

## The Effect of Women Entrepreneur Problems on Self-entrepreneurship Characteristics

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**ABSTRACT** The aim of this study was to determine whether the problems of women entrepreneurs have an effect on women entrepreneurs' self-entrepreneurships in terms of how active they are in the sports sector, and to determine the levels to which this effect occurs, if such an effect is in question. The study consists of 279 active women sports entrepreneurs who were selected in accordance with the method of convenience sampling, in Izmir and Manisa. Correlation and regression analyses were done in order to introduce this relationship. According to the results, the problems faced by women entrepreneurs in the negative direction on self-entrepreneurial characteristics were concluded to have an impact.

### INTRODUCTION

Entrepreneurship can be defined as using an opportunity by taking risks and integrating sources or creating an economic profit by actualizing the ideas (Jansen and VanWess 1994; Muzyk et al. 1995; Shane and Vankataraman 2000; Casson 2005; Kurt et al. 2006; Zhao 2006). Self-entrepreneurship characteristics play a significant role in the success of enterprising individuals. Self-entrepreneurship is defined as entrepreneurship characteristics that are available within the entrepreneur's structure. Entrepreneur characteristics consist of special qualities such as leadership, creativeness, innovativeness, vision orientation, taking risks, competitive thinking, social communication, business ethics, capital management, and product and market focality (Armagan 2013).

Although entrepreneurship is considered a masculine activity, it has recently been observed that women also have global crucial roles in the development and improvement of economies (Thébaud 2010). It is important for economies to have women who represent half of the world's population and who occupy roles within business organizations by bringing their characteristic adjectives into the forefront, such as upright, risk-bearing (Zapalska and Fogel 1998), success-focused, social (Ismail 2014), dynamic, independent, competitive, highly poised, and able to discover own skills and potentials (Zahao 2005). Therefore, countries need to make an investment in women entrepreneurs in order to

grow and develop economical means. Moreover, governments have very important roles to play within the scope of this investment. Governments should incorporate women entrepreneurs in the economy as a propellant for economic growth and alleviating poverty (Kain and Sharma 2013).

Since the first half of 1990, the number of women entrepreneurs has soared in Turkey, and with this ascent, important studies on women entrepreneurs have also evolved. For these studies, European Union, Organization for Economic Cooperation and Development and United Nations and their supportive policies towards women entrepreneurs have played a great role in increasing the number and importance of women entrepreneurs. When powerful economies are examined, the correctness of this conclusion becomes obvious. For this reason, in order to make economies grow, develop and make them a part of the global economy, policies that support women entrepreneurs should be established and research should be conducted in order to overcome the obstacles that women entrepreneurs come across too. Within this scope, the aim of this study is to investigate the problems that women entrepreneurs in the sports sector encounter, while trying to establish and maintain their business, and to determine the effects of these problems on their self-entrepreneurship characteristics.

In accordance with this description, the hypothesis of the research scope under test are given below:

$H_0$ : Women entrepreneurs' problems do not affect their self-entrepreneurship characteristics.

$H_1$ : Women entrepreneurs' problems affect their self-entrepreneurship characteristics.

## METHODOLOGY

### Participants

The target population of the study comprises of 312 women entrepreneurs, from Manisa and Izmir, who are active in the sports sector. The maximum limit of those 312 women entrepreneurs were reached, however, for several reasons the sampling group is limited to 279 women entrepreneurs. The sample group of the study represents ninety percent of the target population.

### Data Collection Tool

With the aim of reaching women entrepreneurs who comprise the research group, a convenience sampling method is preferred, with support from *Izmir and Manisa Chamber of Industry, Chamber of Commerce* and women's associations. Within the scope of this current study, data was collected between November 2013 and March 2014. Face-to-face conversations and questionnaires were carried out on women during the data collection process. The absolute amount of the applied questionnaires is evaluated in the study.

In the current study, data was collected through a "Women Entrepreneurs Questionnaire" developed by Cici (2013) and used in studies by Sekerler (2006), Ilter (2008) and Sosyal (2010). The questionnaire form consists of three sections. In the first section, there exist 10 multiple-choice questions related to demographic characteristics of women entrepreneurs. In the second section, there is a Likert scale consisting of 8 lower dimensions and 32 expression questions oriented to determine the problems faced by women entrepreneurs. Lower dimensions are social environment (5 questions), micro-environment (4 questions), economic environment (4 questions), bureaucratic environment (5 questions), communication and coordination (4 questions), financial environment (4 questions), education (3 questions) and organization (4 questions). In the third section, there is a Likert scale that aims to determine the self-entrepreneurship skills of women, consisting of 14 questions. Re-

sponds to the questions are measured in accordance with a 5-point Likert scale, as "1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree".

### Factor Analysis and Reliability Analysis

For testing the factor analysis convenience of the dataset, the Kaiser-Meyer-Olkin (KMO) sample sufficiency test and Bartlett test was applied. The consequence of factor analysis for the women entrepreneurs' problems, the factor loading of 32 expressions was between 0.691 and 0.901, total variance of 8 factors was 72.56, KMO value was 0.807 and the result of Bartlett test was 1901.690. Internal consistency value of factors (Cronbach's alpha) was 0.881. The result of factor analysis of self-entrepreneurship characteristics include, factor loading of 14 expressions was between 0.634 and 0.880, total variance was 79.02, KMO value was 0.735 and the result of Bartlett test was 1165.319. The internal consistent value of factors (Cronbach's alpha) was 0.895. As a result of this current study, the KMO value of the scales accepted by literature was over 0.50, Marlett test was meaningful with a 0.05 significance level and all the reliabilities were over 0.70 Cronbach's alpha level.

### Data Analysis

For the analysis of the data, the SPSS statistical program was used. In the study, frequency analysis, factor analysis, correlation and multiple regression analysis were used among the analyzed methods.

## RESULTS

### Frequency Analysis on Socio-demographic Characteristics

Information in obedience to socio-demographic variables of women entrepreneurs is shown in Table 1.

When the data in Table 1 is taken into account, the participants fell between the ages of 31 to 41 (43.7%), 154 people (55.2%) were single, 99 (35.5%) of them had two children, 167 (59.9%) of them were university graduates, 147 (52.7%) of the participants had been in a business life for 5 years at best, 143 people (51.3%) received 6001–10000 Turkish Liras (TLs) per month, 101 (36.2%) of the participants' establishments had been ac-

**Table 1: Socio-demographic characteristics of women entrepreneurs**

		N	%			N	%
<i>Age</i>	20-30 age	37	13.3	<i>Monthly Income</i>	3001-6000 TL	42	15.1
	31-40 age	122	43.7		6001-10000 TL	143	51.3
	41-50 age	73	26.2		10001 TL and above	94	33.7
	51-60 age	47	16.8		Total	279	100.0
	Total	279	100.0				
<i>Marital Status</i>	Married	88	31.5	<i>Business Year</i>	0-1 year	37	13.3
	Single	154	55.2		2-4 year	101	36.2
	Divorced	37	13.3		5-7 year	61	21.9
	Total	279	100.0		8-10 year	38	13.6
					11 year and above	42	15.1
<i>Number of Children</i>	No	76	27.2	<i>Business District</i>	Total	279	100.0
	1	75	26.9		Sports wear	74	26.5
	2	99	35.5		Sports supplies	9	3.2
	3	29	10.4		Sports facility	99	35.5
					Sports school	10	3.6
<i>Educational Status</i>	Primary education	2	0.7	<i>Number of employes</i>	Sports courses	87	31.2
	High School	59	21.1		Total	279	100.0
	Associate	33	11.8		1-5 person	227	81.4
	Degree	167	59.9		6-10 person	24	8.6
	Undergraduate	18	6.5		11-15 person	20	7.2
	Postgraduate	279	100.0	21 person and above	8	2.9	
<i>Work Experience</i>	Total	279	100.0	Total	279	100.0	
	5 years and under	147	52.7	<i>Business partner</i>	My wife	50	17.9
	6-10 years	95	34.1		My friend	37	13.3
	11-15 years	27	9.7		Mother, father, brother	48	17.2
	16 years and above	10	3.6		My relatives	27	9.7
Total	279	100.0	No		117	41.9	
			Total	279	100.0		

tive for 2 to 4 years, 99 people (35.5%) managed sports facilities, 227 (81.4%) participants employed 1-5 portions of personnel and 117 (41.9%) of the participants stated that they don't have any business partners.

Correlation is significant at a 0.01 level (2-tailed).

When the data in Table 2 is analyzed, a relationship between problems of women entrepreneurs and their self-entrepreneurship characteristics was observed ( $p < .01$ ). When examining the relationship between women entrepreneurs' problems of self-entrepreneurship characteristics of size, self-entrepreneurship, social environment ( $r = -.114$ ,  $p < .01$ ), the microenvironment ( $r = -.108$ ,  $p < .01$ ), economic environment ( $r = -.079$ ,  $p < .01$ ), bureaucratic environment ( $r = -.086$ ,  $p < .01$ ), communication and coordination ( $r = -.066$ ,  $p < .01$ ), financial environment ( $r = -.072$ ,  $p < .01$ ), education ( $r = -.106$ ,  $p < .01$ ) and organization ( $r = -.115$ ,  $p < .01$ ), a statistically significant negative correlation was found between the scores.

When data in Table 3 is taken into account, the alternate hypothesis is accepted in terms of a cause and effect relationship between problems faced by women entrepreneurs and their self-entrepreneurship characteristics. F value of this procured multiple regression model is 24.517, thus  $p = 0.00$  is meaningful.

When Table 4 is taken into account, R and R<sup>2</sup> values revealed the power of the research model. Consequently, current regression analysis, and the explanation rate of variants with respect to the problems of women entrepreneurs and their self-entrepreneurship skills, is found to be 40.1 percent. When parameters of the tables are seen, it is obvious that variant of social environment ( $\beta = -.202$ ;  $p < 0.05$ ) is the one that maximally contributes to this explanatoriness.

## DISCUSSION

When the global and Turkish sports literature is analyzed, the studies procured for women

**Table 2: Correlation analysis result  
Correlation is significant at a 0.01 level (2-tailed)**

Variable	1	2	3	4	5	6	7	8	9
1 Self-entrepreneurship	1								
2 Social environment	-.114.000	1							
3 Micro environment	-.108.000	.302.000	1						
4 Economic environment	-.079.000	.392.000	.341.000	1					
5 Bureaucratic environment	-.086.000	.376.000	.353.000	.329.000	1				
6 Communication and coordination	-.066.000	.328.000	.312.000	.419.000	.453.000	1			
7 Financial environment	-.072.000	.316.000	.230.000	.499.000	.259.000	.398.000	1		
8 Education	-.106.000	.246.000	.401.000	.242.000	.342.000	.488.000	.345.000	1	
9 Organization	-.115.000	-.072.000	.324.000	-.155.000	-.105.000	.281.000	.302.000	.330.000	1

entrepreneurs who are active in the sports sector is quite limited. But the current study, however, shows that the problems of women entrepreneurs have negative effects on the women's self-entrepreneurship characteristics.

When statements related to the social environment were analyzed, the most important problem is said to be the negative effects of the fact that women entrepreneurs live in a patriarchal society. In Turkey and many other developing countries, it is generally believed that the location of women should be their home (Kocacik and Gokkaya 2005) because in such societies, it is expected that women principally should fulfill their domestic duties. In patriarchal societies, it is very difficult for women to participate in entrepreneurship activities without the permission of the man of the house (Celik and Ozdevecioglu 2001). Here, due to the idea that a woman who earns money will not be submissive to the authority of the man who is considered to be the head of the family, that is why the lack of permission to do business is among the problems faced by women entrepreneurs. In his study, Singh (2012) states that in India, men are in the foreground when they are compared to women and the constitution of India speaks of equality between sexes, but in practice women are looked at as weak in all aspects. This situation is one of the most important problems that are faced by women entrepreneurs living in India. Similar studies held in Indian and Persian rural areas show that it is important to bring women entrepreneurs to the foreground for the countries' economic development and prosperity (Yaghoubi and Ahmadi 2010; Lashgarara et al. 2011; Mehta and Mehta 2011).

Women entrepreneurs state that the most important problem within their microenvironments is the absence of other women entrepreneurs who can lead them or be a role model for them. Among the micro problems that are faced by women entrepreneurs in the process of their flotation, lack of support from family and relatives, roles that women take within their family lives and gender discrimination are also important, and it is stated that overcoming these problems will enable women entrepreneurs gain self-confidence (Barbieri 2003; Greve and Salaff 2003; Sayin 2011). The husband's and family's support is very important for the success of women entrepreneurs as well. Such a support coming from a microenvironment will create positive effects on the women's inner motivations (Alam et al. 2010).

**Table 3: Regression analysis results**

	$\beta$	<i>t</i>	<i>p</i>
(Constant)		10.509	.000*
Social environment	-.202	-3.275	.001*
Micro environment	-.154	-2.549	.011*
Economic environment	-.167	-2.539	.012*
Bureaucratic environment	-.146	-2.874	.010*
Communication and coordination	-.112	2.194	.020*
Financial environment	-.164	-2.544	.012*
Education	-.173	-1.989	.041*
Organization	-.137	-2.138	.033*
F			24.517
R			.648
R <sup>2</sup>			.401

a. Dependent Variable. Self-Entrepreneurship

\*Value is significant at the 0.05 level .

**Table 4: Summary of the research model**

<i>Model</i>	<i>R</i>	<i>R square</i>	<i>Adjusted R square</i>	<i>Std. errors of the estimate</i>	<i>R Square change</i>	<i>Change statistics</i>			
						<i>F change</i>	<i>df<sup>1</sup></i>	<i>df<sup>2</sup></i>	<i>Sig.F change</i>
1	.648*	.401	.280	.40343	.301	24.517	8	270	.000

a. Predictors: (Constant), Social environment, Micro environment, Economic environment, Bureaucratic environment, Communication and coordination, Financial environment, Education, organization

When the problems faced within the economic environment were examined, it was discovered that women entrepreneurs experience troubles with suppliers when they buy products for their units. This issue is likely to affect the women due to gender discrimination; suppliers, especially male ones, experience problems with women entrepreneurs because of this discrimination. Singh (2012) highlights the effects of the problems procured by suppliers within his study in which he mentioned the problems of Indian women entrepreneurs.

When statements towards bureaucratic environments are taken into consideration, it is obvious that women entrepreneurs have difficulties in overcoming bureaucratic barriers in their environments. Most specific problems faced within bureaucratic environments are the high number of transactions in state institutions and organizations, duration of those transactions, compulsory backup, donations and frequent changes in statute and regulations (Soysal 2010). Moreover, in the Turkish Industry and Business Association's enterprising report of 2004, it is suggested that governments and states should support entrepreneurs, reduce barriers by means of firm establishment, operation and confinements should be reduced, tax procedures should

be simplified, political continuity and employment should be supported (Ozkaya 2009).

Furthermore, women entrepreneurs have difficulties in directing male personnel when it comes to communication and coordination. Women entrepreneurs experience the disadvantage of living in a patriarchal society in terms of coordinating their personnel, communicating with them and their management because male employees have difficulty in acknowledging and accepting women as managers or bosses. Sayin (2011), in a way supporting the results of the current study, states that women entrepreneurs experience difficulties by means of the quality and frequency of communication that is set between her and her employees.

In terms of the financial environment, women entrepreneurs face more problems in finding capital for their business when compared to male entrepreneurs. In most societies, women entrepreneurs experience a lack of financial support (Soysal 2010). It is found within the scope of procured studies that women entrepreneurs find funds for their business from their personal savings, familial disposals or with help from their relatives (Gokakin 2000; Yetim 2002). Recently, European Union projects, bank credit schemes and government policies support women entre-

preneurs in finding capitals. Despite this, women entrepreneurs face more problems in obtaining capital for their business when compared to the male entrepreneurs. Parallel to this study's results, Blanchard et al. (2008) and Singh (2008) state that there is discrimination in the issue of giving credits when it comes to women entrepreneurs who run small enterprises, and this discrimination should be solved by taking judicial proceedings as well as paving ways for women entrepreneurs.

In terms of education, much emphasis has been laid on the fact that the syllabus of enterprise trainings, which women entrepreneurs attend to, are not sufficiently rich and that these trainings do not help them in developing their business. Education is an important factor for a woman who will participate in the business world. Most women entrepreneurs want to obtain self-development in order to compete with male entrepreneurs and also achieve success within their business lives. However, weakness in this area of education content affects the women's entrepreneurial intentions negatively. In Turkey, "Women Entrepreneurs' Management School" that is established with the cooperation of Garanti Bank and Bogazici University Life Long Education Center, plays a great role in instructing women entrepreneurs about entrepreneurship. The aim of this school is to develop entrepreneurial spirits of women who have businesses and who are expectant businesswomen, help them grow their business, and strengthen them by means of international markets.

Women entrepreneurs state that the most important problems within their organization dimension are that women entrepreneur organizations do not work actively enough, they don't inform members of organizations about the innovations within the sector and they don't give necessary aid and support to women entrepreneurs who wish to be active in entrepreneurship fields. It is important for women to be in connection with each other and to inform each other about innovative enterprises, particularly if they work in the same business branch. However, due to competition and an inactive position of organizations, this issue is rather a problem for women entrepreneurs.

Women's entrepreneurship is giving particular importance to women living in rural areas regarding their development. Fazeli et al. (2015), in their study on women entrepreneurs in rural

areas in Iran, opined that the factors affecting entrepreneurship include, economical and structural factor, psychological and managerial factor, cultural factor, legal and skill factor, as well as supportive factor and investment factor. Soysal (2013), state that the women living in rural areas in Turkey, are starting and continuing the trend of their entrepreneurial activities, however, the low level of education and introversion it brings, prejudices the society, as well as psychologically suppresses females to see themselves as non-entrepreneurs. Others include, inability to organize, homework mismatch, lack of access to credit resources, low income level, lack of institutional knowledge, insensitivity of local government, for reasons such as gender inequality to a level that can be entrepreneurial and holistic could not be reached. Adeel Anjum et al.'s (2012) "*Problems and Prospects of Women Entrepreneurs: A Case Study of Quetta-Pakistan*" is the study of factors affecting women entrepreneurs such as, family factors, social factors, economic factors, financial and political factors.

When the profits that women provide to their countries by economic and social means and their future earnings were taken into consideration, women entrepreneurs contributed a lot to the development of the countries' economy (Minniti and Arenius 2003). However, while providing this contribution, we have to help our women overcome the problems, which arise in a patriarchal society.

## CONCLUSION

According to the results of the current study, an avoidant relationship is found between lower dimensions of women entrepreneurs' problems and self-entrepreneurships (social environment, microenvironment, economic environment, bureaucratic environment, communication and coordination, financial environment, education and organization). Since women are important for the growth of the national economy, those problems, which women entrepreneurs do face, should be solved and their ways should be cleared.

## RECOMMENDATIONS

In accordance with the study's results, these suggestions can be employed to overcome the problems of women entrepreneurs:

- ♦ Women entrepreneurs should receive support from their micro-environments (husband, child, mother, father, relatives, kith and kin),
- ♦ Women entrepreneurs should be sure of themselves, should educate themselves and believe in the fact that they are going to be successful,
- ♦ Women entrepreneurs should be organized and be also in touch with each other, coordination should be established between them,
- ♦ Role models should be featured as women entrepreneur candidates,
- ♦ Donation amounts for supportive organizations such as, the European Union and Small and Medium Industry Development Organizations should be increased,
- ♦ Issues such as “capital, taxes, credits, land allocation, bureaucratic barriers” should be simplified for women entrepreneurs,
- ♦ Governments and states should prepare projects and set encouraging policies for women entrepreneurs.

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