

Motivational Factors on Women Entrepreneurship Venturing in Bangladesh: An Exploratory Study

Amima Najnin Maria

Lecturer, Department of Economics, Hamdard University Bangladesh
Hamdard City of Science, Education & Culture
Gazaria, Munshiganj 1510
e-mail: anm.marnaj@gmail.com

Abstract: The study endeavors to explore how motivational factors affect women's intention to run business enterprises in rural Bangladesh. This study uses a structured questionnaire and face-to-face interview with 60 rural women entrepreneurs through snowball sampling technique focusing on rural area of Bangladesh. Hypotheses were tested using Pearson correlations and regression analysis, controlling for demographic variables. The findings identify significant effect of pull motivational factors and push motivational factors on women entrepreneurship venturing in Bangladesh. Implications and a number of recommendations are discussed as well.

Keywords— Women entrepreneurship, Pull motivation, Push motivation, Rural, Bangladesh

1. INTRODUCTION

Entrepreneurship is a process of bringing and implementing novel ideas or modifying the old ones, to bring innovations into businesses that have the ability to create value (Ullha *et al.*, 2012). Entrepreneurship is vital for the continuous development of contemporary market economies and generates innovative businesses which go on to nurture competition and support economic growth (Djankov *et al.*, 2002).

Entrepreneurship is a rapidly rising concern of a modern competitive economy and its contribution in an economy is viably recognized worldwide. Bangladesh is a developing country positioned in South Asian region. About 50 per cent of the population falls below income poverty line. Without active participation of women in the mainstream of the economy gender discrimination cannot be reduced. Women can be involved in business activities of entrepreneurship where they can contribute directly to their family and the economy.

Despite the growing importance of women entrepreneurship, little is known about the motivation of these Bangladeshi women becoming entrepreneurs. Most of the previous researches aimed at finding out the challenges that women face while starting a business while it has become important to improve our understanding of the motivational factors associated with the new venture creation in a country like Bangladesh. Lack of empirical research is still evident in Bangladesh. Therefore, the current study aims to fill this gap. The purpose is to explore the motivational factors that influence Bangladeshi rural women to become entrepreneurs.

1.1 Theoretical Framework and Hypotheses

For this paper, presenting the following theoretical framework, as depicted in Figure 1

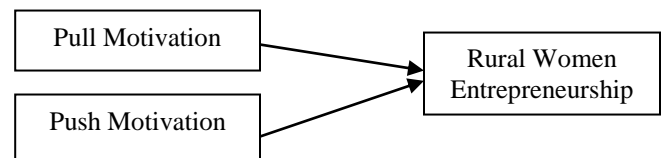


Figure 1. Theoretical Framework

The theory is that, the decision to become entrepreneur may stem from both pull and push motivation. It posits that the intention of carrying out a given behavior may be affected by several factors such as needs, values, wants, habits, and beliefs (Islam, 2012).

Based on the above theoretical framework, proposed the following hypotheses:

Hypothesis 1: There is no significant relationship between pull factors and women's willingness to become entrepreneur in rural Bangladesh.

Hypothesis 2: There is no significant relationship between push factors and women's willingness to become entrepreneur in rural Bangladesh.

2. LITERATURE REVIEW

Women Entrepreneurs

Women entrepreneurs play a substantial role in the development of the small business sector and drive enterprise in transition economies (Ghouse *et al.*, 2017). Evidence from Middle East and North Africa region (Chamlou, 2008), Uganda (Lourenço, 2014), Nigeria (Afolabi, 2015), Kenya (Lock & Smith, 2016) and India (Gali, 2016) and other studies in developed economies, (De

Rosa et al, 2015; Bock, 2004) showed that proper support from both family and government can help women entrepreneurs to contribute more to the quality and direction of economic and social development.

Review of Women Entrepreneurial Motivation

Motivation is one of the vital parts of an individual's start up process. One important aspect of starting or running an own business is an entrepreneur's motivation. Women could have numerous reasons to become an entrepreneur and their motivation mostly depends on the things they face in their life and can vary from country to country.

Pull and push factors are generally used to describe motivations for women to choose entrepreneurship as a career. Pull factors are more intrinsic, where women want to explore their skills and experiences. Whereas, push factors are those extrinsic factors that create the necessity for women to choose entrepreneurship (Ummah & Gunapalan, 2013). Thus, the choice for becoming an entrepreneur can be either "pulled" or "pushed" or may be a combination of both pull and push factors.

A variety of researches involving women entrepreneurship can be found around the world so far. Different research targets focusing women entrepreneurship are different based on time, circumstances and need. Ummah and Gunapalan (2013) aimed at exploring the nature of entrepreneurial motivations among women headed families in Srilanka using the theory on push and pull factors and they found out that the women entrepreneur in women headed families are motivated more by push factors rather than pull factors. A similar study was conducted by Patil and Deshpande (2019) where they focused on the factors of motivation and necessities of Indian women to be an entrepreneur. The data reveals that the Pull factor plays major role than push factors.

Likewise, Arya *et al.* (2017) focused on finding out both the status of women entrepreneurs and the rationale behind a women taking up entrepreneurship in India. They found out that urge to do something new; increasing perception of maintaining gender equality; gaining of social recognition and status and economic independence are the pull factors. On the other hand, factors such as scarcity in economic resources and sudden demise of breadwinner in a family have also been acting as push factors for entrepreneurial motivation among the women in India. Along this line, Muthuraman and Al-Haziazi (2018) investigated the various motivational factors (push & pull) that may influence women entrepreneurial spirit in Sultanate of Oman. Their result showed that push factors are mainly related to lack of job, unemployment and family economic condition, the dissatisfaction of working conditions and unacceptable job condition. Pull factors, on the other hand, indicated that women value independency and

autonomy, when they make the decision to become an entrepreneur.

Islam (2012) carried out a study to identify the reasons why the entrepreneurs (male and female) become motivated and are compelled to establish business enterprises. The findings disclosed money making for family, self-employment, gaining higher social status as the pull factors while lack of higher formal education, curse of unemployment, dissatisfaction with previous occupation, and family hardship or pressure as the push factors. Similarly, Rabbani and Chowdhury (2016) tried to find out the factors which act as pull and push factors to engage women in entrepreneurship development in Bangladesh. The study revealed that though government agencies provide policy, legal and financial support with active support from non-state actors, women do not get proper support from all relevant institutions because of corruption and lack of information. On the one hand, Parvin *et al.*, (2012) and Moudud-Ul-Huq (2013) focused on the problems and prospects of women entrepreneurship in Bangladesh. On the other hand, Sarkar and Palit (2014) and Khatun (2019) specially focused on the success and socio-economic factors affecting women entrepreneurship in Bangladesh. Moreover, the social perspective of women entrepreneurs as well as the impact of these entrepreneurs on the economic development of Bangladesh was explored by Sultana (2012).

Most of the researches in Bangladesh were conducted either focusing on the problem and prospects or on specific determinants of women entrepreneurship. Little rigorous and in-depth researches have been undertaken on the issues of women entrepreneurs' motivation toward their willingness to become entrepreneurs. This paper, therefore, intends to uncover the motivational factors of women entrepreneurs and their connection to the willingness to venture creation by rural women.

3. METHODOLOGY

Population and Sampling Technique

The research focus is on rural Bangladeshi women in Araihaazar, an Upazila of Narayanganj District in the Division of Dhaka, Bangladesh. Rural women entrepreneurs registered as business owners in the rural areas of Araihaazar were targeted for the survey. Respondents were identified after consultations with the Officer of Upazila Krishi Office, and subsequently from referrals by those identified earlier (Snowball Sampling).

Procedure of Collecting Data

The investigation was structured in two stages and was conducted in November 2019. The first stage commenced with a pilot study of 10 women entrepreneurs to check the reliability and content of the questionnaire. The second stage involved administering a structured

questionnaire in English translated into the Bengali language, which is the national language of Bangladesh, for the purpose of interviewing women entrepreneurs in Araiazar. This stage involved contact with rural women entrepreneurs by telephone in order to brief them the purpose of the study and to request their participation. At this point a guarantee of anonymity was given because of probable social constraints. The initial participants suggested the names of additional participants so that a total of 60 rural women entrepreneurs eventually participated in the study. All respondents were either owners or business partners in an enterprise.

The resulting questionnaire comprised four sections. A four point-Likert scale anchored by “strongly agree” to “strongly disagree” was applied to measure the attributes. The first section was related to the demographic information of the respondents. The second section comprised a set of five items to measure the pull factors influenced rural women to become entrepreneur. A typical item was: “I want to be self-reliant.” Chronbach’s alpha of the items was .65. The third part consisted of four items to measure the push factors and the typical item was: “I want to support my family financially.” Chronbach’s alpha was .70. The fourth section had five items to measure intention to enterprise creation. A typical item was: “I want social recognition.” Chronbach’s alpha was .67.

Data Analysis

Descriptive statistical tools such as frequency, percentage were used to analyze the demographic information. And correlation, regression were analyzed using both Excel and STATA. Data analysis followed a correlation design. The purpose of the correlation measure was to inspect the association between the intention to start an enterprise and independent variables (push and pull factors of motivation). Hypotheses testing were done to analyze the direct effects of independent variables on women intention to become entrepreneurs, controlling for demographic variables.

Regression Model

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e_t$$

Y = dependent variable (entrepreneurship intention)

β_0 = constant

β_1 = coefficient for independent variable (pull motivation)

X_1 = pull motivation

β_2 = coefficient for independent variable (push motivation)

X_2 = push motivation

e_t = error term

4. RESULTS AND ANALYSIS

Demographic factors of women

Demographic information of rural women entrepreneurs was obtained including their age groups,

marital status, and highest educational qualifications (see Table 1).

Table 1. Demographic Variables of Rural Women Entrepreneurs

Variables	Category	Frequency	Percentage
Age	18-25 years	10	17
	26-35 years	38	63
	36-45 years	6	10
	46 years & above	6	10
	Total	60	100
Marital Status	Unmarried	4	7
	Married	46	77
	Divorced	8	13
	Widowed	2	3
	Total	60	100
Education	Below Primary	12	20
	Secondary	30	50
	Higher Secondary	10	17
	Bachelor	4	7
	Masters	2	3
	Vocational	2	3
	Total	60	100

Source: Calculation Based on Field Survey, 2019

Table 1 indicates that majority of the rural women entrepreneurs are in the age of 26 and 35, and support the contention that the people between the age of 26 and 35 are most likely to be involved in entrepreneurial activity. Most of the women are married and 50 per cent of them studied till secondary and only 10 per cent are higher degree holders. Therefore, not so educated and rural women having married or divorced status are interested in becoming entrepreneurs than well educated and unmarried women.

Out of 60 participants, 56 of them are sole proprietors (93 per cent), and most of them are running their business for 2-5 years. Only 3 per cent of them started 20 years ago and 17 per cent started their business last year which indicates that more rural women are involving in entrepreneurship than in the past. 37 per cent are operating in parlour with few engaged in other sectors like clothing, retail, grocery and food, agriculture etc. It is worth mentioning that rural women are involving in health and NGO type business as well (see Table 2).

Table 2. Results of the Business Structure

Variables	Category	Frequency	Percentage
Type of Firm	Sole proprietorship	56	93
	Partnership	4	7
	Total	60	100
Years of Establishment	Less than 1 year	10	17
	2-5 years	26	43
	6-10 years	12	20
	10-20 years	10	17
	More than 20 years	2	3
	Total	60	100
Business Type	Parlour	22	37
	Apparel/Clothing	14	23
	Tailor	4	7
	Wholesale & Retail	2	3
	Grocery Store	4	7
	Agriculture	6	10
	Food Service	2	3
	Cosmetics Shop	4	7
	Health	1	2
	NGO	1	2
	Total	60	100

Source: Calculation Based on Field Survey, 2019

Table 3. Results Regarding Business Information

Variables	Category	%
Sources of Funds	Own savings	48
	Husband	24
	NGO	22
	Public Bank	2
	Private Bank	4
	Total	100
Initial Investment (tk)	Less than 1,00,000	40
	1,00,000-2,00,000	23
	2,00,001-3,00,000	13
	3,00,001-4,00,000	17
	Above 4,00,000	7
	Total	100
Obstacles	Unavailability of financial resources	38
	Availability of time (family issues)	14
	Lack of information about the sector	14
	Acquiring self-confidence to bear the risk	10
	Lack of family support	24
	Total	100

Determinants of Success	Determination	35
	Communication skill	12
	Management	10
	Skilled Labour	13
	Quality of the product	24
	Others	6
Total		100

Source: Calculation Based on Field Survey, 2019

The result from Table 3 shows that participating women entrepreneurs used their own savings (48 per cent) and 24 per cent were funded by husband. 40 per cent of them invested less than 1, 00,000tk and 38 per cent indicated unavailability of financial resources as their main obstacles. Obstacles are one of the common problems that an entrepreneur can face while starting a business. However, 35 per cent rural women said that determination is one of the key determinants of their success.

Correlation and Regression Analysis

Table 4 presents correlation coefficients for all variables assessed in this study and inter- correlations among the variables.

Table 4. Inter-correlations among all variables

	Intention	Pull Factors	Push Factors	Mean (Standard deviation)
Intention	1			2.20 (0.164)
Pull Factors	0.614**	1		2.31 (0.233)
Push Factors	-0.694**	-0.622**	1	2.76 (0.304)

Source: Calculation Based on Field Survey, 2019

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

Table 4 indicates that pull ($r=0.614$) motivation factors are positively correlated with entrepreneurial intention. Whilst, push motivational factors ($r= -0.694$) posit a negative correlation with women entrepreneurial intention.

Regression analysis was used to examine the relationship between two independent variables and entrepreneurial intention (see Table 5). This was carried out to determine the highest influential factor toward entrepreneurial intention and also at testing the study model.

Table 5. Coefficients of determination between dependent variable and independent variables

Variables	Beta Standard Coefficient	t value	p-value
Intention		7.66	0.000
Pull Factors	.208	2.57	0.000
Push Factors	-.275	- 4.43	0.013
Model Summary: Adjusted R Square 52% F= 33 Significance 0.000			

Source: Calculation Based on Field Survey, 2019

Table 5 illustrates that pull motivation ($p < 0.05$) has a positive impact on intention, and has more influence on women to become entrepreneurs, as evidenced by the highest t and coefficient score. On the other hand, push motivation ($p < 0.05$) has a negative significant effect on women's intention to enter into business. Adjusted R-square for this model is 0.52, which indicates that 52 per cent of the changes in the dependent are explained by the independent variables.

5. DISCUSSIONS AND IMPLICATIONS

One fundamental argument underlying the structure of this study is the aspect of pull and push factors of motivation that evolved around the women entrepreneurship studies. The study clearly supports Hypothesis 1: Majority of Bangladeshi rural women entrepreneurs are attracted to entrepreneurship by 'pull factors' such as personal freedom, hobby, the urge to do something on their own etc. On the contrary, this study found a low strength of linkage of push factors of motivation toward entrepreneurial intention and the association was not found to be statistically significant. On the whole, the results of this study confirm the findings of previous studies (for example, Ismail *et al.*, 2012; Gosh and Cheruvalath, 2007; Smith-Hunter, 2006).

Implications

One implication of this study is that motivation is a key factor that influences women to enter into entrepreneurship. One must have strong desire and interest to lead his or her business, regardless pull or push factors of motivation. Self-efficacy is an essential element in start-up and guiding the business to meeting its objectives. Another implication is that determination is a vital element for entrepreneurial success. Most of the rural women invested their own savings and faced financial problem while starting their business. However, they overcome their obstacles as they were determined to achieve their goals. Therefore, family members must be encouraged to support their sisters, daughters, and wives both mentally and financially to start venturing.

In addition, collection of data on the motives of rural Bangladeshi women entrepreneurs are needed in order

to allow the policy makers, educators, women associations and the public to investigate appropriate planning of policies and programs for rural women entrepreneurship development. Furthermore, self-confidence, courage, strong will power, willingness to take risk, innovativeness and so forth can be embedded within the rural women entrepreneurs through training on motivation as women living in rural area lack these features. And government can play a vital role as well by giving them incentives required for the start-up of business.

6. CONCLUSION

The main objective of the study was to examine the factors that motivated rural women to venture creation. This study contributes to both theoretical and practical aspects of motivational factors influencing the start-up of businesses by Bangladeshi rural women. It seems that a better understanding of the significant factors influencing the start-up of businesses by women entrepreneurs will have implications for Bangladeshi women entrepreneurs to broaden their businesses successfully in this globalized environment.

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