

THE CONSIDERATION OF MOTIVATIONAL ASPECTS TO BOOST WOMEN ENTREPRENEURSHIP

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ABSTRACT

The empowerment of women is considered as one of the key drivers of achieving social and economic progress. The notion of women entrepreneurship is embedded in offering independence, self-development and financial stability to women. This research aims at exploring the relationship between women entrepreneurship and its underlying motivation within the framework of pull and push aspects of motivation. By adopting quantitative research approach, a survey questionnaire was administered to 150 women entrepreneurs in the city of Hyderabad. In order to analyze the study data, the correlation coefficient and multiple regression statistical approaches were employed through SPSS version 20. The study findings corroborate that women entrepreneurs draw higher inspiration from pull aspects of motivation relative to push aspects of motivation. This research highlights the significance of intrinsic attributes of motivation that ultimately shape women entrepreneurs' willingness to start new business.

Keywords: Woman Entrepreneurship, Motivation, Empowerment, Self-Employed

INTRODUCTION

Poverty and lack of employment opportunities are the issues that have been the focus of key discussions, intended to highlight the social and economic challenges faced by developing countries. Nearly, one billion people around the world are living under poverty line by earning less than \$1 and this situation is more pathetic for females, who represent 70 percent of this population (Jehan et al., 2015). There is consensus around the world that the empowerment of women through their self-employment could open

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multiple avenues for themselves to utilize their skills, abilities and potential for gaining economic and social benefits (Chowdhury and Amin, 2011). Self-employment in a form of entrepreneurship offers an opportunity for woman to work as an entrepreneur, who works in an innovative manner and engages herself in multiple functions termed “enterprises”, to achieve economic progression (Schumpeter, 1934). The role of women is considered central in upbringing new generations and managing family issues, therefore, women entrepreneurs through their contribution in income generating activities could bring prosperity in the society as a whole (Roomi and Parrott, 2008). This refers that women should be encouraged to work as entrepreneurs and mechanism should be devised to ensure their participation in entrepreneurial activities. Primarily, women entrepreneurs are commonly categorized in three different stratum, namely inheritance entrepreneurs, self-entrepreneurs, and shared entrepreneurs (Starr and Yudkin, 1996).

Notably, during the last half a century the presence of women in income-generating activities has been witnessed in multiple sectors, consequently, both developed and developing countries are trying to take concrete steps to maximize women entrepreneurial activities (Ismail et al., 2012). Overall, in Pakistan, women constitute 28.82 percent of total labor force that is comparatively less than its neighbor countries, such as Malaysia, Philippines, and Indonesia, where the female population comprises 46.1%, 50.2%, and 51%, of total labor force respectively (NSS, 2013). A number of impediments have been highlighted, which restrict women engagement in employment and self-employment, consequently, low priority is assigned to employment linked skills development. Impediments faced by women include socio-cultural parameters regarding the role of women and appropriateness of particular job for them, workplace environment, limited mobility for females, inadequate career counselling, and lack of opportunities for skill development (NSS, 2013). It has been observed that despite multifaceted problems, Pakistani women are willing to be part of workforce and in many instances they are trying their best to work as entrepreneur in different fields (Roomi and Parrott, 2008).

Government of Pakistan realizes the significance of women entrepreneurs and have launched various projects with intention to include Pakistani women (who constitute nearly half of population) into main stream economic activities through providing them basic education and developing their skills. In this regard, National Vocational and Technical Training Commission of Pakistan (NVATTC, 2017), has initiated multiple programs

to offer various vocational and technical courses to women to train them for self-employment (NVATTC, 2017). The role of woman as entrepreneurs is imperative for economic development of any a country and this participation is also of great value for Pakistan. Since, in our country women comprises the half of the total population, therefore, without their engagement in income generating activities, the dream of economic stability and progress can't be achieved (Roomi and Parrott, 2008).

Although, the notion of women entrepreneurship has been applauded pertinent to creating job opportunities and government are taking multiple initiatives for sustainable development of enterprising culture among women, however, there is lack of empirical research concerning the key factors, which motivate woman to works as self-employed in Pakistan. The prior research documents show motivational factors as a key force, because it could largely influence woman's intention to work as entrepreneur and consequently, could determine potential objectives, structure and functioning of new business (Birds, 1988). The identification of motivational factors that could encourage women entrepreneurship in Pakistan offers basic understanding regarding the formulation of concerned policies and designing related projects to increase the proportion of new venture creation by women through undertaking entrepreneurship in diverse fields. The dearth of empirical research pertinent to determining the motivational factors of women entrepreneurship offer the rationale of this study. This research aims at identifying the motivational factors of women entrepreneurs that play pivotal role in shaping their willingness to undertake new business.

LITERATURE REVIEW

The extant literature documents limited research focused on motivational factors pertinent to development of women entrepreneurship in the context of developing countries like Malaysia, Nepal, Sri Lanka, Bangladesh, and India (Ismail et al. 2012). Generally, motivational factors have been conceptualized as key drivers of shaping particular behavior of an individual. In this research, motivation has been theorized as internal stimulation to undertake entrepreneurship and this stimulation has been referred in terms of pull or push elements drawn from varied personal nature, position and wishes. This theoretical perspective postulates that the woman's intention to work as self-employed might embedded in both pull and push drivers. This refers that the woman's behavior pertinent to accept the challenge of self-employment could draw inspiration from multiple

facets, which might include needs, beliefs, desires, values, and habits (Birds, 1998, Hughes, 2006).

In the relevant literature, push factors that might stimulate woman to get engage in entrepreneurial activities, have been associated with necessities and include unemployment, insufficient family earnings, dissatisfaction with existing work, poor economy, joblessness, and desire to maintain work-home balance (Sarfaraz et al., 2014). Whereas, pull factors that might encourage women to get involved in entrepreneurial activities might include self-dependence, challenging work, financial stability, self-actualization, working as own boss, opportunity for accommodating work-home assignments, passion, personal attainment and peer pressure (family and friends) (Sarfaraz et al., 2014). The prior research (Eckel & Grossman, 2002; Gosh and Cheruvalath, 2007; Hughes, 2006; Ismail et al., 2012, Kirkwood, 2009; McClelland et al., 2005; Roomi and Parrott 2008,) conducted across different countries within different settings validates that the pull and push aspects of motivation could identify women's intention to get engage in self-employment through undertaking entrepreneurial activities.

Nordin (2005) highlighted psychological factors like need for independence, self-esteem, and sense of financial stability as key aspects of motivation, which encourage woman to start new business as an entrepreneur. Although, the extant literature corroborates important role of push and pull factors towards woman entrepreneurs, however, it is of also note that some studies (Ismail et al., 2012, Benzing and Hung, 2009) concluded that pull factors of motivation were dominant in offering motivation to women entrepreneurs than push factors. In the similar vein, Amit and Muller (1995) stressed that those women entrepreneurs who draw inspiration from pull factors achieve more success in comparison to those women entrepreneurs that rely on push aspects of motivation. Whereas, lack of opportunities for career progression and advancement have also appeared as key motives to increase women's willingness to get engage in self-employment (McClelland et al., 2005).

In a developing country like Pakistan where woman has to face many problems at workplace and in many instances, she could not raise voice due to socio-cultural norms, the intention to undertake entrepreneurial activities is also challenging task (Rehman and Roomi, 2012). In this regard, high level of motivation could act as a driving force, which might boost woman's confidence and makes her ready to work independently with full

zest. Primarily, the perceptions about the pull and push factors of motivation could shape potential entrepreneur's expectations and therefore, influence personal entrepreneurial behavior, enforce entrepreneur's expectations, and create need for entrepreneurship by developing entrepreneurial motivation (Ismail et al., 2012). This reflects that the identification of motivational factors of women entrepreneurs that encourage them to start their own business is an important dimension to explore in the Pakistani context. This study is of significant value in terms of offering useful insight to policy makers in developing various programs for the gainful employment of women.

Although, the issue of women entrepreneurship has been widely debated at various forums across Pakistan, yet there is lack of empirical research concerning women entrepreneurs' motivation in terms of determining their willingness to start new venture. In order to fill this research gap, this study seeks to identify the motivational forces behind women entrepreneurs by addressing following two research questions. Question 1: Does pull or intrinsic motivation relates to women's willingness to undertake entrepreneurial activities in Pakistan? And Question 2: Does pull or intrinsic motivation relates to women's willingness to undertake entrepreneurial activities in Pakistan?

RESEARCH METHODOLOGY

In order to collect study data, a structured questionnaire was developed based on the items drawn from the prior research ((Birley, 1989; Birley and Westhead, 1994; Gatewood et al., 1995). The underlying questionnaire incorporates three sections. The first section was aimed at measuring the intrinsic (pull) aspect of motivation through nine items. The second section was aimed at assessing the extrinsic (push) aspects of motivation through set of seven items. The third section was meant for measuring the willingness of undertaking new venture. The responses were measured through five point Likert scale ranging from "strongly agree" to "strongly disagree". The reliability of study scales were measured by employing Chronbach's alpha, and the resulting values for pull motivation, push motivation, and willingness to undertake new venture were computed at .72, .75, and .71 respectively. In terms of knowing the characteristics of research participants, respondents were also requested to provide information regarding their demographic attributes. The administration of research questionnaire was carried out by delivery and collection technique.

The population of this research study comprises women-owned micro and small scale businesses operating in the city of Hyderabad. Through random sampling, 150 questionnaires were distributed to the research participants, and 102 completed questionnaires were received back, resulting in response rate of 68 percent. In order to address the research objectives, inferential statistics was used by employing the correlation coefficient and regression techniques. The correlation technique was aimed at examining the relationship between study variables (Field, 2013), whereas, regression model was applied to determine that to what extent independent variables (pull and push aspects of motivation) might contribute towards determining dependent variable (willingness to undertake new venture). The study data were analyzed by SPSS version 20. The demographic characteristics of women entrepreneurs who participated in this research were summed up and depicted in Table 1.

Table 1: Demographic Attributes of the Women Entrepreneurs

Demographic Attributes	Categories	Frequency	Percent
Age	20-30 years	30	29
	31- 40 years	35	34
	41-50 years	25	25
	Above 50 years	12	12
	Total	102	100
Education	Matriculation	15	15
	Intermediate/ Diploma	30	29
	Bachelors	33	32
	Masters	24	24
	Total	102	100
Work Experience	Yes	74	73
	No	28	27
	Total	102	100
Marital Status	Married	52	51
	Unmarried	31	30
	Widowed	11	11
	Divorced	8	8
	Total	102	100

As reported in Table 1, the majority of women entrepreneurs was relatively younger, and experienced having good academic qualifications. Notably, 85% of the women entrepreneurs were having academic qualification of intermediate or above. This might reflect that the educated women are

generally more eager to be engaged in creative and innovative activities to achieve their personal and professional development. This also support the notion that experienced, educated and young women are more inclined to get involved in entrepreneurial activities than less educated and inexperienced females (Ismail *et al.* 2012, Kavita *et al.*, 2008).

Table 2: The Characteristics of the Entrepreneurship Venture

Attributes	Categories	Frequency	Percent
Scale of Business (No. of Employees)	Individual	32	31
	2-5 employees	40	39
	6-10 employees	21	21
	Above 10 employees	9	9
	Total	102	100
Industry	Garment related business	30	29
	Beauty parlours	42	41
	Food	8	8
	Others	22	22
	Total	102	100
Legal Structure	Sole proprietorship	86	84
	Partnership	16	16
	Total	102	100

As reported in Table 2: majority of the entrepreneurs participated in this study have micro scale business in the domain of garment sector and beauty care services based on sole proprietorship structure.

Table 3: Business Start-up Characteristics

Attributes	Categories	Frequency	Percent
Initial Financing	Own funds	68	67
	Friends & Family	24	23
	Bank Financing	10	10
	Total	102	100
Ownership Acquired	Founder	60	59
	Bought	35	34
	Transferred from family	7	7
	Total	102	100
Experience Prior to Own Business	Unemployed	27	26
	Self-employed	50	49
	Employed	25	25
	Total	102	100

As reported in Table 3, the women entrepreneurs participated in this study mainly used their own savings to establish their new business and were previously engaged in self-employment. In terms of addressing the research question 1 and 2, firstly correlation coefficient test was undertaken to identify the strength and direction among different variables studied in this research endeavour.

Table 4: Descriptive Statistics of Study Variables

Study Variables	Mean	Standard Deviation
Pull (Intrinsic) Motivation	33.15	11.50
Push (Extrinsic) Motivation	29.50	4.25
Willingness to Undertake New Venture	22.00	6.11

Table 5: Correlation Coefficients among Pull motivation, Push motivation, & Willingness to undertake New Venture

		Study Variables		
		1	2	3
1	Pull Motivation	1.00		
2	Push Motivation	0.231*	1.00	
3	Willingness	0.483**	0.276*	1.00

*Correlation is significant at the 0.05 level (2 tailed)

**Correlation is significant at the 0.01 level (2 tailed)

The findings reported in Table 5, revealed that although pull ($r = 0.483$, $p \leq 0.01$), and push ($r = 0.276$, $p \leq 0.05$) aspects of motivation show positive association with women entrepreneurial willingness, however, this positive association relatively appears stronger with pull aspects of motivation in comparison to push aspects of motivation.

In order to achieve study objectives, multiple regression tests were conducted. Primarily, multiple regression tests were undertaken to assess the strength and characteristics of the association among multiple independent variables and one dependent variable (Field, 2013). With respect to this research, pull and push aspects of motivation were employed as dependant variable, whereas, willingness to undertake new venture was employed as dependent variable. The findings drawn from multiple

regression tests are encapsulated in Table 6.

Table 6: Summary of Multiple Regression Tests Exploring the Association between Pull Motivation, Push Motivation, and Willingness to undertake New Venture

Predictors	R Square	F- test Statistics	
		F	Sig.
Pull and Push Motivation	.335	15.84	.000
	Beta (β)	t-test Statistics	
		t	Sig.
Pull (intrinsic) Motivation	0.613	5.48	0.000
Push (extrinsic) Motivation	0.064	0.58	0.563

a. Dependent Variable = Willingness to undertake New Ventures

b. Predictors (Criterion) = Pull and Push Motivation

The findings drawn from regression analysis, as presented in Table 6, indicate that pull aspects of motivation could strongly predict ($p < 0.05$) women entrepreneur's willingness to undertake new venture, as endorsed by the higher scores of T and Beta values. On the contrary, push aspects of motivation reported insignificant association ($p > 0.05$) with women entrepreneurs' willingness to undertake new venture. On the whole, collectively pull and push aspects of motivation could predict 33.5 percent of women entrepreneurs' willingness to undertake new venture, as reflected by the adjusted R square value of 0.335. It could be inferred that 33.5 percent of variation in women entrepreneurs' willingness to undertake new venture could be explained by pull and push aspects of motivation.

Discussion

The basic rationale of this study was embedded in examining the impact of pull and push aspects of motivation within the domain of women entrepreneurship. This study corroborates that majority of women entrepreneurs in the city of Hyderabad are having stronger influence of pull motivation in carrying out their entrepreneurial activities. Mainly, women entrepreneurs are more concerned about self-adequacy, independence, challenging task, and recognition aspects of pull motivation, as also highlighted by the prior research (Ismail et al., 2012, Benzing and Hung, 2009; Hisrich and O'Brien, 1981, and Sarfaraz et al., 2014). In line with the prior research (Ismail et al., 2012, Gosh and Cheruvalath, 2007; Smith-Hunter, 2006) this study also endorses that the push aspects of the

motivation that include material things could not act as a key driving force for women entrepreneurs' willingness to undertake new venture.

CONCLUSION

This study concludes that the understanding of motivational factors which exert notable impact on woman's willingness to get engaged in entrepreneurial activities is pivotal. This understanding could help in designing various policies and projects to ensure maximum participation of women to accept the challenges of new and creative businesses. This study noted that pull aspects of motivation are determinants of women empowerment and inclusion of women in mainstream economic and social activities. The findings drawn from this study offers useful insight concerning gainful employment of the female population.

This study suggests that there is need to recognize that non-financial incentives offered to women entrepreneurs have more value for them than financial incentives; therefore, campaigns and awareness programs should be initiated to highlight the non-financial as well as financial benefits of women entrepreneurship. NAVTTC can also play key role through identifying the needs and challenges of potential female entrepreneurs and mechanism needs to be outlined to provide comprehensive support to women entrepreneurs. The joint efforts of Government and Non-Government Organization (NGO) could facilitate in reaching women in distance areas to offer them required training and funding to get them involved in entrepreneurial activities. Although, this study is a pioneering effort to explore the motivational phenomenon among women entrepreneurs in Pakistan, however, it is important to note that this study sample is only confined to city of Hyderabad. In order to verify this study findings, there is need to conduct future studies with larger sample size across the country.

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