of entrepreneurial motivation, entrepreneurial alertness, and entrepreneurial opportunity were described as high which signifies that those constructs were oftentimes manifested by the women digital entrepreneurs. Entrepreneurial

intention is sometimes manifested, yet all these factors are of high importance to the women entrepreneurs. Secondly, the significant influence of EM to EA (.78); EM to EI (.62); EM to EO (.64); EA and EO(.29) and the insignificant paths: EA to EI (.01) EO to EI (.09) have been confirmed by the women entrepreneurs in the qualitative portion of the study.

Table 2. Quantitative and Qualitative Data Analysis

Research Area	Quantitative Phase	Qualitative Phase	Nature of Integration
1. Status of Entrepreneurial motivation, Entrepreneurial Alertness, Entrepreneurial Opportunity, and;	Means of each construct ranges from 3.60 to 3.72 or high level which indicate that respondents oftentimes manifested these items.	Informants/participants considered all four variables as “very important”	Connecting-Merging (Confirmation)
1.1 Status of Entrepreneurial Intentions	Mean is 3.33 or moderate level, sometimes manifested		
2. Significant influence of exogenous on endogenous variables	Significant Paths: EM---->EA (.78) EM---->EI (.62) EM---->EO (.64) EA----->EO (.29) Insignificant Paths: EA---->EI (.01) EO---->EI (.09)	The participants agree on the quantitative results	Connecting-Merging (Confirmation)
3. The Generated Model	Results showed that entrepreneurial motivation, entrepreneurial alertness, entrepreneurial opportunity, and entrepreneurial intentions are interrelated with each other	The women digital entrepreneurs singularly pointed out that entrepreneurial motivation is the driver of Entrepreneurial intentions	Connecting-Merging (Confirmation)

Finally, women digital entrepreneurs unanimously pointed out their general impressions on the generated model: they singularly pointed out that the entrepreneurial motivation is the driver of entrepreneurial intention.

CONCLUSION

Structural modeling analyses showed that all the constructs in the model were precisely explained by the its respective factors significantly. Both structural equation and measurement models showed that the data fit well. As to the qualitative phase, the informants confirmed and substantiated the quantitative results as shown by their respective themes, thus the nature of integration is connecting-merging (confirmation) which connotes that women entrepreneurs have copiously agreed that the statistical inferences reflects these four entrepreneurial traits: entrepreneurial motivation, entrepreneurial alertness, entrepreneurial opportunity and the same nature of integration for the final generated model, however, only entrepreneurial motivation was given primary emphasis denoting that the entrepreneurial intention of women digital entrepreneurs can be fully manifested in conjunction with the presence of a strong entrepreneurial motivation.

Practical and Theoretical Implications

The results of this research undertaking allow us to arrive into two significant insights to which we believe would be beneficial to our understanding about the role of women in the entrepreneurship landscape in developing states. First, understanding entrepreneurial intention is pivotal as to how we construct our appreciation about women entrepreneurship in the light of the digital era as this is also a way to promote and cultivate the entrepreneurship culture in our country. While our country may not be at par with the first-class economies and market leader in digital entrepreneurship, it is crucial that we should expand our knowledge about its systems, process, and structures as this may have implications on the trends, practices, and even policies in the years ahead. The enormous entrepreneurial passion and the astonishing motivation of women digital entrepreneurs are extremely laudable. Combining economic aspirations (prosperity) and familial drive (the need to support them) to venture into selling online are some of the unique combination of reasons why they choose to engage in an entrepreneurial activity. While it is true that women have already gained a spotlight in a seemingly male dominated profession, can we allow that their work and contribution to the society to just end there? Perhaps, this question will lead us to act on the next best move to finally bring them to the limelight- a sound policy for digital entrepreneurship.

Second, the existing programs and projects initiated by various agencies that promote entrepreneurship and support the entrepreneurs at all levels in this country have actually shared a substantial amount of help even for those starting from scratch. Yet, the country still needs to realize some other goals in order to be competitive and at par with the other states in the region. The digital marketplace in the Philippines is a new platform both for consumers and entrepreneurs, while our laws continue to protect the rights of the former, we think it shall also include strong protection on the side of the entrepreneur. Of course, we do not want the long years of hardships by these entrepreneurs just wasted or at worst vanish the entrepreneurial spirit. After all, the country acknowledges them as one of the viable drivers of the overall economic and social prosperity. The presence of women entrepreneurs in the digital marketplace is a manifestation of the entrepreneurial prowess that they possessed.

LIMITATIONS

This study solely focused on understanding the entrepreneurial intentions of women based on the pre-determined criteria and the generalizability of the findings may only be limited to them. Also, only those women entrepreneurs who are selling online are the one being highlighted here, and the materiality of the conclusions may only be limited to them which excludes the women entrepreneurs who owned a brick-and-mortar store.

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