

# Motivational Factors for Entrepreneurship Development - A Gender Comparative Approach in Retail Sector

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*Abstract - Entrepreneurship is becoming an emerging field now a days. Since entrepreneurship gives opportunities for both men and women researcher have focused on the factors motivating men and women separately. This research is also trying to find the difference in motivating men and women for entrepreneurship development. This study analyses the push and pull motivation among both gender. Hence, this study aims to contribute by applying the existing theory on push and pull motivation factors based on a gender comparative approach to identify the nature of potential gender differences within entrepreneurial motivations. This study was descriptive using a semi-structured, face-to-face interviews with 106 retail entrepreneurs in which 66 men and 40 women. Findings suggest that both men and women are motivated by a combination of push and pull factors. However, there are gender differences in pull and push motivation for entrepreneurial development. Men were more influenced by pull motivation such as a desire for independence, need for achievement, personal development, get recognition rather than push factors where as women were more influenced by push factors for entrepreneurship activities such as Permanent inadequacy of the family income, sudden fall in family income, they have no other alternatives, job security, unemployment. In overall, men are more pulled to start entrepreneurial activities than women where as women are more pushed towards entrepreneurship than men. However men are also motivated by unemployment reason as a push factor. Hence, this research contributes to push-pull theory by offering a gender comparative approach to advanced theory in entrepreneurial motivation..*

**Key words:** Retail entrepreneurs, Push Factors, Pull Factors.

## I. Introduction

Entrepreneurs & Entrepreneurship is the talk of town, everybody is discussing about entrepreneurship. Government has started new courses and modules in entrepreneurship education in all extent. So many training centers have been developed to nurture natural talent of entrepreneurs. Any government views entrepreneurship is one of the remedy of its increasing employment demand. An entrepreneur is creating wealth by means of doing things differently and innovative way which would lead to get more gains for their efforts. In developing countries like Sri Lanka, entrepreneurship create huge benefits for all concern Sri Lankan entrepreneurs are also not exceptional for this. They have also done great endeavors in past and will do much more in the future as well.

Retail Sector is the field which has capability to transform entire society and utilize local resources through the finest way. This sector is one of the fastest growing industry anywhere e in Sri Lanka too which create a great demand among the people. Ampara district is one such a place which depends quite on agricultural and home-based industry as well as retail businesses. People have involved themselves in home-based businesses such as retail businesses, handicraft, agri based manufacturing, other services for their daily livelihood. Various enterprises have been started with new concepts and business model in this retail sector.

Entrepreneurship plays a prominent role in the economy of a country (Stokes.D, 1998) & (Zhao, F. (2005). Starting a new business is a crucial decision of one's life which has impact upon various facets of life on different platforms. That creates it interesting to study those factors which stimulates somebody to take such significant steps as it deals with lot of audacity (as many people feel) and timely occurrence of opportunity (as some trust). Gilad and Levine (1986) proposed two closely related justifications of entrepreneurial motivation, 'Push' theory and 'Pull' theory of entrepreneurial motivation. The Push theory contends that individuals are pushed into entrepreneurship by undesirable external factors like job dissatisfaction, fire from job, unemployment etc. While the Pull theory argues that individuals are involved to entrepreneurial activities in order to look for independence, to use their skills, talents and experience in optimal way etc. The present study aims to find out main push and pull factors behind the starting of the business venture by men and women entrepreneurs in businesses in the retail sector since the retail sector plays a crucial role in rural economic development as well.

## II. Research Methodology

The objective is to find out the Pull and Push factors behind the starting of the venture in retail businesses.

The present study was a descriptive research where exploratory study is undertaken to test the hypotheses. Quantitative as well as qualitative type of data has been collected for this purpose. Primary data have been the major source of the analysis. Convenience sampling method is used for the data collection. The collected data

were then analyzed in accordance with research plan and as per requirement of the study. Frequency Distribution, Univariate analysis were applied for discussion and finding for this study.

The operational definition for the pull factors refers attracting individuals towards entrepreneurship by showing positive side of entrepreneurship. Push factors refers individual are forced to do entrepreneurship by some undesirable reasons. The same influence can become a push factor for one individual but may be a pull factor for another. Unemployment is one example of that push and pull factors have an impact on an individual's motivation.

### III. Hypothesis

**H1:** There is significant difference between pull and push factors as reason for choosing Entrepreneurship.

### IV. Discussion and Findings

The following Table-1 shows the demographic profile.

TABLE 1 DEMOGRAPHIC PROFILE

Variable	Frequency	Percentage	Mean±
Gender			
Men	66	62.3%	
Women	40	37.7%	
Education	106		
Below G.C.E (O/L)	41	38.7%	
G.C.E (O/L)	44	41.5%	
G.C.E (A/L)	21	19.8%	
G.C.E (A/L) Degree and above	0	0%	
Business Experience			8 ± 2.0
Men			4.3±1.8
Women			
Age			
Men			44.5 ± 5.5
Women			47.2 ± 4.6

(Source: Survey Data)

Hence, among 106, 66 (62.3%) are men where as 40 (37.7%) are women used in this survey.

Accordingly, in the education level of the respondents, 38.7% were below G.C.E (O/L), 41.5% were G.C.E (O/L), 19.8% were G.C.E (A/L), and no respondents obtained degree and above level.

The business experience was 8 year with the standard deviation of 2.0 years for men and 4.3 years with the standard deviation of 1.8 years

The mean age from the men respondents was 44.5 ± 5.5 and for the women was 47.2 ± 4.6.

From the interview with respondents individually and as group, some reasons were revealed by the respondents as challenges and issues when they starting and operating their businesses such as lack of access to finance, lack of access to technology, lack of managerial skills required for business development, lack of entrepreneurial skills, inconsistent economic policy for both men and women . But personal difficulties, negative prevailing socio cultural attitude were felt higher by women entrepreneurs than men.

The significance of the study especially to entrepreneurs in retail sector which are contributing a lot for the development of national economies. Many retail entrepreneurs in developing countries such as Sri Lanka face many problems and challenges while they are operating their businesses such as existence and survival, innovation, dual role play at business place and home, non awareness of facilities provided by business developing supporting institutions, competition with large scale units, problems related to marketing etc.

The table 2 shows the different opinions obtained from the respondents of their business start-ups.

TABLE 2 PUSH AND PULL FACTORS

Strategy	Influencer for Entrepreneurial Activity	% (Women)	% (Men)
"Push"	Unemployment	31%	55%
	Job Security	34%	28%
	Sudden fall of family income	43%	53%
	Permanent inadequacy of income	52%	51%
	Job dissatisfaction with previous management	05%	18%
	Does no 'fit into' the organization	14%	08%
	No other alternatives	42%	34%
"Pull"	Achievement	11%	56%
	Recognition	03%	41%
	Independence	25%	52%
	Personal development	19%	36%
	Personal wealth	16%	48%
	Flexible life style	22%	39%

(Source: Survey data)

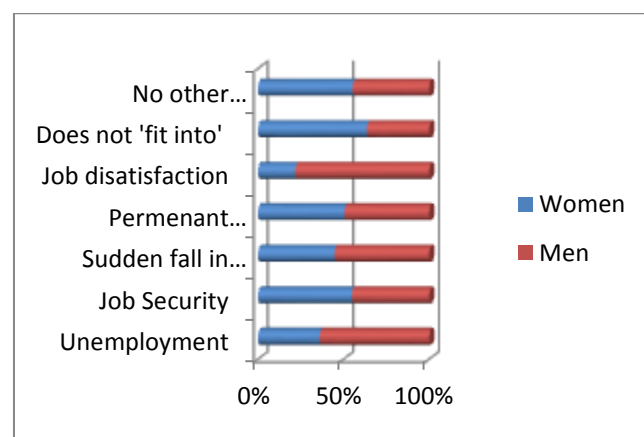


Figure 1 Push Factors (Source: Survey Data)

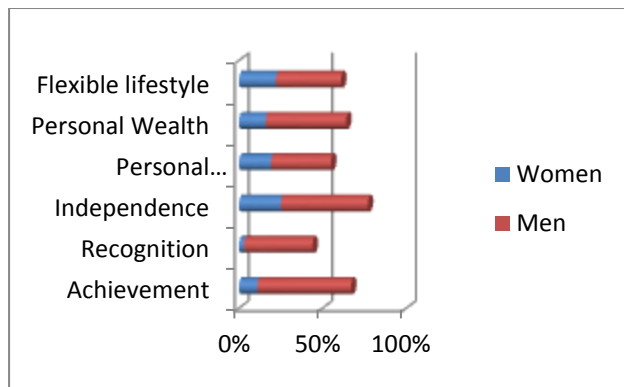


Figure 2 Pull Factors  
(Source: Survey Data)

Retail entrepreneurs in Ampara districts started their businesses for various reasons. When we consider the 'push' factors, 31% women and 55% men started their businesses for the reason of unemployment. Likewise, 34% women and 28% men for job security, 43% women and 53% men for sudden fall of family income, 52% women and 51% men for permanent inadequacy of income, 5% women and 18% men for job dissatisfaction with previous management, 14% woman and 8% men for no fit into the organization and 42% women and 34% men for the reason of no other alternatives started their ventures. Meanwhile, they have started their business due to some pull factors as well. That is, 11% women and 56% men started their businesses for the purpose of achievement. Likewise, 3% women and 41% men for recognition, 25% women and 52% men for independence, 19% women and 36% women for personal development, 16% women and 48% men for personal health, 22% women and 39% men for flexible life style started their ventures.

Mostly, women are influenced by push factors rather than pull factors where as men are mostly influence by pull factors rather than pull factors

## v. Conclusion

Both men and women are motivated to entrepreneurship in such a way by push factors or pull factors. For some women having an own business means creating better conditions for oneself compared to salary employment. Also, independency, creativity, social status and flexibility are a major consideration of pull factors (Buaghn et al., 2006; Orhan and Scott, 2001). The need to create a better work-life balance is another motive (Yetim, 2008) for women to start and operate their own business. Stokes, D. (1998) and others proposed two closely-related explanations of entrepreneurial motivation, the "push" theory and the "pull" theory. The "push" theory argues that individuals are pushed into entrepreneurship by undesirable external forces, such as job dissatisfaction, difficulty of finding employment, insufficient salary, or inflexible work schedule. The "pull" theory contends that individuals are motivated into entrepreneurial activities looking for independence, self-fulfillment, wealth, and

other desirable outcomes. Research (Keeble et al. 1992; Orhan and Scott, 2001) pointed out that individuals become entrepreneurs primarily due to "pull" factors, rather than "push" factors (Cited in Segal et al., 2005) and most of the female entrepreneurs in women headed families are driven by push factors for entrepreneurship in micro businesses (Salfiya, & Gunapalan 2013).

According to Jodyanne K.(2009)) both women and men seemed similarly encouraged by a combination of push and pull factors.. Women were more driven by a desire for independence; women considered their children as motivators more so than did men; men were influenced more by job dissatisfaction than were women.

Findings of the study suggests that, men and women appeared similarly motivated by a combination of push and pull factors. However it was found the women entrepreneurs in retail sector motivated more by push factors rather than pull factors. Permanent inadequacy of the family income, sudden fall in family income, they have no other alternatives, job security, unemployment are some of the main reasons for their entrepreneurial activity rather than independence, need for achievement, personal wealth, flexibility life style, personal development and to get recognition. However, considerable women in the retail sector have been motivated towards entrepreneurship by push factors. Like wise most of the men are motivated by pull factors in which achievement, independent, personal wealth, recognition, and flexible life style are some of them. However men are also motivated by unemployment reason as a push factor.

Steps are being taken to promote retail sector in Sri Lanka. They should be moulded properly with entrepreneurial qualities to meet the challenges in national and global markets and be competent enough to survive in the industry by means of showing the pull factors and positive sides of the entrepreneurship for both men and women even. though there is difference in their motivation to entrepreneurship development

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