ABSTRACT

Title: Kalakal ng Buhay: Exploring Local Trading and its Impact to Traders in the Municipality of General Emilio Aguinaldo, Cavite

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Trading is one of the important activities in a society because of its nature of giving employment and providing goods and services. More importantly, as the international trading exists, there also exists local trading that can be considered as an activity inside the informal sector. Many people are engaged in local trading as it considered as the legitimate source of income, opportunity to have livelihood and employment, opportunity to develop the local community and have a chance to improve social connectivity. However, despite of the strengths and opportunities of local trading to traders, they cannot resist the emergence of challenges and problems in local trading. These include that traders cannot be with their family in a long period of time, unable to meet the expected profit because of rainy season or because of the existence of competitors and lastly, traders are having difficulties carrying their goods in the trading marketplaces.

This study explored local trading in the municipality of General Emilio Aguinaldo, Cavite and described the impact and experiences of local traders.

A combination of quantitative and qualitative methods of research or mixed method was used in this study. For the quantitative data, with the use of availability sampling, 65 respondents from 118 local traders of the municipality participated in the survey questionnaire. For the qualitative data, 5 co-researchers were interviewed. Statistical treatments were used to analyze the quantitative data such as frequency, percentage, weighted mean, z-test and one-way ANOVA. Moustakas Phenomenological Method of Analyzing Data was used to analyze qualitative data and describe the impact and experiences of local traders. The study revealed that local trading creates many opportunities for the traders as well as doing local trading can give problems and challenges. Additionally, the lived experiences of traders helped the researchers to formulate 4 Eidetic Insights which the life of traders can be represented by a compass. Finally, the researchers formulated a variety of recommendations to improve the local trading system and help the traders.