

Culture as an Antecedent of Entrepreneurial Intention of Women: A Suggestive Framework

Aiman Fayaz¹
Dr. Farzana Gulzar²

Abstract

Women entrepreneurship is one of the important sources of economic as well as social empowerment of women. It helps in raising the economic status of women, provide them with an opportunity to utilise their potential to work and create job opportunities for others as well. However, when we consider the women entrepreneurship rate in Kashmir, it holds only 0.39 percentage share in total women-run establishments in India. Therefore, it can be inferred that women entrepreneurship in Kashmir is not satisfactory. This paper is an attempt to see the effect of psycho-socio and cultural aspects on women entrepreneurship. It tries to identify factors that make up the entrepreneurial intention of women. The paper lays stress on the impact of culture on entrepreneurial intention. It propounds the fact that culture has a role to play in the personality development as well as the motivational factors and social values that can drive an individual towards entrepreneurship. Therefore, the aim of this paper is to integrate, from a theoretical perspective, the socio-cultural factors and entrepreneurial intention. The paper suggests a framework which includes all the factors that are believed to form the intention of women towards entrepreneurship considering cultural aspects.

Keywords: *entrepreneurship, culture, personality, motives, family values, entrepreneurial intention*

1. Research Scholar, Department of Management Studies, University of Kashmir; 2. Sr. Assistant Professor, Department of Management Studies, University of Kashmir

Introduction

Women who innovate, initiate or adopt business actively are called women entrepreneurs (Schumpeter, 1934). According to Kamla Singh “A woman entrepreneur can be defined as a confident, innovative and creative woman capable of achieving self economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life” (Singh K. , 1992). Therefore, it can be said that women entrepreneurs include those women who pursue a business idea, make every effort to fulfil the responsibilities so as to convert it into a successful business which enables them to achieve self recognition, economic independence and at the same time create jobs for others. According to Mastercard Index report (2017), India scores very low in terms of women owned business ventures. Out of 54 economies all over the world, India ranks 49 on women-owned business index. It has been observed that 8.05 million out of the total 58.5 million establishments are run by women entrepreneurs in India which is around 13.76 % of the total number of establishments. Jammu and Kashmir has only 0.39 percentage share in total women-run establishments in India (All India Report of Sixth Economic Census, 2016). This indicates that women entrepreneurship is quite less in Jammu and Kashmir. OECD report (2011) says, “Women’s economic empowerment is a prerequisite for sustainable development, pro poor growth and the achievement of all the Millennium Development Goals.” For that reason, promoting women entrepreneurship is quite important and will help in empowerment of women. It is important to consider the underlying factors that contribute towards the entrepreneurial potential of women. The basic factors that determine the intention of going for entrepreneurship need to be explored. This study analyzes the impact of culture of entrepreneurial intentions. Once such factors are identified, it can help in understanding the reasons behind the differences in the entrepreneurial activities among different regions. Proper adjustments can be made in different societies, wherever needed, in order to make entrepreneurship a successful career to be pursued.

Objectives

- to determine the antecedents of entrepreneurial intention;
- to analyze the effect of culture on entrepreneurial intention of women;
- to provide a suggestive framework which can determine the factors relevant to culture that are instrumental in determining intention of going for entrepreneurship.

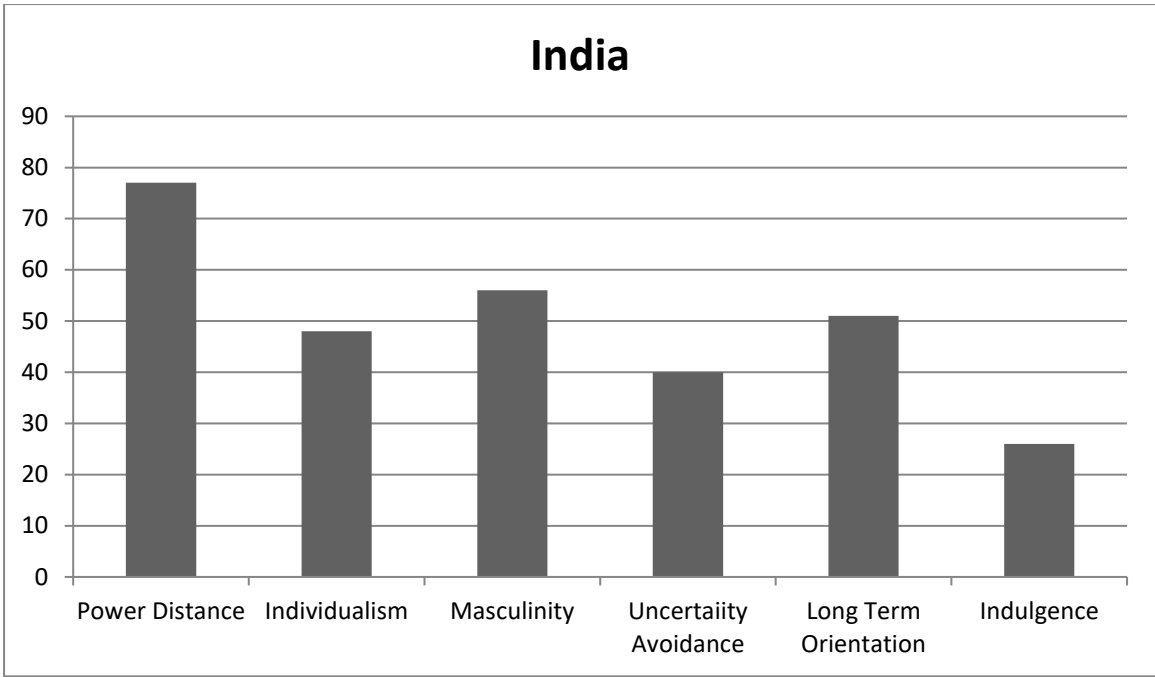
Methodology

The study is based on secondary data. Data has been collected using various sources of information including research papers, journals, articles, reports, as well as other online sources of information.

With the help of existing literature, this study tries to identify the factors that contribute towards determining the entrepreneurial intention of women. This research paper is based on an extensive study of different models relevant to the impact of culture on entrepreneurial intention of women. The paper suggests a framework at the end which reflects how culture can contribute towards the entrepreneurial intention of women.

Review of Literature

According to Hofstede (1980), Cultural values are defined as “the collective programming of the mind which distinguishes the members of one human group from another and their respective responses to their environments”. An array of studies supports the argument that the cultural values influence entrepreneurial behaviour. Considering Hofstede’s (1980) concept of culture, researchers across the world have hypothesized that entrepreneurship is feasible in cultures which are high in individualism, high in masculinity, low in power-distance, and low in uncertainty avoidance. Hofstede’s framework classifies various cultures on the basis of four major dimensions which are Individualism vs Collectivism, Uncertainty Avoidance, Masculinity and Power Distance besides other dimensions including long term orientation and indulgence. It is seen that societies that are high in ‘individualism’, low in ‘Uncertainty Avoidance’, low in power distance and high in masculinity favour entrepreneurship (Hayton et al., 2002). Using Hofstede’s (1980) cultural framework, it has been found that India scores low on individualism, uncertainty avoidance and indulgence (Hofstede Insights, 2018). Therefore, it can be inferred that individualism is not much preferred in India and people tend to be collective. India scores low in ‘Uncertainty Avoidance’, therefore, has a low preference for avoiding uncertainty. Therefore, India may not have a successful entrepreneurial culture if we consider the dimensions of individualism, power distance and masculinity since it scores high in all the three dimensions. However, there is a possibility of having better entrepreneurship if we consider the dimension of Uncertainty Avoidance.



Source: (Hofstede Insights, 2018)

Hayton et al., (2002), elucidates such differences with four different associations which include; needs and motives, beliefs and behaviours, cognition, and cultural values . Shapero and Sokol (1982), believe that perceived desirability of the end behaviour is informed by attitude and subjective norms. The perceived feasibility of the end behaviour is informed by an individual’s level of human, social and financial capitals which are conducive for engaging in the end behaviour. Attitude explains personal evaluations of a form of behaviour whether it is favourable or unfavourable. Subjective norms describe an individual’s perceived social pressure or expectation to undertake a particular behaviour. They presented the Entrepreneurial Event Theory in the form of a model (as shown in Fig 1).

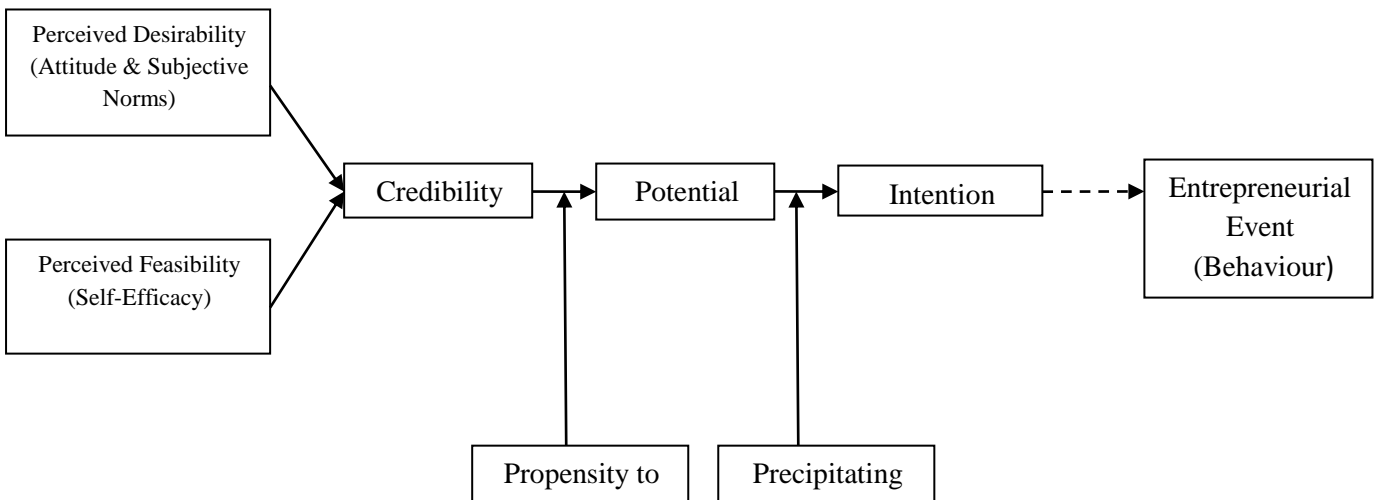


Figure 1: *Entrepreneurial Event Theory (Shapiro and Sokol, 1982)*

The entrepreneurial event theory integrates both structure and agency as factors which can contribute to the formation of entrepreneurial intentions and thus the subsequent behaviour.

Erez and Earley (1993), developed the cultural self-representation model which proposes that cultural values are embedded in an individual's self-identity through basic motives for action. Cultural norms and standards determine the paradigm for evaluation. The model indicates that the entrepreneurial practices are not only a function of culture and self, but also the interaction between self and cultural values.

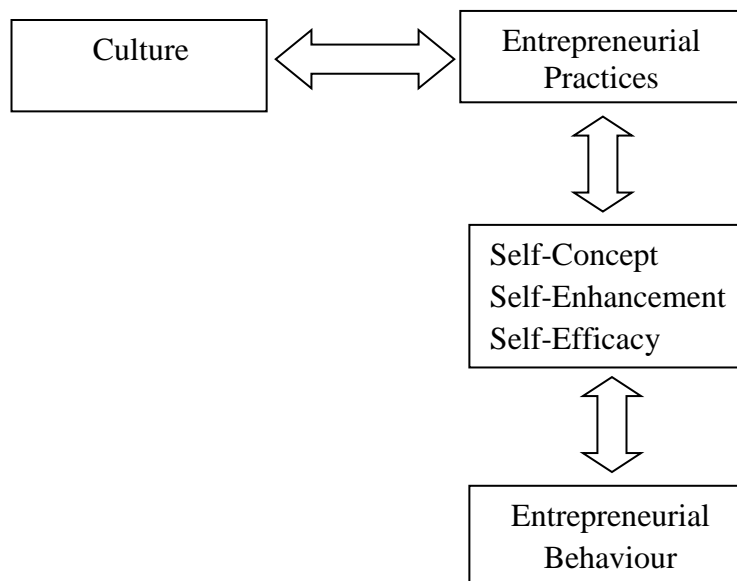


Figure 2: *Cultural-Self representation Model (Erez and Earley, 1993)*

Pruett et al., (2009), developed a model of intentions that includes the factors which express the intention to pursue an entrepreneurial career as a function of culture/country factors, social factors of exposure to personal entrepreneurial role models and expected family support, and entrepreneurial disposition. It was observed that social norms contribute towards explaining students' entrepreneurial intentions. Data revealed that the expected supportiveness of family reactions to entrepreneurship is positively related to entrepreneurial intentions. On the contrary, students who expect that their families would react negatively are less likely to pursue entrepreneurship.

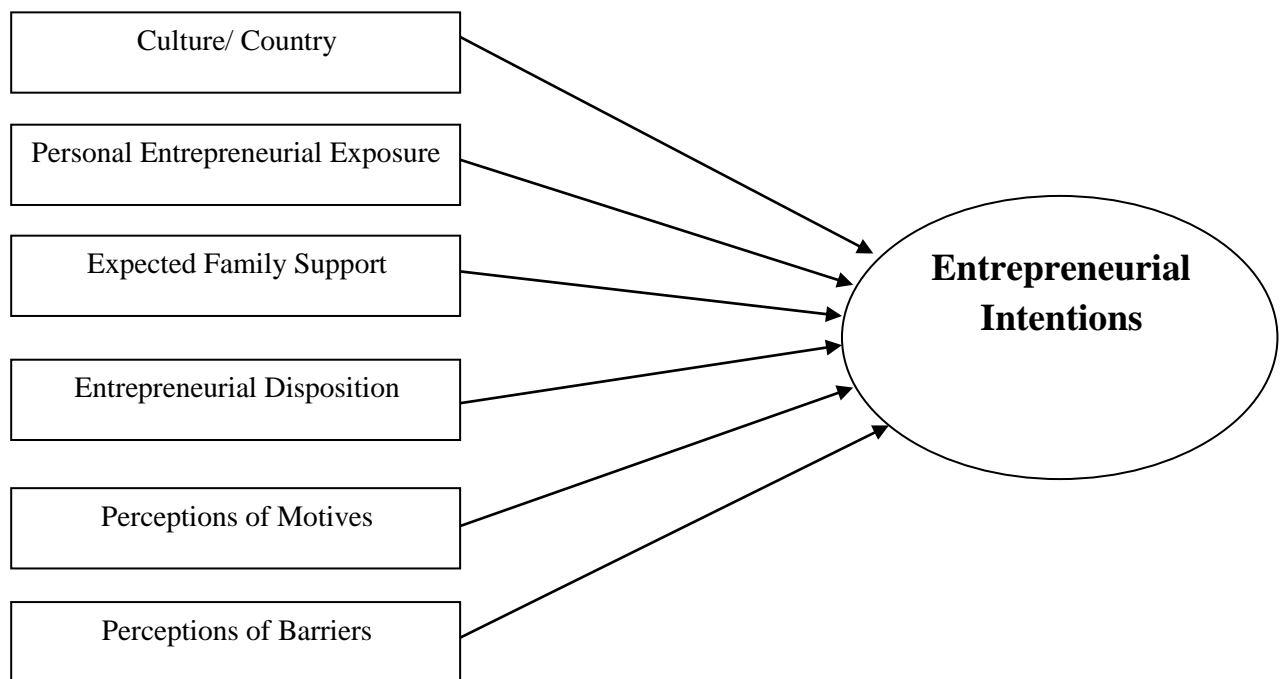


Figure 3: Model of Intentions (Pruett et al.,2009)

Different kinds of cultures across the world could influence the entrepreneur intention in different ways. Values and beliefs acquired from a specific culture indicates the level to which society judges entrepreneurial behaviours, such as innovation, risk taking, perceived feasibility, independent thinking and perceived desirability. Sajjad et al., (2012), conducted a study in Pakistan in order to study the impact of culture on entrepreneur intention and towards perceived feasibility and perceived desirability. It was found that the perceived feasibility, perceived desirability and entrepreneurial experience has a direct impact on entrepreneurial intention. This was explained in the form the model (Figure 4) which indicates that entrepreneurial experience has a direct and positive relationship with perceived desirability and perceived feasibility. It recommends that the culture is most effective constant for entrepreneur. Cultural values influence the entrepreneurial intention.

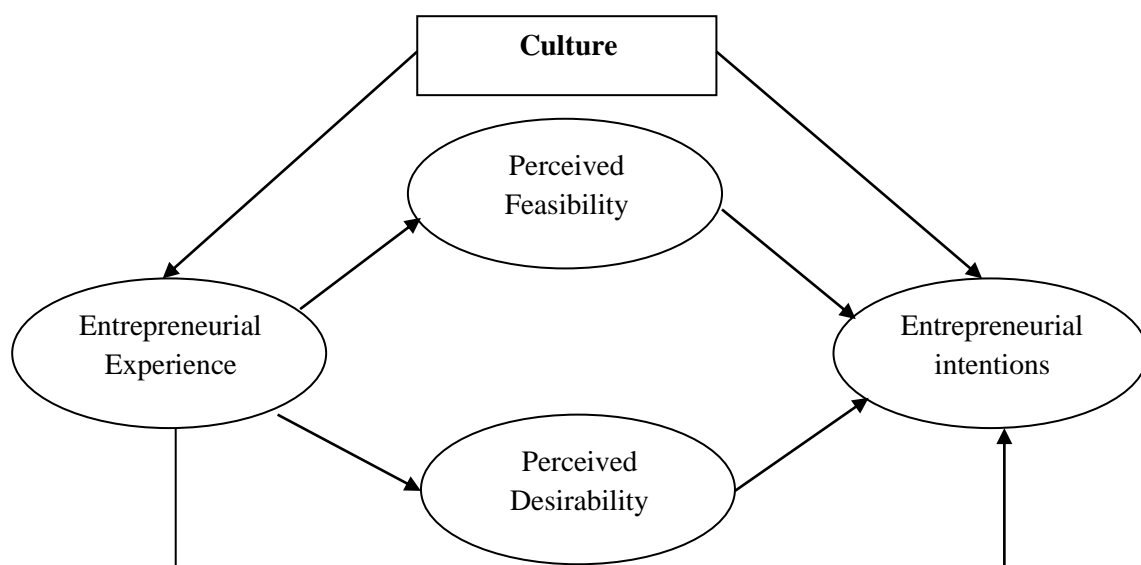


Figure 4

Source: Sajjad et al., (2012)

Kristiansen and Indarti (2004), proposed that entrepreneurial intention is a function of demographic factors, personality and attitudes, and contextual elements. Although, it was found that demographic characteristics do not determine the intention for entrepreneurship, however, personality dimensions and contextual elements determine entrepreneurial intention. The individual perceptions of self-efficacy and instrumental readiness are the variables that affect entrepreneurial intention most significantly.

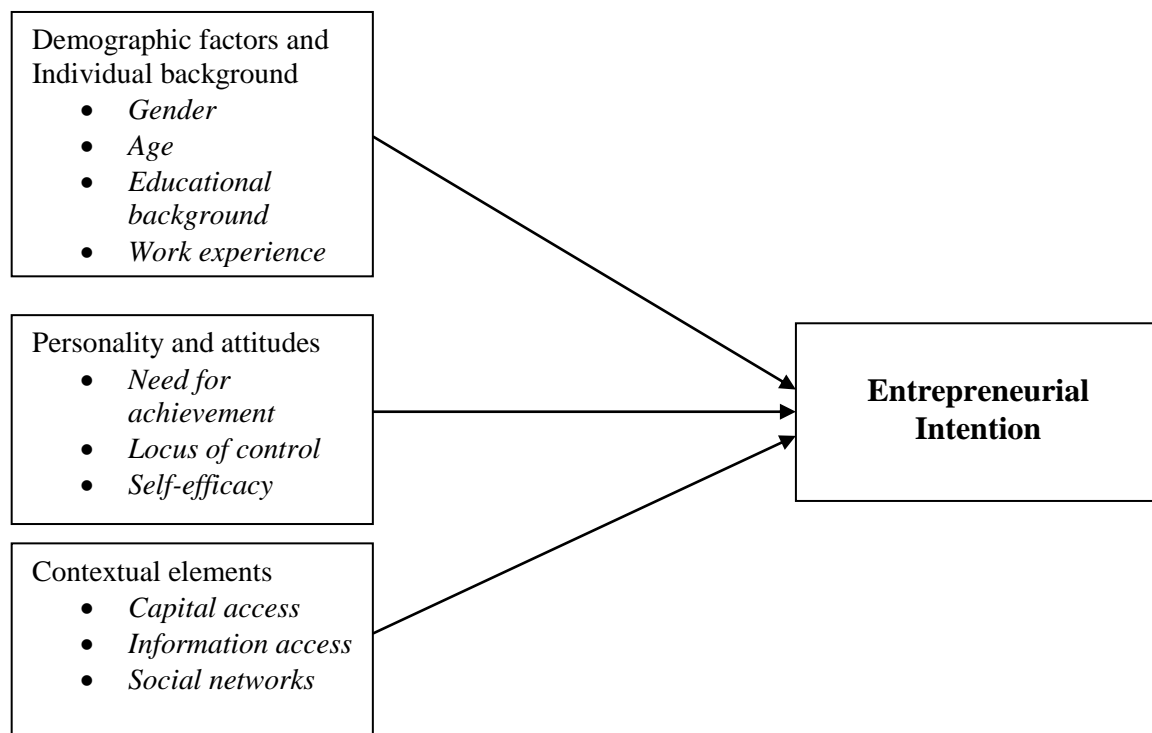


Figure 5: Kristianson and Indarti (2004)

Integrating Personal and Cultural dimensions: Suggestive Framework

Since culture determines the values and norms of a society, it can be said that culture plays a role in shaping the personality of an individual (entrepreneur in this case). Different patterns of behaviour lead to the formation of diverse cultural values in different societies, which then influence the decision to create a new business. Busenitz and Lau (1996), integrate cognition with social context, cultural values and personal variables. Their study suggests that some perceptions and beliefs among entrepreneurs transcend cultures. Thus, culture has relevance to economic behaviour and

entrepreneurship (Shane, 1993; Shapero and Sokol, 1982). After having thorough review of the literature, this paper proposes that the entrepreneurial intention of women is made up of broadly four different factors which are cultural factor, personality factor, motivational factor and familial values. However, it is proposed that personality factors, motivational factors and familial values are an outcome of the cultural factor. Therefore, culture influences entrepreneurial behaviour through personal values, social values and motives.

Personality factor:

Raymond Cattell defines personality as the combination of different traits that predict a person's behaviour. It is a set of habitual behaviours, cognitions and emotional patterns (Cattell, 1944). In this paper, personality factor for entrepreneurship is believed to include some variables like Need for Achievement, Self Efficacy, Locus of Control, and Risk bearing capacity. They are derived from the framework developed by Urban (2007) on the basis of big five personality dimensions. He included Need for Autonomy in the personality dimension; however, the current study included the same in the motivational dimensions. Personality characteristic such as the need for achievement influences individuals in the direction of entrepreneurial intention. A person with high need for achievement is 'more self-confident, enjoys taking calculated risks, researches his environment actively, and is very much interested in concrete measures of how well he is doing (McClelland, 1971).

Motivational Factor:

Motivation is a process that inclines a person towards certain behaviour, action or goal. It influences a person's inner drives so as to perform an action or accomplish a particular goal. Some variables that motivate a person towards entrepreneurship are included in the motivation factor in this study. They include Desire to work independently, Family support, Availability of Capital (family capital), Entrepreneurial exposure and Entrepreneurial disposition. According to Mitchell et al., (2002), for starting a new business many factors influence entrepreneur intention like desirability (attractiveness of starting a new business), feasibility (capability of starting a new business), and entrepreneurial experience. Therefore, desire to achieve something is the important motive that can drive a woman towards entrepreneurship. It has also been found that entrepreneurial experience has a direct and positive relationship with perceived desirability and perceived feasibility (Sajjad et al., 2012). 'Desire to work independently' which is an essential prerequisite for choosing entrepreneurship can be seen more in the societies where 'individualism' is high and 'Uncertainty Avoidance' is low (Hofstede, 2001). However family support is also very important. It provides moral support to a woman and makes her believe in her own capabilities. Shen et al., (2017), revealed that perceived family support exerts a significant positive influence on perceived desirability and feasibility of starting a business.

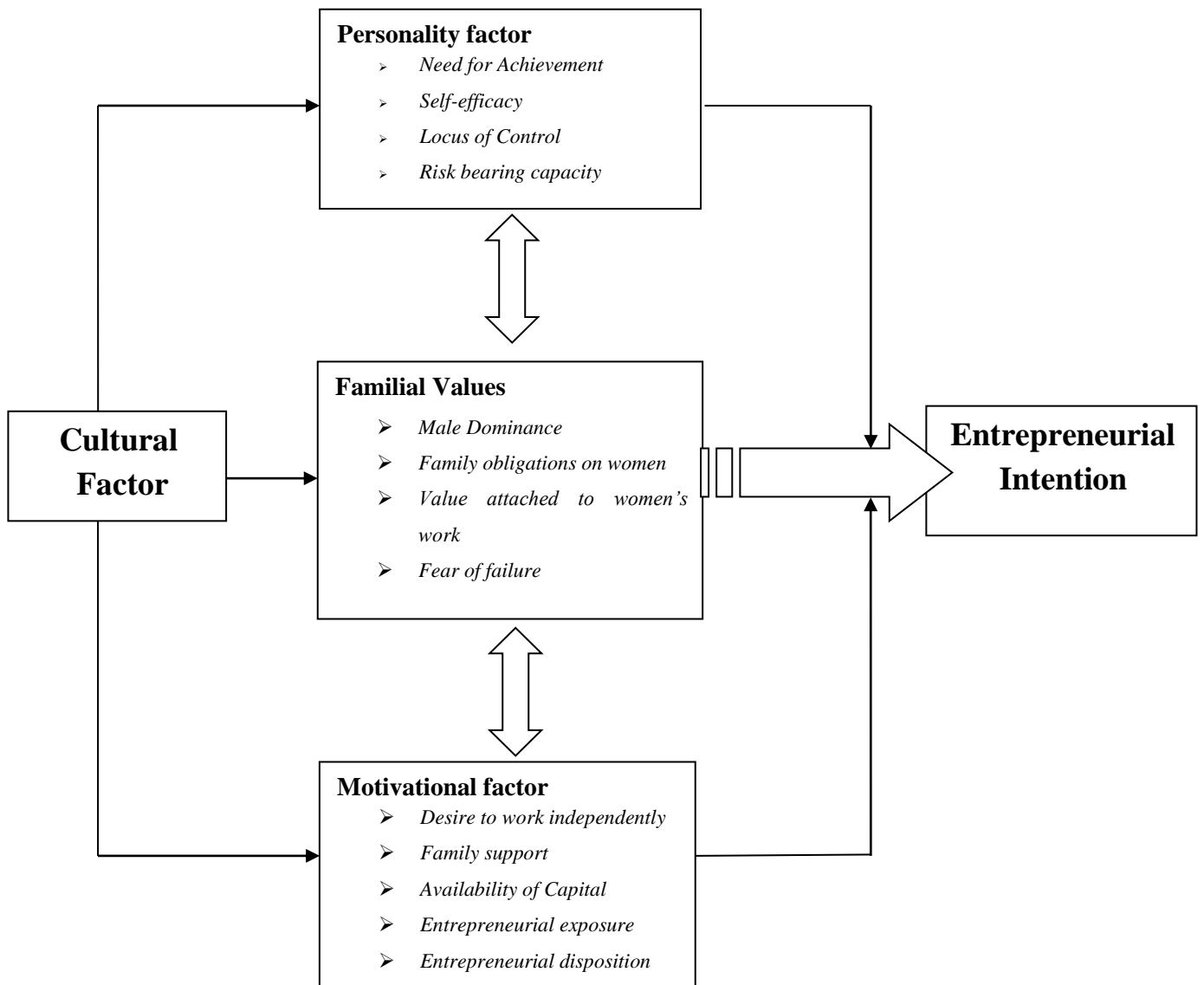
Therefore, family support plays an important role in enhancing entrepreneurial attitudes and intentions (Aldrich & Cliff, 2003; Henderson & Robertson, 2000; Shapero & Sokol, 1982).

Familial Values:

Family values help shape a family's belief, attitudes and behaviour. They shape an individual's thinking and form the standards of acceptable behaviour in terms of public conduct, work ethics and social views. When we consider the choice of career of a woman, family has an important role to play. The influence of family on career choice may also manifest itself unconsciously. According to Brown (2002), family or group influence impact the decision-making process of an individual and the career he/she chooses. It is seen that 'Familial influence' is even stronger on individuals in collectivist cultures. In such cultures, respect for and obedience to one's parents is often a highly prioritized value (Lee, 1991). The attitudes and values of family members can thus, be the primary determinants of an individual's career choice (Sue & Sue, 1990; Yagi & Oh, 1995).

When it comes to women, family norms and values usually are more dominant. Cultural barriers can prevent women from starting their own ventures. The male-dominated societies have always been reluctant to even admit the fact that women are as good as men on different parameters. Much recognition is not given to women's work particularly in the most parts of Indian society. Social mind-sets still characterize entrepreneurship as a male endeavour and thus cause discrimination. Therefore, the current study has found the 'Familial values' factor instrumental in affecting the intention of women towards entrepreneurship and includes the variables like male dominance, value attached to women's work, family obligations on women and fear of failure in this factor. Zaidi and Awais (2012), found family responsibilities as one of the important barriers for women entrepreneurship. Over-burden due to dual roles is also one of the crucial barriers for women entrepreneurship and can discourage women for choosing entrepreneurship as their career choice (Menakshi et al., 2013). Fear of failure is usually the most important barrier perceived by females for starting a business (Fuentes-García and Sánchez-Cañizare, 2010). Heilman (1983) and Shinnar et al., (2012) observed that the gender based perspective of the entrepreneurial career may add additional barriers for women in terms of fear of failure towards starting up a new venture because doing so would constitute the pursuit of socially discouraged career for women.

Therefore, this study proposes that the factors that contribute towards building intention of women towards entrepreneurship can be summed up in the form of framework shown in Figure 6. The model thus brings forth the fact that personality factor, familial values and motivational factor are the outcomes of culture. All three of them contribute towards the entrepreneurial intention of women. While personal values include the traits derived from big five traits of personality, familial values include the items that come from social values derived from specific to women for choosing entrepreneurship. The motivational factors have been derived from the existing literature which was relevant to the cause.



Source: Researcher

Suggestions & Conclusions

The socio cultural values influence the environment as well as individual values which directly influence the decisions and performance of the individuals in all endeavours. The study brings forth the fact that the individual decision process is being influenced and motivated by socio cultural aspects and the influence of socio-cultural environment on entrepreneurship creates a great challenge about the need for our society to imbibe new values and orientation favourable to women entrepreneurship. The study comes up with the conclusion that culture has an important role to play in determining the entrepreneurial intention of individuals particularly women besides other in the form

of culture-induced factors. Personality, motivational and familial value factors are developed from cultural values. When it comes to women, culture plays an important role since it is due to culture that values and norms within a society are formed. These values and norms may be either in favour of or against the interests of an individual. In a country like India, much recognition is not given to women's work within the society. Value attached to women's work is not satisfactory particularly if they think of starting their own business. In Kashmir, women entrepreneurship rate is even low because of the hard social set up. The familial values are the most dominant values that influence a woman. However, such values broadly transcend from culture. If such values are in favour of a woman, the probability of pursuing her endeavours is high. However, if these values are tough and are against her personal desires, then she may not be able to follow her dreams. It is, thus, essential to provide an enabling environment to women that can help them in utilising their capabilities and achieving their endeavour. What is needed is the motivation, skills and support from society, for starting up new ventures (Sathiabama, 2010). The paper thus, concludes with the suggestion that if the rate of women entrepreneurship in the society is to be improved, then a feasible culture needs to be developed that would encourage women and influence their intention for choosing entrepreneurship as the preferred career choice.

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