

ADOPTABILITY PERFORMANCE OF E-COMMERCE TOOLS AMONG SMALL-SIZED ENTERPRISES ALONG STO. NIÑO, MEYCAUAYAN, BULACAN: BASIS FOR PROPOSED STRATEGIC PLAN

ABSTRACT

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This study investigates the impact of e-commerce tools on business performance among small-sized enterprises in Sto. Niño, Meycauayan, Bulacan, using Davis's (1989) Technology Acceptance Model as a framework. The model proposes that perceived usefulness and perceived ease of use drive technology adoption. By examining these factors, the study aims to understand how e-commerce tool adoption translates into operational and financial outcomes. A descriptive correlational design is employed to assess tool adoption, perceived usefulness, perceived ease of use, and business performance linkages. Forty-five respondents—comprising fifteen SSE owners and thirty employees—are selected through purposive-quota sampling. Validated questionnaires gather data on e-commerce tool usage, associated challenges, and performance indicators. Descriptive statistics and Pearson's correlation are used to analyze relationships among variables. Respondents had universally adopted GCash and widely used Facebook (80 percent), while logistics tools such as Lalamove lagged at 33 percent adoption. Mean scores indicated moderate perceived usefulness (3.24) and perceived ease of use (3.22), reflecting recognition of e-commerce benefits for operational efficiency but limited impact on revenue growth and customer retention. Pearson's correlation revealed no significant relationship between tool adoption and business performance ($p > 0.05$, $r \approx 0$), supporting the null hypothesis. Major challenges included distrust of digital payments, data privacy concerns, limited technical skills, and logistical barriers such as shipping delays. Based on these insights, a strategic plan was proposed emphasizing hands-on digital training, streamlined onboarding processes, automated customer service solutions, and revenue-focused e-commerce strategies. The study concluded that although small-sized enterprises acknowledge the potential of e-commerce, systemic barriers—trust deficits, skill gaps, and tool complexity—have prevented measurable performance gains. Aligning Technology Acceptance Model dimensions with targeted interventions such as enhanced technical support and customer engagement programs was identified as critical for optimizing tool utility. These findings contribute to understanding digital adoption in resource-constrained contexts and advocate for holistic support systems to bridge the gap between technology access and sustainable business growth in emerging markets.

RECOMMENDED CITATION

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