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**WOMEN ENTREPRENEURSHIP MOTIVATED BY PULL AND PUSH FACTORS**


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**Abstract:** Gender based differences are always a part of discussion in entrepreneurship especially in relation to women entrepreneurs. The new perspective of entrepreneurship is rooted through psychological and sociological theory. The aim of the paper is to investigate gender based differences in the field of entrepreneurship. It also figures out the comparison between the past and the present. The push and pull theory has been applied along with comparative difference approach to ascertain the motivational factors. The cultural beliefs about gender and entrepreneurship can be concluded through face to face interviews of 50 entrepreneurs (25 we, 25 me). It also includes the various problems involved in business start ups. The findings suggest that there is a good progress of women entrepreneurs in society from past decades. Women and men appeared similarly motivated by combination of push and pull factors but according to the cultural beliefs women are significantly less likely to perceive themselves as able to be an entrepreneur. Additional analyses reveals that significant gender difference in self assessed ability persist among established business owners.

**Keywords:** Pull and Push Theory, Motivational Factors, Gender Gap in Entrepreneurial Era.

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**Introduction about women entrepreneur:**

Entrepreneurship is one of the four mainstream economic factors i.e. Land, labour, capital and entrepreneurship. Entrepreneurship is the tendency of a person to organize the business of his own and to run profitability, using all the qualities of leadership, decision making and managerial caliber etc.

It is considered as the propensity of mind to take calculated risks with confidence to achieve a predetermined business or industrial objective.

According to **Peter Drucker**, there are four strategies of Entrepreneurship:

- Being “Fustest with the Mostest”;
- “Hitting Them Where They Ain’t”;
- Finding and occupying a specialized “ecological niche”;
- Changing the economic characteristics of a product, a market, or an industry.

In short entrepreneurship is the concept of doing things in a different way although certain gaps and bridges are there. The Talent (entrepreneur) has to be strong enough to face all adverse situations by climbing higher and higher. Talent has to cope up with all storms.

The Japanese proverb applies here i.e. “*Fall seven times, stand up eight*”.

**The Entrepreneurship ‘Pyramid’ in India** (in terms of sectors and numbers of people engaged) is made up of the following:

**Level 1:** Agriculture and other activities: Crop production, Plantation, Forestry, Livestock, Fishing, Mining and Quarrying.

**Level 2:** Trading services: Wholesale and retail trade; Hotels and restaurants.

**Level 3:** Old economy or traditional sectors: Manufacturing, Electricity, Gas and Water supply.

**Level 4:** Emerging sectors (including knowledge intensive sectors): IT, Finance, Insurance and

Business services, Construction, Community, Social & Personal Services, Supply Chain and Transport-Storage-Communications etc.

**Women entrepreneurship:** According to **Pandit Jawaharlal Nehru** “When women moves forward, the family moves forward, the village moves forward and the nation moves”.

Women in India constitute around half of the country’s population. Hence, they are regarded as the “**better half of the society**”. Our society is still male-dominated and women are not treated as equal partners both inside and outside the four walls of the house. The much low literacy rate (40%), low work participation rate (28%) and low urban population share (10%) of women as compared to 60%, 52% and 18% respectively of their male counterparts well confirm their disadvantageous position in the society. In India, Kerala is a state with highest literacy reflecting a congenial atmosphere for the emergence and development of women entrepreneurship in the state.

According to government of Kerala, women industries department, Trivandrum, the number of women’s industrial units in Kerala was 358 in 1981 which rose to 782 in March 1984. These 782 units included 592 proprietary concerns, 43 partnership firms, 42 charitable institutions, 3 joint stock companies and 102 co-operative societies covering a wide range of activities.

**According to the study conducting by IIT, Delhi:**

- Women own one third of small business in USA and Canada.
- Women make 40% of total workforce in Asian countries.
- In Japan, the percentage of women entrepreneur increased from 2.4% in 1980 to 5.2% in 1995.

- Britain has seen an increase of over three times of women in workforce than that of men even since 1980.
- The result of former surveys shows that 5.15% of the enterprises were owned and managed by women.

#### PROBLEMS OF WOMEN ENTERPRENUER DUE TO GENDER GAP (In start-up of Business)

There are various problems which are faced by the talented women entrepreneurs either due to the cultural beliefs or due to the various restrictions of the society.

- **Patriarchal Society:** Male preserve and Idea of women of taking up any entrepreneurial activities is considered as a distant dream.
- **Absence of Entrepreneurial Aptitude:** The involvement of women in the small sector as owners stands at mere 7%. Women are imparted from training.
- **Marketing Problems:** Women entrepreneurs by and large continue to face the problems of marketing their products. For marketing their products women entrepreneurs have to be at the mercy of middle men who pocket the chunk of profit.
- **Financial Problems:** According to UNIDO i.e. (United Nations Industrial Development Organization) – “Despite evidence shows that women loan repayments rates are higher than men, women still face more difficulty in obtaining credit often due to discriminatory attitude of banks and informal lending groups”.
- **Family Conflicts:** Women also face the conflicts of performing of home role and professional role she can't devote much time at home with their family. So, that creates imbalance between family life and professional life.
- **Credit Facilities:** Though women constitute about 50% of population, the percentage of small scale enterprise where women own 51% of share capital is less than 5%.
- **Shortage of Raw Material:** Women entrepreneurs encounter the problem of shortage of raw material the failure of many women co-operations in 1971 such as those engaged in basket making were mainly because of the inadequate availability of forest based raw material.
- **Heavy Competition:** Women entrepreneur faces severe competition from organized industries due to this heavy competition and less risk tolerance ability, the women entrepreneur can't compete well into the market.
- **High Cost or Production:** (HCP) It undermines the efficiency and stands in the way of development and expansion of women enterprises. They also face the problems of

Labour, Human Resource, Infrastructure and other legal formalities etc.

- **Social Barriers:** A Women entrepreneur faces various restrictions related to the social boundaries. More in rural areas due to various casts and religious domination.

#### New Perspective of Entrepreneurship Rooted Through Psychological And Sociological Theory

According to psychological theory of entrepreneurship money is not what ultimately motivates the entrepreneur; the thing that matters is the behavior. **Joseph Schumpeter** states that the entrepreneur is mainly motivated and driven by three things:

- The dream and will to found a private kingdom. (Power and Independence)
- The will to conquer. (Succeed)
- The Joy of creating. (Satisfaction)

According to sociological theory of entrepreneurship, entrepreneurship is conceptualized as a social movement and entrepreneurs exist not only in the economy but in other spheres of society as well. According to S.M. Lipset the two things are there that deeply affect entrepreneurship i.e. cultural values and the level of economic development. Another thing that is must in it is the **role of trust** in entrepreneurial ventures. According to Cochran, the entrepreneur give represents society's model personality. His performance depends upon his **own attitudes towards his occupation and society's values.**

#### Motivational factors motivating women entrepreneurs:

Women set up an enterprise due to economic and non-economic reasons as well. Various reasons can be due to:

- Motivational Factors.
- Non- Motivational Factors.

#### Motivational Factors:

- Economic Necessity.
- Self – Actualization.
- Independence.
- Education and Qualification.
- Government Policies and Progress.
- Employment Generation.
- Family Occupation.
- Role model to others.
- Success stories of friends and relatives.
- Self identity and social status.

#### Gender based difference (past and present):

According to the source of overcoming the gender gap women entrepreneurs as economic drivers@ 2011 by the **Ewing Marion Kauffman Foundation**

The entrepreneurship gender gap (Room for Improvement)

Numerous statistical studies in the United States tell the same story. There is a room for improvement in

women entrepreneurship with vastly more room as one goes up the scale into building growth companies

| Women | Here is Quick Summary of Some major recent findings   | Men   |
|-------|---|-------|
| 0.24% | Entrepreneurial activity, by gender, as percentage of the working age population involved in starting a business in a given month, on an average. | 0.44% |
| 35.3% | Share of total entrepreneurial activity.  | 64.7% |
| 36%   | Employer firms (those that create jobs for people other than the founder), as percentage of startups.   | 44%   |
| 19.8% | Percentage of firms with more than \$100,000 annual revenue, three years from starting.   | 32.8% |
| 1.8%  | Percentage of firms with more than \$1 million revenue.   | 6.3%  |
| 4.12% | Significance of the published research by life science faculty of each gender (gender different in patenting).                                    | 4.06% |
| 5.65% | Percentage of above faculty of each gender who obtain patents on their research, often a first step to starting a firm.                           | 13%   |
| 6.5%  | Percentage of above faculty of each gender who are science advisory board members of high tech firms.   | 93.5% |

**Methodology**

**Comparative approach – “push” and “pull” entrepreneurship:** I distinguish between two types of entrepreneurs based on their motivation to engage in entrepreneurial activity. “Push” entrepreneurs are those who are dissatisfied with their positions, for reasons unrelated to their entrepreneurial characteristics pushes them to start a venture. “Pull” entrepreneurs are those who are lured by their new venture idea and initiate venture activity because of the attractiveness of the business idea and its personal implications.

Statistical analysis of data obtained through interviews (25 male entrepreneurs and 25 female entrepreneurs) reveals that women and men appeared similarly motivated by combination of “Push” and “Pull” factors.

**Table 1**

**Summary of Response Results**

**Sample Size – 50**

| Male Entrepreneurs | Female Entrepreneurs | Total |
|--------------------|----------------------|-------|
| 25                 | 25                   | 50    |

The interview has been conducted for doing a research related to “Push” and “Pull” motivational factors both with male and female entrepreneurs. There are four questions that were asked by them interviewees has to answer on the following statements i.e. **strongly agree** or **strongly disagree**. The questions were as follows:

- I felt frustrated at my previous employment since my employer was not doing the things in “right” way.
- There wasn’t enough challenge and stimulation at my most recent job.
- I felt I could make much more money by starting a new venture.
- My new venture idea was rejected by my employer and I wanted to realize my business concept.

An entrepreneur who agreed (or strongly agreed) with the first two statements was “Pushed” out of employment to become self employed because of

frustrations and lack of challenge, while an individual agreeing with the last two statements was “Pulled” out of employment because of the lure of becoming self employed making more money and realizing his venture idea.

I used a five point likert scale:- The scale of (-2, -1, 0, +1, +2) was applied for “Push” statements while (+2, +1, 0, -1, -2) was used for the “Pull” statements. For example, an individual who strongly agreed with the third statement received the score of +2 for this statement, while “agreeing” on the first statement would yield the score of -1. Thus, a negative average for the four questions for an individual signifies the fact that he/she is of a “Push” type while a positive average score implies a “Pull” type individual. We labeled these individuals “Push” and “Pull” entrepreneurs, respectively. Out of 50 interviewees (25 male and 25 female entrepreneurs).

**Performance of “Push” and “Pull” entrepreneurs**

| S. No.       | Category                        | “Push”<br>Entrepreneurs | “Pull”<br>Entrepreneurs | Total     | “Push” %   | “Pull” %   |
|--------------|---------------------------------|-------------------------|-------------------------|-----------|------------|------------|
| 1            | <b>Male<br/>Entrepreneurs</b>   | <b>10</b>               | <b>15</b>               | <b>25</b> | <b>40%</b> | <b>60%</b> |
| 2            | <b>Female<br/>Entrepreneurs</b> | <b>12</b>               | <b>13</b>               | <b>25</b> | <b>48%</b> | <b>52%</b> |
| <b>Total</b> |                                 | <b>22</b>               | <b>28</b>               | <b>50</b> | <b>44%</b> | <b>56%</b> |

**Findings and conclusion:** From the above table it is concluded that the “Pull” entrepreneurs are on the higher side than “Push” entrepreneurs. Male and Female entrepreneurs are equally motivated towards “Push” and “Pull” factors of entrepreneurship.

According to the investigation of gender based difference in the field of entrepreneurship, along with the comparative approach the cultural beliefs about gender and entrepreneurship can be concluded. It also elaborates the various problems faced by women entrepreneurs in start up their business.

The findings suggest that there is a good progress of women entrepreneurs in society from past decades. Women and men appeared similarly motivated by push and pull factors but according to the cultural women are significantly less likely to perceive them as able to be an entrepreneur. Additional analysis reveals that significant gender difference in self assessed ability persist among established business owners.

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