

Status of Women Entrepreneurship: Motivational and Challenging Factors in Nepal

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Article History Article Submission 10 February 2016 Revised Submission 27 April 2016 Article Accepted 10 May 2016 Article Published 30 June 2016	ABSTRACT <i>The main objective of this paper is to explore the motivational and constraining factors that effects the women entrepreneurial growth in Nepal. The result of the clearly depicts that political instability and weak implementation of law and order in Nepal has been a major stumbling blocks for women entrepreneurial growth besides giving greater attention to the creation of conducive culture for women empowerment. Thus, the study draw conclusion that there is still a substantial room for women entrepreneurial growth in Nepal because their current role in business is far from satisfactory.</i> Key Words: Status, Women Entrepreneurship, Motivation, Challenge, Nepalese Perspectives.
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1. INTRODUCTION

An entrepreneurship can be defined as the formation process of creating an opportunity and pursuing it, regardless of the resources currently controlled (Timmons, 1989). According to Schumpeter (1934), entrepreneurship can be considered as the formation of a new venture that often uses innovation either for entering existing markets or creating new market. The main goal is to sustain and grow by making potential demand, while taking market share away from the existing suppliers. Furthermore, on the other side, entrepreneurs are the same ones who independently own and actively manage a business (Collins *et. al*; 2004). An astute individual should be encouraged to become entrepreneur who will particularly contribute to the creation of workforce demand and the economy growth (Van Praegge and Cramer, 2001). It could be noticeable that entrepreneur is a person who organizes, manages and uses the factors of production and at the same time who innovates and bear risks. It is because entrepreneurship as the process of creating something new with value by devoting necessary time and effort to taking accompanying financial, psychic, career and social risks. In the of success, rewards of monetary and personal satisfaction also become central to entrepreneurship (Hisrich, 2005). Furthermore, during the past few decades, creating and transforming ideas into economic opportunities are the major decisive issues of entrepreneurship growth. It has become increasingly apparent that entrepreneurship indeed contributes to social and economic development in both developed and developing countries (Ilo, 2006)

As it seems from the discussion so far, entrepreneurship development and empowerment correspond with one another. Therefore, entrepreneurship development and social empowerment in the 21st century are poised to be influenced by the growing concern for business practice and ethics among male and female entrepreneurs. The process of entrepreneurship is common to both man and woman. However, women stand as a special focus group for entrepreneurship development. They differ in terms of motivation, business skills, formal training and education, household chores, etc. But technological change and innovation and rising consciousness through education among woman has facilitated the growth of women entrepreneurship in a developing country like Nepal (Agrawal, 2013).

Women entrepreneurship is however, a relatively recent phenomenon in Nepal. It can be noticed that apart from the initiatives of the government of Nepal, several women-based organizations INGO and NGO -- both have come up with various policies for the economic development and social empowerment of women in Nepal but when we realize the real scenario of female status in business, people generally think of some small micro level business such as handicrafts, beauty parlours, knifiting, sweing, agriculture, cleaning, health and education, etc. According to Gender Gap report (2012) published by the world economy forum, Nepal rank at 123 among 136 countries in terms of overall gap index. Women in Nepal have a low status in public life, with adequate disadvantage in entrepreneurial activities. In Nepal, women are under represented as business leaders and are less likely to actively participate in formal entrepreneurial activities. Therefore, this study sets out to indentify and explore the both motivational and constraining factors that both lead to and hinder women entrepreneurship towards a successful business in Nepal. At the same time, this study has been undertaken to fulfill the existing research gap and aims at exploring critical factors to hiring women into the mainstream of entrepreneurship in Nepal.

2. REVIEW OF LITERATURE

For the purpose of this study, over the years, a great bit of importance has been given to the role of women entrepreneurship as a prerequisite for employment generation, resource allocation, poverty alleviation, economic development and women empowerment and so on (Mayoux, 2001). Therefore, the global microcredit summit held in Canada set new goals to lift more than 500 million people out of extreme poverty by 2015, including the resolve to enable 175 million families to have access to credit, specifically among women.

This has resulted into a shift in focus groups and development projects and Government policies in many developing countries. Women entrepreneurship has been considered as a key ingredient for poverty reduction and empowerment (Bushell, 2008). Thus, there are numbers of previous research findings, focused on motivational factors for women entrepreneurship (Stoner *et. al.* 1990; Hamilton; 1993 Brown; 1997 Winn, 2005; Naser *et. al.*; 2009; Stewart and Roth; 2007; Bushell, 2008). These scholars have observed some motivational factors for women entrepreneurship for economic development and empowerment in the context of a nation. They have identified factors like, self fulfillment or achievement, extrinsic rewards, desire for autonomy; intrinsic rewards, family support and security, Social network, social support. Technological innovation and education. These factors determine the motivational level of women entrepreneur for the success of a business.

In addition, the most motivational factors supporting women entrepreneurs success comprises of management skills, access to financing personal qualities, government support, availability of entrepreneurial training and professional advice access to IT, efficiency and commitment orientation and alike (Huck and McEwen; 1991; White and Cooper; 1997; Marlins Wright, 2005, Alam *et. al.*, 2011 and Yusuf, 1995)

In spite of these findings with respect to motivational factors to women entrepreneur; it still remains a challenging task, despite the recognition of the fundamental role of women in the world economy. Previous research has explored several motivations and their positive effects on women entrepreneurship. However, there are still some barriers. Women in developed and developing countries face many problems to get ahead in their career in business. However, there has been emphasis on searing women entrepreneurship. Microfinance institutions (MRIS), INGO and NGO and Government itself encourage women to take to entrepreneurship (Agrawal, 2013). In spite of the emphasis, access to finance by women entrepreneur still remains a far cry. Moreover, intimidation and under-representation compound the class (Nkamnebe, 2009). Therefore, research into the general issues faced by women entrepreneur focuses on a number of critical barriers and challenges. For this (a) traditional stereo typing of socio-cultural role relegates women to being household chores (Rijal, 2014). (b) in the absence of coordinated effort among government and other institutions, women entrepreneurs cannot be successful (Mayoux, 2003). (c) comparatively low level social integration (Shapero, 1982). (d) Net working is not established to the same degree as with male counterparts (O'Donnell *et. al*, 2001). (e) Women are generally low risk taker, because of their primary responsibility towards family (Goffee and Slase, 1985). (f) legal and regulatory barriers, limited management competencies, lack of financial and credit availability (Felumini and Wosowei, 2013).

Based on the above facts, it can be observed that there are several factors hindering to women entrepreneurs in their way towards business success these factors include family obligation, poor access to financial support, male dominance, lack of managerial competencies, passive attitude, lack of knowledge and know-how, low-level risk taking, attitude and alike. Therefore, these key factors indicate both the social and personal features that are considered hindrances for aspiring women entrepreneurship in a business venture. The literature review remain does not clearly pin down both the key motivational and constraining factors for not so satisfactory women entrepreneurship. The empirical evidences do not quite show the existence of a such role. However, researcher examining and exploring this link have still not placed spotlight on the above this factors study plugs this gap by study is therefore, aiming to identify and explore the motivational as well as constraining factors that impact on entrepreneurial growth of women entrepreneur in the context of Nepal.

3. ISSUES RELATED TO WOMEN ENTREPRENEURSHIP IN NEPAL

In 1990, the country has been adopted a democratic political system but due to the male dominant society, women entrepreneurs still finding not an easy path at that time. In Nepal, entrepreneurship has been traditionally seen a male preserve and idea of women taking up entrepreneurial activities considered as a distant dream (Dhungana, 2014). But mind set has been changing; women entrepreneurship is getting importance in Nepal as well. There are lots of contributions underway to boost women participation in a business. However, women have been facing several challenges to get going with their venture ideas (Bushell, 2008). Thus, to know the real scenario of women entrepreneurship, it is necessary to get general ideas of Nepal development level. The Human Development Index (HDI) of 0.54 % (2013) ranked Nepal 145 out of 187 countries, while the Human Poverty Index (HPI) value of 41.4 % (2011) ranked Nepal 84th among 108 developing countries. Similarly, the Gender Development Index (GDI) clearly exposed the status of women in the country in a society. Nepal ranked 145 out of 156 countries and it is ranked 83rd out of 182 GEM Report (2009). Similarly, the literacy rate for women, which is clearly indicate that more than 27% in terms of literacy. In addition, 82.9% of men are employed and women stand only at 74.9 percent. However, over the decades, fortunately, mindsets of Nepalese people have changed now. The government of Nepal has setup with policies related to women empowerment and economic development. There is

an act where property owned by women is given 25% of Gross Domestic Product (GDP) of the country, which is the highest contribution among the south Asian nations, and out of this, women migrant workers contribute 11 percent. But the situation is still not satisfactory in Nepal. Women in the country have been facing complex problems to get going with their business ideas. However, now women are empowered sufficiently to participate in business and obtain support in all aspects of enterprise development through training on management skills, new forms of financing etc. (Acharya, 2001). In addition, women in Nepal have played the significant role for economic growth. Currently, women in Nepal hold about 14,300 small and medium size enterprises which accounting for 2 percent in GDP and employing over 200,000 people. Therefore, women are to some extent adequately empowered and can lead small, medium and even big enterprise in the country Nepal.

In spite of this above mentioned data by Dhungana, 2014; still it is difficult to accurately present the data about numbers of women involve in entrepreneurial activities. Simply because who actually runs and controls business, in most of the s, it is the husband or father or others who is the real owner of the business (Ganesan, 2003). Based on above, it can be noted that the real scenario of women in business is still not clear in Nepal. So, the main reason to conduct this is that only few literatures has been produced on women issues but there is still a vacuum of empirical evidence supporting the existing status of women in a business in the country. Therefore, this study may be valuable piece of work to understand the various factors related to women journey on a business world.

4. METHODOLOGY

This study is concerned with women entrepreneurs of Nepal. Convenience sampling design was used on for selecting respondents. Basically, primary data was used for the study and information was collected from structured questionnaire. The survey questionnaire was distributed to those women entrepreneurs enquiring mainly two parts of information concerning motivational and constraining factors. Each factor had a set of 5 point Likert scale to determine the motivational and constraining variables as perceived by the study respondent. Altogether, 109 women entrepreneur had answered the survey questionnaire. However, five of them were excluded from the study due to incompleteness. Thus, 104 valid and complete responses were considered as a sample. Those women who are doing their business in Kathmandu valley were considered as population of the study. Cronbach's Alpha of all items for both factors was used for reliability test. Similarly, KMO (Kaiser-Meyer-Olkin) also has been used for sampling adequacy test. Finally, factor analysis was conducted to assess whether motivating and constraining variables are grouped together on relevant factors. Further, only variables with factor loadings of 0.50 and above overlapping variance (Hair et al., 2005) has been used for naming the factors based on perception of the respondents. Statistical analysis was done using SPSS version 19 and Microsoft Excel. The respondent profile, Cronbach Alpha and KMO and Bartlett's Test statistics are presented in the table below:

Table 1: Demographic Profile

Particulars	Frequency	Percentage (%)
Age Group (In years)		
Below 30	30	28.85
30 to 50	65	62.50
50 above	9	8.65
Total	104	100
Working Experience (In years)		
Below 5	40	38.46
5 to 10	52	50.00
10 above	12	11.54
Total	104	100
Current Position		
Managing Director	40	38.46
Proprietor	50	48.08
Partner	14	13.46
Total	104	100
Academic Qualification		
Under SLC	20	19.23
SLC	22	21.15
Intermediate	25	24.04
Bachelor	26	25.00
Master and above	11	10.58
Total	104	100
Types of Business		
School and Health	25	24.04
Beauty Parlor	31	29.81
Boutique	11	10.58
Handicraft	20	19.23
Hotel and restaurant	8	7.69
Others	9	8.65
Total	104	100

The table 1 depicts the disaggregated character of respondent based on age groups, working experience, current position, academic qualification, and types of business. The age groups of the respondent have been classified into three categories; the majority of the respondent is in the group of 30 to 50 years of age group. In response to work experience, the majority of the respondents have work experience of 5 to 10 years. Similarly, the position held by women entrepreneurs are divided into three positions as managing director, proprietor and partner. The survey result revealed that the majority of the respondents (48.08) are holding the position of proprietor. The academic qualifications of the respondent have been divided into five groups. Approx fifty percent respondents have academic qualification of intermediate and bachelor and only a little minority (10.58) have the upper level i.e. master and above level of education. Moreover, types business venture operated by women have been classified in to six groups. The empirical results show that the women entrepreneurs are more concentrated in two types of business namely school and health, and beauty parlor.

Table 2: Reliability statistics

Cronbach's Alpha	N of Items
0.88	104

The table 2 displays the reliability statistics i.e. Cronbach's Alpha. The reliability statistics value (0.88) represented in the above table is above the generally accepted level, as a general rule coefficient Alpha value greater than or equal to 0.70 is a good indication of construct reliability (Nunnally,1978).

Table 3: KMO and Bartlett's Test statistics

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.864
Bartlett's Test of Sphericity	Approx. Chi-Square	2.099
	df	350
	Sig.	0.000

The table 3 shows the KMO and Bartlett's test statistics. The sampling adequacy is measured by the Kaiser-Meyer-Olkin. KMO value greater than 0.50 is considered as the satisfactory for factor analysis, in the present context, the table 3 lucidly shows KMO value of 0.864, which indicates that factor analysis, can be used for this study. Similarly, table further portrays chi-square value of 2.099 with 350 degree of freedom, further support that the study fulfills the requirement of using factor analysis as the empirical method of study. Moreover, the significant level of Bartlett's test of Shpericity indicates that there is strong relationship among variables and factor analysis can be employed as the method study.

5. RESULT AND INTERPRETATION

For perceptual analysis for data, this section present the factors affecting women entrepreneurial growth in Nepalese context:

Table 4: Factor Loading and Communalities for Motivational Variables

Motivation	Component				Communality
	1	2	3	4	
1. Increase in Income	.811				0.894
2. For job security	.701				0.914
4. Face challenges and opportunities for self fulfillment	.510		.581		0.873
5. Employment generation	.628				0.741
9.Maintain personal freedom	.720			.504	0.949
10. Use Past experience and training	.605				0.927
16. For my own satisfaction and growth	.814				0.927
17. To become own boss	.769				0.887
6. Government policies and procedures		.632			0.869
12. Dissatisfied with previous job			.558		0.895
8. Success stories of Friends and Relatives				.574	0.88
13. Family Tradition				.589	0.915
Variance	5.606	3.261	2.153	1.463	
Percentage Variance	32.976	19.182	12.667	8.605	

The table four shows factor loading and communalities for motivational variables. The four factors explain 73.43 percent of the cumulative variance. The factors are named as personal satisfaction and achievement factor, government policies and incentive factor, independent factor and family factor. The first factor comprises of 1, 2, 4, 5, 9, 10, 16, and 17. The empirical results suggest that the respondents are motivated for starting the business venture for personal growth, freedom and security. Moreover, respondent agree, they were willing to use their capacity and contribute for the growth of economy via creating employment and providing or rendering socially valuable goods and services. The first factor accounts for 32.976 variance. The second factor is related with the government policies and incentives as the motivating factors for woman entrepreneurs. Only one i.e. six associated with this factor and it is responsible for 19.182 variance. The survey result shows that, respondent agree that proper government initiation and motivation are the reasons behind their entrepreneurial journey. The third factor, which is independent accounts for 12.667 percent of variation and consist of 4 and 12 motives. The study reveals that inner wish of respondent for freedom and growth pushed them towards the world entrepreneurs. Finally, the motivating factor, family factor consists of three motives respectively 9, 8 and 13. This factor is responsible for 8.605 percent of variation. The survey result depicts that respondent are influenced by their environment for being entrepreneur. The motivational family environment and urge of personal freedom are the pushing factor for their journey as an entrepreneur.

Table 5: Factor Loading and Communalities for Constraining Variables

Constraints	Factor 1	Factor 2	Factor 3	Factor 4	Communality
7. Lack of access to business network	.783				0.876
17. Access to finance	.690			.537	0.855
18. Hurdles to get business registration	.588				0.897
19. Lack of government incentives	.709				0.907
20. Lack of entrepreneurship training	.660				0.809
21. Lack of business information	.698				0.899
24. Lack of business management experience	.533		.610		0.916
1. Lack of family and societal acceptance		.633			0.877
2. Lack of freedom of movement		.677			0.897
6. Property right		.695			0.77
10. Lack of appropriate role model in entrepreneurship		.744			0.968
11. Lack of personal motivation		.702			0.956
12. Inadequate encouragement		.664			0.953
22. Base of formal education		.721			0.935

23. Lack of entrepreneurship awareness		.661			0.756
5. Male dominance culture			.734		0.757
8. Fear of failure and criticism			.641		0.887
9. Low level of confidence and self esteem			.512		0.851
14. Vulnerability				.743	0.871
15. Lack of institutional support				.723	0.917
Variance	6.618	4.535	2.382	1.361	
Percentage Variance	27.573	18.895	9.9924	5.479	

The table five displays factor loading and communalities for constraining variables. The four factors explain 61.94 percent of the cumulative variance. The factors are named as government policy constraints, social structure constraints, cultural constraints and institutional and security constraints. The first factor consists of 7, 17, 18, 19, 20, 21 and 24 constraints. The survey result revealed that lack of appropriate policy of government discourage women to move forward in entrepreneurial world. The barriers to woman's entrepreneurship are various: women face greater obstacles in accessing credit, training, networks and information as well as legal and policy constraints. This factor is responsible for 27. 573 percent of variation. The second factor is composed of 1, 2, 6, 10, 11, 12, 22 and 23 constrains. It is accountable for 18.895 percent of variation. The empirical result shows that the existing social structure is not motivating to push forward to women in entrepreneurial world. Normally, parents wants their daughter to be involved in jobs rather than entrepreneurship, the society still does not believe in their capacity and it is an uphill task for woman to face such conflicts and cope with such environment. The third factor is cultural constraints which responsible for 9.9924 percent of variation. It includes 24, 5, 8 and 9 constraints. The survey result shows that traditional cultural concept hold by the society hindering the growth of women entrepreneurs. Finally, there is institutional and security constraints which consist of 17, 14 and 15 constraints. Moreover, this factor is responsible for 5.479 percent of variation. The empirical evidences indicate that institutional and security constrains restraining woman to be entrepreneurs. Practices such as, bank and financial institutions disinterest to lend money to woman entrepreneurs are responsible for less participation of women in entrepreneurial activities.

6. DISCUSSION AND CONCLUSION

The expression "in equality among men and women" has been one of the key's barriers faced by most of the countries. Rising inequality has been one of the major obstacles that retards the pace of economic growth of the country, and Nepal is not immune from its effect. Thus, the most effective measures to downsizing in equality between men and women are educational initiatives, awareness programmes, skill based training programmes, social security, social structure and access to finance, etc. These help measures can reduce barriers in Nepal Government, INGO, NGO and other private institutions. They have indeed focused on taking these measures but the progress has not been up to expectation. This study has tried to findout this very reason for the unsatisfactory progress.

The emergence of entrepreneurial practice is a relatively new phenomenon in Nepal over the last few decades, there have been some positive changes with respect to women participation in business. However, the situation has been not satisfactory. Total population in Nepal (approximately 30986975), out of it, 50.68 percent are female and 49.32 percent are male (Nepal Demographic Profile, 2014). Still it is difficult to know how many of these women are involved in entrepreneurial activities. A situation of a kind of surrogate entrepreneurship has obtained in Nepal a condition of organizations registered under women being run and managed by men.

Over the years, the government of Nepal has come up with the several programmes, policies and incentives for the economic development and empowerment of women. Similarly, several INGO, NGO and other private institution are also actively involved in promoting business women. That's why, based on the result mentioned in a previous section, it is worthwhile to mentioning here that the traditional household roles of women, has been changing towards increasing inclination for the business world.

It can be said that entrepreneurial success and failures depend on a number of factors, as well as individual competencies. Moreover, regarding womens perception of motivational factors, it is found that they are more inspired to do business includes personal satisfaction and achievement factors, government policies, independent factor and family support factors. This shows that the economic policies of the government, opportunities available in the society, individual women competencies, changing family and social awareness and need and freedom to use their knowledge and time are the major motivating factors for their journey as an entrepreneurs in Nepal. Womens are primarily motivated to survive and secure their job and income so that they can take care of themselves and their families. Similarly, women entrepreneurs in Nepal believe that they can achieve more by discharging their duty in an independent manner than doing job for others because salary and other benefits paid by employer quite unattractive in Nepal. Especially in business sectors, individual satisfaction is key that motivates women to properly materialize their dreams. This favourable situation has come about in Nepal because the traditional gender roles are coming under increasing pressure with each passing day. The above result indicates that family background and support play a crucial role behind Nepalese Women's entrepreneurial journey.

Inspite of these developments, the ability of women to participate in a business is still being constrained by several factors including the subscription to the traditional gender role which still prevails despite being increasingly weakened.

The other factor is that the, male members of the family do not wish to invest in the business which is basically run by women because, they believe that women lack of confidence cannot run business efficiently and effectively.

Moreover, though gender-friendly policy has been adopted by the government of Nepal and some level of positive change with respect to women empowerment in business takes place in the country, but still womens are yet under-represented as in formal entrepreneurial activities. Many socio-cultural factors confine women to traditional, family and socially acceptable roles that leave very small scale room for their entrepreneurial aspirations. The literacy rate of women in rural area is still very low. (i.e. less than 40 percent). Literacy is the fundamental requirement for the growth of women, yet they are being kept illiterate. Beside, women in the country face many problems, like accessing credit, training networks and information, security, as well as policy constraints. Political instability and weak implementation of law and regulation in Nepal has been a major stumbling a fear-free movement of women. Thus poor mobility discourage women to become entrepreneurs. Similarly

some of the issues factor are poor access to finance, weak finance literacy, lack of gender sensitivity, poor access to national and market and existing social structure Therefore, gender-friendly law should be introduced by the government of Nepal besides giving greater attention to the creation of a conducive culture for women entrepreneurial growth. Thus, this study concludes that there is still a substantial room for women empowerment in Nepal because their current role in business is far from satisfactory.

7. FURTHER CHALLENGES

The rising consciousness gained through education, training and support programme for women have been contributing to the growth of women entrepreneurs in Nepal. However, in Nepalese joint family system, families ties, male dominant culture, poor literacy rate and alike are the major obstacles to women entrepreneurship in the country. One of the most noticeable this is that women cannot yet travel alone with confidence that they will not be harassed and assaulted. Therefore, (a) Government should improve policy and regulatory environment (b) improve financial literacy for women entrepreneurship (c) provide preferential loans and introduce collateral free loans as well as create trust-worthy environment for women and (d) promote capacity building for women by facilitating women competencies. Thus, this study helps future researchers and policy makers to understand how to ensure and promote Nepalese women in business in an effective manner. This study is also important for all concerned stakeholders as they get insight into future research on women issues with suitable variable and methodology. Finally, the result of this will be beneficial to those women who are planning to start their own business.

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