



PREVALENCE OF TEENAGE ENTREPRENEURSHIP OVER ACADEMIC PURSUITS IN NENA, SAN JULIAN, EASTERN SAMAR

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ABSTRACT

By looking at the real-life experiences of teenage entrepreneurs, this study investigated the prevalence of adolescent entrepreneurship over academic endeavors in Nena, San Julian, Eastern Samar. Based on Bandura's Social Cognitive Theory, the study examined the individual incentives, perceived advantages and difficulties, and social, cultural, and economic elements impacting youths' involvement in entrepreneurship in addition to their academic obligations. Twenty (20) senior high school students, ages 16 to 18, who were actively involved in entrepreneurial activities, participated in the study using a qualitative phenomenological research approach. Structured interview questionnaires were used to collect data, and Interpretative Phenomenological Analysis (IPA) was used to find essential themes in the participant narratives. The results showed that the desire for independence and self-fulfillment, familial influence, and financial necessity are the main factors driving teenage entrepreneurship. Although students saw entrepreneurship as a way to gain real-world experience, economic independence, and practical skills, they also faced obstacles like time management issues, restricted access to funding and mentorship, academic exhaustion, and societal mistrust of young entrepreneurs. The majority of respondents indicated a strong desire to finish their education in spite of these obstacles, seeing academic pursuits as complementary to their entrepreneurial ambitions. The study comes to the conclusion that self-efficacy, social learning, and environmental factors interact to influence the 20 respondents' teen entrepreneurship. Entrepreneurship and academic involvement can be successfully combined to enable holistic youth development and local economic sustainability with the right kind of community and educational assistance.

KEYWORDS: Teenage Entrepreneurship; Academic Pursuits; ; Lived Experiences; Social Cognitive Theory; Qualitative Phenomenological Study;

1. INTRODUCTION

Teenage entrepreneurship, for the purpose of this study, is defined as the process of initiating and managing a business venture by individuals aged 13 to 19 years old. This includes identifying business opportunities, gathering resources, and implementing business strategies (Sexton & Bowman-Upton, 1991). Academic pursuance, on the other hand, refers to the commitment to formal education, including enrollment in and completion of secondary or higher education programs. The prevalence of teenage entrepreneurship is the extent to which it is favored over academic pursuits within the population of Nena, San Julian.

Despite the growing interest in teenage entrepreneurship, there remains a lack of qualitative research that delves deeply into the personal narratives and contextual factors influencing this phenomenon in Nena, San Julian, Eastern Samar. The researcher aims to fill this gap by exploring the lived experiences of teenage entrepreneurs in Nena, San Julian, and understanding how these experiences compare to their academic pursuits. This study is crucial in understanding the motivations, challenges, and support systems needed for teenage entrepreneurs to thrive in the local context.

The purpose of this study lies in its potential to inform educational policies, community initiatives, and support systems that foster a conducive environment for teenage entrepreneurs. By understanding the factors that drive teenagers

towards entrepreneurship, stakeholders can develop targeted interventions to support their aspirations while ensuring access to quality education (UNIDO, 2023).

Furthermore, this study aims to contribute to the broader understanding of youth entrepreneurship and its impact on local economic development. The researcher has observed a notable trend in Nena, San Julian, Eastern Samar, where an increasing number of teenagers are gravitating towards entrepreneurship instead of pursuing traditional academic paths. This phenomenon raises critical questions about the motivations and experiences of these young entrepreneurs. Existing literature indicates that various factors—including access to technology, social influences, and economic conditions—play a significant role in shaping the entrepreneurial decisions of youth (International Labour Organization, 2006; De Clercq & Honiq, 2011).

The objective of this qualitative study seeks to explore the prevalence of teenage entrepreneurship over academic pursuits in Nena, San Julian, Eastern Samar. The researcher aims to address the following questions: (1.) What personal motivations drive teenagers in Nena, San Julian to engage in entrepreneurship instead of focusing on academic studies? (2.) How do teenagers perceive the benefits and challenges of entrepreneurship compared to academic pursuits? (3.) What challenges do teenage entrepreneurs face? (4.) How do these challenges influence their academic performance and future



aspirations? (5.) What social, cultural, and economic factors influence their decision-making processes regarding entrepreneurship?

2. METHOD

Research Design

The research design for this study is qualitative phenomenological, chosen to explore the lived experiences of teenage entrepreneurs in Nena, San Julian Eastern Samar. This approach allows for an in-depth understanding of participants' perspectives, motivations, and challenges (Creswell & Poth, 2023). Phenomenology is particularly suitable for capturing the essence of individual experiences related to teenage entrepreneurship, enabling the exploration of complex phenomena through the lens of individual experiences. (Van Manen, 2021).

Qualitative-phenomenological research design offers several advantages to the researcher. It enables the exploration of complex phenomena through the lens of individual experiences, providing a nuanced understanding of the subject matter. This approach is particularly suitable for studying teenage entrepreneurship, as it allows for the capture of subjective meanings and interpretations that may not be accessible through quantitative methods. Furthermore, phenomenological research emphasizes the importance of context, which is crucial when examining the unique environment of Nena, San Julian Eastern Samar.

Locale of the Study

The study is conducted in Nena San Julian Eastern Samar, a rural community in the Eastern Visayas region of the Philippines. This location was chosen due to the observed trend of increasing teenage entrepreneurship in the area, providing a unique setting to explore the interplay between entrepreneurial activities and academic pursuits among the youth.

Nena is a barangay located in the municipality of San Julian, Eastern Samar. It is situated approximately 30 kilometers south of Borongan City, the capital of Eastern Samar. The barangay is known for its agricultural activities, primarily coconut and abaca production. In recent years, Nena has seen a rise in small-scale businesses operated by young entrepreneurs, making it an ideal location for this study.

Respondents of the Study

Twenty (20) Senior High School students in Nena, ages 16 to 18, who are involved in entrepreneurial endeavors, are the study's participants. Because convenience sampling is accessible and practical, it is used to choose participants. This approach is appropriate for the exploratory nature of this qualitative investigation, even though it might restrict how broadly the results can be applied. These 16–18-year-old students offer insightful perspectives on the incentives, difficulties, and decision-making processes associated with striking a balance between academic obligations and business.

Sampling Procedure

To choose study participants, a convenience sampling technique is used. Because of its accessibility and practicality,

this non-probability sampling technique was used, enabling the researcher to find willing and available individuals. This approach is appropriate for the exploratory nature of this qualitative investigation, even though it might restrict how broadly the results can be applied.

Research Instrument

A structured questionnaire is the main study tool used to collect detailed data regarding the participants' academic endeavors, entrepreneurial experiences, and the factors influencing their decisions. Open-ended questions are included in the questionnaire to promote thorough answers and provide participants the freedom to openly share their ideas and experiences.

Data Gathering Procedure

Getting approval from the barangay captain of Nena, San Julian Eastern Samar, is the first step in the data collection process. After that, the researcher approaches prospective volunteers at their schools, outlining the goal of the study and extending an invitation to take part. Data is gathered via structured questionnaires, and questions are answered by the researcher in person. This strategy ensures informed participation and is in line with best practices in qualitative research (Yin, 2020).

Analysis of Data

To analyze the gathered data, the study employs Interpretative Phenomenological Analysis (IPA). This approach entails immersing oneself in the data, transcribing it, taking preliminary notes, creating emergent themes, and spotting trends among cases (Smith & Shinebourne, 2022). Investigating the complex experiences of adolescent entrepreneurs within their local setting is a good fit for IPA.

Research Ethical Considerations

The research complies with rigorous ethical standards, which encompass acquiring informed consent, safeguarding confidentiality and anonymity, highlighting voluntary participation, and reducing potential harm. Ethical approval is secured from the appropriate institutional review board. These considerations are consistent with contemporary best practices in ethical research involving minors (Vanclay et al., 2023). The researcher emphasizes harm reduction by conducting interviews in a supportive setting and offering access to counseling services as necessary. Data protection measures are established to ensure the security of collected information, incorporating secure storage and a defined disposal strategy.

Prior to initiating the study, ethical approval must be secured from the appropriate institutional review board. The researcher maintains awareness of possible power imbalances and fosters a conducive environment for participants. The researcher will address unforeseen ethical issues promptly and appropriately, maintaining regular consultations with the ethics committee throughout the study. The study seeks to provide valuable insights through the implementation of careful ethical considerations, thereby maintaining high standards of ethical research practice and ensuring the protection and respect of all participants involved.



3. RESULT AND DISCUSSION

The study's conclusions, which came from in-depth interviews with twenty teenage entrepreneurs who are presently enrolled in senior high school in Nena, San Julian, Eastern Samar, are presented in this chapter. Thematic analysis of the data produced key themes that closely match the interview guide's sections and questions. To maintain privacy, pseudonyms were employed.

A. Personal Motivations for Engaging in Entrepreneurship Economic Necessity as the Primary Motivation

The majority of participants said that financial needs played a major role in their decision to pursue entrepreneurship. Many came from low-income families that needed more money to cover everyday costs and educational requirements. Instead than being a purely personal hobby, participants characterized entrepreneurship as a sensible solution to financial difficulty.

A number of respondents clarified that earning money enabled them to cover transit costs, school supplies, and occasionally household expenses. This result implies that teenage entrepreneurship in Nena is based on survival and responsibility at a young age rather than just being opportunistic.

Influence of Family and Community

Family members were crucial in introducing or motivating participants to engage in business-related activities. While some were inspired by seeing friends or neighbors involved in small company, others gained entrepreneurial skills by assisting in family-owned microbusinesses.

Their choice was also impacted by community acceptability. According to the participants, witnessing other young people engaged in small retail companies, internet sales, or vending made entrepreneurship seem commonplace and doable, which boosted their confidence to launch their own endeavors.

Developing Self-Confidence Through Experience

Even though the majority of participants acknowledged that they initially lacked confidence, managing a firm progressively increased their self-confidence. Participants stressed that they learned decision-making, customer service, and accountability from their real-life experiences—skills they believed were not immediately established in educational environments.

B. Perceived Benefits and Challenges of Entrepreneurship vs. Academic Pursuits Practical Skills Gained Beyond the Classroom

Participants frequently emphasized how entrepreneurship taught them useful life skills including problem-solving, communication, time management, and money management. In contrast to academic learning, which they believed to have longer-term benefits, these talents were seen as being immediately valuable.

Some participants said that engaging in business activities strengthened their feeling of purpose and motivation and helped them feel more mature and independent.

Academic Sacrifices and Competing Priorities

Participants noted obvious drawbacks despite the advantages. Their business management time frequently interfered with their academic obligations. Many acknowledged feeling mentally worn out, missing classes, or turning in assignments late.

When asked to choose between education and entrepreneurship, the majority of participants said that while education was still vital, entrepreneurship was temporarily given priority because of pressing financial needs. This illustrates an internal struggle between immediate survival and long-term learning objectives.

C. Challenges Faced by Teenage Entrepreneurs Time Constraints and Physical Exhaustion

Managing both business and education was found to be the most challenging task. According to the participants, lengthy days that began early and concluded late caused exhaustion that impacted their ability to concentrate in class and perform well in business.

This ongoing fight frequently led to stress, particularly during exam times or busy workdays.

Limited Capital and Support

Many participants struggled with little institutional backing, a lack of business expertise, and limited funding. While some claimed to have borrowed money from relatives, others relied on little daily earnings to keep things running.

Age-related prejudice was also brought up; some participants reported feeling undervalued because of their youth by clients or neighbors.

D. Influence of Entrepreneurship on Academic Performance and Future Aspirations Academic Adjustment and Compromises

Mixed effects on academic achievement were reported by participants. While divided focus caused some students' grades to decline, others improved their time management abilities, which helped them succeed academically.

Although participants frequently experienced stress and exhaustion, they also reported feeling more disciplined and responsible as a result of juggling both roles.

Dual Aspirations: Education and Entrepreneurship

Despite obstacles, the vast majority reported a great desire to complete their studies. Many people imagined a future in which they might combine professional professions and entrepreneurship, using schooling to boost their business knowledge and long-term success.

This suggests that entrepreneurship did not destroy academic objectives, but rather modified participants' views on education's significance in their future.

E. Social, Cultural, and Economic Factors Influencing Decision-Making Economic Pressure as a Driving Force

Participants emphasized that poverty and limited employment opportunities in their community pushed them toward



entrepreneurship. The lack of local job options made small businesses a realistic alternative for earning income.

Community Culture of Resilience and Self-Reliance

Nena's local culture encourages hard effort and self-reliance. Participants said that entrepreneurial behavior was widely acceptable and even applauded, particularly when it helped families survive.

Peer influence was varied; some friends were encouraging, while others questioned the idea to work while studying. Nonetheless, participants stated that their environment boosted their confidence in their capacity to achieve.

4. CONCLUSION

The study suggests that the teenage entrepreneurship in Nena, San Julian, Eastern Samar is predominantly motivated by economic necessity rather than a preference for education, as evidenced by the experiences of 20 teenage entrepreneurs. Entrepreneurship offers immediate financial benefits and essential life skills, although it also poses considerable hurdles, especially in managing academic obligations.

The data indicate that adolescent entrepreneurs do not dismiss education; rather, they maneuver through a multifaceted environment where immediate financial survival frequently conflicts with enduring academic aspirations. Notwithstanding scholastic sacrifices, the majority of participants maintain their dedication to complete their studies and foresee a future that amalgamates entrepreneurship with professional professions.

Their decisions are significantly influenced by social, cultural, and economic factors, underscoring the necessity for mechanisms that more effectively assist working students.

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