

Research Article

Implications of Demographic Antecedents in Determining the Motivational Drives among Women Entrepreneurs: A Case Study of Women Entrepreneurs Venturing in Lahore, Pakistan

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Abstract: The emergence of entrepreneurship has grabbed the attention of all state, non-state and scholarly actors around the globe. The very reason of such lukewarm acceptance is its capacity of constructive destruction to bring innovation for economic reforms. Scholars are incisive to explore the dimensions of entrepreneurship in multiple perspectives. One of the growing dimensions in entrepreneurship is gender as more women are invading in this masculine entrepreneurial world. The women entrepreneurs have grabbed the attention of many scholars as they have successfully marked themselves as under explored potential economic actors. Unlike western set-up, the Asian women face many visible and invisible social barriers along with embedded gender discrimination still the entrepreneurial trends among women are observed. In Pakistan, women are just popped up on the face of formal sector with visible economic contribution. This study aims at exploring the demographic antecedents of women in shaping the motivational drives among women entrepreneurs in the context of Pull and Push entrepreneurial drives. This study is based on quantitative methods taking a deductive approach. A survey was conducted with a sample size of 120 women venturing their business with special focus on SMEs with snow ball sampling technique. A questionnaire containing close ended questions and 5 point Likert scale was deployed and descriptive along with correlation analysis were applied for conjecture of demographic antecedents in determining the motivational drives among women entrepreneurs. This study reveals that age, education, marital status, income, income contribution and family structure are closely related with motivational drives and income and income contribution are the most prominent in this context. It is also observed that most of the women entrepreneurs are push entrepreneurs and choose entrepreneurship only in case of immense unavailability. In addition to that, most of the women venturing in Lahore are engaged in such businesses which are less capital and less technology intensive. This study is planned to be conducted in urban city of Lahore Pakistan. Due to specific environmental factors of city Lahore, the generalizability of data analysis and discussion on the other part of the country cannot be claimed on the other part of the Pakistan.

Keywords: Entrepreneurship, women entrepreneurs, demographic antecedents, pull motivational drive, pull motivational drives, SMEs

INTRODUCTION

In the past few years, many economists have apprehended the constructive evolution and occurrence of entrepreneurship that has changed the connotation and pace of economic development. Countries all over the world are now transforming from managed and stationary economies to vibrant and entrepreneurial economies. The situation is not very different in developing countries where the economic development and expansion is taking place at fast pace. The suitability of entrepreneurship in Asian countries is advocated by the fact that entrepreneurship can operate in such environment where the capital resources are limited and managerial and human skills are often not very intelligent. The South Asian region especially the South Asian Association for Regional Cooperation (SAARC) countries like India, Bangladesh, Bhutan,

Nepal, Sri Lanka, Maldives and Pakistan possess the same characteristics. As entrepreneurship is associated with Small and Medium Enterprises (SMEs) growth, this study is mainly focused on SMEs entrepreneurial behavior in the city of Lahore, Pakistan with orientation to women entrepreneurs. The Asian perspective in the domain of women entrepreneurs is different from Western perspective as women in Asia face many noticeable and invisible social barriers along with embedded gender discrimination. The SME sector in Pakistan is male dominated and females have shown fewer propensities towards entrepreneurship. Women entrepreneurship is a recent phenomenon and lately acknowledged economic potential. According to Global Entrepreneurship Monitor (GEM) report 2012 on Pakistan, the residents of Punjab are more inclined towards entrepreneurship and the inclination is more observed among the residents of Multan, Faisalabad

and Lahore. The report also reveals that male residents are more inclined towards entrepreneurship in Pakistan as compared to the female residents and Total early stage Entrepreneurial Activity (TEA) rate among male residents is four times higher as compared to female TEA rate. Similarly, the rate of Established Business Ownership (EBO) among male are 9 times higher as compared to female EBO rate. One must not overlook that female constitute 51% of total population of Pakistan according to Economic Survey of Pakistan 2010-2011. The aforementioned statistics are ample evidences of prevailing gender gap in Pakistan. There are numerous causes of this prevailing gender gap. The social and cultural values, stereotypical role, male dominance in business community, complex legal system, business structural issues and managerial competencies are the main precursors that have widen the entrepreneurial gender gap in Pakistan. The characteristics of Pakistani society are commonly discussed as religious, conservative and male dominated where women are confined within the four walls of their home with the prime responsibility of taking care of home and reproduction for generation continuation. Similarly, women are not allowed to pursue the career of their own choice, especially the entrepreneurship as it requires more time, interaction with males and decisional autonomy. Women are treated as the symbol of honor and pride for the families that's why prevented to interact with men in business world. However emergence of financial institutions and societal shift have betrothed women to enter in to male dominated business community that demonstrate the power shift from old boys clubs to emerging businesswomen. In such multidimensional environment for women, this is a thought-provoking to study to break the myth of business as masculine career and now female are showing their positive intentions towards entrepreneurship. One approach to study motivational drive is the theory of Pull and Push motivational drives that states that individuals become entrepreneurs either by push motivational drives or by pull motivational drives. Push entrepreneurial drives emerge out of need and unavoidable circumstances whereas pull entrepreneurial drives emerge out of need for independence and self-actualization. In many studies, it has been explored that in developing countries most of the women are push entrepreneurs means they choose entrepreneurship only in the absence of any potential job or in case of unavoidable circumstances like financial crisis. Small portion of women community start their businesses due to pull motivational drives like need for independence or self-actualization. It is argued that need for independence is a common stimulus in men and women becoming entrepreneur whereas push drives where money acts as main stimulus have some gender specific behaviors (Kirkwood, 2009).

This study aims at exploring the motivational drives of women entrepreneurs of Lahore with push and pull motivational approach in the light of their

demographical factors. The main demographic antecedents selected for the study are categorized into personal profile of women entrepreneurs and profile of women owned enterprises for comprehensive understanding. The prime purpose of the study is to establish an empirical relationship between demographic antecedents and motivational drives of women entrepreneurs of Lahore for conjecture of practical recommendations. The objectives of the study are mentioned below:

- To study the demographical antecedents of women entrepreneurs of Lahore
- to study the pattern of women owned enterprises in Lahore with special focus on SMEs
- To study the motivational drives of women entrepreneurs with push and pull motivational approach
- To establish a relationship between demographical antecedents and motivational drives of women entrepreneurs
- To draw some practical recommendation for upgrading women entrepreneurship in Lahore

LITERATURE REVIEW

Today the links between entrepreneurship and economic development have reaped new profit opportunities and has gauged the attention of many scholars (Holcombe, 1998). This is the core motive that in the past few years, the government and academia are paying more attention towards support of entrepreneurship as it indicates the growth of vibrant economy through innovation (Orhan and Scott, 2001). The Small and Medium Enterprises (SMEs) with entrepreneurial spirit have become inevitable for all economies in general and for developing economies in specific who are coping with unemployment, poverty and social imbalance and entrepreneurship is a potential solution for such numerous socio-economic problems (Aftab, 2005). The observable trend in entrepreneurial world, where most of the businesses fall under the category of SMEs, is that it is male dominated so far (Roomi and Parrott, 2008). To date, more and more women are coming into the main stream and trend among women to join business is increasing day by day, still there is a gender gap that needs to be addressed (Folker, 1999; OECD, 2000; McKay, 2001; Handy *et al.*, 2003; Cruickshank and Eden, 2005; Allen *et al.*, 2007; Boohene *et al.*, 2008). This change in the roles and status of women has occurred gradually as women are moving out of the nameplates of their husband or father in search of their own identify. Now they have become capable to perform multiple tasks and can easily manage their homes along with their businesses (Kollan and Parikh, 2005; Luke and Munshi, 2007; Vicente *et al.*, 2009). The overall impact of

women entrepreneurs on the economic development is imperative; still the due attention and recognition is not given to them (Lotti, 2006; Raman *et al.*, 2008; Drine and Grach, 2010; Martínez *et al.*, 2010). Pakistan is characterized as religious, patriarchal, gender insensitive, and backward country relying on old socio-cultural values which strengthen masculinities and male dominance. Hence the gap in business community is wider that's why supporting women in achieving their economic empowerment through business is an intricate job (Jehan, 2000; Goheer, 2003; Roomi, 2009). No doubt women are the integral part of the society and Pakistan is experiencing the radical social change with relevance to women status parallel to economic growth. Women participation in economic activities is not a new phenomenon but lately recognized and realized as potential resources. By all means, the most important economic resource is the development of human resources, but they are curtailed only on the justification of gender discrimination (Jehan, 2000; Aftab, 2005; Roomi, 2006; Nayyar *et al.*, 2007). The interesting fact is that according to Economics Survey of Pakistan 2009-10 there is 3.7% growth of labor force in 2008-09 in which the female labor force growth rate was higher than male labor force growth rate (Nizami, 2009). More specifically the status of self-employment in women has increased from 12.8% in 2007-08 to 13.1% in 2008-09 that can be articulated in the increasing trend of women entrepreneurs (Labor Force Survey, 2008-2009). The prime reason of less inclination of women towards entrepreneurship is that they do not consider themselves as entrepreneurs in male dominated society (Kirkwood, 2009).

It must not be overlooked that women's participation is considerably prejudiced by multiple factors such as age, marital status, education, financial position, residual area and social background and have imperative effect on the entrepreneurial intentions (Brush *et al.*, 2009; Furdas and Kohn, 2010; Haddad *et al.*, 2010). One approach to observe the entrepreneurial energies among women entrepreneurs is the study of motivational drives (Orhan and Scott, 2001; Sarri and Trihopoulou, 2005; Raman *et al.*, 2008). This study states that people has dissimilar motivational factors to choose entrepreneurship as career and these motivational drives can be categorized as pull factors and push factors where push drives emerge out of necessity and pull drives emerge out of self-actualization (Amit and Muller, 1994; Kirkwood, 2009; Tambunan, 2009). It is also said that these entrepreneurial drives could be gender specific as women entrepreneurs or managers possess and exhibit different characteristics (Dale, 2000; Mukhtar, 2002). Most of the researchers are of the opinion that demographical factors play imperative role in shaping the motivational drives during entrepreneurial process

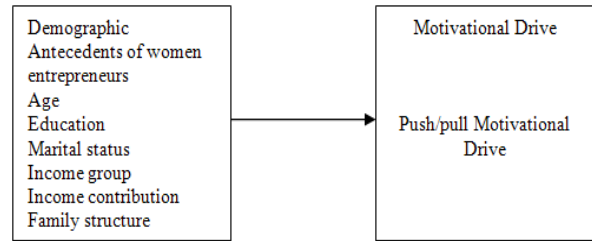


Fig. 1: Theoretical framework

(Startiene and Remeikiene, 2009; Haddad *et al.*, 2010). It is also argued that among the females, the push factors such as job dissatisfaction, family commitments, financial setbacks and time flexibility are predominant factors as compared to pull factors such as quest for independence, self-actualization and challenge seekers (Orhan and Scott, 2001; Sanyang and Huang, 2008; Tambunan, 2009). The study of entrepreneurial energies as push or pull motivational drives in the context of Pakistan is the prime concern of the study.

Theoretical framework: The theoretical framework (Fig. 1) helps in making the educated and logical relationship among variables in accordance with the objective of the studies. For this study, the researchers took demographic antecedents of women entrepreneurs as independent variables and push and pull motivational drives as dependent variables. The relationship between independent and dependent variables is explained in the Fig. 1.

METHODOLOGY

The study was conducted in the city Lahore which is the capital city of Punjab on quantitative methods capturing a deductive approach. A survey of 120 women entrepreneurs venturing in Lahore was conducted out of which 92 women entrepreneurs were willing to participate (response rate 76.6%) with special focus on SMEs (Small and Medium Enterprises). The researcher conducted five pilot interviews with some selected women entrepreneurs to investigate the current situation before developing the questionnaire. In the series of pilot interviews, the most important interview was conducted with DR. Sheela Javed Akram, the President of Central & North Punjab Women Chamber of Commerce & Industry on 10 January, 2011. The researcher noted all important clues and factors indicated by DR. Sheela Javed and other interviewees. Later, the questionnaire was constructed for primary data collection which was composed of two parts including demographic information and business profile (part 1) and push and pull motivational drives (part 2) measured on 5-point likert scale. The reliability of the

Table 1: Reliability statistics

Dimensions	Cronbach's alpha	No. of items
Push motivational drives	0.820	14
Pull motivational drives	0.965	14

SPSS output

Table 2: Demographic variables of women entrepreneurs (N = 92)

Demographic variables	Frequency	Percentage
Age		
Less than 20	2	2.20
20-29	34	37
40-49	50	54.3
50-59	6	6.50
Above 59	0	0
Education		
Masters	27	29.3
Bachelor	37	40.2
Secondary/primary	13	14.1
Vocational	8	8.70
No formal education	7	7.60
Marital status		
Single	20	21.7
Married	42	45.7
Separated	9	9.80
Divorces	10	10.9
Widow	11	12
Income group		
High income group (above PKR. 50,000)	13	14.1
Middle income group above (PKR 25,000 to 50,000)	19	20.7
Lower income group (Below PKR 25,000)	60	65.2
Income contribution		
Up to 25%	17	18.5
Up to 50%	12	13
More than 50%	25	27.2
100%	38	41.3
Family structure		
Joint family	48	52
Nuclear family (with husband and children)	24	26.1
Alone (independent)	7	7.60
With parents	13	14.1
First women to enter in business		
Yes	55	59.8
No	37	40.2

Author's field survey

questionnaire as a data collection tool was ensured with Cronbach's Alpha with the help of SPSS V.17. To minimize the language barrier, mostly questionnaire were group administered. Table 1 exhibits that reliability of push motivational and pull motivation related items. The criterion for the size of the business (in terms of employees) was researcher's observation based.

Data analysis: The data analysis of demographic variables and profile of women owned enterprises have brought into notice many trends and observational patterns of women entrepreneurs of Lahore. Seven demographic variables including age, education, marital status, income group, income contribution, family

structure and family members involved in business were studied to observe the wide-ranging common profile of women entrepreneurs venturing in Lahore. Table 2 contains frequency and percentage analysis of demographic variables of women entrepreneurs.

Table 2 shows that 50 (54.3%) respondents fall under the age bracket of 40 to 49 years followed by 34 (37%) respondents in the age bracket of 20 to 29 years. The tendency of initiating business in the age of less than 20 years was found very low as only 2 (2.2%) respondents were reported in this age bracket. Similarly the tendency of initiating business in the age bracket of 50 to 59 years was observed very low with 6 (6.5%) respondents. No respondent was found in the age bracket of above 59 years. In educational profile, most of the respondents were found educated but education was not in relevance to business. (27 (29.3%)) respondent were holding the degree of Masters whereas 37 (40.2%) were holding the degree of Bachelor. (13 (14.1%)) respondents were having Secondary/primary level education and 8 (8.7%) respondents were having vocational training. It was interesting to observe that 7 (7.6%) respondents were belonging with no educational background. This trend was supported with the fact that Lahore is considered as the hub of educational institutions and access to the education as compared to other part of the countries is conceivable. The marital status was another important demographical antecedent and it was observed that 42 (45.7%) respondents were married and 20 (21.7%) were single. (9 (9.8%)) respondents were carrying the status of separated, 10 (10.9%) were divorced and 11 (12%) were widows. Fourth demographic antecedent was income group which was divided into three categories as high, middle and low income group. (60 (65.2%)) respondents were observed from lower income group, 19 (20.7%) were observed from middle income group and 13 (14.1%) respondents were observed from high income group. Similarly income contribution was also considered as critical antecedent and was categorized in to 25, 50, more than 50 and 100% contribution slab, respectively. 17 (18.5%) respondents were consuming up to 25% of their business generated income in household, 12 (13%) respondents were consuming up to 50%, 25 (27.2%) respondents were consuming more than 50% and 38 (41.3%) were consuming their 100% business generated income in household. Likewise, family structure was categorized in to joint family, nuclear family (with husband and children), alone (independent) and with parents. (48 (52%)) respondents were living in joint family system, 24 (26.1%) were living as nuclear family, and 13 (14.1%) were living with their parents. Only 7 (7.6%) respondents were living independently. The author has also observed that out of 92 respondents, 55 (59.8%) claimed that they are the first woman who have started their own business whereas 37(40.2%) said that they were inspired by other female family members to initiate business.

Table 3: Profile of women owned enterprises (N = 92)

Variables	Frequency	Percentage
Idea generated		
Myself	33	35.9
Myself and family	50	54.3
Myself and friends	9	9.80
Source of capital invested		
Personal savings	28	30.4
Finance provided by family	30	32.6
Finance provided by friends	4	4.30
Loan taken from financial institutions	8	8.70
Sale of property or any valuable item	22	23.9
Industry type		
Trading	11	12
Manufacturing	33	35.9
Service	48	52.2
Size of business (in terms of employees)		
Micro (self to 9 employees)	54	58.7
Small (10 to 20 employees)	25	27.2
Medium (21 to 50 employees)	13	14.1
Gender of employees		
Male	7	7.60
Female	36	39.1
Both	24	27.2
Gender of clients		
Male	4	4.30
Female	42	45.7
Both	46	50
Family members involved in business		
Nobody	16	17.4
Close blood relations and husband	57	62
Relatives	12	13
	7	7.60
Friends and others		
Author's field survey		

Along with demographical antecedents, the pattern of women owned enterprises was also observed and it has revealed many worth discussing themes. Like demographical antecedents, the profile of women owned enterprises was also observed on seven variables. Table 3 exhibits profile of women owned enterprises venturing in Lahore.

Table 3 started with idea generation stage where out of 92 respondents, 33 (35.9%) respondents claimed that they have pursued their own business ideas whereas 50 (54.3%) respondents pursued business ideas with the help of their family members. Only 9 (9.8%) respondents initiated business ideas given by their friends. Second most critical variable was source of capital invested. It was categorized into five sources including personal savings, finance provided by family, finance provided by friends, loan taken from financial institutions and sale of property or any valuable item. 28 (30.4%) respondents invested their personal saving to initiate business, 30 (32.6%) took loan from their family members and 22 (23.9%) respondents sold their property or any valuable item for the initial capital requirements. It was observed that propensity of taking loan either from friend(s) or from financial intuitions was very low. Only 4 (4.3%) respondents took loan from their friends and 8 (8.7%) took loan from financial institution. Preference of industry was observed by the

Table 4: Growth orientation among women entrepreneurs (N = 92)

Variables	Frequency	Percentage
Growth rate (in terms of sales)		
Exceptional growth	31	33
Normal growth	52	55.3
Stays the same	9	9.60
Future growth plans		
Yes	81	88
No	4	4.30
I don't know	7	7.60
Author's field survey		

fact that 48 (52.2%) respondents were operating in service industry followed by 33 (35.9%) in manufacturing industry and 11 (12%) were operating in trading industry. It was also observed that most of the business ventures opted by women entrepreneurs were more labor intensive where their own skills were involved and that require least interaction with males either in terms of labor or clients. Size of women owned enterprise was measured in terms of number of employees. (54 (58.7%)) respondents were operating micro size business, 25 (27.2%) were operating small size business and 13 (14.1%) respondents were operating medium size business. Gender of employees and gender of clients were the most interesting variables to observe. (36 (39.1%)) respondents were observed having female employees and 24 (27.2%) were observed having both male and female employees. Only 7 (7.6%) respondents observed having male employees. Likewise, 42 (45.7%) respondents observed having female clients and 46 (50%) respondents observed having both male and female clients. Only 4 (4.3%) of respondents observed having male clients. Family members involved in business activities were studied with the fact that 16 (17.4%) of respondents shared that no family member is actively involved in their businesses whereas 57 (62%) respondents indicate that their Close blood relations or husband are involved in business related activities. (12 (13%)) respondents indicate the involvement of their relatives and only 7 (7.6%) respondents have involved their close friends in business activities.

The growth orientation among female entrepreneurs has also initiated an important discussion point. Table 4 exhibits that 31 (33%) of respondents claimed that they are enjoying exceptional business growth in terms of sales, whereas 52 (55.3%) said that their business has shown normal growth. Only 9 (9.6%) respondents said that their business tasted the growth yet. In the context of future growth, 81 (88%) women entrepreneurs have intensions or plan for business expansion whereas only 4 (7.3%) said that they do want to expand the business due to their dual domestic responsibilities. Only 7 (7.6%) respondents were of the opinion that they have not planned anything for future.

As an imperative part of study objectives, the inclination of push and pull motivational drives among women entrepreneurs of Lahore were observed with

Table 5: Categorization of women entrepreneurs (push and pull motivational drives)

Categorization	Frequency	Percentage
Push motivational drives	70	76
Pull motivational drives	22	24
Total	92	100

SPSS output

Table 6: Correlation analysis

Demographic variables	Push motivational drive	Pull motivational drive
Age group		
Pearson correlation	0.122	-0.036**
Sig. (2-tailed)	0.287	0.730
Education		
Pearson correlation	0.460**	-0.468**
Sig. (2-tailed)	0.000	0.000
Marital status		
Pearson correlation	0.477**	-0.439**
Sig. (2-tailed)	0.000	0.000
Income group		
Pearson correlation	0.689**	-0.749**
Sig. (2-tailed)	0.000	0.000
Income contribution		
Pearson correlation	0.690**	-0.684**
Sig. (2-tailed)	0.000	0.000
Family structure		
Pearson correlation	-0.470**	0.424**
Sig. (2-tailed)	0.000	0.000

*: Correlation is significant at the 0.05 level (2-tailed); **: Correlation is significant at the 0.01 level (2-tailed); SPSS output

frequency and percentage analysis. Table 5 revealed that out of 92 respondents, 70 (76%) respondents observed as pushed entrepreneurs whereas 22 (24%) were observed as pull entrepreneurs. This observation is also supported with the fact that, as mentioned earlier, 65.2% of our respondents were having its place in lower income group.

The relationship between the significant demographic antecedents with push and pull motivational drives were studied with the help of correlation analysis (Table 6). The relationship between Age, education, marital status, income, income group and family structure were studied with push and pull motivational drives. It is observed that the relationship between age and push and pull motivational drive is not significant (p-value>0.05). There is a very weak positive (0.122) relationship between age and push motivational drive whereas weak negative (-0.036**) relationship in case of pull motivational drive. Education and pull and push motivational drives are significantly correlated (p-value<0.05). Moderate positive (0.460**) relationship is found between education and push motivational drives whereas moderate negative (-0.468**) relationship is observed in case of pull motivational drives. Similarly, moderate positive (0.460**) relationship is observed between marital status and push motivational drives and moderate negative (-0.439**) relationship is observed with pull motivational drives. Income and income contribution is found very significant as both are significantly correlated (p-value<0.05 in both cases)

with push and pull motivational drives. Strong positive relationship is observed between income (0.689**) and income contribution (0.690**) with push motivational drives. Similarly strong negative relationship is observed between income (-0.749**) and income contribution (-0.0684) with pull motivational drives. The relationship between family structure and push and pull motivational drives is also found significant (p-value<0.05). Moderate negative (-0.470**) relationship is observed between family structure and push motivational drives whereas moderate positive (0.424**) relationship is observed in case of pull motivational drives. It is interesting to observe that all values are significant even at 1% level of significance.

RESULTS AND DISCUSSION

This study was aimed at exploring the important demographic antecedents of women entrepreneurs venturing in Lahore and its implications on determining or shaping the motivational drives. The discussion can be initiated with most prevailing or prominent demographic characteristics of women entrepreneurs of Lahore. It is observed and inferred from the primary data that most of the women entrepreneurs are in the age bracket of 20 to 49 years, married, living either in joint family system or nuclear family and belong to lower or middle income group. They are educated but their degrees are not business related. These commonly prevailing demographic antecedents have their socio-cultural roots that require consideration. The women perceive business as masculine career thus the propensity to choose entrepreneurship as possible career is very low. In addition to aforementioned perception, the success stories of women entrepreneurs have not yet been propagated as it should be. Thus the women are less inclined towards entrepreneurship and if they attempt to explore male dominated business community, they face additional social pressures.

In the quest of imperative demographical antecedents, the primary data has revealed that 91.3% respondents fall in age bracket of 20 to 49 years. The propensity of starting business before the age of 20 or after 50 years found very low and negligible. This fact is supported with the observation that women are not trained, either at home or at educational institutions, to initiate business in the early age and after 50 years physical glitches confine their activities within the four walls of home. Secondly it was also noted that businesses started before the age of 20 years or after 50 are not taken as serious businesses even by their own family members. Most of the businesses in the early or lateral age are hobby cum business, home-based and self-employed. The rational decision making ability is also linked with growing age, thus it assumed young breed cannot exhibit the professional maturity. In addition to the given argument, it is also noticeable that

with the growing age, women are supposed to play spirited role in their domestic issues. Along with their age, education is another noticeable antecedent that has its strong implications on women entrepreneur's energies. As shown by the primary data, 29.3% women were holding the degree of masters whereas 40.2% were holding the degree of bachelor. It was attention-grabbing to observe that none of them were holding business related degree. This observation has two explanations. First, Lahore is considered as the hub of educational institutions in Punjab and women colleges are abundantly available. Thus the access to the education is far better in Lahore as compare to other areas of Pakistan. Secondly the facility of securing degrees as a private candidate, instead of joining regular college, with simple arts subjects has tilted the way to masters or bachelor degree. It is perceived that for women it is easy to earn a hasty and easily available degree with least efforts. It was also noticed that the purpose of getting degree is to add an attractive look in the personal profile instead of sharpening the critical thinking or learning business tactics.

The marital status in Pakistan is a very sensitive issue and has profound inferences related to entrepreneurial confidence. It is common to observe that women are bound to get marry in their early age and it is cultural and religious obligation in Pakistani society. They also feel more secure in when accompanied by their spouse in practical life. The overall male dominance has created the dependency among women. Empirical evidence is also supporting the above mentioned argument as 45.7% of women entrepreneurs are married. This observation has also opened up a new dimension of dependency among women entrepreneurs. Legal system in Pakistan is very complex male dominated and advisory and financial supporting services are inadequate for women, thus the supports of husband are exploited as alternate support for business operations. Women are also labeled as risk averse so male counterpart are also needed for making important risk taking decisions related to acute business operations. Women, who are single, divorced or widow, engage their male family members for business support to avoid any unpleasant social or business pressures. Similarly, income group and income contribution has its deep-rooted socio-economic insinuations. (65.2%) women were from lower income group where the per month income was less than PKR. 25,000 and 20.7% were from lower income group where per month income was PKR. 50,000. Only 14.1% women were earning more than above PKR. 50,000. It is implicit that initialization of business requires adequate financial resources that cannot be certainly arranged by lower income group, that's why the size of the businesses observed were limited to micro or small level. Another explanation of more engagement of lower income group in business is difficulty in finding an appropriate

job. Most of the employers demand experience or degree from reputable institution which is less likely to be produced by lower income group. Consequently, most of the women, from lower income group, choose entrepreneurship as career. Researcher also observed the size of the family and concluded that in lower income group, the size of the family was large (more than 6 persons), hence the responsibilities of earning livelihood is shifted and shared by men and women.

The aforementioned argument is empirically tested and supported by the data analysis. (41.3%) women were consuming 100% of their business generated income in household followed by 27.2% with more than 50% consumption. It shows equal participation of women in maintaining the budget of households. The families in high income group do not financially depend upon on women's business generated income, thus most of the income is set aside as personal saving. Along with income and income contribution, family structure was also observed. It was noticed that 52% of women were living in joint family system. There are two practical explanations of joint family preference. First, as 65.2% of the women were from lower income group, thus the chances of owning a separate house was least observed. Secondly, the prices of land in Lahore city are sky-high and out of reach of lower income group. 26.1% women in nuclear family system whereas the trend of living alone was least observed with 7.6%. As it was mentioned that the demographic antecedes has its socio-cultural roots, this least preference can be explained with the frame of socio-cultural atmosphere. It is least likely to be observed and usually considered as unusual for women to live alone in the presence of their family. (14.1%) women were living with their parents. The availability of mentor was observed with the fact that how many women, within the family, were already engaged in business. (59.8%) said that they have no exemplar in their families as they are the first one to dare to enter into male ruled business community. (40.2%) women are supported and encouraged by their female family members to initiate business. It was shared by the respondents that they face less exertion in convincing families for their business ideas as supported and guided by women who were already operating their businesses. On contrary, women, with no other example of business women in family, face immense strain in convincing their families for business ideas and allowed restricted business activities.

The discussion on demographical antecedes cannot be entirely concluded without the discussion on the profile of women owned enterprises. This observation has revealed many invisible and supported actualities that can enrich the discussion. The women owned enterprises have a distinguish profile prejudiced by social and cultural explanations. The discussion started with the business idea generation and it is observed that

35.9% claimed that they have persuaded their own business ideas whereas 54.3% persuade business idea with the collaboration and permission of their family members. As it was mentioned earlier, women are dependent on their family members, especially on male members, to discuss the feasibility of any business idea and this is not unusual in the absence of inadequate advisory services for women. The size of the business, the industry and even type of clients are decided with the consent of family members. This empirical investigation is also supported with the actuality that in Pakistani cultural, women are not allowed and trained to take independent decisions regarding their life and career. They are only allowed to work when considered inevitable by their male family members. Only 9.8% women consulted their close friend regarding business initiatives. Similarly the source of initial capital exposes the dependency of women upon their families. (32.6%) women took financial support from their families to initiate business whereas 30.4% utilized their personal saving and 23.9% sold their valuable items. It is quite evident from the data analysis that initial capital was either self-managed or provided by the family. Again two possible explanations within the frame of socio-cultural can be given. First, as mentioned earlier, women are risk averse so they avoid any financial commitment in the initial stage of the business. Secondly, women are allowed to initiate business on the experimental basis thus strongly advised to invest personal family given capital to avoid massive financial setback.

The discussion on women owned enterprises lead to another dimension of industry preferences among women entrepreneurs. The data reveals the inclination of joining service industry with 52.2% followed by 35.9% in manufacturing industry. Trading industry was least preferred with 12%. In case of this study, the entrepreneurs were operating schools, tuition centers, beauty parlor, day care centers and NGOs in case of service industries whereas jewelry making, garments and handicrafts and stuffed toys making were observed in manufacturing sector. In trading sector, selling of stitched and unstitched clothes, home decor items like curtain, bed sheets, cushions, pillow cases and quilt covers were observed. The preference of the service sector is reinforced with the fact that it requires less capital and more personal skills. Women who are educated or skillful prefer to engage in service industry. Manufacturing requires operational setup and production complications. It was witnessed that most of the women, dealing in manufacturing sector, have outsources their production facilities. They disseminate orders within the vicinity of their residential area and do not establish their own production units to confine the financial need within controllable limits. Likewise, most of the women entrepreneurs engage in trading exercise their personal references and contact for the

sale of their items. It is noticeable that most of the businesses operated by women entrepreneurs are more labor and less technology intensive, with restricted capital investment and mostly traditionally associated with women. The size of the business was measured in terms of the employees as respondents were not willing to share their sales volumes. (58.7%) businesses were at micro level, 27.2% were at small level and 14.1% were dealing at medium level. Large enterprises were not included as researcher was design the study with special focus on Small and Medium Enterprises (SMEs). As shown by the collected data, most of women are dealing at micro or small level. It is couched with the fact that 65.2% respondents belong to lower income group thus capable to operate business only at micro or small scale. Another interesting explanation is associated with marital status. (45.7%) women entrepreneurs were married, means they are dangling in between their primary obligation at home like taking care of home and children along with business related activities. To avoid any conflict between domestic and business responsibilities, female confine the business expansion within certain manageable limit.

Interestingly, gender of the employees and clients are the bone of contention for families while executing any business idea. Data exhibits that 39.1% women have female employees and 45.7% have female clients. On the opposite side, only 7.6% women have male employees, especially those who were engaged in jewelry making, and 4.3% were having male clients especially those manufacturing gents' garments. (27.2%) women have employed both male and female employees and 50% were having male and female clients. The genders of employees and clients have serious concerns because in Pakistani society, unnecessary or frequent interaction between male and female is ostracized and preferably avoided. Most of the business ideas are not allowed to be practiced by the women because of frequent communication requirement with opposite gender or else needed, male family members are supposed to handle the situation. Empirically it is reinforced as 62% women entrepreneurs have engaged their family members in business operations and 13% have engaged their close relatives. Yet again, the dependency of women entrepreneurs on their families throughout their business operations is empirically proven. The growth orientation was measured on current growth patterns and future plans. Thirty three percent of women owned enterprises shown exceptional growth in term of sales volume and production output and 55.3% show normal growth that's why, 88% women plan their business expansion near future. Only 9.6% sustained their sales volume and they are not vibrant expansion ideas.

The in-depth discussion on demographic antecedents and women owned enterprises profile has provided sufficient contextual and empirical evidences

within socio-cultural frame of Pakistan. It was discussed in literature review that most of the women in developing countries are forced entrepreneurs. They overcome aforementioned social barriers only when it is financially inevitable or pushed by circumstances. The empirical investigation shows that 76% women entrepreneurs are pull entrepreneurs and they choose business career in the absence of alternates. Twenty four percent women started their business in search of independence, or self-actualization or in the quest of facing challenges while testing the capability. They are categorized as pull entrepreneurs. Now, to study insinuations of demographical antecedents in determining the motivational drives among women entrepreneurs of Lahore, correlation analysis was applied. The correlation analysis shows that education, marital status, income, income contribution and family structure are strongly associated with push and pull motivational drive except age.

The income and income contribution have strong positive relationship with push motivational drives and support the observation that most of the women become entrepreneurs due to financial crisis and this is the leading antecedes that determine the motivational drive among pushed entrepreneurs. Education, though least related with business, also affect the push motivational drives and this empirical evidence is linked with the aforementioned argument of failure of securing appropriate job. Age has not shown any profound effect in determining the push motivational drives and it is linked with the fact that young breed is not supposed to exhibit professional maturity. When hard-pressed by financial crisis or unavoidable circumstances like absence of appropriate job, family structures are least bothered thus show no relationship. The overall condition is upturned in case of pull entrepreneurs. Age, education, income generation or income contribution obligation are of no prime concerns for pull entrepreneurs. They are excited by their business ideas, or want to be independent or want to be their own boss. Ample examples of successful entrepreneurs, who were young and not well educated establish and inflate large businesses tremendously. Family structure has shown positive but weak relationship in determining pull motivational drives and it is linked with the fact that women who have mentors in their families try to track their footstep in search of self-actualization or independence. The entire discussion and empirical evidences lead to the conclusion that demographical antecedents determine the entrepreneurial drives among women entrepreneurs of Lahore and they choose businesses career in the absence of obtain ability of better substitute career choices.

CONCLUSION AND RECOMMENDATIONS

In Pakistan, women are marginalized in every walk of life and male dominated society has suppressed their

creativity and empowerment. Women constitute 51% of the population in Pakistan and if they are inactive it means that half of the population in Pakistan is not participating in the economic development. These inactive economic actors can be transformed in to potential sources but serious efforts are required to bridge the gender gap in business world. Before blaming the societal and cultural elements for suppressing women, one must not overlooked the misperception cultivated in the minds of women that business is masculine career and must be adopted only in case of immense unavailability. The propensity of adopting business as a career is found very low among women and when coupled with the socio-cultural drives, the situation become more despondent. Either they underrate or misjudge their potential or endorse the established myths that women cannot run a business. Whatsoever the case is, this cultivated thought has a great impact on the mindset of the women and their families.

The demographic profile plays a vital role in paving or hindering the path towards entrepreneurship. Age, education, marital status, income group and income contribution and family structure were found significant during the research study and it is concluded that these demographical factors are the vital antecedents that could shape the direction and destiny of entrepreneurial process among women entrepreneurs. Middle age (above 20 to 49 years) is linked with the fact that an adult woman can take good rational decisions and thus can start her career as an entrepreneur. On the other hand, in Pakistan women feel more secure and respectable while moving in their social network when married. It also adds lots of psychological advantage and enhances their confidence which is required in business. It is also concluded that most of the women do not have business related education. Most of the women who secured business related degrees are tend to join labor force as an employee instead of starting their own businesses. It is also observed that the education is assumed to buff the analytical and decisional power of women and add a good will in entrepreneurial profile. Income and income contribution are the most prominent antecedes that have a very vital impact on the entrepreneurial intensions. Most of the women have started their business careers due to severe financial crisis. Income contribution was found high in lower and middle income group women and it is in aligned with the fact that most of the females from these income groups have started their business primarily for monetary support of their families. The women owned enterprises have shown some common patterns. Most of women owned enterprises generated out of personal or family support, where personal investment was preferred within the controllable size of small and medium scale and most of the businesses are operating in industry. Women are mostly associated

with those business ideas which are more of labor intensive and traditionally associated with women.

The debate of demographical patterns of women entrepreneurs in Lahore are incorporated and tested with push and pull entrepreneurial drives and it is concluded that most of business women are exhibiting the push entrepreneurial drives. This observation is aligned with the literature review where it is stated that most of the women are push entrepreneurs in Asian countries. This observation from data analysis is also linked with the fact that in Pakistan, unemployment and poverty are the chronic social problems and now pressure of financial support is shifting from men to women. Women though confined in four walls due to stereotypical perceived family responsibilities now coming into the main stream for the monetary support of their families and this fact is evident in Lahore. The presence of pull entrepreneurs was also noticed in Lahore where the women claimed to start business career in search of their identity and self-actualization. The pull factors were dominant in those women who were from higher income group as not troubled with financial crisis.

Keeping in mind the findings and discussion inferred from the study, following recommendations are strongly suggested for the improvement of women entrepreneurial journey:

- This study suggests that perceptual nourishment of business career as masculine job has predominantly hampered the path of women to entrepreneurship along with myth of women's incapability to run a business. This myth must be changed with the support Ministry of Women Development and active civil societies by publicizing the success stories of women.
- It is inferred from the demographical profile of women entrepreneurs that most of the women do not hold business related education. Most of the business schools are expensive and in the access of higher or middle income group. Government owned institution and civil societies must launch free of cost business training for women entrepreneurs.
- The businesses community in Lahore is male dominated and presence of women entrepreneurs is not yet fully registered. The business community of women entrepreneurs must be visible and synchronized with hefty projection. The institutions like Central & North Punjab Women Chamber of Commerce & Industry and Women Business Incubation Centre (WBIC) and Kashf foundation along with Ministry of Women Development and civil societies can play a vital role in establishing the close knitted network of women entrepreneurs.
- Females constitute 51% of the population and this big portion of population must be empowered for better and faster economic development. Unfortunately in Pakistan women empowerment is confused with women rights which have earned lots of negative impression in our society. In the words of Dr. Sheela Javed, President Central & North Punjab Women Chamber of Commerce & Industry, most of the families do not send their females in the intuitions as they are afraid and confused with women empowerment with women rights. The supporting institution must elucidate this confusion through earning good will by not involving in any objectionable activity.
- Another leading problem that hinders the entrepreneurial growth of women is the complex and male dominated legal system of Lahore. The positive role of government and civil society is much needed and required for the expansion of women owned enterprises.
- The government support through effective and consistent policies cannot be set aside and for encouraging women empowerment through entrepreneurship. Government must collect the data about the economic participation of women entrepreneurs for projection.
- The business opportunities for women are limited in Lahore as they join only specific businesses. This issue can be addressed by arranging more and more business fairs, exhibitions locally and internationally for splayed the businesses choices.

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