

MOTIVATIONAL ORIENTATION AND PERCEIVED SOCIAL SUPPORT AMONG PAKISTANI FEMALE ENTREPRENEURS IN ATTOCK DISTRICT

ABSTRACT

The present study was intended to explore the psycho-social factors effecting female entrepreneurs, involved in various activities, belonging to different rural and urban areas of Dist. Attock Punjab. The research based on both qualitative and quantitative approach. The data was collected from two hundred female entrepreneurs by using non-probability purposive sampling technique. The data was collected with three Test of Achievement Motivation to measure need achievement and Multidimensional Perceived Social Support Questionnaire for measuring perceived social support. There was negative co-relation between social support and work motivation. Case studies showed that female entrepreneurs were initiative taking and have courage to muster up the hindrances to attain the goal.

INTRODUCTION

The present study was designed to investigate relationship between need achievement, work motivation and perceived social support among female entrepreneurs belonging to different areas of Attock. The objective of the study was to explore the type of business they were engaged, as well as the issues they have to face while managing their entrepreneurial activities. It is deemed important for the developing country like Pakistan to conduct a comprehensive study regarding psycho-social perspectives of entrepreneurs

Economic activity by women is not a new phenomenon or a new development. In majority of the developing countries, women make a substantial contribution in the economic field. Small-scale industries constitute one of the areas where women's role is most pronounced (Rao, 2000). The magnitude of women involvement is correlative to socio economic and political condition of the country. Women play an important role in economic activities of the countries in addition to their non- wage earning house hold and family activities. They have traditionally been engaged in three types of economically productive work. Firstly, they produce goods and services for their families own consumption; secondly, they have been engaged in household production for sale and

Dr. Rukhsana Hasan

Assistant Professor, Department of Gender studies, Fatima Jinnah Women University

Ms. Ruqia Afzal

Ms. Shahida Parveen

exchange on the market; and lastly they work for payment outside the home (Reddy et.al, as cited by Nagaich, 2005).

Interest in the entrepreneur can be traced back to early nineteenth century. From the last three decades the study of entrepreneurship has gained great importance because it has to promote economic growth and has higher potential for generating employment (Kaur & Devgan, 1992). The term *entrepreneur* has gained many wide-ranging definitions. Some researchers have defined entrepreneurs as someone who recognizes an opportunity, and marshals the resources to take advantage of or act on that opportunity (Huefner and Hunt, 1994; Chung and Gibbons, 1997; Begley, 1995). Ibne Khaldoon define entrepreneur as quoted by Akbar (1990) it is one who strives everywhere and all the time and by every means to get money.

In Pakistan, the estimates of women's economic participation have greatly understated their contribution because of several factors, for instance their low level of education and skill training, social and cultural constraints, male dominance and the problem of data gap, which in turn have affected their participation in economic activities (Ayub, 1994; Shah, 1986).

The labor force survey of 2007-2008 indicates the female entrepreneurs in Pakistan are about 5000, as compared to over 400,000 male employers. According to Social Development in Pakistan survey (2007-2008), women entrepreneur in Pakistan are engaged in various economic activities such as health care, beauty and fitness related activities (30 percent), textile sector (24 percent) education (11 percent) shop and general items (7 percent), hospital /clinic/medical stores (5 percent), and handicrafts and other micro businesses (23 percent). Of these women, 86 percent cater primarily to the local market. Women in urban areas are in a better position, to develop business due to easier access to opportunities and information (SPDC, 2009).

The motives for women entrepreneurs are self fulfillment, the desire to exercise her creative skill and search for personal autonomy. For instance successful women are known to stimulated by the urge for independence and the urge to keep themselves busy, while earning money was the least important for them (Rani, 1985). Majority of the female entrepreneurs are married with the age group of 30-50, mostly first born in the family, from middle class, have graduation degree with them, nuclear families having self employed father and are capable of financing their investment from their own financial resources (John, Jeyablan & Krishnamurthy, 2004). Financial cooperation and encouragement from family members was identified as the key motivational factors in women entrepreneurs. The ventures owned by rural women tend to be based on agriculture products such as handicrafts, handlooms, woolen and sericulture act according to their choice (Dangwal and Chandra, 1998). Women as whole face formidable barriers when they want to be successfully involved in micro and small scale enterprise ventures Hisrich and O'Brien (1981, 1982), Blooms and Schaeffer (1978) suggested that it is a greater problem for a women because of the specific social and economic encumbrance they must confront. These include: underestimation of women economic role; gender role stereotyping lack of confidence in women entrepreneurial and

managerial capability limited access to vocational training particularly for nontraditional and high productivity and well paid employment and self employment opportunities limited access to information network legal barriers in establishing business and obtaining credit; economic and technological factors may increase the rate of labor force participation but relegate women to low productivity sectors and institutional barriers limiting access to support services provided by assistance program (Wees and Romjin, 1995)

Discussing the factors affecting the success of a business, Hisrich (1990) has documented that male entrepreneurs have to face different issues than those for females, especially in such areas as support system, sources of funds and problems encountered. Female entrepreneurs have to face problems like, access to credit, financial resources, as well as developing business relationships with others in similar positions (Danial, Freeman and Gilbert, 1962).

Women entrepreneurs are engaged in the business of restaurants or low technology products such as ceramics, typing, printing and dress making which is housed in home premises (Tamar et al., 2002). The innovative women business owner is having low acceptance for conventional gender roles. They are middle class with college or university education. They are started her business because of limited access to career prospects in large scale organizations, is highly committed to achievement and gives high priority to their businesses which is innovative.

There exists positive relationship of achievement motivation with human resource development (McClelland, 1987., Michel & Olaf, 1988, Morris & Fragher, 1974., Nazar, 1989, Wan Rafei, 1980). According to Korunka et.al, (2003) three personality constructs have emerged as “classic” characteristics associated with the entrepreneurial personality: internal locus of control, high need for achievement and a moderate risk-taking propensity. Studies (McClelland, 1961; Osborne, 2003) have shown that high need for achievement (n Ach) is a key entrepreneurial trait. Achintya & Barhua (2007), identify the unique characteristics of entrepreneurs that they have strong need for achievement, high need for power, more independence. They have strong propensity to take risk, personal modernity support have leadership qualities.

Considerable research has been conducted on the psychological characteristics of the entrepreneurs in the West and also in South, & South East Asia (Chan, 1986; Singh, 1991, Kuner, 2001; (Rissal, 1992; Wan Raffaei, 1980., Elias & Pihie, 1993), however in Pakistan the research in this area is quiet limited and very few exploratory studies have been conducted (Rehman, Nasir & Aziz, 1996, Ayub, 1994). Therefore it is the need of the day to explore the internal dynamics of the female entrepreneurs in the context of Pakistan.

It has been documented that high need for achievement and the subsequent manifestation of the behaviors (takes personal responsibility for finding solutions to problems, set a moderate achievement goals and takes calculated risks, wants concrete feed back) is

strongly correlated with entrepreneurial success (Atkinson, 1966., Chan, 1986., McClelland, 1961: 1962; 1965., Yap, 1980., Zianeah, 1981).

In Asian countries Chinese entrepreneurs were found high on achievement motivation as compared to entrepreneurs belonging to other countries (Wan Rafaei, 1980, Chan, 1986., Elias & Pihie 1993). Result indicated that Chinese entrepreneur were not only high on achievement motivation, but were more willing to do hard work and had lesser fear of failure. These positive personality attributes of Chinese entrepreneur were more closely related to their work values, training in organizational management, and the persistent guidance of senior entrepreneurs, which the other ethnic group was not receiving (as cited in Rehman, Nasir & Aziz, 1996). Kuner (2001) studied the relationship of need for power, need for achievement and work centrality on entrepreneurial success in small-scale industry. The study concluded that successful entrepreneurs would be high on need for power, need for achievement and work centrality than unsuccessful entrepreneurs. The entrepreneurs of healthy units showed higher need for power, achievement and work centrality than those unhealthy units.

An empirical study was conducted by Jean (1996) in Singapore to examine the motives that stimulate women to become business owners. Results of the study indicated that female entrepreneurs are motivated by a high need for achievement, a slightly high need for dominance and moderate need for affiliation and autonomy. Psychological correlates of entrepreneurial success were explored in another study by Kaur and Devagon (1992) on a sample of 100 entrepreneurs from Batala city of Punjab in India. The correlation analysis revealed that entrepreneurial success was positively correlated with intelligence, achievement motivation, age, education and experience (Kaur & Devagon, 1992).

Forson & Özbilgin (2003), conducted a study that provides an overview of female entrepreneurship in the Web-based business sector in the UK. Based on a field study of 20 Web-based small internet companies owned by women, the study explores why women start up dot-com businesses and presents a typology of dot-com women entrepreneurs. The study has identified both successes and challenges that women face in their entrepreneurship in Web-based ventures. There are two main issues that emanate from this study, first, like most self-employed women, dot-com women entrepreneurs face start-up and operational problems relating to access to start-up capital, the appropriateness of training courses and business support mechanisms; second, dot-com women entrepreneurs, using their admirable educational and career histories, are better able to overcome many of the obstacles that are traditionally faced by other women entrepreneurs. Mainstream perspectives associated with 'masculinity' such as 'risk-taking' and the 'need for achievement', and thus consider women, from a traditional perspective, as unfit for the role of the self-employed. Second, these ideologies strengthen the idea that certain activities are appropriate for boys and men and certain others for girls and women and also that, such as the notion of computing and technology as a mainly male domain. Third, prominent ideologies about parenthood, marriage and family life have caused women to neglect their 'human capital' and as a result most of them are lower paid and less educated than men, thereby limiting the number of them

who can operate Internet-based enterprises. These structural limitations, and social constructs buried in subconscious behavior that tend to perpetuate the stereotype, may have limited Web-entrepreneurship to a certain group of women whose profile fits in with the male-constructed entrepreneurial profile. The majorities of the women interviewed were highly motivated towards achievement and were mainly represented within either the aspirants or innovators groups. However, as some of the women indicated, these highly successful women turn them off because they reinforce the belief that one needs to be 'male' or at least to participate in 'male' values to succeed. However, findings of the relatively complicated structures of self-employment reveal that the patriarchal or gendered relations of society remain powerful, no matter what form of economic activity is in question.

Kallberg & Leicht (1991), examined how the survival and success of small businesses headed by men and women are related to industry differences, organizational structures, and attributes of owner operators. Analyses were based on data collected annually over a three year period from an initial group of 411 companies in the computer sales and software, food and drink and health industries in central South Indiana. The researchers found that businesses headed by women were not more likely to go out of business, nor less successful, than those owned by men.

Keeping in view the relevant literature the present study aimed at to highlight the psychosocial aspect in work environment and explore the role of these aspects on the work of female entrepreneur in the context of Pakistani women.

Objective

The present study is designed to investigate the relationship among work motivation and social support in female entrepreneurs. Specifically the study aims at:

1. To investigate the relationship among social support and work motivation in female entrepreneur
2. To find out the level of extrinsic and intrinsic motivation in female entrepreneur

Hypotheses

Following hypotheses have been formulated:

1. There exists significant positive correlation between perceived social support and work motivation among female entrepreneurs.
2. Female entrepreneurs will score significantly high on intrinsic motivation than on extrinsic motivation.

Operational Definition of the Variables

In order to enhance the confidence in the result of assessment procedure it was necessary to define the variable of the study. The variables were work motivation, social support and entrepreneur. The variable of the present study were taken to mean as following.

Work Motivation

Work motivation was taken as the desire to do more work, to struggle hard for expanding entrepreneurs venture and to earn more financial benefits. For the present study Work Preference Inventory was used to measure the overall work motivation (in terms of extrinsic and intrinsic motivation) in female entrepreneurs. Separate scores of extrinsic and intrinsic sub scales were ascertained. Mean of the intrinsic and extrinsic is treated as cut of scores of measures. As stated by Schunk (1983), achievement/work motivation whether in school, at work or in sports- can be divided into two main types: intrinsic and extrinsic motivation. *Intrinsic motivation* is the internal desire to be competent and to do something for one's own sake. *Extrinsic motivation* was referred to as the influence of external rewards and punishments.

Perceived Social Support

Social support had many dimensions and perceived was one which had been defined in variety of ways. For the present study perceived social support among female entrepreneurs was measured through the Perceived Social Support Questionnaire. Perceived social support in research was taken as the perception of the subjects about support that they had received from family, friends and society. Perceived social support may be defined as the perception of social support received from parents, friends and significant others (Caplon 1975).

Entrepreneur

In this research female entrepreneur means female that was doing their businesses on small scale. The Burch (1986) viewed entrepreneur as "the one who pursues opportunities, starts business with innovative ideas and satisfies the needs". For the present research female entrepreneurs belonging to urban and rural areas of district Attock were selected.

Research Design

For qualitative research focus group guide line was made for gathering detail information of female entrepreneurs about their motivation, barriers and future plans. For quantitative research two standard scales (work motivation and social support) were used to measure the work motivation and social support of female entrepreneurs. The present research was comprised of two phases. Phase one comprised of pilot study and phase two comprised of main study.

Pilot Study

In quantitative part only Work Preference Inventory and Social Support questionnaire was focused in pilot test. The objective of pilot study was pre-testing the scale translated in phase one of the study and establishing the psychometric properties of the questionnaires. The sample of the pilot study consisted of thirty female entrepreneurs of urban and rural areas of Rawalpindi district. An examination of the data obtained in the pilot study suggested that the translated scales had possessed sufficient reliability for research purpose. Story Completion Test of Achievement Motivation and Work

Preference Inventory questionnaire were used as it is in pilot test because it was already in Urdu. Social support questionnaire was translated in Urdu language.

Story Completion Test of Achievement Motivation (Ansari, 1980 et al.)

This test consists of twelve short stories, about women who have to make an important decision about their lives. The test was in Urdu language.

Multidimensional Scale of Perceived Social Support Questionnaire (Zimet, Dahlem, Zimet& Farley, 1988)

Multidimensional Scale of Perceived Social Support Questionnaire developed by(Zimet, Dahlem, Zimet& Farley, 1988) is seven points rating scale.Urdu translation of the scale was used.

Exploring the Face validity of Perceived Social Support Questionnaire (PSSQ)

The questionnaire was in English language. The sample of the present study was not well educated so it was decided to translate the questionnaire into Urdu.

Step one of the pilot study aimed at the Urdu translation of the perceived social support Questionnaire (PSSQ) by Zimet, Farely and Dehlem. The translation procedure followed the set pattern of translating, judge's opinion and back translation.

Reliability Estimates of Perceived Social Support Questionnaire (PSSQ)

Alpha Reliability Coefficient was computed for translated. Perceived Social Support Questionnaire (PSSQ). Result is shown in the following table;

Table 1 : *Alpha Reliability Coefficient of perceived social support Questionnaire (PSSQ) (N=30)*

	No of items	Alpha Reliability Coefficient
PSSQ	25	.68

The finding in table suggests that the Alpha Reliability Coefficient of Perceived Social Support Questionnaire (PSSQ) is found to be significant ($r=.68$).

The alpha co-efficient reliabilities of both scales were calculated which was 0.76 of Work Preference Inventory and 0.65 of Perceived Social Support Questionnaire (PSSQ).It indicated that translated scales were reliable measures.

Modification done in the instrument after field testing

After completing field testing some modification were made in the instrument of quantitative questionnaire. Some of the questions were translated again because respondents did not understand statements language.

Main Study Sample

The sample of the main study of quantitative research consisted of two hundred female entrepreneurs. Three focus groups consisted of eight to twelve female entrepreneurs were selected for qualitative research. The age of the sample ranged between of 15 – 55 years. The sample was included skilled /semi skilled¹, married/unmarried, and literate/illiterate²female entrepreneurs. The socio economic status was not taking into consideration. This sample was selected because they favorably and best match the criteria of the research question.

Sampling Technique

Non-probability technique was used, and in which purposive convenience sampling technique used for selecting sample because only those participant were taken who fulfilled the criteria.

Procedure

Urdu translation version of Work Preference Inventory was administered to a sample of two hundred female entrepreneurs. Each subject was tested individually; the researcher explained instructions orally and read our each item one by one. It took about thirty to forty five minutes to fill the questionnaires from every participant.

The social support describes subjects support that they had received from family, friends and society. This test is translated in Urdu language. The social support consists of twelve statements' each item has seven points rating scale. It ranges from very strongly disagree to very strongly agree and it is scored from 1-7. In Story Completion Test of Achievement motivation each story ends with two possible outcomes the subjects are instructed to choose one of these two.

Guide line was made for focus group discussion. The groups were collected on the basis of homogeneity of age, area, marital status and all of them were female entrepreneurs. Before initiating a discussion rapport was built. The information that was taken from the respondents was recorded with their consent. The discussion was conducted in bilingual (local and Urdu language).

¹Skilled female entrepreneurs are those who get training in particular skill like parlor and semi skilled are those who did not get training in particular field for example opening a tuck shop in home.

²Literate those who get formal education in school. Illiterate are those who didn't get formal education at school.

Proposed Analysis

After the scoring the statistical analysis of the data was conducted. The analysis was done on SPSS-13. Alpha Reliability of both questionnaires was calculated. T-test was applied to test the significance between the means of the relevant groups. Data collection was completed with the collaboration of concerned community organizer National Rural Support Program in superb areas of Attock³.

Qualitative data was analyzing by using thematic analysis technique. Post categories were made on the basis of the responses of the participants.

Ethics of Research

Voluntary participation of the participants was encouraged. No participant was forced to give interview and fill the questionnaire. Before taking interview and filling of the questionnaire every participant was given full understanding of the research. Participants were informed that no personal information will be used without the permission of the participant. Confidentiality was maintained.

RESULTS

This section deals with major findings of the quantitative part of the present study. The women were categorized into two different types of businesses. Their major pronounced ventures were as under:

Table 1: *Frequencies and percentage of female entrepreneurs business*

Type of venture	Frequency	Percentages
Farming	14	7.0
Knitting	79	39.5
Shop	40	20.0
Livestock	42	21.0
Tuition centre	7	3.5
Parlour	12	6.0
Making decoration things	6	3.0
Total	200	100.0

The above table illustrates that knitting is most famous activity among female entrepreneurs. About seventy nine which make up a 40% of the sample are engaged in this activity. The second priority for female entrepreneurs are live stock in which forty two (21%) involved. Working in tuck shop is also emerging area for female's business owners. Females nearly 40 that make up a 20% of the sample are engaged in running a

³The rural and urban areas of Attock.

shop. Farming 7% and parlor 6% are other activities in which female entrepreneurs are busy in polishing their skills.

In order to find correlation between social support and work motivation and in female entrepreneurs, Pearson Product Moment Correlation was performed.

Table 2: *Correlation between the scores of Social Support Questionnaire and Work Preference Inventory (N=200)*

	Work Motivation	
	r	p
Social Support	.06	.352

$p=n.s$

Result in above table shows that there is negative correlation between social support and work motivation ($r=-.066$, $p=n.s$). The correlation is non-significant. It means that if social support increase then works motivation decrease.

In order to find the difference in the level of extrinsic and intrinsic motivation. Comparison is performed on the scores of female entrepreneurs on intrinsic and extrinsic motivation. Results are shown in the following table.

Table 3: *Extrinsic and intrinsic motivation scales among entrepreneurs*

N	M	SD	t
Intrinsic	32.17	5.26	86.33
Extrinsic	31.75	4.81	93.1

$df=199$, $p<.001$ ***

Results in the above table show that women entrepreneurs significantly differ in terms of extrinsic and intrinsic motivation. Entrepreneur's scores on intrinsic motivation are significantly higher ($M= 32.1$, $SD=5.2$) than on extrinsic motivation ($M=31.75$, $SD=4.81$)

Section II

Qualitative analysis (Part 2)

Focus Group Discussion

Focus group discussion was conducted in order to gain rich information in a real setting. Three dual moderator⁴ focus groups were conducted. The groups were collected on the basis of homogeneity of age, area, marital status and all of them are female entrepreneurs. Before initiating a discussion rapport was built. There were eight to ten female in each group. The information that was taken from the respondents was recorded with their consent. The discussion was conducted in bilingual (local and Urdu language).

⁴ In dual moderator focus group: one moderator ensures the session progresses smoothly, while another ensures that all the topics are covered

There were six probing questions. The respondent's information was analyzed through using thematic technique.

1. How can Female increase family income

Theme one is about work. The first question stated to sharing of economic responsibility with husband. Eighty percent of the women were the opinion that now a day is the era of inflation. In this time men and women both should earn and help each others for smooth running to meet the house hold expenses. Women can also raise her family income through saving also.

They believed that women can share economic responsibility through doing small ventures like (stitching, embroidery, making decoration items, parlor, livestock, tuck shop, house farming, pottery form and tuition center etc).

2. Major Constraints

The other theme was about the constraints that they had to face while doing their business. The major difficulties are as under:

i. Societal pressure:

Women expressed that people in community hem were critical on about their work. They raise questions that why these female are out of their home? They have questioning about their role in public life because it threatens the status of male members of the society. Women used to clarify that they are doing their work just for sake of necessities.

ii. Mobility problem

One of the biggest handicaps of women entrepreneurs is their inability to move and travel from place to place. Transport usage is big issues for women because women face great difficulties for getting seats. Women feel difficulty while seeking out permission from their fathers and brothers and husbands for go outside home for work. Strict boundaries are drawn around their mobility and activities outside their family and homes.

Women also feel difficulty in arranging the material for making goods.

iv. Financial problems

Financial problem is a major problem faced by all entrepreneurs. Finance is necessary to start as well as to run a business. The more pronounced financial problems are:

- They have lack of money to support their business.
- The credit schemes are less flexible in giving time for credit.
- Tight repayment schedule of credit scheme.

3. Support system

i. Support of Family

Eighty percent of female received mutual support from their families, relatives and in laws. Family members encouraged them to do their business ventures. The family not

only provide female entrepreneur the social support but also facilitate them with economic assistance.

Ninety percent number of women reported that their family members are very supportive in bringing material for them. The family members support them in availability of raw material.

4. Motivation behind their Work

The question is about reason behind their venture. Why these women motivated to do business. The answers are as under:

i. Personal Interest

Eighty percent of women have skill so they want to utilize their skill. They have great interest in making embroidery, stitching etc.

ii. Financial Compulsions

They live hand to mouth so they have decided to do work for better standard of life.

5. Future Aspirations

The women want to raise their business. They said they want their business would be flourishing and they take their work on big scale. Some women want to make embroidery center for order to transfer their skill to other women.

Case Studies

Case study 1

Respondent one was 42 years old residing at city of Attock district. Her husband had shop. She has mother of four children. Her education was Middle, she can read and write Urdu. She has two sons and two daughters. All of her children are studying in school. Her husband had died two years ago because of heart attack. Before her husband death she was a house wife. After the death of her husband she faced lot of financial issues. Her parents were poor they are not able to support her financially. Then she thought to start her own work.

She opened the shop two years back, it was very small. Now she ran a very successful shop that earn handsome amount in the month. She shared that women go through relatively much more hardship than men in business. The big issue for women is lack of financial resources that affects women entrepreneurs all over the country. She takes debt from her cousin and opens the shop but she was discouraged by her society, in-laws and relatives. The messages that gave to her are that all day you are communicate with male member of the society and in Islam female are not allow to communicate with Namehram (male member who have no blood relation). She said that Islam gave permission to women if she has a finical problem then she can go outside for work. She also told when she start her shop she harassed by the other shop owner in her area. But her father support her, she visited her shop every day and after school time her elder son also gave time to her shop and after time the male member of the area gave respect to her. But in laws

family did not support her because they said she neglected her children. She said that she close her shop after 7 o'clock and gave time to her children. She also shared that she closes the shop for one hour in day time as well. With time she wins the trust of the people of the area. Now she also buys another shop to extend her shop area. Now her shop is one of the biggest shops of the area.

Taking interview with her, she seemed to be a strong lady, she can handle with any situation. She shared that it is very difficult of her to start her own shop but she make a way for other females for start their work. She said that female still face problem in the practical area because of mobilization issue. For her it very difficult to go and buy thing for her shop but her father constant help make her successful. She mentions that family support for any job is very important.

Case study 2

Respondent two was 35 years old residing at village of Attock district. She was uneducated. Her husband did farming. They had five children. They had one son and four daughters. Four of them were studying in school. Her son was not at school going age. Her husband did not earn enough money from farming. Then she thought to start something her own. Then she had taken loan from National Rural Support Program (NRSP) three year before and bought one cow.

She said that when she taken the loan then she faced the issues from that day. They said that how can you gave back that loan; even her husband was also not willing to take the loan but she taken that loan by her own. She gets support from her parents. She said that when she sold the milk in the market with help of her brother then her husband started favoring her work. She said that in beginning it was very difficult for her to buy a feed for the cow because of mobility issues of the area. Female were not allow to go outside the house alone. So she went market with her old father. She sold the milk in the city with the help of her brother. One young boy of the village whom her brother referred, take milk from her and sold in the city. After some time she return the loan. After one year her cow gave a heifer. She shared that because of her livestock work her work load had been increased. She took care of five children, do household work and look after the cows as well. People in the family start supporting her work because she increased household income. She said that after success of her work, she also take part in household decisions. Her husband gave respect to her. Now she had two cows and one heifer. Because of her initiative two of her cousins also started that work as well. She also gave education to her girl children as well because of her better future. She said that every woman should earn her own. She was also happy that she open the way of our village women for work.

DISCUSSION & CONCLUSION

The study of entrepreneurship is a multidimensional process that requires in depth analysis. The purpose of this study is to assess the impact of psycho-social factors, (work motivation (extrinsic and intrinsic), & perceived social support), especially on women

entrepreneurs, which are considered to be critically important in order to facilitate the entrepreneurial activity.

Both qualitative and quantitative approaches are used for conducting research. For qualitative research case studies guide line was made for gathering detail information of female entrepreneurs about their motivation, barriers and future plans. For quantitative research three standard scales (work motivation, need achievement and social support) were used to measure the work motivation, social support and need achievement of female entrepreneurs. Work Preference Inventory and Story Completion Test of Achievement Motivation are in Urdu language but Multidimensional Perceived Social Support Questionnaire is in English language. So it is translated into Urdu after adopting translation guideline recommended by Brislin, Lonner & Thorndike (1993). The purpose of translating the scale into Urdu is that for subjects, it is easy to comprehend items in Urdu.

The present research was comprised of two phases. Phase one comprised of pilot study and phase two comprised of main study. Phase one of the study aims at testing the reliability of the scales. The Alpha Reliability Coefficient of WPI is found to be highly significant; Alpha Reliability Coefficient is computed for translated Perceived Social Support Questionnaire (PSSQ) that indicates it is a reliable measure of perceived social support.

Pearson Product Moment Correlation was performed in order to find correlation between social support and work motivation in female entrepreneurs. Finding shows that there is negative correlation among social support and work motivation. It suggests that if social support increases the motivation to work decrease. It is interesting finding that no matter how much social support is given to them; the motivation of female entrepreneurs is remained unchanged.

Entrepreneur's scores on intrinsic motivation are significantly higher than on extrinsic motivation that means that female entrepreneurs have high inner drive to achieve something. These findings are in line with the previous findings as the study indicated that female entrepreneurs are intrinsically motivated (for example Parveen & Rehman, 2006).

Findings of the case studies revealed that female entrepreneurs are initiative taking and they have courage to handle all the barriers that hinder them in attaining the goal. Previous study reveals that successful entrepreneurs had high scores on the competencies such as initiative taking, assertiveness, efficiency orientation, systematic planning and motivation (Elias & Pihie, 1993).

For sustained economic growth and tackle poverty, women participation in the labor market is essential because women constitute half of the population. If half of population is paralyzed then how a country can gain prosperity and progress. For effective performance there is a dire need to promote conducive environment for female entrepreneurs. In order to utilize the full potential of female entrepreneurs, attention to be given the internal dynamics and motivational orientation of entrepreneurs as increasing

level of need achievement and social support can play an instrumental role for productive change in a society.

Recommendation

In the light of study following regimentation are made:

Training programs should develop self confidence, self esteem, courage and risk for women entrepreneurs.

Lack of information and skills for choosing an activity is another major hurdle for development of women entrepreneurship. So that women entrepreneur can be in a position to perceive and respond in a various profitable opportunities.

When women work outside they face problems of child care. Governmental and other non-governmental organizations should make efforts to provide facilities in the form of childcare institutions like crèches, nurseries and child care facilities. Facilities should adjust timings, locations as per the convenience of women entrepreneurs.

Illiterate women generally work in household enterprises. They find it difficult to interact with an outside environment because of lack of courage and fear of failure. So such women should be trained in modern techniques and latest trends in activities like sewing, dairy, bakery, spinning weaving etc. so that productive utilization of their time and capacities can take place.

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