

Factors Affecting Women Entrepreneurship in Khyber Pakhtunkhwa

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Abstract

The research aimed at investigating the factors affecting performance of women entrepreneurship in Khyber Pakhtunkhwa. The research investigation evolved around all 600 females entrepreneurs registered in the Khyber Pakhtunkhwa Chamber of Commerce, and Women Business Development Centre (WBDC) administering questionnaire seeking target entrepreneurs perceptions. The research instruments were tested for reliability and validity through Cronbach's Alpha coefficient and factor analysis with positive results. Regression analysis model was employed to check the degree of association amid predictors of Women entrepreneurship. The research found significant relationship between the social factors, economic factors, political factors and individual factors with the positive performance of women entrepreneurs. Being original in its contents and unique in its nature, the research holds lots of academic as well socio-economic significance. The research recommends to improve upon the administrative and legal infrastructure to facilitate the Women entrepreneurs in Khyber Pakhtunkhwa.

Keywords: Female entrepreneurs, Entrepreneurship performance, social factors, economic factors, individual factors, political factors

Introduction

Entrepreneurship is recognized as an important driver of economic growth and development in societies and focus of today's national economic managers. The role of entrepreneurship and entrepreneurial culture in socio economic development has often been underestimated. Over the years, however, it has become increasingly apparent that entrepreneurship indeed contributes to economic development as a driving force

Over the years, female entrepreneurship has received a growing interest which is reflected by increasing numbers of entrepreneurial activities. According to Robb and Coleman (2009), the growth rate of female entrepreneurs in the United States grew two times faster than that of total entrepreneurship over a time period of five years (1997-2002). The growing number of self-employed women is also visible in Europe (Cowling, 2000), however, self-employed women are still in the minority when compared to men (De Bruin et al., 2006; Langowitz and Minniti, 2007). Although a women

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entrepreneurship is a new concept in Pakistan, but it is also a fact that women entrepreneurs are considered as a backbone for the growth and development of our nation. The rapidly growing rate of the women entrepreneurs in Pakistan has helped a lot in building a positive image of the Pakistan in all over the world.

Statement of the Problem

The entrepreneurship inventory in Pakistan in general and Khyber Pakhtunkhwa in particular, reflects a grave degree of underrepresentation's of females entrepreneurs which is tantamount to excluding half of the population of the country out of the socio economic development process. Keeping in view the importance of women entrepreneurship this research aims to determine factors affecting the performance of women entrepreneurs of KPK with a view to identify challenges and constraints; and suggest coping strategies. The focus of research is to the female entrepreneurs registered in Chamber of Commerce Peshawar.

Literature Review and Theoretical Frame work

Female entrepreneurs face challenges that create barriers to refrain them from their prosperous entrepreneurial venture. These barriers may come from their immediate family, from personality, from their locality and the societal perceptions and expectations from the people of their contacts. The numbers of the business women have grown worldwide and business opportunities for women have increased and changed the rural economies in several parts of the world over the last one decade or so. However, this does not mean that the problems for women entrepreneurs have been resolved. According to the Center for Women's Business Research in 18 United States in the UNECE (2004) and Mahbub (2000) women entrepreneurs face many hurdles in their professional life. The detailed analysis of literature reviewed for this research study led to the identifications of host of factors influencing the success or failure of women entrepreneurs. For the purpose of brevity and ease of understanding these factors are grouped into social factors, economic factors, individual and political factors and explained in succeeding paragraphs.

Social Factors

Education is an important key component that becomes a source discouragement for women entrepreneurs. According to a study carried out in Nigeria, education has high priority in limiting the success women entrepreneur because lack of education is another name for lack of knowledge of information and financial resources, lack of awareness regarding different available

opportunities and fear of failure (Halkias, et al, 2011). In Pakistan, the government and NGOs are making local and international efforts through seminars and workshops but women still face certain problem. The ILO (2003) also reported lack of knowledge as an important aspect in Pakistan that limited the success of women entrepreneurs.

Social Custom: It refers to lack of contact with individual and society as a whole. Many women are bound to interact only to the family members because they are not sent to the school for education. In case if they are admitted to school, they are not allowed to talk to any of the boys in the school or class. Females are confined to interact to same gender and trained in social isolation.

Male Dominance: Women are discriminated since the day of their birth. It has been observed that majority of the families are unhappy on the birth of a baby girl. They have to encounter this discrimination throughout their lives whether from family or society. Their lives become miserable and it is tough for them to move ahead in society till they get married. As a women entrepreneur one has to face these and other discrimination. Entrepreneurial women, in Pakistan society, have a very poor image by placing their personality as disturbed and corrupt segment of society.

Harassment: Harassment is a major problem for a woman entrepreneur and particularly sexual harassment is a common complaint in many countries (Mordi et al., 2010). The ILO (2003) Report mentioned this issue and specifically police harassment as a common case in Pakistan.

Social Status: In Pakistan, cultural norms do not let women enjoy their religious and legal rights provided by Islam and protected by law. Pakistan is known as an Islamic state but it derives the interpretation of the term “women's rights” from cultural and customs norms (Ibrahim, 2005: 103)

Network Factor: It is an important factor in female entrepreneurs' promotion. It is an issue for women in Islamic countries as they do not communicate freely with men (Shah, 2013).. The network is weak because women feel it difficult to interact with man even for a minimal problem. Women growth is limited because of lack in different skills such as business contacts, bargaining power and dealing with the government bureaucracy. There are hardly such networks where women can venture to gain confidence and progress. Lack of networking deprives women of exposure to innovative models and conscience (Mahbub, 2000).

Access to Markets: Due to lack of access to training women and have less experience on participating in the market

which is a loss in terms of less knowledge and access to market goods and services. Furthermore, they also have less exposure to the international market and trend. Because of less contacts and business relationship, women entrepreneurs hesitate to start business in a new city and county. Women may be limited to travel to networks because of fear of sexual harassment and prejudice (UNECE, 2004).

Family Issues: Women in Pakistan and particularly KPK are considered the honour and prestige of the family. In Pakistan women is assigned with the duty of the caretaker while man with breadwinner. A woman is considered to stay within the four walls of the house. Therefore, a woman is hesitant to be financially independent either inside or outside the home. Joint family system and large family can demand many responsibilities which can result in limitation of the women business activities, though these cannot always the cases (Tanbunan, 2009).

Lack of Experience: Experience brings more success to an entrepreneur. In Pakistan, normally women lack experience of business which also seen as obstacle for the business.

Economic Factors

Access to Capital: Women do not have sufficient funds to develop their business because of unavailability of easy access to capital (ILO, 2003). According to researchers lack of access to finance and funds is a major hurdle to women entrepreneurs (Jamali, 2009). The same situation was observed in the case of Pakistani women entrepreneurs also. Though USAID (USAID Web-blog) is very active in working for women in rural areas of Pakistan, finance remains one of the main hurdles faced by women entrepreneurs.

Labor Market: Labor market is also an important factor because normally skilled labor is is not easily available at judicious remunerations (Roomi et al., 2009). According to the ILO (2003) study, in Pakistan the unavailability of the work is one of the most unsatisfying issues confronted by women entrepreneurs. These women put in a excessive determination to improve their workforce, but if they are qualified, they find better chances resulting in a high turnover of employees for these small businesses (Anwar, and Rashid, 2011).

Marketing Issues: Promotion and marketing of goods create more difficulties for women entrepreneurs who have no formal promotion and campaign plan available. In order to spread their message, they generally depend on word-of-mouth (Halkias, et al., 2011). Finding a target market, distributing products to

these markets and customer acquisition can also be challenging for women entrepreneurs (ILO, 2003).

Access to technology and raw material: Generally women entrepreneurs have less knowledge about usage of new gadgets and raw material which creates difficulties for them. (Shah, 2013). Excess of Taxes: Usually women are unaware about taxes which work as a barrier for their business. There is least training services available regarding awareness about tax for women in KPK.

Individual factors

Personality

According to some recent studies an entrepreneurial personality is very effective in attaining business success. Normally, they cannot confidently take a decision which hinders them from starting a new business.

Risk Taking: According to Halkias (2011), psychological barrier is one of the factors that refrain female entrepreneurs from success. Actually, the fear of failure stops them from moving ahead. According to the 2nd International Conference on Business Management Pakistan, this factor is quite high among female entrepreneurs in Pakistan (Anwar, and Rashid, 2011).

Lack of confidence of role models weakens the self-confidence and trust of women entrepreneurs. On the other hand women are disgusted if they adopt selling as a profession.

Motivation: An entrepreneur motivation is an important factor in starting a new business. Many reasons can lead women and men to create new business ideas, to attain personal achievement, to get power or wealth or become an employer. The motivation may rely on the measures set for success Own business (Anwar, and Rashid, 2011)

Political factors

The lack of government support: It is one of the factors in creating hinders for women entrepreneurs. A research conducted in Ethiopia showed that women entrepreneurs can get benefit from government in shape of different pans and strategies however. There always exist gap between the declared policies and the implemented one. (Singh and Belwal, 2008). Women entrepreneurs in Pakistan also face these difficulties; registration of a company is itself a tough task in Business Women.

Legal and Regulatory Environment: The efforts by government agencies and educational institutions are very little to support women entrepreneurs particularly. It becomes easy for take initiative for business if the regularity and legal environment will favor otherwise they feel many barriers (Shah, 2013).

Training Infrastructure: In Pakistan, majority of the

H1: Social factors has significant effect on women entrepreneurs performance

H2: Economic factors has significant effect on women entrepreneurs performance

H3: Individual factors has significant effect on women entrepreneurs performance

H4: Political factors has significant effect on women entrepreneurs performance

women have fewer chances to get vocational and technical skills. Another reason of barrier for women is less provision of the training infrastructure.

An extensive documentation of the literature reviews has been made to show women entrepreneurs' problems and prospects in Pakistan

Research methodology

The nature and type of the question of this research suggests that the research is descriptive and co-relational in nature, aiming at describing the factors affecting the performance of women entrepreneurs in Khyber Pakhtunkhwa (KPK), Pakistan. Total population of 600 women entrepreneurs associated with the business profession of boutique, beauty-parlor and food processing was comprised of 360 entrepreneurs registered with chamber of commerce and industry Peshawar and 240 entrepreneurs' registered at Women Business Development Center (WBDC), Peshawar . The sample size was determined as follow.

$$n = 600/1+600*(.05)^2$$
$$n = 240$$

The research utilized survey method of data collection as it constructed and administered questionnaire to all of the 240 registered women entrepreneurs using convenience sampling technique. All efforts were made to collect the 100 percent responses through repeated calls and visits.

Data analysis

After collecting the requisite information form target respondents, the received data was analyzed by using econometrics tools (appropriate test statistics). Latest SPSS and Liseral software's were used for the data analysis. The analysis contains descriptive statistics to convert the data in percentages, structure equation model and inferential statistics such as multiple linear regression to determine the degree of change in relationship between the dependent and independent variables.

Chi-Square Test

The chi-squared test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories. The chi square test is used on nominal and ordinal data to measure the statistics of fit goodness. The chi square was calculated amid respondent's ages, qualification, cities and businesses. Following is the test statistics of Chi-Square.

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

O = Frequencies of Observed

E = Frequencies of Expected

Σ = Summation

Table 1: *Chi Square amid Respondents Ages and Qualification*

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.077 ^a	8	.000
Likelihood Ratio	37.488	8	.000
Linear-by-Linear Association	2.917	1	.008
N of Valid Cases	240		

a. 7 cells (46.7%) have expected count less than 5. The minimum expected count is .43.

The above table shows the statistical goodness of fit statistics amid respondents ages and qualification, the significance value is less than $P < .05$ which indicates that there is an association between respondents ages and their qualification of the respondents.

Table 2: *Chi Square Amid Respondents Ages and Business Types*

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.305 ^a	4	.000
Likelihood Ratio	43.091	4	.000
Linear-by-Linear Association	13.046	1	.000
N of Valid Cases	240		

a. 2 cells (22.2%) have expected count less than 5. The minimum expected count is 1.98.

The above table shows the statistical goodness of fit statistics amid respondents ages and type of business, the significance value is less than $P < .05$ which indicates that there is an association between respondents ages and their business types.

One Sample T test

A t-test is any statistical hypothesis test that can be used to determine if two sets of data are significantly different from each other.

H₀: There is no significant difference between the sample mean and the population mean.

H₁: There is a significant difference between the sample means and the population mean.

$$t_{\bar{X}} = \frac{\bar{X} - \mu}{S_{\bar{X}}}$$

\bar{X} = Sample Mean

μ = Population Mean

$S_{\bar{X}}$ = Standard Error of the Mean

Table 3: *Simple T-Test*

	Test Value = 0					
	95% Confidence Interval of the Difference					
	T	df	Sig. (2-tail)	Mean Diff	Lower	Upper
Social Factors	25.757	239	.000	2.93750	2.7128	3.1622
Economic Factors	27.288	239	.000	3.08333	2.8607	3.3059
Individual Factors	25.621	239	.000	2.92083	2.6963	3.1454
Political Factors	24.016	239	.000	2.77500	2.5474	3.0026
Entrepreneurial Performance	25.927	239	.000	3.00000	2.7721	3.2279

The one sample t test was performed amid all variables. The t value of social factor was found 25.757 with mean difference value 2.937 and was found significant at .000 which is less than $P < .05$ this further depicted that there is a significant difference between the sample means and the population mean of social entrepreneurial factors.

The t value of economic factor was found 27.288 with mean difference value 3.08 and was found significant at .000 which is less than $P < .05$ this further depicted that there is a significant difference between the sample means and the population mean of economic entrepreneurial factors.

The t value of individual factor was found 25.62 with mean difference value 2.92 and was found significant at .000 which is less than $P < .05$ this further depicted that there is a significant difference between the sample means and the population mean of individual entrepreneurial factors.

The t value of political factor was found 24.01 with mean difference value 2.77 and was found significant at .000 which is less than $P < .05$ this further depicted that there is a significant difference between the sample means and the population mean of political entrepreneurial factors.

The t value of entrepreneurial performance of registered entrepreneurs was found 25.92 with mean difference value 3.00 and was found significant at .000 which is less than $P < .05$ this further

depicted that there is a significant difference between the sample means and the population mean of entrepreneurial performance.

Regression Analysis between Social Factors, Economic Factors, Individual Factors, Political Factors and Entrepreneurial Performance:

Following is the multiple regression model

$$EP = \beta_0 + \beta_1(SF) + \beta_2(EF) + \beta_3(IF) + \beta_4(PF) + \varepsilon \dots\dots\dots (1)$$

Where

EP = Entrepreneurial Performance (dependent variable)

SF = Social Factors (independent variable)

EF = Economic Factors (independent variable)

IF = Individual Factors (independent variable)

PF = Political Factors (independent variable)

ε = Error Term

Table 4: *Coefficients*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.097	.129		.751	.453
Social Factors	.575	.066	.567	8.735	.000
Economic Factors	.163	.049	.160	3.337	.001
Individual Factors	.075	.034	.074	2.177	.030
Political Factors	.177	.060	.177	2.945	.004

R = .882 R square=.778, F-value=205.48, With p value=0.000

DV: Entrepreneurial Performance

Analysis was conducted to examine the cause and effect of social factors, economic factors, individual factors, political factors on entrepreneurial performance. The F value was found 205.48 which show the overall regression model was fit. The R-square value depicted t 77.8% variation in entrepreneurial performance is explained by social factors, economic factors, individual factors and political factors. The regression coefficient of β_1 i.e. social factor is found positive and concluding the results, a unit change in social factors will bring increase in the entrepreneurial performance by an amount of .575. The t value is 8.73 this further implies that social factors has significant positive effect on entrepreneurial performance. The regression coefficient of β_2 i.e. economic factor is found positive and concluding the results, a unit change in economic factors will bring increase in the entrepreneurial performance by an amount of .163. The t value is 3.33 this further implies that economic factors has significant positive effect on entrepreneurial performance.

The regression coefficient of β_3 i.e. individual factor is found positive and concluding the results, a unit change in individual factors will bring increase in the entrepreneurial performance by an amount of .075. The t value is 2.17 this further implies that individual factors has significant positive effect on entrepreneurial performance. The regression coefficient of β_4 i.e. political factor is found positive and concluding the results, a unit change in political factors will bring increase in the entrepreneurial performance by an amount of .177. The t value is 2.94 this further implies that political factors has significant positive effect on entrepreneurial performance.

Discussions and Findings

This research was to investigate the factors affecting the performance of women entrepreneurs in Khyber Pakhtunkhwa (KPK), province of Pakistan. Total 360 questionnaires were distributed among registered women entrepreneurs of KPK at Chamber of Commerce and Industry and 240 usable questionnaires were returned giving a responses rate of 100%. Respondents range in age from 18 to over 40, although the majorities were in their 18 and 28.. For the data collection researcher used questionnaire. The reliability tests with regard to women entrepreneur's responses on the questionnaire found satisfactory result because all the computed values are greater than .70 which indicates good reliability (Sekaran, 2003).

Total strength of female respondents was 240 out of 240 members that represent 100% of the total sample. There exist no male respondents in the survey who took part in the survey. Participants with the ages of 21-30 years represent 106 out of 240 members that depict 44.2% of the total sample 240. From 31-40 years of age's group members represents 117 out of 240 members that portray 48.8% of the total sample 240. From 41 and above years of ages group members represents 17 out of 240 members that portray 7.1% of the total sample 240. Participants with the qualification of primary, secondary, matriculation, intermediate and graduate were found 126, 81, 10, 17 and 6 with the percentage of 52.5%, 33.8%, 4.2%, 7.1% and 2.5% respectively. Participants who owned the business of boutique, beauty parlor and hotel and food were found 147, 65 and 28 with the percentage of 61.3%, 27.1% and 11.7% respectively. The registered women entrepreneurs who took part in the survey were working in Peshawar, Mardan and Nowshera cities of KPK, Pakistan. In Peshawar, Mardan and Nowshera there exists 106, 117 and 17 women entrepreneurs respectively that depicted 44.2%, 48.8% and 7.1% of the total sample 240. The women entrepreneurs who used self-finance, bank loan and family loan were reported 169, 62 and 9 of the total sample 240 with the percentage of 70.4%, 25.8% and 3.8% respectively. The women

entrepreneurs with the qualification of primary, secondary, matriculation, intermediate and graduate with the age of 21-30 years were found 59, 35, 8, 0 and 4 respectively, with the ages of 31-40 years were found 63, 35, 2, 16 and 1 respectively and with the ages of 41-50 years were found 4, 11, 0, 1 and 1 respectively. The women entrepreneurs with ages of 21-30 years and the profession of boutique, beauty parlor and hotel/food were found 87, 10 and 9 respectively. Women entrepreneurs with ages of 31-40 years and the profession of boutique, beauty parlor and hotel/food were found 49, 50 and 18 respectively and women entrepreneurs with ages of 41 and 50 years and the profession of boutique, beauty parlor and hotel/food were found 11, 5 and 1 respectively.

Conclusion

This paper provides a comprehensive investigation of the four critical factors i.e. (social, economic, individual and political) influencing the performance of women entrepreneurs, particularly in Khyber Pakhtunkhwa (KPK). Results of the study revealed that all four factors i.e. have significant effect on the performance of registered women entrepreneurs. Study concluded that in societies like KPK, women, like men, equally perceive entrepreneurship as attractive option. However, owing to comparatively limited personal capacities and networking with contacts with entrepreneurs in starting new business, women are less found venturing into entrepreneurship than men. The women entrepreneurs in less-developed economies like Pakistan and KPK, are more likely to be motivated by necessity. Such a necessity-based entrepreneurship may partially fill in employment gaps during economic downturns but less likely to create culture of women entrepreneurship. A key challenge for women entrepreneurs, in early development-stage economies like Pakistan, is to sustain their businesses beyond the startup stage. Networks of women entrepreneurs and business owners are generally smaller and less diverse than those of their male counterparts, and women tend to draw more on their personal relationships, particularly family, than on other sources. Compared with their male peers, women entrepreneurs in wealthier economies tend to be older, equally educated. The empirical evidence from the study reveals that the social, economic, individual and political factors have significant effect on women entrepreneurs' performance in Pakistan in general and KPK in particular. However, despite socio-cultural and human constraints female-run enterprises are gradually growing, funding to household incomes and growth of national economy.

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