

AN ANALYSIS OF GENDER-BASED DIFFERENCES OF ENTREPRENEURSHIP'S MOTIVATIONAL FACTORS: A FIELD STUDY FOR MICRO-SCALE ENTERPRISES¹

Girişimciliğin Motivasyonel Faktörlerinin Cinsiyet Açısından İncelenmesi: Mikro İşletmelerde Bir Saha Araştırması

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ABSTRACT: Micro-scale enterprises constitute 96% of all enterprises in Turkey. In this paper, the motivational factors of entrepreneurship are quantitatively analyzed based on gender difference as a part of a project in which micro-scale enterprises in Eskişehir are explored with their socio-economic characteristics. Within the scope of the project, the data of 1769 micro-enterprises registered as members in Eskişehir chambers of commerce and artisans, were collected by a questionnaire form. A workshop was organized and opinions of the administrators of chambers of commerce and artisans were taken for the questionnaire development process. Research findings show that general profile of male entrepreneurs in Eskişehir can be defined as; 42-49 age range, graduated from primary school, with average monthly income 2000 (£). In addition, male entrepreneurs have learned their profession predominantly in the apprenticeship process, and their basic entrepreneurial motivation is earning income. Female entrepreneurs, on the other hand, draw a different profile in some ways, such as at age range of 32-41 years, graduated from a high school and with an average monthly income of 2000 (£). The source of vocational training and basic entrepreneurship motivation for female entrepreneurs are same as male entrepreneurs. According to the results, male and female entrepreneurs have different characteristics in terms of age range and education levels. Analysis results show that income generation is the first entrepreneurship motivational factor for both gender, male and female entrepreneurs, second entrepreneurship motivational factor for males is dynastic compliance and being independent for females. In this study, frequency analysis, cross tables, Mann-Whitney Test and CHAID analysis were used in data analysis of. The main finding of the study is that according to the Mann-Whitney Test, among the motivation factors for entrepreneurship,

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only dynastic compliance, valuating spare time and obtaining social status factors showed statistically meaningful differences according to the gender variable. The results of the CHAID analysis show that there is no statistically significant difference between the genders for dynastic compliance motivation factor, but there are statistically significant differences for valuating spare time and gaining social status motivations.

Keywords: Gender-Based Differences, Motivational Factors of Entrepreneurship, CHAID Analysis, Micro-Scale Enterprises, Turkey.

ÖZ: Mikro ölçekli işletmeler, Türkiye'deki tüm işletmelerin %96'sını oluşturmaktadır. Eskişehir'deki mikro ölçekli işletmelerin, sosyo ekonomik açılardan araştırıldığı bir projenin parçası olan bu makalede, girişimciliğin motivasyonel faktörleri cinsiyet açısından niceliksel olarak analiz edilmektedir. Proje kapsamında, Eskişehir'deki meslek odalarına kayıtlı olan 1769 mikro işletmeye ait veriler, bir anket formu ile toplanmıştır. Anket formunun hazırlanması sürecinde, bir çalıştay düzenlenerek meslek odalarının görüşleri alınmıştır. Araştırma sonuçlarına göre, Eskişehirdeki erkek girişimcilerin genel profili; 42-49 yaş aralığında, ilköğretim mezunu ve aylık ortalama geliri 2000(£) olarak açıklanabilir. Ayrıca erkek girişimciler, mesleklerini ağırlıklı olarak çıraklık sürecinde öğrenmiş olup, temel girişimcilik motivasyonları, gelir elde etmektir. Kadın girişimciler ise, 32-41 yaş aralığı, lise mezunu ve aylık ortalama geliri 2000(£) olan bir profil çizmektedir. Kadın girişimcilerin mesleki eğitim kaynağı ve temel motivasyon kaynağı erkeklerle aynıdır. Sonuçlara göre, kadın ve erkek girişimciler yaş aralığı ve eğitim düzeyleri açısından farklı özellikler göstermektedir. Kadın ve erkek girişimcilerin motivasyonel faktörlerinin sınıflandırılması sonucu, her iki cins için de gelirin birinci derecede önemli bir faktör olduğunu görülmekle birlikte, erkekler için ikinci sırada aile işinin devam ettirilmesi, kadınlar için ise, bağımsız olma gelmektedir. Verilerin analizinde frekans analizi, çapraz tablolar, Mann-Whitney Testi and CHAID analizinden yararlanılmıştır. Çalışmanın temel bulgusu, Mann-Whitney Testi'ne göre, kadın girişimcilerin motivasyonel faktörlerinin; boş zaman değerlendirme, sosyal statü elde etme ve aile işinin devamlılığını sağlama konularında erkeklere göre istatistiki olarak anlamlı farklılıklar gösterdiği, CHAID analizi sonuçları ise, aile işinin devamlılığını sağlama konusunun cinsiyetler arasında anlamlı bir farklılık göstermediği, boş zaman değerlendirme, sosyal statü elde etmenin ise istatistiki olarak anlamlı farklılıklar gösterdiği yönündedir.

Anahtar Kelimeler: Cinsiyete Dayalı Farklar, Girişimciliğin Motivasyonel Faktörleri, CHAID Analizi, Mikro Ölçekli İşletmeler, Türkiye.

INTRODUCTION

As in the all over the world, entrepreneurship is supported for its potential in increasing income per capita and employment in Turkey. According to the results of Global Entrepreneurship Monitor(2015) (<http://www.gemconsortium.org/docs/download/2645>), which was conducted with 198.000 respondents from 69 countries, the Entrepreneurship note of Turkey increased to 12,22 % from 11,9 in 2012 when the crisis felt hardly in Europe. According to the monitor (report), in Turkey, the rate of potential entrepreneur was 7 % in 2012 while it was 2,2 % in 2006. The supports and incentives given to the



candidate entrepreneurs has been increasing day to day. In this frame, because of lesser capital stock requirements and dynamic effects they create micro enterprises have come into prominence.

The number of the studies related to the entrepreneurship has been increasing and been becoming more and more important. The micro enterprises that are the main focus of this study have the largest part of the total enterprises in Turkey (96 %) and give dynamism to the economy. For this reason, there are many efforts and policies to improve the micro entrepreneurship. Among these, the policies targeting women entrepreneurs have gained more and more importance. According to the Turkish Statistical Institute (Turkey Statistical Institute TUIK, 2013), the rate of the male entrepreneurs was 93,1 % while that of female entrepreneurs was only 6,9% as of 2010 data.

The ratio of female entrepreneurs stated above forms a contradictory case. Because more than half of the population of Turkey is women. It should be investigated how it can be the minority of entrepreneurs can be women while they are the majority in modern, secular and democratic country. The rates show clearly that women entrepreneurs are disadvantageous and should be analyzed. If the motivation factors of female entrepreneurs are understood well, then the related policies can be formulated. That's why there is need for studies exploring the motivation factors of entrepreneurs in Turkish culture. Policies tailored on a local basis may be more effective in stimulating new venture creation (Dubini, 1989). This study searches the motivation factors encouraging women to be entrepreneurs. Also it investigates whether or not there are differences between male and female entrepreneurs. In the first section, the related literature can be found, second section has information about the methodology, third section presents the findings and last one discusses the findings and concludes.

THE MICRO SCALE ENTERPRISES AND FEMALE ENTREPRENEURSHIP

According to the 2009 data of TUIK, the rate of small and medium scale enterprises (SMEs) was about 99.9 %. (Turkey Statistical Institute TUIK, 2013). Among these, the rate of the enterprises employing from 1 to 9 employees, micro scale enterprises, was 96 %. Particularly after 1980s, the micro entrepreneurship has been considered as an important alternative in the solutions of the problems such as unemployment and poverty in the third world countries. By increasing supportive practices, particularly the entrepreneurs have been encouraged for the micro entrepreneurship. As in mentioned above, Turkey was the last country among 31 countries, which are the zone of EU, in female employment with the rate of 25.5 in 2010. The rate has been decreasing since

then. The women employment rate was 77.9 %, the highest rank, in Iceland, (KSGM, 2010). Although there are many legislations related to the female-male equality in Turkey, the lack of the mechanism enabling women employment is the one of the important reasons in the female unemployment.

The Motivational Factors of the Entrepreneurship

A better understanding of motivational factors of willingness for having an establishment helps to create a business environment that will be more sustainable and contribute to a more developed economy. There are many studies related to the motivational factors of the entrepreneurship in the developed countries. In these studies, it was found that the most foremost factors are the desire of having independent job, the need of self-esteem, the desire of success and being rich (Ronstadt, Hornaday, Peterson, & Vesper, 1985; Sarri & Trihopoulou, 2005). Scheinberg and MacMillan (1988) conducted a search in 11 countries and grouped the motivational factors under six heading; the need of gaining acceptance, getting income, self improvement, the desire of being independent, the desire for developing the society and considering the entrepreneurship as an alternative. Littunen (2000) lists the factors motivating the entrepreneurs as; the desire for the boss of own job, physical and spiritual gains, the desire to shape the future by own decisions, the desire for having independent or flexible work environment and the desire to value the work opportunities. Shane, Kolvereid and Westhead (1991), identified four motivation factors in their study conducted 14 countries. These are the desire of independence, the desire to be accepted, the desire for learning and the desire for carrying on dynastic compliance.

In recent years, there have many studies searching the reasons motivating females for entrepreneurship. Some of these studies are Sarri & Trihopoulou (2005), Dechant & Lamky (2005), Lerner, Brush, & Hisrich (1997), Orhan & Scott (2001), Lee (1997), Schwartz (1976), Kuiper (1993), Nguyen (2005), Hatten (1997) and Buttner & Moore (1997) focused on the motivational factors for female as they have lower performance in some issues of entrepreneurship (turnover, profitability and creating business so on). In some studies, the pushing and pulling factors stated as to have important impacts for women entrepreneurs. (Buttner & Moore, 1997).

Dechant and Al-Lamky (2005) list the pushing factors as; unemployment, economic problems, dissatisfaction current job or the need for flexible working hours because of home responsibilities. The pulling factors are; the desire of success, gaining social status, wealth, power, and helping others. Depending on the results of their study conducted by 25 French female entrepreneurs. (Orhan & Scott, 2001) stated these factors as; dynastic compliance, no other choice,



entrepreneur by chance, natural succession, forced entrepreneur, informed entrepreneur, pure entrepreneur. Schwartz (1976) conducted a study analyzing 20 female entrepreneurs and concluded that the most important pulling factors are the need of success, the desire of independence, job satisfaction and economic need. In the study searching African women, Kuiper (1993) identified the factors directing African women as; circumstances, economic pressure, the desire for economic liberty, life-path changes and the desire to develop the socio-economic status. According to Nguyen (2005), most women start their own business to provide additional flexibility and life balance in managing their traditional responsibilities as wife and primary caretaker of children.

Various studies done in different regions of Turkey, identified the following factors as the motivation factors; additional income generation, death of the husband, transfer of the previous experience into the business (Çelik & Özdevecioğlu, 2001) generating income, living and working independently (Çakıcı, 2003), being independent (Cetindamar, 2005; Ozdemir, 2010) being responsible for income generation and inactive status of the husband (non-ability to work) (Fidan & Yılmaz, 2006), being in a productive condition, passion for success, knowledge accumulation, desire for work independent, (Tan, 2006), fear of discharge firstly in economic and industrial crises (Gürol & Marşap, 2007), meeting the needs of the family, having experience and knowledge and having spare time (İplik, 2012).

Literature specifies different motivation factors for males and females. Male entrepreneurs with their motives to control of their future generally start their business when they don't get along with their boss, with the belief of they can do management better (Hancı, 2004). On the other hand, female entrepreneurs start their business with motives of being free, being successful, improve their occupational knowledge and disappointments in their work life (Arıkan, 2004; Hancı, 2004). The analysis of motivation factors focused on this paper will contribute to the understanding of the problem from the individual and community perspectives. Differences in motivation factors are expected in the incidence and nature of entrepreneurs' motivation factors, a situation which is largely due to the differences in cultural background of the society, offered incentives and labour market structures and institutions in females and males. Differences in income levels and employment opportunities are the reasons for necessity of study the motivation factors of entrepreneurship across countries (Benzing, Chu, & Kara, 2009). (Buttner & Moore, 1997) Even the regional differences inside the country can be observed. The studies in literature are usually research studies with data collected from male entrepreneurs, since Turkish female entrepreneurs are very few compared to male. Even some

studies (Cetindamar, 2005) done a separate data collection study from female entrepreneurs. It is possible to find studies based on data collected from female entrepreneurs only. The current study contributes to the literature specifically as a comparison purpose study between genders.

METHODOLOGY

As part of a socio-economic research project for micro-scale enterprises in Eskisehir this paper analysis quantitatively the gender differences for motivational factors of setting up an enterprise.

Micro-scale enterprises which are members of chambers of tradesmen and artisans were the population of the study. The universe of research of the study consists of 16269 tradesmen and artisans registered in Eskisehir Chambers of Tradesmen and Artisans operating in Eskisehir. The number of these enterprises is provided by the administrators of related professional chambers at the beginning of the study. The Turkish Law 5362 ("Tradesmen and Craftsmen Occupational Organizations Law numbered 5362 with the date of 21/06/2005," 2005) requires all the enterprise owners to be registered in the associated chambers, otherwise they are not allowed to do business. Stratified sampling methodology has been used for the selection of enterprises to interview, the names and address information have been provided from their member database, by professional chambers. The surveys have been completed face to face, individual interviews between February 2011 and June 2011 with the participants by means of trained interviewers. Even though it has been targeted to reach 20% of the universe (3251 enterprises), 2800 surveys have been completed due to various reasons and because of problems in data 1769 survey have been used for the analysis. That makes 10.8% representation of the population.

Data Collection

In the questionnaire preparation process, opinions of the professional associations have been taken through a workshop study. In order to determine the problems of tradesmen and artisans and to prepare the questionnaire in line with the research target, first of all, a workshop study with the administrators of the chambers of tradesman in Eskisehir have been conducted. The output of the workshop that have been done with the participation of 250 people from the mentioned group, has been discussed with the Chambers of Tradesman and Artisans Chairman and the other responsible managers. A pilot study was done with the participation of 120 tradesmen, then the survey has been distributed to the research sample. Cronbach's Alpha value for the questionnaire has been calculated as 0.901.



First part of the survey includes questions about demographics of the participants. Questions about the motivational factors of entrepreneurship form the second part of the survey. The motivational factor questions are asked as “yes” and “no” type to make a difference analysis according to gender variable, and coded as 1 = “Male” and 2 = “Female”.

A team of 7 interviewers was hired, a training was conducted before the data collection. Each interviewer has assigned to a specific region. Names and the addresses of the participants selected from the member list of the chamber of commerce, are provided to the interviewers. The participants were interviewed face to face at their available time. Specifically, the owners of the enterprises have been asked for the survey completion. Interviews have been done in the workplace of the participants during they are doing their daily business with their customers. Even though most of the cases they were too busy, all of the participants are owners. Also, sometimes they didn't want to participate in interview. The actual response rate therefore is less than the planned. The demographic statistics of the participants is presented in the Table-1 with type of their business classified according to their membership associations.

Table 1: Sample Characteristics of the Entrepreneurs (N=1769)

	Frequency	Percent
Gender of the owner		
Female	141	7.97
Male	1628	92.03
Age of the owner		
18-25	69	3.90
26-33	260	14.70
34-41	526	29.73
42-49	533	30.13
50-57	248	14.02
58-65	103	5.82
Above 65	30	1.70
Education of the owner		
Primary school	820	46.35
High school	747	42.23
College	76	4.30
Undergraduate	93	5.26
Graduate	4	0.23
Other	29	1.64
Source of the vocational knowledge		
Informal mentor training	906	51.22
Apprenticeship Education Center	218	12.32
Vocational School	171	9.67
Vocational College	21	1.19
University	68	3.84
Other	385	21.76
Monthly income		
Less than 1000tl (\$625)	392	22.16
1001tl-2000tl (\$625-\$1250)	735	41.55
2001-3000tl (\$1250-\$1875)	422	23.86
3001-4000tl (-\$1875-\$2500)	117	6.61
4001-5000tl (\$2500-\$3125)	52	2.94
Above 5001tl (\$3125 -)	51	2.88
Average age of business (years)	16.86	
Type of business		
Commerce	385	21.76
Manufacturing	373	21.09
Service	856	48.39
Agriculture	155	8.76



Analysis

Frequency analysis, cross tables, Mann-Whitney Test and CHAID (Chi-Square Automatic Interaction Detector) analysis have been conducted with the collected data to explore the motivation factors of the entrepreneurs and also to see whether there is statistically significant difference in the motivational factors of entrepreneurship between genders. Frequency analysis revealed the demographic characteristics of the participants as presented above. For finding the differences between females and males, cross tables, Mann-Whitney Test and CHAID analysis are used. First of all, Mann-Whitney Test was done to assess the difference in entrepreneurship motivation factors between genders, then CHAID analysis are processed for all of the motivation factors. CHAID analysis, is one of the decision tree algorithms that explicates the significance of relationship levels between dependent and independent variables.

CHAID analysis has been developed (Kass, 1980) as a method identifying the interaction and combination between variables. The method divides the universe into sub groups or categories iteratively based on the principle that the difference between the dependent variables are minimum within the group and maximum among the categories (Weihs & Gaul, 2005). Its advantages are that its output is highly visual, and contains no equations. It commonly takes the form of an organization chart, more commonly referred to as a tree display.

In the paper only the significant motivation factors in parallel with the obtained from Mann-Whitney Test are presented in CHAID analysis graphs. One of the main statistical problems in reserch studies, is to identify the main casual factors that effect the case and determine the influence level of those factors with the higher impact. For the statistical analysis, SPSS 15 package has been used. Due to it's greater efficiency than the t-test on non-normal distributions for non-parametric data (DeLong, DeLong, & Clarke-Pearson, 1988), Mann-Whitney test is used for analysis instead of two sample t-test.

RESULTS

The demographic analysis reveals that 1628 (92.03%) enterprise owners are male and 141 participants, meaning 7,97% of the enterprise owners are female. According to the 2010 data of Turkish Statistical Institute, the rate of the male entrepreneurs was 93,1 % while that of female entrepreneurs was only 6,9 % (Turkey Statistical Institute TUIK, 2013). The current study reveals that the entrepreneurship ratio for females is slightly higher in Eskisehir than Turkey average. It is still lower compared to European Community or OECD countries. The main finding can be stated that the women entrepreneur's motivational factors are different significantly in several aspects.

The age distribution statistics shows that the most of the enterprise owners are in the 42-49 age group and the least frequent age group is older than 65 age group. Since in the population, males are the majority, it is necessary to look at the gender classified data in order to get a better picture as it can be seen from Table.2. When the owners' age are compared according to gender, female entrepreneurs are younger compared to male entrepreneurs; most of the male enterprise owners are in the 42-49 age group, while for female owners the most of the frequent age group is 34-41 age group.

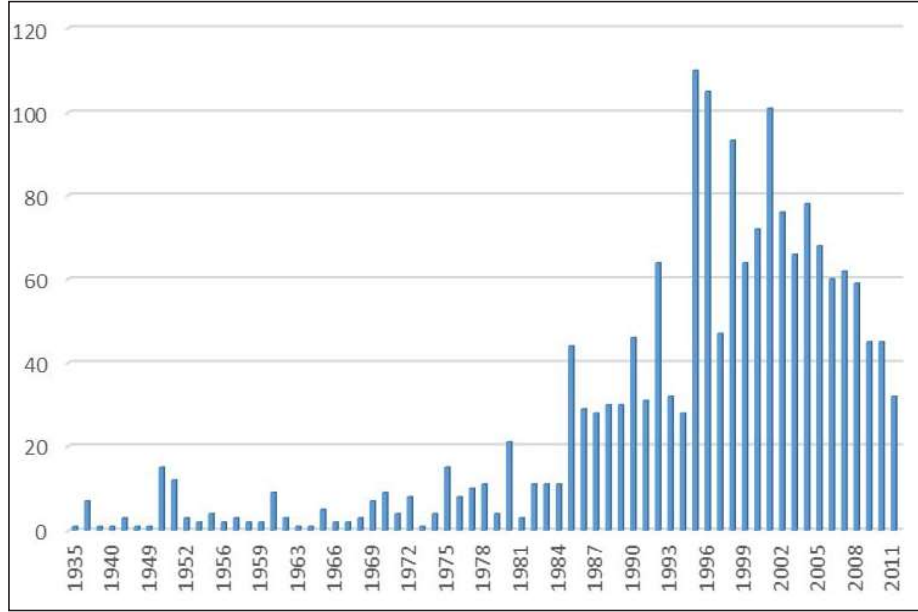
When the education status is analysed, most of the participants are primary school graduates, while only 5.26% is university graduate. More than half of them had their vocational knowledge with an apprenticeship process. As it can be seen from Table.2 the mostly observed education status(45% are high school graduate) is different for females than mostly observed education status of the males (47% are primary school graduates). That means that average education years completed for female entrepreneurs is higher than male entrepreneurs.

Vocational schools and vocational high schools that makes the formal vocational education sources are the smallest counts as education providers for entrepreneurs for both genders. More than half of the participants (51.20%) got their vocational education from their master artisans working in real work environment. Second mostly observed vocational education source comes from apprenticeship training centers. Apprenticeship training centers can be stated as very similar to learning from master artisans, because in-class training in the center are only two days, rest of the time, apprentices are in the organizations that are responsible to teach the work skills in the real work environment. As it can be seen from the table, vocational schools and vocational colleges make only 10.90% of the vocational training sources. It is another interesting point that only 1.20% of the owners are from vocational schools. Gender classified vocational education of the participants shows that for both of the genders, learning a profession from a master is the mostly observed result. Meaning of the results can be interpreted as lack of formal vocational education, or less preferred source of vocational education. Also the results might be related to either the perceptions of the participants, or the economic difficulties, learning from the artisan can be income generation effect, since children might be no chance to go to school but, they should earn money while they learn occupational knowledge. Besides, it can be interpreted as vocational knowledge learned better from a master instead of formal education.

**Table 2:** Age, Education Status And Sources of Vocational Education of the Participant Classified by Gender

	Female	%	Male	%	Total
Age of the owner					
18-25	3	0.02	66	0.04	69
26-33	42	0.30	218	0.13	260
34-41	47	0.33	479	0.29	526
42-49	33	0.23	500	0.31	533
50-57	11	0.08	237	0.15	248
58-65	4	0.03	99	0.06	103
Above 65	1	0.01	29	0.02	30
Education of the owner					
Primary School	59	0.42	761	0.47	820
High School	63	0.45	684	0.42	747
College	6	0.04	70	0.04	76
Undergraduate	12	0.09	81	0.05	93
Graduate	1	0.01	3	0.00	4
Other	0	0.00	29	0.02	29
Source of the vocational knowledge					
Master_Apprentice	63	0.45	843	0.52	906
Apprenticeship Training Center	27	0.19	191	0.12	218
Vocational School	6	0.04	165	0.10	171
Vocational High School	2	0.01	19	0.01	21
Undergraduate	8	0.06	60	0.04	68
Other	35	0.25	350	0.21	385
Monthly income					
Less than 1000tl	34	0.24	358	0.22	392
1001tl-2000tl	59	0.42	676	0.42	735
2001-3000tl	24	0.17	398	0.24	422
3001-4000tl	16	0.11	101	0.06	117
4001-5000tl	3	0.02	49	0.03	52
Above 5001tl	5	0.04	46	0.03	51

Establishment date graph shows (Graph 1) that there is an increasing trend after second half of the 1990's, and a decrease trend after 2000. The oldest enterprise in the sample has been founded in 1935.

Graph 1: Establishment Date of the Entreprises

The analysis revealed that the most of the participants (41.50%) have monthly income range around 1001 – 2000 £. Income amount has been calculated as dollar equivalent at the time of data collection. When the monthly income status analysed, the leastly observed frequency for the 5001 and upper income level. The stated life status income level for a 4 person-member family is around 4000, so from the data only 5% can have life status enough. Even though the income levels reveal the income level of the enterprises are low, for taxing purposes usually the income level is reported lower than the actual income, because of the reported income level some of the enterprises might not state their actual income. When the Mann-Whitney Test for independent samples for the genders and the monthly income have been done, no statistically meaningful difference can be found between genders (. 246, $p>0.05$).

The sample includes participants from almost all of chambers operating in Eskisehir. The occupational groups of the entrepreneurs are classified as manufacturing, service, commerce, agriculture as it can be seen from the Table-1. Example of the participants work in the service industry can be given as drivers, shoe makers, barbers and hairdressers, tailors, electricians, real estate dealers etc. Manufacturers are shoe makers, lathe operators etc.; commercial enterprises are the grocers, ready wear sellers, fish sellers. Rest of the participants are producers and sellers of the agricultural goods.



The main topic of the study; results of the cross table analysis of motivational factor distribution statistics according to gender are presented in Table 3. For both gender, main motivation factor is income generation, followed by dynastic compliance for males, being independent for females. Dynastic compliance motivation factor basically stated mostly by men (25%), eventhough female entrepreneurs (15%) also given the responsibility of taking over the family owned business.

Table 3: Motivation Factors Distribution Classified by Gender

	Gender of the owner			
	Female	Male	%F	%M
Dynastic compliance	21	406	0.15	0.25
Valuating spare times	14	75	0.10	0.05
Personal satisfaction	8	64	0.06	0.04
Obtaining social status	18	73	0.13	0.04
Valuating retirement	14	112	0.10	0.07
Having no other choice	16	221	0.11	0.14
Income generation	95	1183	0.67	0.73
Being independent	24	258	0.17	0.16
Having knowledge and certificate	22	218	0.16	0.13

For comparison purpose, Mann-Whitney Test for independent samples analysis was done on motivational factors. The difference in motivational factors between genders can be seen in the following Table 4. According to independent samples Mann-Whitney Tests, among the motivation factors for entrepreneurship, only dynastic compliance, valuating spare time and obtaining social status factors showed statistically meaningful differences according to the gender variable.

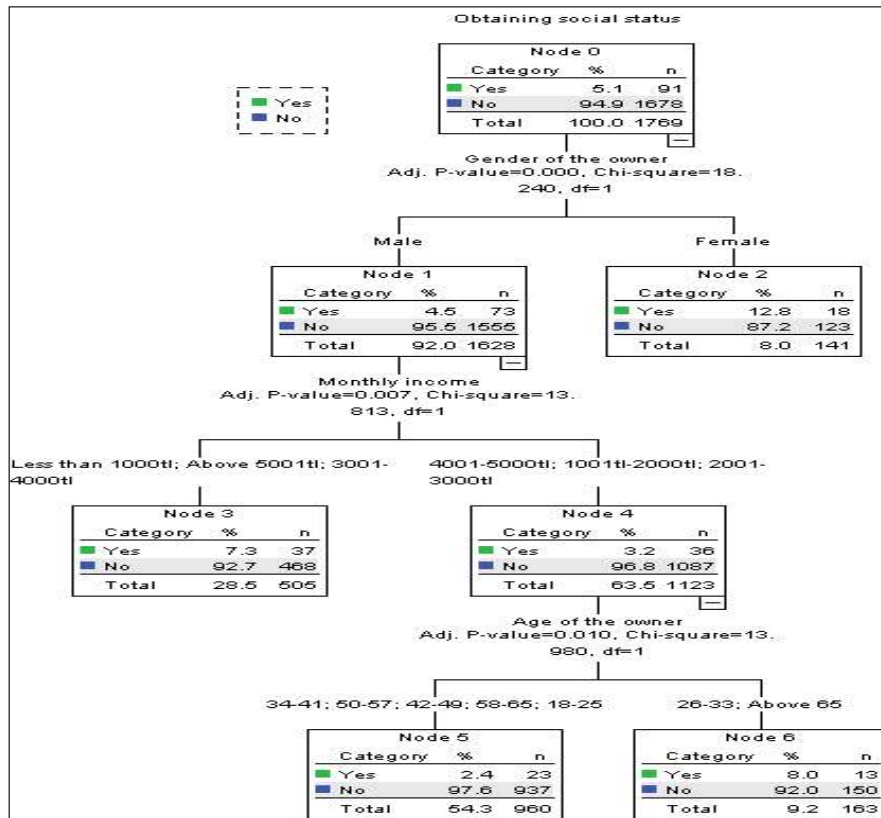
Table 4: Mann-Whitney Test Statistics by Grouping Variable: Gender of the Owner

	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
Dynastic compliance	103245	1429251	-2.673226841	0.007512543
Valuating spare times	108665.5	118676.5	-2.77280484	0.005557544
Personal satisfaction	112774	122785	-1.004285508	0.315241017
Gaining social status	105268.5	115279.5	-4.26965379	1.95777E-05
Valuating retirement	111274	121285	-1.350200795	0.176951583
Having no other choice	112217.5	1438223.5	-0.744691867	0.456458017
Income generation	108702.5	1434708.5	-1.345315654	0.17852332
Being independent	113427	123438	-0.365108486	0.715030427
Having knowledge and certificate	112235	122246	-0.735677895	0.461926745

All of the motivation factors have been analysed by CHAID method in order to determine whether they include gender variable or not, in paralel with the Mann-Whitney results. Only obtaining social status (Figure 1) and valuating spare times (Figure 2) had gender as an influencing factor in the classifications. Dynastic compliance (Figure 3) also, is expected to have gender factor but as it can be seen, gender is not an influencing variable for dynastic compliance motivation factor according to CHAID analysis results.

More female entrepreneurs responded positively with statistically meaningful difference to obtaining social status motivation factor as it is shown below in Figure 1. Female entrepreneurs’ main motivation factor is income generation, but the diffence for obtaining social status is statistically different(higher) than male entrepreneurs. The most explanatory variable of gaining social status is the gender of the owner of the enterprise. Male entrepreneurs can be classified according to their age; and their monthly income, 1001-3000 and 4001-5000, also with an extention of the male entrepreneurs age. The mentioned group are classified into two groups 26-33 and 65 and up age groups.

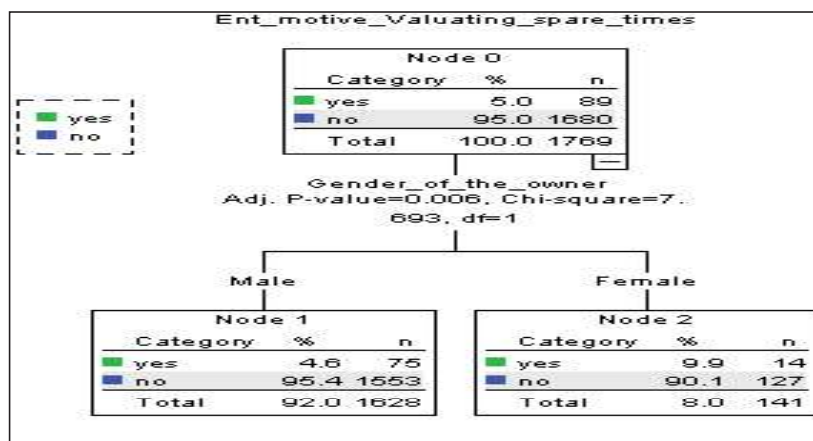
Figure 1: Chaid Analysis of Obtaining Social Status Motivation Factor





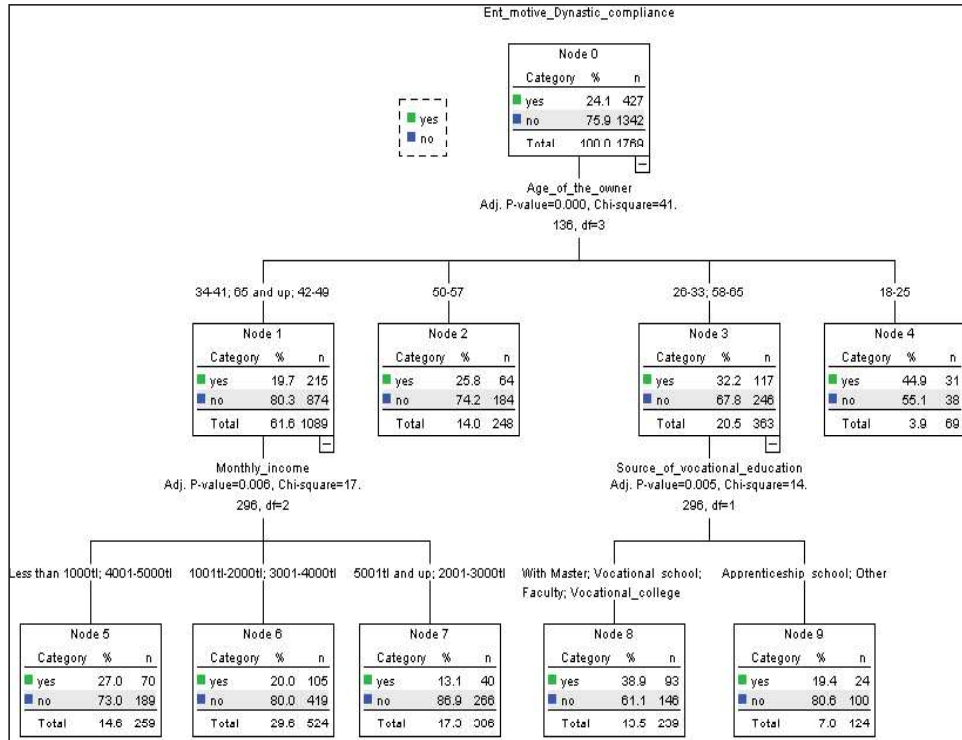
According to the CHAID analysis result as it is displayed in Figure 2, the proportion of those who see valuating spare time as a motivational factor of entrepreneurship is only 5%. In this regard, 4.6% of the male participants and 9.9% of the female participants responded positively to the question. The proportion of female entrepreneurs is higher than that of male entrepreneurs for the mentioned motivation factor. This can be interpreted that valuating spare time as a motivational factor of entrepreneurship shows a significant difference between genders. In the traditional social structure in Turkey, it is a task for males to make money for living. For this reason, females do not have to take part in business life. This point of view is also one of the reasons why the number of female employees and entrepreneurs are considerably lower than that of male employees and entrepreneurs. In this framework, females who take care of homes and not work as employees have more free time than males.

Figure 2: Chaid Analysis of Valuating Spare Time Motivation Factor



The best explaining groups of dynastic compliance motivation which is taken as dependent variable and consists of two sublevels are provided in Figure 3. The rate of participants who say "yes" to this motivation factor is 24.1%. The most explanatory factor on the dynastic compliance motivation is the age of the owner. The groups are divided into three subgroups; first subgroup 34-41, 42-49 and above 65, second group 50-57, 26-33 and 58-64, third subgroup 18-25 age interval. For the first subgroup source of the vocational knowledge is divided into two subgroups; the most of the knowledge gained through internship practice or vocational high school. From Mann-Whitney analysis results it is possible to say that usually males are supposed to take over the ownership of family business.

Figure 3: Chaid Analysis of Dynastic Compliance Motivation Factor



DISCUSSION

The aim of the study to explore the motivation factors of the female entrepreneurs and finding, if any, difference between female and male entrepreneurs. A survey study on small and micro scale entrepreneurs in Eskişehir was done in cooperation with Eskişehir chamber of commerce and artisans. 1769 participants, female and male entrepreneurs, have completed the face to face survey by 7 data collectors. CHAID method is used for obtaining the portraits of the entrepreneurs. Even though the number of females in the survey are very few compared to males, they are stated reliable enough by the reliability tests. CHAID analysis findings reveal a difference between only in two factors the gaining social status and valuating spare time motivation factors. Also Mann-Whitney analysis shows a significant difference for dynastic compliance motivation factor, which CHAID results do not show significance for that factor. Other meaningful result can be stated that firstly the number of the female entrepreneurs in Eskişehir is slightly higher than Turkey statistics. Secondly, even though in some financial difficulties of the family, the females don't be expected to start their own business. With the governmental support recently



provided, the number of the female entrepreneurs started to increase, but it is still in infancy period. The supports such as, availability of entrepreneurship loans, entrepreneurship trainings, vocational education and courses, would make them to start their own business. Other than those, the public awareness and facilitating mechanisms for business startup can be provided.. According to the research sample the females are more trained, main issue for females is finding the capital, and business startup idea. Even though the females have more business idea, they have more barriers in the society.

At first sight, according to the results of this study, an entrepreneur's profile in Eskişehir is a male, at age range of 42-49, primary school graduate and gained vocational knowledge through an apprenticeship period with a monthly average income around 2000 Turkish lira(₺). The results portray a typical female entrepreneur as 34 and 41 age range, high school graduate and gained the vocational knowledge from her master within apprenticeship period. The primary motivation factor for entrepreneurship is same; obtaining income for both females and males. On the other hand, the female entrepreneur portrait is different than male entrepreneurs, younger age range, more educated, with the same average monthly income. Since females make 81% of the illiterate people in Turkey (Şener&Demirdirek, 2014), it is necessary to generate entrepreneurship policies for females with that qualifications first then improve the educational status of women.

More than half of the participants (51.20%) got their vocational education from their master artisans working in real work environment. That can be taken as the most of the enterprise owners has no formal vocational education but real life work practice, and if they can learn to master a skill good enough to start a business, but also they need some other skills to operate a business like marketing, finance or some legal issues. According to our research second frequent source of vocational education comes from apprenticeship training centers. Apprenticeship training centers can be also classified as learning from master artisans, because the class training in the center are only two days, the other days of the week, apprentices are in the organizations that are responsible to teach them work skills in the real life environment. As it can be seen from the Table.1, vocational schools and vocational colleges make only 10.90% of the vocational training sources. It is another interesting point that only 1.20% of the micro scale business owners in Eskişehir is from vocational colleges.

The gender is an influential factor for entrepreneurship motivations between females and males, not all motivational factors considered in the study, but for some of the motivation factors. The CHAID analysis results revealed that the only difference in two motivation factors for entrepreneurship are obtaining

social status and valuating spare times. The determinants of the female entrepreneurs are age and education for obtaining social status motivation factor. For the research sample female entrepreneurs usually work as tailors and barbers, the explanation for that can be those occupations might be more feasible to learn with a master-apprenticeship period.

When the family business takeover concerned the duty is usually men's. From the participants responses more male entrepreneurs (25%) responded positively to the motivational factor dynastic compliance, only 14.9% of females responded positively to this question. As it is stated in another study (Ufuk & Ozgen, 2001), reasons for that might be connected to the cultural roots or the social status and expectations from females. Similar study in France in wine-grape farms (Bessiere, 2014) found female suffer discrimination in business take over.

Another research (Ufuk & Ozgen, 2001) states that "women thought that being entrepreneurs affect their roles in family life negatively, while positively affecting their roles in social, economical and individual life and they suffered from conflicts between the entrepreneur role and other roles in family and that the role of entrepreneur mostly conflicted with the roles of housewife, mother, and wife, respectively". The society's expectation from females is taking care of the family, that's why being entrepreneur is the second preferred choice.

The reason for high response rate for gaining social status motivation factor for females can be explained that having an enterprise does provide social status for females according to female's attitude in Turkish society. It is promising that they consider the business as a social status providing factor. The female and male population in Turkey are quite close in amount to each other; female population: 37 million and 671 thousand and male population: 37 million and 956 thousand (TUIK, 2012). Like many countries all around the World, females come behind males on social status in the society. Their desire to have higher social status in the society might be one of the leading factors for being entrepreneurs. Many concrete steps have been taken after the Republican Era of Turkey for improvement and empowerment of women in law and societal areas. Especially after 80s, the women related issues have been considered more sensitively (KSGM, 2000). Against all the efforts, when the health, education and social indicators demonstrating the social status of females are looked, they are not at the desired level. In year 2011, there are 21 illiterate males for 100 illiterate females in Turkey. As opposed to 100 female primary school graduate, 179 male primary school graduate. When the employment status of females is taken into consideration, Turkey is in the lowest place with 27,8 % share among OECD countries in 2011(OECD, 2014). When the reasons



for not being a part of labour supply are asked, the response as “being busy by doing house work” with 61.3% ratio has appeared at the first place. Then the question “what kind of jobs the female employees do” needs to be asked. One third (33.7%) of the working females are unpaid family workers. According to the 2012 data, the ratio of females in Turkish Grand Assembly is 14.4 %, which corresponds the 47th row among 56 countries (Turkey Statistical Institute TUIK, 2012).

In contrast to the previous studies stating that the main motive for being entrepreneur for females has identified as “gaining work independence” (Cetindamar, 2005) and “being independent and free” as the main pushing factor for being an entrepreneur (Ozdemir, 2010), current research finds that the main motive for being entrepreneur for females is to generate income. Both of the studies claim that female entrepreneurs want to make their decisions themselves and not want to work under somebody’s administration specifically. Meaning that their main motivation for entrepreneurship was to working in a job they really like, not making money. The sampling process might be a contributing factor for these result, for the first study all of the participants comes from a foundation KAGIDER, Women Entrepreneurship Association for female entrepreneurs in Istanbul, with highly educated characteristics of their members. For second study they are trainees as potential entrepreneurs also member of KA-DER Women which is another non-profit foundation for improving the life and social status conditions of females.

Determining entrepreneurship support policies according to the gender, and age, results in strategies that are more appropriate to specific groups, and targeted to the point more. For strategic purposes, entrepreneur classification results can be used to prioritise offering segmented opportunities. Classification results can be used to further optimize specific product/service offerings and can help in implementing communication and promotion plans. The results have implications especially for policy makers, since females have different motivational factors than males, the provided incentives should be more in line with their motivational factors.

LIMITATIONS

One of the limitations is related to the data collection methodology, it reflects the opinions of the chamber of commerce administrators. Also the data collection area is limited to Eskisehir, which is a developed city compared to other regions of Turkey. The education level and the social status is different than the other especially southern and eastern parts of Turkey. The motivation factor scale was prepared as yes or no type, so the possible analysis are limited



that's why only Mann-Whitney test can be conducted, but the other type of data collection was difficult. The interviews were done in the business environment while the entrepreneurs still continue with their business operations at the same time. The number of the female entrepreneurs are small comparatively to the male entrepreneurs. The requirement of the owner to be interviewed also brought another limitation.

CONCLUSION

The questionnaires of the 1769 participants from Eskisehir micro scale entrepreneurs were analysed by frequency tables, cross tables, Mann-Whitney Statistics and CHAID analysis. According to the results of this study, an entrepreneur's profile in Eskisehir is a male, at age range of 41-49, primary school graduate and educational knowledge through an apprenticeship period. Is the average his average monthly income is around 2000 Turkish lira. The primary motivation factor for entrepreneurship is obtaining income for both females and males.

The findings also revealed that among all listed motivation factors, only two significant differences in motivation factors for entrepreneurship are founded in gaining social status and valuating spare times. Additionally when the chamber of commerce data is analysed, female entrepreneurs usually work as tailors and barbers. The explanation for that can be interpreted such as, from their younger ages they start working as apprentices and learn about the occupation. The meaningful difference in gaining social status between females and males can be explained as that females think that having a job does provide social status to females. The results portray a typical in an female entrepreneur as 34 and 42 age range, high school graduate and gained the vocational knowledge from her master in apprenticeship periods. When the family business takeover concerned is the duty is usually men's. The findings reveals the necessity to devote attention seperately to female entrepreneurs, considering their duties in the family and considering the society point of view for them. Another consideration should be identification and empowerment of females who have motivations to become an entrepreneur. Various strategies are needed to encourage the entrepreneurs both female and male who are different in their personal characteristics, have different types of motivations and resources available to them. For example, females who are in the age bracket could use alternative business possibilities, prefer to operate in certain sectors. On the other hand males with income generation motivation, could employ female and male employees in that case, having greater income generating possibility.



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