What drives women into entrepreneurship?
A study of women’s motivation to be entrepreneurs in Southwestern Finland

Master thesis within Business Administration
Author: Anina Luoma
        Fang Qian
Tutor:  Friederike Welter
Jönköping  June 2009
Acknowledgement

We are grateful to our tutor Friederike Welter for her comments and encouragement during the process of writing this thesis. We thank those women entrepreneurs, who spent their time out of their busy schedule and contributed our research. Without their responds, this study would not have been finished. We appreciate greatly the encouragement and support of our family and friends.

Jönköping, Sweden, June 2009

________________________                         ________________________
                        Anina Luoma       Fang Qian
Abstract

Master thesis in Business Administration

Title: What drives women into entrepreneurship?
Authors: Anina Luoma
Fang Qian
Tutor: Friederike Welter
Date: June 2009
Subject terms: Motivation, Entrepreneur, Women entrepreneurship

Abstract

Introduction
With high recognized importance of women and entrepreneurship, women entrepreneurship has been attached almost everywhere, and the connection between motivation and venture creation is discussed among women in small businesses.

Purpose
To reflect the determinants of being a women entrepreneur based on an integrated framework from psychology, sociology, and economics.

Method
Qualitative research is used. Interview and observation are conducted with five women entrepreneurs, face-to-face, understanding the complex, personal topics about their businesses motivation.

Conclusions
Entrepreneurs are motivated into entrepreneurship for different factors; in this study, we examined background, personal and situational factors. Motivation to entrepreneurship should research on individual level, including different scientific and environmental approaches, because the final decision to become motivated into entrepreneurship is made on individual level.
Table of Contents

1 Introduction .................................................................................. 1
  1.1 Background ............................................................................... 1
  1.2 Problem statement ................................................................. 2
  1.2 Purpose of this thesis .............................................................. 2
  1.3 Definitions ............................................................................... 2
  1.4 Delimitation ............................................................................ 3
  1.5 Disposition ............................................................................. 3

2 Frame of reference ....................................................................... 4
  2.1 Entrepreneurial motivation ...................................................... 4
    2.1.1 Psychology and entrepreneurial motivation ....................... 5
      2.1.1.1 Personal competencies .................................................. 5
      2.1.1.2 Personal trait model .................................................... 5
      2.1.1.3 Cognitive model ........................................................ 6
    2.1.2 Sociology and entrepreneurial motivation ......................... 7
    2.1.3 Economics and entrepreneurial motivation ......................... 8
    2.1.4 Framework discussion ..................................................... 9
  2.2 Motivation for women to start their business .......................... 10
    2.2.1 Background factors ........................................................ 11
    2.2.2 Personal factors .............................................................. 13
    2.2.3 Situational factors ........................................................... 15
    2.2.4 Subjective reality ............................................................ 17
    2.2.5 Discussion of motivational factors and framework of the study ........................................................................ 18
  2.3 Women entrepreneurship in Finland .......................................... 19

3 Methodology .................................................................................. 21
  3.1 Qualitative research ............................................................... 21
  3.2 Data collection: interview and observation ............................. 22
  3.3 Data analysis .......................................................................... 22
  3.4 Trustworthiness ..................................................................... 23
  3.5 Interviewees ......................................................................... 24
4 Analysis ............................................................................................ 26

4.1 Motivation for women to start their business ...................................... 26

4.1.1 Background factors ........................................................................ 27

4.1.2 Personal factors ............................................................................. 29

4.1.3 Situational factors .......................................................................... 32

4.1.3.1 Pull and push factors in work environment ....................................... 32

4.1.3.2 Single significant incidents ......................................................... 34

4.1.3.3 Possibilities in the start-up phase ................................................. 35

4.1.4 Subjective reality ........................................................................... 36

5 Conclusions and discussions ................................................................. 38

5.1 Conclusions ..................................................................................... 38

5.2 Limitations ..................................................................................... 40

5.3 Recommendations for future studies ............................................... 40

References ............................................................................................ 41

Appendices ............................................................................................ 46

Questions of theme interviews: .............................................................. 46

Figures

Figure 2.1 Theoretical framework of the study ........................................... 4

Figure 2.2 Factors affecting on motivation to start on own business .......... 10

Tables

Table 3.1 Background information of the interviewed women entrepreneur .... 23
1 Introduction

This chapter presents a brief presentation of the topic, including background to the problem, problem statement, and the purpose of this study. Delimitations of this study are also provided.

1.1 Background

The word motivation is sometimes used to describe when someone is inspired and willing to accomplish something. Connecting with entrepreneurship, motivation is a force that drives individuals to and through the process of venture creation (Garter, Bird & Starr, 1992). A person may start a business with sufficient technical skills and money, but nothing happens without motivation (Baum, Frese & Baron, 2007).

Nowadays, entrepreneurship is strongly being encouraged all over the world due to its positive outcomes to the society (Singer & Doktor, 2008; Armstrong, 2005). Most businesses start small. Entrepreneurship and small business are complementary to each other (Burns, 2007). The contributions of entrepreneurship are widely recognized at both the firm level and the society level. At the firm level, entrepreneurial actions promote product, process, and administrative innovations. At the society level, entrepreneurship contributes to job creation, technological progress and revitalization of economies, and shaping of global cultures (Ireland & Webb, 2007). Most of studies in entrepreneurship have been focused at the firm level and are described as male gendered, so researchers in female entrepreneurship have suggested paying more attention to women (Bruin, Brush & Welter 2007).

Women are recognized as a force into entrepreneurship as the society changes. The population of women entrepreneurs is rising fast. They contribute to innovation, job, and wealth creation to household, local, regional, national, and even international economies (Bruin, Brush & Welter, 2006). In advanced market economies, women owned 25% of all business (Wilson, Kickul & Marlino, 2007; Bruin et al. 2006).

Women tend to have the business smaller compared to those owned by men (Greene, Hart, Gatewood, Brush & Carter, 2003). They are inclined to start a business in service industries with low capital investment. The increasing number of female becoming entrepreneurs is not only because their desire to be economically independent, whereas they are influenced also by social structures and family factors (Verhuel, Wennekers, Audretsch & Thurik, 2001). Attitudes towards women’s entrepreneurship have affected on women in encouraging them to start their own business. Values in society shape the understanding, what kind of roles are accepted for women to have. Economical politics and authorities may form positive or negative, psychological or social, barriers for women’s entrepreneurship. This could be seen as the amount of support that women starting the business, receive from the society or, are they seen credible as entrepreneurs.

According to the survey, small business covers 94% of all business in Finland (Suomen Yrittäjät 2009), and women have 35% share of all the entrepreneurs in the Southwestern part of Finland, where this research took place (Varsinais-Suomen Naisresurssikeskus Esiselvityksen Tiivistelmä, 2007). There is a shortage of
research on women’s motives for business creation, and an integrated framework is able to reflect the embeddedness of women entrepreneurship (Bruin et al. 2007). Because for this very reason, it is important to know what motivates women into entrepreneurship in Finland, which can be related to study of disciplines, as psychology, sociology and economic.

1.2 Problem statement

Entrepreneurship is certainly one of the most important areas of research. Today a major part of entrepreneurship research focuses on the questions of how, by whom, and with what entrepreneurship is affected (Shane & Venkataraman, 2000). Our study is to discuss the “what” question - What drives women into entrepreneurship?

Entrepreneurship is a multifaceted phenomenon. There is a lot of discussion of entrepreneurship from different perspectives. However, it is far enough to identify the embeddedness of entrepreneurship from a single perspective. It is suggested by Verhuel et al. (2001), when measuring entrepreneurship, it is possible to identify from several aspects, provide a unified framework for understanding and analyzing what determines entrepreneurship. Since determinants of entrepreneurship can be studied from different perspectives, our framework is an integrated one that draws on the incorporate perspectives, including psychology, social sciences, and economics.

Women’s entrepreneurship research is still at the early childhood stage, and little attention has been devoted to a feminine perspective of business ownership (Bruin et al. 2006). We are motivated to explore an understanding of their entrepreneurial motivation and draw upon insights from interdisciplinary views.

1.2 Purpose of this thesis

The purpose of this study is to find out factors that motivate women to have their own businesses in Southwestern Finland, where the research takes place. Moreover, to understand that becoming and being an entrepreneur is a multidimensional phenomenon, this study of entrepreneurs’ motivation is conducted from integrated three sciences: economics, sociology, and psychology.

1.3 Definitions

It is important to point out that entrepreneurship is a multidimensional concept, the definition of which depends on the focus of the research undertaken (Verheul et al. 2001). Because entrepreneurship covers a wide range of beliefs, different type of activities and states of existence reflect the same phenomenon (Garter, 1990). In this paper, we use the term self-employment as equivalent entrepreneurship. The term self-employment refers to people who provide employment for themselves as business owners rather than seeking a paid job.

The definition of woman entrepreneur does not differ from the definition of entrepreneur (Huuskonen, 1992.). An entrepreneur is often defined as one, who owns, launches, manages, and undertakes the risks of an economic venture (Greve & Sala, 2003). Women entrepreneurs in our study are small business owners, who launch and manage the business.
As with other terms, there is no uniformly acceptable definition of a small firm. The European Commission provides the most commonly used definition of small business between 0 and 499 employees (Deakins & Freel, 2006).

1.4 Delimitation

In our study, all interviewed women entrepreneurs are independent owner-managers in their own small businesses, and we are looking for answers for the starting motives headed by female owners. Therefore, the analysis and conclusions are based on small business studies. To be able to perform this study in a satisfying way, the authors have chosen to delimitate the study to investigate motivation to start a small business and act as an entrepreneur in Southwestern Finland.

1.5 Disposition

Chapter 2: Presents the main theories within motivation, which is the foundation for the data collection and analysis. Further, theories regarding how psychological, economical, and sociological perspectives affect entrepreneurship formation are found here.

Chapter 3: The methodology chapter presents how the research was conducted.

Chapter 4: The data is analyzed by the results, which are derived from our qualitative research, and presented based on the applied theories.

Chapter 5: The conclusions from the analysis are presented with assistance of the theories, also discusses the limitation of the study, and give some suggestions to future studies in the field.
2 Frame of reference

This chapter will present the theoretical framework that has been chosen as a foundation for our empirical study and the analysis. The later presented analysis will be made using theories dealing with entrepreneurship motivation.

2.1 Entrepreneurial motivation

Previous studies in entrepreneurship motivation usually have focused on economic view and individual’s personality factors. However, economics is not the only driver reason to motivate people into entrepreneurship (Kaufmann, 2009). Women entrepreneurs are active in a range of settings, it is necessary to discover the embeddedness of entrepreneurship through incorporate views. Krueger (2002) states that entrepreneurs are not motivated by a single factor for starting a new business, but multiple factors. Consequently, we are examining entrepreneurship related questions draw from interdisciplinary collaborations that are psychology, sociology, and economics on the factors responsible for entrepreneurial response.

Figure 2.1 is the theoretical framework of this study. Psychological studies have focused on inherent features of entrepreneurs; sociological studies have focused on the social environments and contexts of entrepreneurship; economics studies have focused on the impact of the economic climate on entrepreneurial activity.

![Theoretical framework of the study](image)

**Figure 2.1** Theoretical framework of the study (Gray, 2006; Saxena, 2005, Ducheneaut 1997; Huuskonen 1992).
2.1.1 Psychology and entrepreneurial motivation

Motivation has been seen as an effect of psychology in succeeding entrepreneurial activities. A vast majority of research from psychological perspective (Segal, Borgia & Schoenfeld, 2005) has observed it. Motivation theory is the so-called physiological drive (Maslow, 1987). Psychology is a science that explains the reason and its consequence of entrepreneurship from individuals’ inherence. Personal competencies, traits, and behaviors are discussed.

2.1.1.1 Personal competencies

Personal competencies play an important role in the entrepreneurial process. People with stronger competencies have higher likelihood to pursue entrepreneurship, because they are more able to discover opportunities with stronger competencies (Baum, Frese & Baron, 2007). It includes three broad and overlapping competencies: knowledge, skills, and abilities. These three competencies are interrelated. Knowledge is inherently interrelated to and dependent on skills and abilities. Skills and abilities influence on one’s absorbent ability to gain additional knowledge.

(1) **Knowledge competence** helps individuals access to information and experience, and solve problems in the process of development. Opportunities can be discovered, identified and supported by people with high level of knowledge competence (Baum et al. 2007).

(2) **Skill competence** shows its advantage in two areas, which are technical skills and human skills. Technical skills help entrepreneurs enhance process to produce products and/or services to advance their business. Human skills motivate people inside the company, and networking outside the company is also increased (Baum et al. 2007).

(3) **Ability competence** is combined with knowledge and skills that might yield advantages to entrepreneurs to overcome difficulties and discover opportunities. Entrepreneurs are competent individuals, who have certain ability competence, including opportunity recognition, human and social resources, perseverance, and relevant to start a new business (Baum et al. 2007).

2.1.1.2 Personal trait model

Motivation to be an entrepreneur is a consequence of people’s personality (Stewart, Wayne, Watson, Carland & Carlaand, 1999). Studies have shown that people, who have many personal traits, have higher propensity of pursuing entrepreneurship as well (Kaufmann, 2009).

As researchers have questioned why some people choose entrepreneurial careers, the psychological perspective in entrepreneurship research has concentrated between personal traits and entrepreneurial choice for a long time (Delmar, 2000; Baum et al. 2007). They find out that certain characteristics are innate from entrepreneurs. Delmar (2000) argues some characteristics are related to entrepreneurs, which are risk-taking propensity, need for achievement, and locus of control, innovativeness, and desire for autonomy. Moreover, the effects of these traits are dependent on environmental variables; situations that individuals face from the environment (Baum et al. 2007).
Risk taking propensity characterizes typical entrepreneurs are willing to accept risks, but their risk propensities are inclined to low term of losses. Non-entrepreneurs have lower tolerance in stress and unpleasantness in a complex situation (Mullins & Forlani, 2005). Risk taking is dependent on the entrepreneur’s age, motivation, and business experience, number of years in experience, confidence, and education. People who have much experience, confidence, and better education are more willing to accept risks (Delmar, 2000; Ray, 1994).

Need for achievement is proven to have a close relationship with entrepreneurship. People with a strong need for achievement might act entrepreneurial and prefer challenging tasks rather than routine tasks. In own business, they take personal responsibilities for their performance, seek feedback about their performance, and search for new and better ways to improve their performance (Baum et al. 2007; Delmar, 2000; Cromie, 2000).

Locus of control presents the extent to which an individual feels in charge and controls the environment. Entrepreneurs enjoy working on their own goal and do not like someone having authority over them (Cromie, 2000; Delmar, 2000).

Innovativeness is common to be found among entrepreneurs that they are willing to introduce new products, new services, new markets, and new processes of production, new technologies, and new research into the firm (Baum et al. 2007; Delmar, 2000).

Independence/Desire for autonomy is a central feature of entrepreneurs. They have a strong desire to manage their own business. They choose the role of entrepreneur that the restrictions and rules of established organizations can be avoided. Furthermore, they are able to make key decisions themselves. Entrepreneurs have flexibility to do things that no one has done before or do them in a way that has not been done before (Delmar, 2000).

Besides these five traits, some traits also motivate people into entrepreneurship, such as self-efficacy and decisive (Baum et al. 2007; Mohan & Elangovan, 2006). People with high self-efficacy are likely to perform a certain action effectively. Decisive person can be depended upon to carry through on decision made. There is often a linkage between deciding and acting to carry through (Mohan & Elangovan, 2006).

2.1.1.3 Cognitive model

Some studies support for specific traits whereas others do not (Cromie, 2000). Because the challenges of founding new organizations vary by context, different types of entrepreneurs are required in the light of different types of enterprises (Thornton, 1999). Personality alone has a limited explanatory power, the social context is also important in understanding the reasons for starting a company (Stewart, Wayne, Watson, Carland & Carland, 1999). Situation is a very important issue to consider in entrepreneurship because entrepreneurs function within extremes situations of complexity, uncertainty, personal risk, urgency, surprise, and resource scarcity (Baum et al. 2007).

Cognitive model reveals the entrepreneurial behavior as well as situational factors in one way of explaining motivation in one becoming an entrepreneur. This model focuses on how people think and react more than on who they are (Delmar, 2000). A person will act in a way that is in conformity to their attitude. In addition, their following activities
in turn are influenced by their attitude. Intrinsic motivation is often determined as an action engaged for its own sake. Some people choose to be an entrepreneur in accordance with their adaptability to those situations when they are feeling of control and that they enjoy what they are doing. (Delmar, 2000.)

### 2.1.2 Sociology and entrepreneurial motivation

Entrepreneurship can be seen as a phenomenon nourished by different social environments and contexts. The social entrepreneurial environment affects the level of entrepreneurial activity because all entrepreneurs are part of a society (Malecki, 2009). Encouraging social environment of entrepreneurship can positively motivate people into the field, while individuals are less or even not promoted to entrepreneurship in a discouraged society. In a particular culture, the larger the number and variety of entrepreneurs there are, it will result in the greater the probability that the individuals will form companies in that culture (Krueger, 2002).

Social capital provides resources from individuals’ socio-cultural networks and personal ties to help venture creation (Yetin, 2008). A network of social relationships is valuable to entrepreneurs because of the amount of resources that their contacts have. The network helps individual to access information and knowledge to establish a firm (Acs & Audretsch, 2003; Greve & Salaff, 2003). With increasing social capital, women could acquire more assets through their social networks and personal ties and then connect to the phase of venture creation process. Female entrepreneurs’ social networks consist of family members, close relatives, friends, and other related community members (Yetin, 2008).

A network of social support promotes entrepreneurial activities. Entrepreneurship is unlike to happen without financial supports (Krueger, 2002). The availability of financial support for entrepreneurial activities directly influences the propensity to form new companies. More companies are formed in times when financial resources are readily available in a community. (Krueger, 2002.)

Entrepreneurs are also linked to the people and organizations outside their business world. Business frequently needs skills and knowledge from them. Entrepreneurs can test their business ideas and get help through contacting others (Greve & Salaff, 2003).

In the society, personal perception of desirability and feasibility is associated with entrepreneurship. Dissatisfaction is one of personal perception. The more people are dissatisfied with their life and/or with the society where they live in, the higher propensity of self-employed people there are in the labor force. It is a characteristic of human being throughout their whole lives; they always desire higher demands (Verhuel et al. 2001).
2.1.3 Economics and entrepreneurial motivation

The economic perspective on why people choose entrepreneurship has turned to scholars’ attention only recently (Levesque, Shepherd, & Douglas, 2002). The roots of entrepreneurship are based in economics (Baum et al. 2007; Praag & Cramer, 2001).

Baumol (1990) presents a reward structure in economy that motivates entrepreneurs. This economic perspective focuses on the desirability, usefulness, and utility of an entrepreneurial career. Whereas, Praag and Cramer (2001) suggest that people would become entrepreneurs if the expected reward surpassed the wages of employment. Whether an individual becomes an entrepreneur, is depended on associated utilities, which in turn depend on ability and individual risk attitude.

Levesque et al. (2002) present a utility-maximizing model to examine the choice between employment and self-employment according to the individual’s age, attitudes towards job attributes, and the likely changes to those attitudes when people mature. These differences between people affect on the choice of career they make by maximizing their utility. This model explains also, why some self-employed people switch into paid labor. (Levesques et al. 2002.)

Segal et al. (2005) propose an economics-based model where the risk, as a predictor, perceived feasibility, and desirability are included as the forecasters for an individual to make the decision between self-employment and desirability for working for others. Entrepreneurs accept the personal financial risks when they own a business, thus they directly also benefit the potential success of the business. Being an entrepreneur is viewed as a career choice with uncertainty, failures, and frustrations associated with the process. (Segal et al. 2005.)

Segal et al. (2005) examined components of motivation that might contribute to the decision to become self-employed. People might be motivated into entrepreneurship if they believe that they are more likely to receive the valued outcomes by self-employment. These researchers also propose that individuals’ willingness to accept a moderate, calculated risk would be the best indicator of this propensity.

In their study, the decision between a career of self-employment or working for others is explained with a rational three-part process:

1. Comparing the career desirability of self-employment and paid labor
2. Whether an individual possesses knowledge, skills, and abilities to perform tasks necessary to become an entrepreneur
3. Whether an individual is willing to accept the risk involved in entrepreneurial activity

This model represents a new paradigm for process-oriented entrepreneurial motivation; it forms a framework of three variables for motivational intention to become an entrepreneur. The study of Segal et al. (2005) presented that an individual, who finds entrepreneurial activity desirable and, possesses a self-confidence needed, has a high tolerance for risk to engage into such activity. In addition, they pointed out that understanding the factors, why people become entrepreneurs, has become increasingly
important for authorities. By understanding, it is possible to increase entrepreneurship. (Segal et al. 2005.)

2.1.4 Framework discussion

The motivation for entrepreneurship should be researched from different perspectives to explain the complexity of entrepreneurial motivation. Therefore, we introduce three perspectives from psychology, sociology, and economics. However, the scientific views do not explain the whole decision to become an entrepreneur, which does not differ from other big decisions in the individual level (Huuskonen, 1992). Entrepreneurship is not only an outcome of a certain psychological character; without an appropriate background, environment or situation, there is no entrepreneurship. Good ideas and plans will not be implemented if the environment is not favorable.

Individual’s path into entrepreneurship is affected by many things and this is why, in this study, we wanted to approach motivation to entrepreneurship by three scientific perspectives, which gave us the basic theoretical base into background, personal, situational factors and subjective reality affecting motivation to be an entrepreneur. These factors are introduced in the chapter 2.2.

Three perspectives as interpretive lenses are used to help explain motivational factors from their point of view. From psychological perspective, background, personal factors, and subjective reality are determinants in entrepreneurship. From sociological perspective, background, personal and situational factors are connected to personal evaluation of entrepreneurial motivation. From economical perspective, motivation depending on individuals’ economical situations, it might be from background, personal, and situational factors.
2.2 Motivation for women to start their business

What makes women to start their own businesses? This can be discussed in different light, based on different sciences as psychology, social sciences, and economics (Ducheneaut 1998; Muir 1999). When discussing motivation to start own business and be an entrepreneur, a tool for implementation is needed.

According to Huuskonen (1992), to become entrepreneur can be understood by the model in Figure 2.2. The phenomenon in entrepreneurship is complex; usually entrepreneurs are not motivated by a single factor, whereas multiple factors. Huuskonen (1992) introduces a pattern, which consists of three main factors, **background, personal and situational factors**, affecting on decision to become an entrepreneur. **Subjective reality** is how the individual interprets these factors before the decision making of becoming an entrepreneur. All these factors affect on subjective reality where the motivation is created to start business and be an entrepreneur.

![Figure 2.2 Factors affecting on motivation to start an own business](Huuskonen, 1992)
There are three main factors included into process, background, personal, and situational factors, which are important and closely interrelated. Background factors are the starting "fire" in the process. Background factors affect on the other two factors, as a supporter. Previous life experiences and individual’s social background affect on individual’s personality and the way she sees the world, as well as possibilities in making realistic decisions. According to Huuskonen (1992), if there are no background factors, there is no motivation, because it does not rise from anywhere. As well, if there are no personal or situational factors, there is no motivation either. Personal factors and situational factors mutually affect on each other. Interaction between people and situation create a fit towards the decision for entrepreneurship. People change the way of their situation and in turn situational factors are also changed; as social situations change, meanwhile have an effect on individual’s behavior. However, by only examining situations, entrepreneurship cannot be created. People prefer to become entrepreneurs if their background, personal, and situational factors are in balance with their interpretations of entrepreneurship. Evaluation of the environment is dependent on the person. Therefore, subjective reality/individual’s interpretation is very personal and has the final effect on individual’s decision to become an entrepreneur. Individuals are motivated into entrepreneurship when they acknowledge favorable situations. (Huuskonen, 1992.)

2.2.1 Background factors

The background factors are mainly meant social, common background factors of human backgrounds including work experience, family, and role models in entrepreneurship. These factors form individual’s way of seeing life and have an effect on personality as well as realistic possibilities in making decisions. For women, **age, income, employment status, and education, knowing other entrepreneurs, alertness to existing opportunities, adequate skills and knowledge, perceptual variables**, are all significant in determining women’s propensity to start new business. (Huuskonen, 1992.)

**Age** has a direct connection with entrepreneurship that people of certain age are often considered more likely to start a business. Huuskonen (1992) explains that a typical age for starting as an entrepreneur is 25–40, because at that point the economical and social commitment is not yet as tight as at older age. The possibility to choose the career is wider. On average younger people are less likely to be self-employed; the probability of a person to become an entrepreneur increases with age. Age influences the level of entrepreneurship though different intermediary factors, such as psychological and social characteristics of entrepreneur, financial resources, behavior and networks or contacts. These factors all depend on the age of the entrepreneur (Peters, Cressy & Storey, 1999).

**Income** is a stimulating factor to motivate people into entrepreneurship. People might have necessity to become entrepreneurs because they are not satisfied with their level of income. In addition to the level of income, income disparity can influence entrepreneurship. A high income disparity may also provide people with financial means to cover the risks associated with self-employment and to start a business (Verheul et al, 2001).
Education is important to stimulate entrepreneurship. It provides individuals with a sense of independence and self-confidence, and broadens the horizons of individual, thereby, makes people aware of perceiving opportunities (Reynolds, Hay & Camp, 1999). However, women have less business knowledge and education, and lower potential for advancement, but their knowledge are developed as well as experience and self-confidence as the development of venture (DeMartino & Barbato, 2003). Despite their level of education and work experience, some women choose entrepreneurship due to individual necessity; some of them are forced. They perceive that they have difficulties in finding interesting high salary jobs. Some of them have to take over the family business after push incidents, for instance, an accident or a financial difficulty faced by the parents. Some are encouraged and supported by their close environment, direct or indirect, lead the path of a new and previous unexpected professional orientation-entrepreneurship (Orhan & Scott, 2001).

Entrepreneurial experience provides individuals more possibilities to be motivated. Entrepreneurial personality characteristic are partly inborn but can also be enhanced through other relevant experience, and can possibly be developed through education and training. Entrepreneurs usually have some experience in entrepreneurship and they have seen how the business is operated. Moreover, they are aware of the possibilities that entrepreneurship can offer. People might get tempted of the idea of entrepreneurship from a previous job, and their knowledge of entrepreneurship has increased. (Huuskonen, 1992.)

Unemployment has a positive impact on new firm formation because of the shortage of alternative job opportunities. Unemployed people have no other option than becoming self-employed so that different types of employment and the number of entrepreneurial opportunities are created consequently (Verheul et al, 2001; Audretsch & Thurik, 1998).

Knowing other entrepreneurs make individuals more incline to start new businesses. Social background includes individual’s parents, and close family, giving entrepreneurs a role model in their early childhood. Many entrepreneurs come from a family, there one or most members are involved into entrepreneurial activities. Parents as entrepreneurs increase the possibility for children to become entrepreneurs. The effect is based on the socialization and practical experience in the family (Huuskonen, 1992). Women with a strong entrepreneurial networking may have an easier access into entrepreneurship. They communicate with various people and they might have a business idea through their connections. Women might also want to raise their previous social status by entrepreneurship and, change their employment into management of an own firm. By this action, they might consider having a better place in the society.

Family responsibility makes women incline to enter entrepreneurship with the need to balance work and family. The flexibility of an entrepreneurial career is important who is not yet married with children, and that it becomes even more important once they have families. DeMartino and Barbato (2003) show in their studies of women entrepreneurship that women have less business knowledge and education, and lower potential for advancement. Some people running their own business appear to have a natural development from their previous experience (Orhan & Scott, 2001).

Perceptual variables or person’s awareness of entrepreneurship in other words that the possibilities are affected by the person’s decision to take the decisive step towards entrepreneurship (Huuskonen, 1992).
2.2.2 Personal factors

Huuskonen (1992) explains personal factors by different dimensions, which appear in individual’s behavior when choosing between paid labor and entrepreneurship. Personal factor’s effects can be seen as active or withdrawal actions. Huuskonen (1992) explains these personal factors effecting to the motivation to become an entrepreneur: risk-taking ability, need for achievement, independent, and values and believes, internal and external locus of life.

Entrepreneurs are persons, who act and react differently into different situations. Wickham (2006) defines entrepreneur as the great persons from psychological perspective. A great person is a person, who rises from the crowd, who is born to be great, and who will achieve greatness some way. This greatness comes from inside and is a personal factor. However, the greatness is not predictable; it can only be measured when the person has already achieved success. Greatness cannot be tested; evaluation lies whether an individual considers herself great or not.

Risk-taking ability, need for achievement, independence, and internal locus of life are personality traits we have discussed prior from psychological perspective. Huuskonen (1992) has researched risk-taking ability and the results show that it depends on a person how s/he is adjusting for the risk. Entrepreneurs are consciously dealing with the risks. However, fear of failure is negatively correlated to women’s propensity to start new businesses (Langowitz & Minniti, 2007). Need for achievement is how a person experiences the feelings from an individual achievement. Entrepreneur competes with her and others, for even better achievements and sets her goals high. Entrepreneurs are characterized as independent, autonomous people. They want to be their own bosses. The outcome is that they must plan their own work environment. Internal locus of life means entrepreneurs are willing to control their own life and make own decisions. (Huuskonen, 1992.)

Personality type is discussed to help understanding entrepreneurs who they are. It is considered the way people act in given situations. Their responses are categorized into limited groups and people can be classified as:

- extrovert/ introvert
- aggressive/ passive
- spontaneous/ reserved
- internally/ externally oriented

Each of these personality types represents a fixed category. There is a common impression that all entrepreneurs are extroverts, which is not the case; introverts are just as likely to be entrepreneurs as well. Furthermore, studies have shown that all types of personality perform equally as entrepreneurs (Wickham, 2006).

Individual’s values and believes are the deepest insight for her about the issues in life. Values are quite permanent and general beliefs of what is right and wrong. The source of values comes from the environment, family, school, friends, and how issues are interpreted. Individual’s values have an effect on opinions, which the person forms of motivation into entrepreneurship. In some families, independence and self-motivation are forwarded to the children, as well as economical and hard-working attitude. (Huuskonen, 1992.)
**External locus of life** means factors from external environment. As a motivation factor it can be explained from sociological and economical perspective depends on situations. To become an entrepreneur is very unlikely if a person believes that the outcome is not depended on her efforts. When a person has an external locus of control, she believes that destiny and other external factors have all the effects on her career (Huuskonen, 1992).

Besides some personal factors mentioned by Huuskonen (1992), **social misfit** is proposed by Wickham (2006) as one of the reason to become an entrepreneur. Social misfit is introduced as an idea that a person becomes an entrepreneur when she is unable to fit into existing social situations. As a result, the entrepreneur is driven to create her own situation, meaning her own business in this case. This reason as becoming an entrepreneur is quite negative; however, it creates the possibility to these people to build their own work surroundings. In many cases, the social misfit comes from an unhappy employment career, which the employer wants to change into entrepreneurship.
2.2.3 Situational factors

Situational factors are also named objective reality, consisting of work environment, social marginality, single incidents in life, and environment’s positive reactions into entrepreneurship and the possibilities in the business start-up phase (Huuskonen, 1992). All of these “situations” can affect individual’s motivation to become entrepreneur. Situational factors are direct environmental factors, in which the person is trying to adapt her behavior. Entrepreneurs are working in different environments. Personal, social, and economical components all can affect on individuals’ motivation.

1. Work situation

Work situation means that individual is about to leave the previous employment and become an entrepreneur. It can be discussed by pull and push factors (Ducheneaut, 1998; Huuskonen, 1992). The pull factors positively pull people towards entrepreneurship, including independence, self-creativity, entrepreneur’s character, income, social value, and power. Whereas, the push factors argue that individuals are pushed from the previous work placement into entrepreneurship by negative external forces, including lack of income, dissatisfaction for paid labor, difficulties in employment, alternative for unemployment, flexible timing and family reasons.

- Pull factors:
  - Independence: It is the will for entrepreneurs to be free planning their own schedule and be responsible for their own doings, control their own life. Studies have shown that one of the head motivated reason for women to become entrepreneurs is independence. (Ducheneaut, 1998; Cromie, 1986.)
  - Self-creativity: It can be explained by an ongoing situation, where a woman thinks she can change her uncomfortable work into better by entrepreneurship. It is commonly found that the need for achievement is an important factor among entrepreneurs. (Huuskonen, 1992.)
  - Entrepreneur’s character: Entrepreneurs trust in their own abilities and do fine in situations where they have personal responsibility in the end. For success, they need an optimistic view in their doings and already mentioned self-confidence. It is essential for entrepreneurs to be risk-takers. (Huuskonen, 1992.)
  - Income: By increasing income and being financially independent can be seen as a pull factor. Nowadays the younger female generation wants to show off their independence with taking care of the money matters themselves. (Ducheneaut, 1998; Mallette & McGuinness, 1999.)
  - Social value and power: Women suffer from underestimation and inequality and this is shown in work life as women’s salaries and women in top leadership positions. Women’s work at home and outside home has not reached the same appreciation as men have (Northouse, 2007; Ducheneaut, 1998; Kovalainen, 1993.)
Push factors:

**Lack of income:** Lack of income can be either a push, or a pull factor, depending on the situation. However, here it is seen as a push factor when the economical situation in a family demands additional income. (Ducheneaut, 1998.)

**Dissatisfaction for paid labor:** Difficulties in finding a suitable job makes entrepreneurship interesting and creates a drive towards it. Dissatisfaction for paid labor and the life situation at that moment can lead to lost of interest in the current work and isolated feelings from the environment. (Due Billing, 1996.)

**Difficulties in employment:** Entrepreneurship can be seen as a better offer for making ones own career, better living. After a time as a house mum, woman can sense that there is a barrier for employment; maybe the professional skills have gotten rusty or a full-time job cannot be accepted because of the small children. (Ducheneaut, 1998; Kovalainen, 1993.)

**Alternative for unemployment:** If the economical situation is bad, the only option for being employed might be entrepreneurship, which would then be the only alternative for unemployment and women would be forced to employ themselves and make their living. (Ducheneaut, 1998.)

**Flexible timing and family reasons:** Flexible combination of family and work, as well as independence, is one of key motivation factors women mention, when they define they path to entrepreneurship. (Ducheneaut, 1998; Kovalainen, 1993.) Even though the business would be important, these women entrepreneurs do not want to sacrifice their families for the business. It seems that women entrepreneurs need strong background networks, a spouse, relatives, and friends, to survive in their business. (Kovalainen, 1993.)

Kirkwood (2009) and Rosa and Dawson (2006) find that women and men have relatively similar types of motivation for entrepreneurship at a broad level. The reasons for starting the business and being an entrepreneur are multidimensional as well as the motivating factors. Ones values, motivation, attitude and expectations can be characterized either pull or push factors within entrepreneurship. Therefore, women’s entrepreneurial motivation cannot be clearly defined by either pull or push factors, but the combination of pull and push factors. Women are pulled into entrepreneurship similarly to men but less motivated by wealth creation and advancement reasons, the push factors women experience are largely related to their families – balancing work and family. Money is less important for the majority women, but those who are either widowed or divorced do indicate that money is a primary motivator (DeMartino & Barbato, 2003).

2. **Single significant incidents**

Single significant incidents as conflicts and career crisis in the previous workplace can be reasons, which have separated the binds from the previous organization. A single incident can start actions for changing jobs. Negative changes are more the reasons for entrepreneurship than positive ones. (Huuskonen, 1992.)
3. Social marginality

A person can also face limitations for employment, social marginality, and become aware that inadequate education or ethnical race can become an obstacle for the work. For entrepreneurship, there is no formal application process, which might attract the ones, whose possibilities for getting employment are limited. The turnaround from the opposite direction or a conscious change in life demands a strong pull into a new direction. (Huuskonen, 1992.)

4. Environment’s positive view towards entrepreneurship

Environment’s positive view towards entrepreneurship affects on attitudes towards individual’s decision to become an entrepreneur. If the own family, friends and relatives support the idea of entrepreneurship, it affects very positively into the decision-making. (Huuskonen, 1992.)

5. Start-up for entrepreneurial activity

In the start-up phase for an entrepreneurial activity, the most developed business idea makes the entrepreneurship closer. The business can be bought, inherited, or started as a new venture. A very new venture demands a lot of effort from the entrepreneur, whereas a developed family business has already its routines for the new entrepreneur to follow. (Huuskonen, 1992.)

2.2.4 Subjective reality

Subjective reality is how individual interprets these presented factors (background, personal and situational factors) and then chooses whether to be an entrepreneur or not. Interpretation is presented on individual level what individual perceives. Huuskonen (1992) suggests that each person has her own territory, and act in her own territory in a certain environment, from where the decision to be or not to be entrepreneur, is made. Direct environments have different characters and the individual unlikely has the knowledge for all the simultaneous factors effecting into the issue or the right insight. The context has to be taken account when the decisions are made. In the subjective reality, perceiving and entrepreneurial intentions are discussed.

Perceiving is entrepreneur’s perception and vision of how she sees life. To become an entrepreneur can be based in the fact that the person did not see any other choices in her subjective reality. It is common that behavior is based on subjective interpretations, which can be limited. Interactions can be understood wrongly and perceptions can be lead into complicated defense or selection process. Intentional behavior might not look rational, even if the individual considers so. An outsider cannot understand entrepreneur’s irrational behavior, because she has not the same knowledge, experiences, and views of life. Business opportunities are not decisive, whereas the evaluation and conclusions are. (Huuskonen, 1992.)

Entrepreneurial intentions are the outcome of weighting positive and negative sides of entrepreneurial actions. Individual’s values count how she reasons the actions. Intention to become entrepreneur is created if the wanted outcome seems enough fascinating referred to sacrifice. Intentions are not created if the sacrifices are too wide referred to expected outcome. To become an entrepreneur can be seen as testing a hypothesis of entrepreneurship. (Huuskonen, 1992.)
2.2.5 Discussion of motivational factors and framework of the study

Motivation to become an entrepreneur is a mixture of different factors, which are based on different sciences. In the theory of Huuskonen (1992), it can be explained from background, personal, and situational perspectives.

**Background factors** can arise from person’s psychological character, how she was raised in the childhood, what kind of role models she was influenced. Referring to sociology, individual’s background environment affects on her entrepreneurial behavior. In addition, economical situation in the background, previous success in a business can have an effect on person’s motivation to entrepreneurship.

**Personal factors** are strongly connected to psychology. However, also sociological and economical issues can affect individual’s motivation. In sociology, the entrepreneurial atmosphere can affect on individual’s mood and motivation and she might have an inner encouragement for entrepreneurship or opposite, be depressed by it and not choose entrepreneurship. Economical reasons as rewards can be connected into individual’s personal factors. A person might have a high need for achievement and because of this; she wants to achieve success and wealth by entrepreneurship.

**Situational factors** and **subjective reality** can affect on motivation to become an entrepreneur in a psychological level. How the individual perceives the situation is depended on individual’s psychological views. In sociology, environmental factors can affect on person’s ability to find work; connection she has or if there is a family business available for her. In addition, the economical situation, (high/low) in the society can affect on person’s motivation to start a business.

Background, personal and situational factors affect on individual’s motivation to become an entrepreneur. They all are connected into psychology, sociology, and economics. To become an entrepreneur is a multidimensional process, which should be explained by inter-discipline theories as well as with a tool to understand different factors affecting into it. In addition, not to forget that the decision to become an entrepreneur is done at the individual level and person interpreting the factors by her subjective reality has the final effect on the motivation to become an entrepreneur.
2.3 Women entrepreneurship in Finland

New businesses are highly respected in Finland, and is ranked number one among all Global Entrepreneurship Monitor (GEM) countries (Heinonen, Kovalainen & Puukinen, 2005). Moreover, 99% of all businesses are small business (Deakins & Freel, 2006). The share of business owners of the adult population is 8.6%, which is the highest in Scandinavia and ahead of global average (Heinonen et al. 2005).

Women are motivated into entrepreneurship, in the Southwestern part of Finland, where this research took place, women have 35% share of all the entrepreneurs in the country (Varsinais-Suomen Naisresurssikeskuksen Esiselvityksen Tiivistelmä, 2007). Finnish women are active in entrepreneurship. Every fourth female trying to start a new firm is ranked at 19th in entrepreneurial activity in the global context in terms of female ratio (Heinonen et al. 2005).

GEM did a survey for the 2005 to research the entrepreneurial motivation in Finland. The result shows the necessity-based entrepreneurial activity is low, only every seventh person is necessity based. However, 90% of entrepreneurial activities are opportunity-driven. It is notable that the majority of Finnish entrepreneurs are trying to take advantage of business opportunity (Heinonen et al. 2005).

According to statistics in 2006, the unemployment rate was slightly higher for women (8.1%) than men (7.4%). During the recession and increasing unemployment, entrepreneurship is seen as one option. This type of entrepreneurship is increasing in Finland and among women. Women can be more creative and independent compared to paid labor, combining family and work is one reason why they became entrepreneurs, not for increasing wealth (Varsinais-Suomen Naisresurssikeskuksen Esiselvityksen Tiivistelmä, 2007). It seems that, to employ oneself, has become a part of Finnish small business. It also comes up in the study of Suomen Yrittäjät (2009) that women do not want to take any high risks in their business.

Finnish authorities support women entrepreneurship since late 1990s and earlier 2000s. Many policy instruments such as taxation relief policies and consumer taxation support system for using and paying for such services which very often are produced by women, such as cleaning, home care and, home help service. Women entrepreneurship has also gain a lot of public attention and media coverage, as well as academic interest, which has boosted the atmosphere on this matter. (Heinonen et al. 2005.)

The main actor, Ministry of Trade and Industry ensures that in Finland the operating conditions of enterprises are in the top class. In business skills, Ministry emphasizes start-ups and development services for small and medium-sized businesses. There are also other regional organizations, which offer advisory, development, and training services for entrepreneurs. Through them, it is even possible to get start-up money for a new venture. (Heiskala, 2005.)

The family policy in Finland aims to provide a secure family environment, for parents and children, by using various forms of financial support. This ensures both parents’ equal possibility to work. Therefore, in Finland, entrepreneurship and family life is possible to combine quite easily. Largely, Finnish women and men share the same responsibilities in providing the financial support for the family. (Heiskala, 2005.)
Education system positively influences entrepreneurship in Finland. Entrepreneurship has become one of the top priorities on the government’s agenda, and it is highly emphasized in the education system. In addition to 31 polytechnics that offer undergraduate degrees, Finland has nine universities providing specific degree in entrepreneurship. The Turku School of Economics, the University of Kuopio and the University of Vaasa all have small business promotion centers. (Dana, 2006.)
3 Methodology

This chapter will describe the qualitative method we have chosen for the conduction of our research. The chapter is regarding how the data for the study are collected and how they are analyzed.

3.1 Qualitative research

Research can be conducted via either qualitative study or quantitative study. Quantitative research involves a large number of respondents, is explaining result with logic, numbers, and detailed, generalized reasons, and it is concerned with questions about how much, how many, how often, to what extent, and may use survey and questionnaires. Qualitative research is not to generalize the results but to gain a greater understanding of a studied phenomenon, inner experience of participants, concentrates more on finding the opinions, experiences and feelings of the individuals and producing subjective data, and it is concerned with questions about why and how (Creswell 2009).

Considering the research approach employed to this paper, qualitative method is therefore the most appropriate method to use in our study. Qualitative approaches and designs help explain the complexity of entrepreneurship (Neergaard & Ulhoi, 2007). In addition, when the interviews were done, it appeared that women entrepreneurs seemed to have the will and need for speaking about their experiences and career choices.

In qualitative research, the basic point is that the research is subjective and not restricted, as well as the researcher, who has the central position in the whole process (Creswell, 2009). Data collection in nature and real situation positively affects into validity. Qualitative researchers tend to collect data in the field at the site where participants experience the issue or problem under study (Creswell, 2009). In order to get rich answers from respondents, the interviews were agreed and all took place at the entrepreneurs’ own work places in the late April 2009.
3.2 Data collection: interview and observation

There are many alternative sources of collecting data in qualitative research. Researchers can use one or several sources, depending upon the problem to be investigated (Corbin & Strauss, 2008). Observation and communication provide huge amount of information. Interview is the most useful way to explore people’s experience (Richards, 2005).

In our qualitative study, interview and observation were used. Questions were semi-structured and prepared beforehand, but the researchers have the freedom to ask more questions during the interview as we realized that it is important to add, in order to understand the phenomenon (Welman, Kruger & Mitchell, 2005). Questions might be understood differently between people, therefore we sometimes had to reformulate and pose the question in different ways to receive the needed information in step with our research objective. During the interview, we were there with the respondents and explained questions to our participants to avoid misunderstandings.

The purpose of qualitative research is associated with probability sampling (Neergaard & Ulhoi, 2007). It would be impractical for us to survey the entire women entrepreneurs in Southwestern Finland. Because qualitative research usually works with small sample of people and it is context dependent and studied in-depth (Miles & Huberman, 1994). We chose a small sample - five people to be studied and they were chosen from different branches to be able to receive material as fruitful and truthful as possible. By choosing different aged enterprises from different branches, we tried to add diversity for this study. The advantage of the variation strategy is that the data collection and analysis will yield high quality detailed description (Neergaard & Ulhoi, 2007).

Besides the competencies of speaking and listening used in interviews, observation was applied. In a qualitative research, the interview does not tell us all, whereas observing the situation and getting familiar with the research object, is a part of understanding women entrepreneurship. Researchers took notes on the behavior and activities of individuals at the research site and recorded observation (Creswell, 2009). The use of observation within entrepreneurship research can gain depth understanding regarding the questions how and why. Observing entrepreneurs provides a different angle to these questions, and, furthermore, it can be of great value to observe what entrepreneurs do rather than asking them what they do (Neergaard & Ulhoi, 2007).

3.3 Data analysis

Data are information carriers in qualitative research. The quality of the analysis is dependent on the quality of data records and skills for working up and explanations (Richards, 2005).

During the entire qualitative research process, we kept in mind a focus on learning the meaning that the participants hold about the problem, not the meaning that we bring to the research or not writers’ expression in the literature (Creswell, 2009). In addition, we built categories and themes from the bottom up, by categorizing the data into increasing more abstract units of information. Our research questions are formed based on theories, asking participants questions from three disciplinary perspectives: psychology,
sociology, and economics. Thus, our information was properly organized before it was coded and transferred into text.

Several authors reporting analyses of qualitative data label a strategy as inductive approach. Analysis of qualitative data conducted through the use of conceptualization. The inductive approach is a systematic procedure for analyzing qualitative data in which the analysis is likely to be guided by specific evaluation objectives. It emphasizes understanding of ongoing events relates to human society, theories need to be interpreted to the events. Inductive approach helped us to generate the general motivation factors on the base of previous study. Inductive approach has deep understanding to the context of research objective. (Saunders, Lewis & Thornhill, 2007.) Therefore, on basis of this we put forward our own viewpoint and cognition.

3.4 Trustworthiness

Credibility should be emphasized in qualitative study since qualitative research is affected by subjectivity (Creswell 2009). Together reliability and validity form the measurement for trustworthiness. Ideally, measurements used by a market researcher should be reliable and valid (Burns & Bush, 2001).

Reliability is the degree to which a respondent keeps up her answers (Burns & Bush, 2001). Researchers are familiar with participants and always keep in touch with them through phone after the interview. Answers from interviewees are consistent and confirmed. Validity addresses the problem of whether a measure measures what it is supposed to measure (Zikund, 2000). Validity is defined as the accuracy of the measurement. It is an assessment of the exactness of the measurement relative to what actually exist (Burns & Bush, 2001). Qualitative research can provide inner value of women entrepreneurs’ experience towards venture creation so that the validity of this research is considered.

Besides, the quality of the analysis can be increased by the researchers (Miles & Huberman, 1994). We stated our research purpose and objective clearly to the respondents before starting the research, and chose people in relation to the study. During data collection process, researchers show respect to the participants and the sites for research to encourage participants to speak out their opinion. As researchers, we are open and honest to interpret the meaning of participants what we have. We also enhance the trustworthiness by using a tape-recorder while conducting interviews to be able to review information several times and analyze them thoroughly (Miles & Huberman, 1994). Moreover, language barrier is removed since interviewer and interviewees will have conversation in their mother tongue – Finnish; therefore, less and/or no language barrier will happen.
3.5 Interviewees

There were five interviewed women entrepreneurs in this study. They all had a small business, and four of them were sole entrepreneurs, working alone. One entrepreneur had one employee. The businesses were located in the surroundings of the city centre and they were doing business in service industry. By the request, their branches and professions are named, but otherwise they are kept anonymous.

The “Hairdresser” has had her salon in the same building as her own house. She has had the business for 9 years. However, she experienced entrepreneurship earlier as well; she had a flower shop for 11 years before she was in charge of the occupation and she re-educated herself into hairdressing as an adult. She has a husband and a grown-up child.

The “Shoemaker” has been into shoemaking for 26 years, which was explained by her late husband’s same occupation. She has had a basic vocational, commercial education. Unfortunately, her first husband died and she felt she had to continue the work alone, because she inherited the business and all the equipments. She re-married and has no children.

The “Personal trainer” was a high-school graduate, who decided to employ herself in the fitness industry after graduation. She took courses in personal training and marketing and, she started her business as a young age. She was a single mother with two school-aged children.

The “Florist” has had the business for 5 years and she did not have any entrepreneurial experience earlier. She was a high-school graduate and after that, she had studied at a vocational, commercial school. She has been home with the children for some years; however, the economical situation in the family forced her to have a job. She had suffered from depression for a longer period and she could not work during that time.

The “Beautician” worked in the field of business administration earlier, but she felt the branch too stressful and, she wanted to change the occupation. She had taken a private beautician course for adults, and after graduation, she started her first business as beautician and that was six years ago. She has a husband and two school-aged children.
<table>
<thead>
<tr>
<th>Branch</th>
<th>Education</th>
<th>Time in this business</th>
<th>Family</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hairdresser</td>
<td>Hairdresser, florist dressmaker</td>
<td>9 years</td>
<td>Husband (grown-up child)</td>
</tr>
<tr>
<td>Shoemaker</td>
<td>Vocational, commercial school</td>
<td>26 years</td>
<td>Husband</td>
</tr>
<tr>
<td>Personal trainer</td>
<td>High school graduate, personal training and marketing courses</td>
<td>9 years</td>
<td>Single mother with two school-aged children</td>
</tr>
<tr>
<td>Florist</td>
<td>High school graduate, vocational commercial</td>
<td>5 years</td>
<td>Husband, two teenage children</td>
</tr>
<tr>
<td>Beautician</td>
<td>Vocational school for business, beautician</td>
<td>6 years</td>
<td>Husband and two school-aged children</td>
</tr>
</tbody>
</table>

**Table 3.1** Background information of the interviewed women entrepreneurs
4 Analysis

This chapter will analyze data we got from the qualitative research. This chapter is discussing the data for the study, which is analyzed through the applied theories.

In this chapter, we present the results, which were received after interviewing five women entrepreneurs in different branches. In the results, we tried to characterize these women entrepreneurs and their motivation by background, personal, situational factors, and subjective reality, based in integrated interdisciplinary framework of sociology, economics, and psychology. By the experiences and knowledge of the interviewed women entrepreneurs, we found out, what motivated them to become entrepreneurs.

4.1 Motivation for women to start their business

In this study, we examined five women entrepreneurs’ motivation in the view of psychology, sociology, and economics. The results in this study showed the same as Kaufmann (2009) has researched; economic reasons are not the only reasons for women’s entrepreneurial motivation. Motivation for entrepreneurship should be discussed in a broader concept.

Examining, why the interviewed women became entrepreneurs, and what factors have influenced into that, seemed to be the result of many coincidences, which have made the person to choose entrepreneurship as an occupation and the source of income. Some of the women had been pushed for entrepreneurship, because they felt they did not have any other options. Some others felt that they enjoyed working better as entrepreneurs than being in paid labor. Some had experience of entrepreneurship in different branches earlier, whereas others had educated themselves into a new branch and then immediately started their own business.

One reason, why some had been dissatisfied for their earlier employments, was the atmosphere and values they did not support, and the inflexibility of the work itself. Surprising was that some entrepreneurs had a stable job before they chose entrepreneurship. This shows that internal motives, not only economical reasons, have affected on the decision to become an entrepreneur.

“Being in a paid labor in business administration was so stressful that I could not take it anymore. I started to think, what else could I do with my life and I ended up in a beautician school. Now after having the business for six years I am really satisfied that I am brave enough to change occupations.”

- Beautician

The results in this study are divided into four categories according to the motivational theory introduced in the chapter 2.2.
4.1.1 Background factors

Discussing background factors, meaning individual’s social background and previous life experience, almost all interviewees had something in their background, which had an effect on them choosing entrepreneurship from other work. All the interviewees had at least an occupational or high school education. Some had even many occupational degrees; no one had a university degree. These entrepreneurs seemed to be “doers” more than getting their knowledge from the university. DeMartino and Barbato (2003) argue that women entrepreneurs have less business education, and this was confirmed in our study as well.

Huuskonen (1992) explains the typical entrepreneur’s age is 25–40 in the start-up phase. In our study, the entrepreneurs were 22–37 when they started the first business. This shows that the economical and social commitment that has not yet been stabled at that age and the person feels free to choose the occupation.

Some women had entrepreneurs in their families and that had affected into them choosing particularly the certain branch. According to Baum, Frese and Baron (2007), the stronger personal competencies a person has, the more likely she is acting entrepreneurial. Family business in entrepreneur’s background affects the competencies by increasing knowledge into the certain branch, as well as technical and human skills. In addition, the ability to cope and discover opportunities is more likely in those, who have experienced entrepreneurship in the family. However, our study showed that friends as entrepreneurs can also influence the motivation to become an entrepreneur. It can be seen as an encouragement for entrepreneurship.

A good entrepreneurial environment in the society helps people to be encouraged in choosing entrepreneurial career. Krueger (2002) states that positive environment of entrepreneurship motivates people into the field. An individual, who has family or friends working as entrepreneurs can be assumed to be under influence of entrepreneurship; that individual has more information about entrepreneurship than some other person, who has not been under any entrepreneurial influence. When it comes to motivation to become an entrepreneur, the individual, who has been attached to entrepreneurship through family and friends, can be more likely motivated into entrepreneurship, because that person has more knowledge of entrepreneurship. Background knowledge can help the person to form a positive, as well as realistic view of entrepreneurship.

“My parents were rural entrepreneurs. I had the idea what entrepreneurship is about.”
- Personal trainer

All entrepreneurs knew someone, who had started a business, before their own start-ups. Communicating with these acquaintances had given ideas for these women to start an own business. However, there were two, who had even taken a basic course in start-up to ensure their entrepreneurial abilities in the beginning.

One entrepreneur in our study was continuing her late husband’s work and she inherited the business, even though the business was at an unfeminine branch. However, there was also another woman, who had just decided to start a business without anyone’s support. This shows a great deal of entrepreneurial mind in these women.
“My husband died and I inherited the whole business. I saw that was my only choice to continue as a shoemaker by myself. Even though, it is not very feminine career.”

- Shoemaker

“The only support I got (for starting the business) was from me.”

- Beautician

None of the interviewed women had a strong financial background, meaning a lot of own money to put into the business start-up; moreover, they wanted to make their living by having the business. Only one of the interviewees had external financial support for her businesses; however, the amount was very low. The woman said she had taken a loan, because she did not have any savings. Four of the women entrepreneurs survived without external financing, which meant that they financed their business by themselves with their saving. However, the money spent in the start-up phase was not much, all of them started small.

Praag and Cramer (2001) present that expected rewards motivate entrepreneurs. If a person knows that she might have ability to earn more money as an entrepreneur that doing “the same” job as employed, it motivates the person to become an entrepreneur. This came up when interviewing the beautician and the hairdresser; they both were on the opinion that they did not even consider to be employed by some other entrepreneur, but having an own business was the only reasonable choice for them.

Occupational skills were appreciated among the entrepreneurs; they all thought that they possessed good occupational skills and they were confident in their ability to perform as entrepreneurs. However, some entrepreneurs thought that they should keep up the trends and up-to-date their education. All interviewed women estimated their self-confidence to be high in the matter of entrepreneurship. They also shared enough a need for achievement to carry on as entrepreneurs. Supporting efficient women, Greve and Salaff (2003) claim that business world needs people outside the business world. Women with good occupational skills could test their business ideas as entrepreneurs. The problem is that without any economic education and knowledge, the business might not succeed as planned. Even though the entrepreneurs seemed confident in their occupational skills, they realized that their business skills were not so great.

“I think I would have succeeded more if I had had an economic education – or at least a good business instinct.”

- Personal trainer

“I am confident with my occupational skills; however, I also go to hairdressing events regularly. In the hair business, you must be up-to-date; no one wants to have last year’s hair style.”

- Hairdresser

The social status was one thing that came up with two of the interviewed women. They thought their place in the society was better as entrepreneurs compared to their earlier employment. This was because their lack of higher education and, they thought they could not find a better-paid job compared to entrepreneurship. To have even more
higher social status, they thought, they should have employees. Increasing the social class by entrepreneurship seemed to be important to two interviewees.

“I wanted to increase my social status in the society. I do not want to belong to the working class with just a high school diploma.”

- Personal trainer

“I think my social status is higher now as being an entrepreneur. At least it beats the normal work at the office.”

- Beautician

According to Baum et al. (2007), entrepreneurs are psychologically capable individuals, who possess features like perseverance and high need for achievement. A person, who has these features and wants to achieve appreciation in life, has enough capacity to take a risk, leave the old job, and become entrepreneur. Individual’s psychological factors can create a strong will and the person is able into taking risks. A high need for achievement can be a drive for increasing the wanted social status. Here it can be seen the connections between psychology and sociology. The person can have a social need and she is capable in reaching it by her psychological, personal factor. This also shows that motivation to entrepreneurship should be examined from different views, because many factors influence into it.

4.1.2 Personal factors

Personal factors are mostly internal factors, which bring the person into entrepreneurship. These psychological motives can vary on entrepreneur’s character. We asked the interviewed women to characterize a typical woman entrepreneur. They thought the typical woman entrepreneur is: “emotional, works with heart, believes in herself, decisive and bold, persistent and, trying till the end.

From these attributes, it can be reflected that a woman entrepreneur is connected into her business more than it would just be an ordinary job. She is emotionally there and works with her heart. However, she also has to be strong, decisive, and persistent to survive. The results show that women are very aware of their features and they agree to possess these features themselves. Baum et al. (2007) argue that entrepreneurs have stronger personal competencies than non-entrepreneurs do. According to our study, interviewed women entrepreneurs were aware of their knowledge, skills, and abilities needed in their chosen area of entrepreneurship. They all were decisive, technically capable in their branches, problem-solvers, and perseverance.

When discussing entrepreneur’s personality, we found out that none of the interviewed considered themselves as “great persons”, who would achieve a lot from her life. The interviewees did not possess a high need for achievement on their opinion. However, Delmar (2000) argues that high need for achievement includes into entrepreneurial characteristics and the trait is dependent on environmental variables. This could be explained by the fact that women entrepreneurs are not only after the economical success, when they work as entrepreneurs. Other things matter as well. However, it is a question of individual’s interpretation, whether she thinks she possesses a high need for achievement or not (Huuskonen, 1992).
“If I would possess a high need for achievement, I would have not chosen to be an entrepreneur, whereas studied some science and worked in a managerial position. However, I was after an independent freedom when choosing entrepreneurship.”

- Personal trainer

“The people who reach the sky are cold, using others, manipulating... That definition does not match with women entrepreneurs.”

- Hairdresser

The question about social misfit raised almost tears into some of the interviewees’ eyes, because some of them confessed the statement, to be unable or had problems to fit into existing social situations, true. They thought that one reason, why they wanted to work independently was that they could not adjust into any work under someone else’s command. They always thought they knew themselves what would be the best way to perform tasks. They had acknowledged their social misfit and chosen entrepreneurship to be able to adjust better at their working life. However, one reason for social misfit was the old employment, which had given them negative experiences, which they wanted change by entrepreneurship.

According to Delmar (2000), independence is one of the personal traits that entrepreneurs possess. A strong desire for autonomy and independence can make it difficult to adjust under someone else’s command. This study showed that these features have driven people into entrepreneurship, because they felt uncomfortable and misfit working to someone else. As entrepreneurs, they could create the whole work for fitting for themselves.

When the interviewee was asked about her entrepreneurial personality, it showed that not all the women considered themselves as extroverts. Two of them saw themselves as introverts rather than extroverts. Furthermore, by observing these people, it could be seen clearly, who attracted customers with the personality, and who did not. An interesting point here was that the results by evaluating the personality were the same by all types: extrovert/introvert, aggressive/passive, spontaneous/reserved, and internally/externally oriented. If the person considered herself as an introvert, she also chose passive, reserved, and internally oriented to describe herself. Whereas, when extrovert was chosen, the attributes as aggressive, spontaneous, and externally oriented followed behind. However, this does not mean that an introvert would be a bad entrepreneur. She might possess other qualities such as being decisive and innovative.

Mohan and Elangovan (2006) argue that people with high self-efficacy tend to act effectively as entrepreneurs. Moreover, by the observations in our study, an introvert can compensate her lack of the extrovert feature for other factors as high self-efficacy and innovativeness. In the case of “the Florist”, she had many fascinating flower bouquets and little decorative items in her store. The flower store spoke for itself no sales words were needed.

“I do not see there is a problem that I sell flowers and consider myself as an introvert. At least I am not there to push the customers into buying.”

- Florist
By the comment of the Florist, it can be interpreted that women want to enjoy the entrepreneurship and they are not only thinking about the profits. To be able to grow the business and have great success, the entrepreneur should concentrate into the financials. The results here show that women consider other factors in entrepreneurship more important than economical reasons.

“I know I should think more about money and profit, but that does not come naturally in me.”

- Personal trainer

A “compulsory” personal trait, which came up, for an entrepreneur was being able to plan and solve problems. All entrepreneurs considered this inevitable for the business and, they considered themselves being at least above average planners and problem solvers.

When it was asked about the social surroundings affecting into entrepreneurs’ personality, all interviewed thought that external factors shape the entrepreneurial personality in a way or other. Such issues arose: Innate development can appear in a form increasing knowledge or creativity; acquired development can increase after some training and, social development can appear when the social environment broadens entrepreneurs’ views into a certain way.

“I had many new ideas to improve my way of thinking and, the business as well, when I become a member of the local Women Entrepreneur’s association.”

- Beautician

Yetin (2008) suggests that women entrepreneurship would be developed more if women would acquire more assets through their social networks connections. Moreover, women should step out of their family surroundings and go out there to search for new networks. By being social and actively communicating with other entrepreneurs, women could have more ideas into their business and the businesses might develop more and possibly grow. According to our study, women did not search connections outside their own business; they answered quite negatively about co-operation with others. The limitation for social networks was the time-consuming work and lack of free time, which they wanted mostly spend with their families and friends.

“I would never spend my free-time is some sort of associations; at this age (54) I need all the rest I can have.”

- Hairdresser
4.1.3 Situational factors

When the entrepreneur is working in a certain economical, social, and cultural environment, situational factors have a strong effect on entrepreneurship in her subjective reality. Work situation is the broadest situational factor affecting on individuals motivation to be an entrepreneur. (Huuskonen, 1992.) In this study, three of the five interviewed women entrepreneurs thought that their previous job was not motivating, they wanted to change jobs, and they saw entrepreneurship as an opportunity.

4.1.3.1 Pull and push factors in work environment

Delmar (2000) argues that independence is a central psychological feature for entrepreneurs. By independence, entrepreneurs can control their work and avoid restrictions and rules they dislike.

All entrepreneurs in this study mentioned independence as a pull factor when they described positive aspects for doing the business. All women said they could now control their own lives and be responsible of their own things. They seemed to be motivated, because of this factor although, entrepreneurship included also setbacks.

“Freedom for choosing the work, customers, timing... To be my own boss!”
- Hairdresser

Three of the interviewed women mentioned that the increasing self-creativity was a pull factor, when they became entrepreneurs. Deciding own life and being independent, made it possible to increase creativity as well. Many of the entrepreneurs mentioned that they also made the advertisements and the decoration for their business, so they could even decide how the salon, shop, or office shows off. Self-creativity seemed to be an important factor and entrepreneurial independence made this possible to put into action.

Baumol (1990) presents a reward structure in economy that motivates entrepreneurs; desirability, usefulness, and utility are focused in this economic perspective. However, when it comes to women entrepreneurs, the outcome of entrepreneurship can be something else than an economic utility. Women might see the utility in self-creativity and independence, the reward received could be something else than economic benefit as well.

When describing entrepreneur’s character, all five entrepreneurs said they were risk takers. They all trusted their own abilities to do fine as entrepreneurs; however, they also could evaluate their business in such way, which was not depended on their own character. Two of the interviewed said they could success better in another location than where their business was at that time. They all were realistic and self-confident about their businesses.

“This location is not the best location in town. If I were not this lazy, I would try to find another shopping center for my service. But I am somewhat settled here anyway. ”
- Shoemaker
For a woman, adding **income** into the family was compulsory for those interviewed, who had children. As mentioned in the theoretical framework, income might also be seen as a push, thus a negative factor. However, the quality of life and other pull factors affected more to be an entrepreneur, not only the needed income. Financial independence could also be achieved in paid labor, although, entrepreneurship was seen more attractive option. According to Segal et al. (2005), if a person making the decision to become an entrepreneur considers self-employment more desirable than paid labor, possesses knowledge, skills, and abilities needed to perform tasks, and accepts the risk included in entrepreneurship, is likely to be an entrepreneur. For receiving income, and be an entrepreneur, the person should analyze the qualities she possesses, whether she is capable in entrepreneurship or not. If the person has good occupational skills, the idea for being an entrepreneur might fascinate with earnings, which she would lack in paid labor.

Women entrepreneurs seemed to achieve **social value** by their entrepreneurship, according to this study. Increasing social value can be seen as a pull factor. When it was asked about the appreciation of their social status, four women answered that they saw themselves more appreciated than what they had experienced in paid labor. The social value had its downsides as well; three of the interviewed said they had lost some friends because they started the business. Mainly, because there was not so much time for friends during the start-up, but also, they thought that some people got a bit jealous.

“Some people just vanished from my life. I think they got jealous, even though there were no reasons for it – I will never get wealthy in this business.”

- Shoemaker

Malecki (2009) argues that social entrepreneurial environment affects the level of entrepreneurial activity. If the entrepreneurial environment is positive, people are more encouraged in starting business. This seems to have the same effect in respecting entrepreneurship in other people’s eyes, in those, who are not entrepreneurs

**Lack of income** as a push factor into entrepreneurship was the main factor for one of the interviewee, who said she had to employ herself, because she could not find any other work. Entrepreneurship was an alternative for unemployment to her and she was pushed into it. She also thought that she could not find a job, because of her foreign background.

“I had difficulties in finding a job because my Finnish is not fluent. I saw entrepreneurship as the only option for me to have income.”

- Florist

Acs and Audretsch (2003) argue that networks help individuals to access information and knowledge when establishing a firm and relationships are valuable resources in entrepreneurship. When there are difficulties in employment, also entrepreneurship could not be the easiest option if the entrepreneur’s cultural background is foreign. Furthermore, she might lack the social connections, important resources needed in the start-up. Therefore, the start-up phase might be more difficult than if the entrepreneur is native. However, other entrepreneurial, personal qualities may compensate this difficulty.
One interviewee thought that they would have more stable income if they would be employed in paid labor. However, then they would lose the other possibilities, as independence, in entrepreneurship.

“I would probably earn more as a cleaner but then I would lose my freedom.”
- Shoemaker

One woman answered that she was dissatisfied for paid labor and she wanted to educate herself into a very new occupation. She had gotten tired of the firm she worked for, because she had noticed the few possibilities in getting higher positions. Other interviewees had experiences in paid labor as well, but they preferred to be entrepreneurs. Some had difficulties in employment; rules, people, and organizational matters they disliked. As by pushed into entrepreneurship, they could affect their own work and make their own rules. Moreover, hire people they liked around them.

As Stewart, Wayne, Watson, Carland and Carland (1999) put it; motivation to be an entrepreneur is a consequence of people’s personality. People with entrepreneurial character can find solutions into difficulties in employment or dissatisfaction in paid labor. According to our study, people with entrepreneurial personalities find their own ways into employment, entrepreneurship, despite of dissatisfactions in the earlier employments.

Those interviewees, who had family with small children, saw entrepreneurship as an opportunity to work. By flexible timing, they could make their own schedules; they could be there for the children. However, being an entrepreneur means a lot of work and sometimes the daily hours are longer than in paid labor.

“If I need a day off, I will have a day off.”
- Hairdresser

“I can make my own work schedule and it gives me better possibilities to see my children than in paid labor.”
- Personal trainer

Almost all women entrepreneurs considered the background support from their families, spouse, relatives, friends, very important. Some of the interviewed women mentioned that they were encouraged to become entrepreneurs by the people around them. The family support became more important when the woman entrepreneur has small children.

4.1.3.2 Single significant incidents

Conflicts in the previous employment can be reasons, why a person decides to become an entrepreneur (Huuskonen, 1992). These reasons can be seen more as negative reasons, however entrepreneurial thoughts might have been there already in person’s mind, and the single significant incident becomes the final factor for the decision to leave the job and start as an entrepreneur.
“There had been conflicts at work and the atmosphere was not enthusiastic. The final decision was made when I had to cancel my summer holiday, because the boss had changed my vocation in the last minute.”

- Beautician

According to Verhuel et al. (2001), personal perception of desirability is associated with entrepreneurship. Dissatisfaction as a personal perception can make entrepreneurial people to act, when they face a single significant incident. A dissatisfaction can turn into a favorable situation when the person decides to become an entrepreneur and have an own business.

Single significant incidents can also be issues happened in person’s individual life and the outcome has affected into the decision to become an entrepreneur. In our study, one interviewee had lost her husband and without this incident, she thought that she would have not been an entrepreneur.

Career crisis can face a person, even if it is in the beginning or in the end of individual’s employment career. Entrepreneurship can be seen as a way to change the track.

“I had been working with PR for a while. I somehow liked it but still I felt I would not take it for the rest of my life. I wanted to work with fitness, which had been my hobby for a long time. The feeling for entrepreneurship just came one day at a fitness competition and I followed it.”

- Personal trainer

4.1.3.3 Possibilities in the start-up phase

A developed business idea in the start-up phase brings the person closer into entrepreneurship (Huuskonen, 1992). If the entrepreneur is familiar with the routines in the business, the motivation for the start-up is easier. Friends and family might act as role models and the individual might have a clearer picture what entrepreneurship is about, compared to a person, who has not been attached into entrepreneurship before.

“I had known entrepreneurs for all my life. There was no threshold for me to become one.”

- Personal trainer

In our study, there was one interviewee, who had had a business and been an entrepreneur before. By her answers, it could be interpreted that if a person has gone through the start-up bureaucracy earlier, it was easier to make it again. Nevertheless, the branch would be different.

“It is quite common in the hair business to have the own boutique. And, because I already had been an entrepreneur before, it was easier for me to be one again.”

-Hairdresser
4.1.4 Subjective reality

An individual’s view towards entrepreneurship forms in subjective reality, where the individual faces the motivational factors (background, personal and situational). How she perceives her environmental territory creates the outcome of positive or negative thoughts towards entrepreneurship. Entrepreneurship is created from positive thoughts, whereas negative interpretations are unlikely to make individuals as entrepreneurs: If the individual sees her opportunities positively, she is motivated to become entrepreneur, whereas if the interpretation is mostly negative, entrepreneurship is unlikely to happen. As a conclusion, entrepreneurial intentions and motivation towards entrepreneurship appear by individual’s interpretation, or not.

There is no contradiction between perception of entrepreneurship and negative factors. In our study, all entrepreneurs translated their environmental territory positively, even though some of them faced negative environments. They all had perceived entrepreneurship enough to sacrifice the referred actions. In the case of the “Hairdresser”, she considered herself as nothing else but an entrepreneur, although she had changed the branch once in her entrepreneurial career. However, this shows that she considers herself as a true entrepreneur despite the branch she works in. By observing her, we as researchers thought that she had a psychological drive into entrepreneurship; personal factors pulled her into entrepreneurship. However, according to her interview, her problems in working for others (social misfit) pushed her into entrepreneurship.

The “Florist” had another type of drive into entrepreneurship. Because she was mainly pushed into entrepreneurship and she would have preferred paid labor otherwise, we considered her to be pushed into entrepreneurship by situational factors, lack of income and alternative for unemployment. Considering her family’s income situation, we assumed that her interpretations in her subjective reality perceived entrepreneurship from unemployment. However, there had to be some personal factors in her, why she become entrepreneur after all. Her persistence to survive in life might have driven her into entrepreneurship. As well as the “Florist”, we also assume by our observations that the “Shoemaker” was pushed into entrepreneurship by situational factors, referring to her husband’s death. She might not have had the inner drive, however, the situation; a single significant incident forced her to act entrepreneurial. Furthermore, considering the “Shoemaker”, there probably were other situational factors as well, which made her decide to act entrepreneurial. In the interview, she talked about the social value of entrepreneurship, how she meets her friends and nice customers daily at her store. She liked her customers and said that they were the fire for her to carry on, even if the business was not doing very well. Furthermore, the “Shoemaker” also seemed to belong to the survivors club, thereby she probably also possessed some personal factors affecting positively towards entrepreneurship, as risk-taking, starting the business independently and having an internal locus of life, which made her continue the late husband’s business.

The “Personal trainer” possessed a strong inner psychological drive to pull her towards entrepreneurship. Her personal factors supported her entrepreneurial intentions. The “Personal trainer” had decided at an early age to act entrepreneurial and have the independence at her work. By research observations, her personal factors, being decisive, and perseverance could have driven her into entrepreneurship in some other
branch than fitness as well. However, these features could have made her difficult to adjust under someone else’s command.

The inner drive might appear as well together and be supported by situational factors. After interviewing the “Beautician”, our observations showed that her motivation into entrepreneurship could have been a mixture of personal and situational factors. Because she was not satisfied with her career in business administration, she still had the psychological character to perceive independence and creativity at her work and entrepreneurial intentions into becoming entrepreneur. However, these all are assumptions by us, researchers; the motivation is formed in the individual level in her subjective reality and the outsiders can only interpret the outcome through actions.
5 Conclusions and discussions

This chapter summarizes the findings about entrepreneurial motivation based on our qualitative research among small samples in Southwestern Finland. It also summarizes limitations and gives recommendations for the future studies in the field of entrepreneurial motivation.

5.1 Conclusions

This paper is built on the empirical fact that motivation for entrepreneurship is a multi-faced phenomenon and it should be studied in the light of different sciences. We came into the same conclusion in our research as Kaufmann (2009) that economics and financial welfare are not the only reasons to motivate women into entrepreneurship. All interviewed entrepreneurs in our study chose entrepreneurship for different factors, including background, personal, and situational factors (Huuskonen, 1992). When studying entrepreneurship, individual’s own interpretation (subjective reality) plays important, the final role in the decision-making. Based on favorable environments, by background, personal and situational factors, these women perceived their entrepreneurial intentions, and became motivated as entrepreneurs.

In our study, from psychological perspective, independence motivated people to behave entrepreneurially active; from sociological perspective, networking, support from family and friends positively affect on their entrepreneurship, whereas negative factors pushed them, such as dissatisfaction with the paid job, dissatisfaction with flexibility, dissatisfaction with income; from economical perspective, income as a stimulating factor either push or pull women into entrepreneurship.

A single perspective would not be able to identify the diverse motivation factors in entrepreneurship. Collaborative disciplinary perspectives add explanations to the phenomenon of entrepreneurship. Entrepreneurial motivation factors can be explained from those perspectives. To be an entrepreneur should be looked upon by integrated disciplines to understand the whole phenomenon.

The results here show that all women entrepreneurs enjoyed entrepreneurship, even more than paid work. They were confident in their knowledge and skills to start a business, likely to know other entrepreneurs, and less likely to allow fear of failure to prevent them from starting a new business. Family responsibility was also an important factor for them to start a new business, moreover, if the women had children. Most of them were opportunity driven rather than doing it from necessity. Entrepreneurs can be seen opportunistic, however, according to this study; money is not the most important issue in entrepreneurship.

In the analysis, it is seen that different factors have their theoretical background in different sciences. In addition, some factors cross from the scientific background. Background and situational factors can be looked upon economical, sociological, and psychological aspects. Personal factors’ aspect is mostly psychological and social. Often, when personal factors and situational factors are discussed, situational factors can affect on personal factors and visa versa. A person with certain characteristics can behave in a certain situation differently as she would behave in other situations. In addition, situations can change personal factors.
Answering the main question in this study by the Huuskonen (1992) model, what factors motivate women to be entrepreneurs; the answer would not be simple. First, there must be found individual’s inner drive. If the person does not have the inner motivation to be an entrepreneur, there will not be any business, even if the situational factors (e.g. family business, environment’s positive support, and easy start-up) would support the idea. Individual creates her own motivation in every case. This is what Huuskonen (1992) meant in the subjective reality, where the individual interprets the possible factors affecting into her entrepreneurial decision. Whatever the factors are, positive or negative towards entrepreneurship, individual’s interpretation of the factors finalized the decision to be motivated to become an entrepreneur.

Secondly, Huuskonen (1992) claims that the background factors are the “starting fire” for the entrepreneurial motivation. This can be interpreted that individual’s background factors form individual’s personal factors towards entrepreneurship or not. If it affects positively towards entrepreneurship, and situational factors support the personal factors, individual’s interpretation will decide whether to be motivated into entrepreneurship or not. Background factors can also influence situational factors, which would need the support of personal factors in the same process. By understanding this process, it can be understood how multitasked the decision to become an entrepreneur really is.

All the interviewed women entrepreneurs in this study showed that one driving force they all shared, to become entrepreneurs, was independence, “being the own boss”. According to Huuskonen (1992), independence was seen as a pull factor for entrepreneurship, as well, independence is a psychological, personal trait. As criticizing the Huuskonen (1992) model, it could be discussed that whether there would be a strong need for background factors if the individual has a strong personal trait. This argument is because by individual’s personal interpretation (subjective reality) is made the final decision to become entrepreneur, do background factors play that much important role in the process – we ask. We would suggest not putting emphasis on the background factors, because situational factors, the present and the future, can affect on individual’s current life and by this, situational factors might affect as much as background factors, for the individual’s motivation to become entrepreneur.

Everyone’s subjective reality is different and objective reality varies between people since everyone is unique and has one’s own environmental situations. Various things, such as self-assessment, attitudes, perception of the environment, and information available, influence their judgments. Motivation for entrepreneurship should be understood in the individual’s own context of life situation, personality, and social environment.
5.2 Limitations

Several limitations exist in this study. Firstly, since the study is restricted to one country, Finland, the findings cannot be applied to other countries. Secondly, the number of case firms in the survey was only five so that the number of participants should be put in mind when reading the analysis and conclusion. Moreover, all respondents were from service industries, therefore the findings should be taken as indicative, should not apply to all industries. Thirdly, our inability to explain more of motivation in small business literature study may have another cause. Moreover, our study did not cover a sufficiently long period. Fourthly, the result is also limited due to the methodology we have used because qualitative research does not recommend generalization. Therefore, we cannot provide generalized result from our study.

Despite the limitations, together with the findings gained by interviews this study contributes to the emerging literature on gender and entrepreneurship. It offers insights into the reasons of business motivation headed by women.

5.3 Recommendations for future studies

Our study has been about entrepreneurial motivation towards venture creation. In order to find out, this study suggests the further studies that the longitudinal research is needed.

Future studies can combine quantitative and qualitative research methodologies if necessary. Quantitative research is helpful to provide generalization for the future studies. Qualitative research can provide an understanding of the phenomenon, but the sampling size can be expanded, not constraint by one specific country, the larger number of participants taking part in the research, the richer result it will provide.

In addition, the results of our study suggest those researchers, who are seeking to study entrepreneurship should take steps to form cross-disciplinary collaborations. Indeed, we believe that collaborative engagement among scholars can complete with the purpose of creating additional value about entrepreneurship. The more there are cross-disciplinary collaborations, the more value for entrepreneurship will be found. Further studies can link across more broad disciplines to find out the embeddedness value of entrepreneurship.

Entrepreneurs are individuals and their motives into entrepreneurship are diverse. According to Huuskonen (1992), the final decision to be motivated into entrepreneurship is made in individual level, in the subjective reality. In the further research, studies should emphasize entrepreneur’s motivation in the individual context, not forgetting the factors affecting into it.
References


Appendices

Questions of theme interviews:

**Background questions (1 – 9)**

1. What kind of business are you doing?
2. What is your educational background?
3. How old were you at the time you started your first business?
4. How long have you been doing your current business?
5. What motivated you to start the business; how did you end up being an entrepreneur?
6. What benefits do you have choosing entrepreneurship from paid labour?
7. Which of those benefits make you feel mostly happy?
8. Were you dissatisfied in the previous work?

**Economical perspective (10 – 14)**

10. Have you had any external financing in your business?
11. How was the economical environment when you were starting this business?
12. Do you think you have a good business idea?
13. Have you thought of developing or growing the business in the near future?
14. Are you scared of failure in your business and loosing your work?

**Sociological perspective (15 – 20)**

15. Were you encouraged to be an entrepreneur; what encourages you and how?
16. What do you think about your social status as an entrepreneur?
17. What kind of changes have you realized in the behaviour towards you, during your entrepreneurial career?
18. How do you balance with your family and business?
19. Is there any entrepreneur in your childhood family?
20. Have you planned to cooperate with some other entrepreneurs?
**Psychological perspective** (21 – 36)

21. Have you had a need for successful achievement?
22. Have you had problems to adjust in your previous employments/work?
23. In your opinion, what features do women entrepreneurs have; do you possess these features?
24. What would you say about creativity at your work?
25. How would you describe your occupational skills?
26. Are you satisfied with your entrepreneurial life?
27. How do you consider your self-esteem at your work (high/low)?
28. Are you a risk-taker?
29. Are you optimistic for the venture to carry on?
30. Do you consider yourself as an intro/extrovert?
31. Do you consider yourself as aggressive/passive?
32. Do you consider yourself as spontaneous/reserved?
33. Do you consider yourself internally/externally oriented?
34. How do you consider yourself as a planner and solving problems?
35. How would you describe your motivation in doing your business?
36. How do you consider the social surroundings affecting your entrepreneurial personality?