
Research Article**A COMPARATIVE STUDY ON FACTORS THAT INFLUENCE WOMEN INTO ENTREPRENEURSHIP IN THE FIAPRE COMMUNITY OF THE BONO REGION, GHANA*****Sophia Dauda, Eunice Dorgbetor, Anning Asafo Adjei and Clara Owusuaa – Konadu SNR**

Department of Management, Faculty of Economics and Business Administration, Catholic University of Ghana, Fiapre, P.O. Box 363, Sunyani, Bono Region, Ghana

Received 24th March 2023; Accepted 29th April 2023; Published online 26th May 2023

Abstract

Entrepreneurs are either pushed (compelled) or pulled (motivated) to start their ventures. In the Ghanaian setting, there exist two groups of entrepreneurs; the formal and the informal. The formal entrepreneurs are those who are highly educated and either employed elsewhere or not and are engaged in entrepreneurial activities. The informal are those who are not educated but are also entrepreneurs. This study, conducted on 200 (100 from each sector) women from Fiapre, did a comparison through cross-tabulation in SPSS to find out if the same factors pulled or pushed these women into entrepreneurship. There was consensus in factors such as desire for independence, power or social status and exploiting opportunities. However formal sector women were exposed to more opportunities than their counterparts. Informal sector women wanted a flexible lifestyle as against the formal sector entrepreneurs. Differences existed in the choices of the entrepreneurs in the push category. The need for flexible working time was the major influencer for the formal entrepreneurs while a moderate factor for the informal entrepreneurs. Whereas job dissatisfaction, relocation, job insecurity, boredom and layoff were moderate influencers for the formal entrepreneurs and minor or negligible for the informal sector. Divorced or loss of a husband was considered a minor influencer for both sectors. In all women are majorly pulled into entrepreneurship and not pushed with their major challenge being access to finance.

Keywords: Women entrepreneurship, Formal entrepreneurs, Informal entrepreneurs, Push and pull factors, Influential factors, Comparative study.

INTRODUCTION

Nations are realising that entrepreneurship within the small business sector is serving as engine for economic growth and development. Women are increasingly setting up new businesses on their own globally (Ogidi, 2014, Sarker and Palit 2014). According to the National Association of Women Business Owners, more than 11 million U.S. businesses are owned by women, employing nearly 9 million people and generating \$1.7 trillion in sales. Women account for approximately 50% of the labour force in Ghana and are found in almost all kinds of economic activities in the economy. Ownership of small businesses in Ghana is mainly by women (Peprah, 2012), constituting major employer of Ghana's active labour force (Abor and Quartey, 2010; Ghana Statistical Service, 2011). Though women are continuously setting up businesses, this urge is increasingly militated by many obstacles. These obstacles according to the World Bank (2007) include balancing work and family life; dealing with corruption; access to credit, managing male employees, and joining business associations. Despite the obstacles that women encounter in business, Global Entrepreneurship Monitor (GEM) (2010) revealed that women in Ghana are still more entrepreneurial compared to men. This is an exceptionally different scenario from all other GEM countries. Hisrich *et al.* (2008) describes entrepreneurs as innovators. That is, a person who introduces a unique idea or something new within the economy. Such innovations may be the creation of new products, a process of production and the organisation of the industry. Both genders engage in entrepreneurship, but this research concentrates on female entrepreneurs.

The efforts of female entrepreneurs are vital to the growth of the Ghanaian economy. They possess untapped potentials that are hidden in the informal sectors such as small-scale farming, restaurant and beauty businesses, textiles and garments (Dovi, 2006). These entrepreneurs are either compelled into starting their businesses or motivated as a result of an opportunity spotted. Amit and Muller (2013) acknowledged two types of entrepreneurs; the "Push" and the "Pull" entrepreneurs. The "Push" are those who are unsatisfied with their current position for reasons unrelated to their entrepreneurial characteristics. These reasons forced them to start their new ventures. The "Pull" entrepreneurs are those who are illuminated by their innovative ideas and who initiate venture activities for the sake of the attractiveness of their business ideas and their individual implications. Mumin *et al.* (2013) outlined five category of factors that motivate women to engage in entrepreneurship. First classification is no choice entrepreneurship, where women start businesses because of the death of a husband or a breadwinner of the family. The second is entrepreneurship by chance, where women start businesses due to marriage, retirement or because of friends. The third factor is forced entrepreneurship, where businesses are started through apprenticeship, imitation, independence, loss of job and love for wealth. The fourth factor is formal entrepreneurship and this done because one either acquired education, mentoring, coaching and training. The last factor among their classification is pure entrepreneurship. With this, women start businesses because they have the required skills, interest, passion or in - born abilities. These are re- classified as necessity - driven and opportunity – driven (George and Peter, 2014). In this study these factors will be referred to as compelled (push) and lured (pull) factors. "Push" factors suggested by Simon (2006); Orhan and Scott (2001) are factors that compel women into entrepreneurship and include the need for flexible working time and schedule, low income,

***Corresponding Author: Sophia Dauda,**

Department of Management, Faculty of Economics and Business Administration, Catholic University of Ghana, Fiapre, P.O. Box 363, Sunyani, Bono Region, Ghana.

dissatisfaction with one's job, difficulties in getting job and work family conflict. "Pull" factors on the other hand are motivations that attract women into entrepreneurship. They include desire for independence, passion, self – achievement, income generation, power and social status (Orhan and Scott, 2001; Baughn *et al*, 2006; Simon, 2006). Beyond this classification Orhan and Scott (2001) concluded that in engaging in entrepreneurship, there is no clear choice between the two factors, rather a combination of both. Whereas women in developed countries are more likely to start entrepreneurship based on the pull factors, their counterparts in developing countries are compelled or push to do so (Caughlin and Thomas, 2001). Walker and Webster (2007) on the other hand argued that women become entrepreneurs out of necessity than opportunity. This means that women are pushed than pulled into entrepreneurship. It was therefore concluded that women entrepreneurs in developing countries are influenced by push factors than pull factors. Therefore, the influx of women entrepreneurs in developing countries such as Ghana compared to developed countries is as a result of push factors (Mulugeta Chane 2010). All these studies generalised women without considering the sector in which they operate. This study sought to address this gap by studying the women entrepreneurs based on whether they belong to the formal or informal sector.

In this study, the female entrepreneurs were classified into formal and informal entrepreneurs. Those classified as formal (passive) are entrepreneurs who are highly educated and are engaged in business activities as their second-choice occupation. On the other hand, the informal or initiative-driven as classified in China, are the women entrepreneurs who have not had enough education and are engaged in business as their primary occupation. These women entrepreneurs, whether formal or informal are either compelled (push) or lured (pull) to becoming entrepreneurs. Since these women are of different orientations, the purpose of this study was to determine whether the same factors compelled or lured women in both sectors into entrepreneurship. It was also to determine if women in both sectors faced similar challenges and to recommend appropriate strategies to resolve them based on their orientation in the Bono Region of Ghana

MATERIALS AND METHODS

The research employed a quantitative research approach to determine the factors that influenced women into entrepreneurship in Fiapre in the Bono Region of Ghana. Purposive sampling was used to collect data from women entrepreneurs who have succeeded in entrepreneurship within the community through a structured questionnaire.

Research Design and Sampling

The study design is a descriptive survey and comparative in nature. As such, it compared women entrepreneurs of different orientation in relation to formal and informal sector. The population of interest were all women entrepreneurs within the Fiapre community. Women who had education up to tertiary and either employed formally or not were considered as formal sector entrepreneurs. Whereas the rest of the women who did not fall into this category were considered informal entrepreneurs. Purposive sampling technique was used in selecting 200 women entrepreneurs from the Fiapre Community, 100 each for formal and informal sector.

Data Collection

Data were collected using a structured questionnaire, and the respondents were women entrepreneurs operating all kind of businesses in Fiapre. Two questionnaire were designed separately for each sector. The questionnaire was categorized into four sections. The first section was on demographics of respondents. The second section presented compelling factors of entrepreneurship, the third on motivating factors on a rating scale. All the factors were gathered from literature. The last section presented the challenges of women entrepreneurs. The questionnaire for the informal sectors were self – administered while those of the formal sector were administered through google platforms using a five point likert scale namely: strongly disagree, disagree, neutral, agree and strongly agree.

Data Analysis

The data collected were collated using a statistical package for social sciences (SPSS). The data were analysed using descriptive statistics and presented using cross - tabulations.

RESULTS

Demographics of respondents

During the survey, none of the formal entrepreneurs were below 20 years, only 1 respondent in the informal category was below 20 years (Table 1). Within the age brackets of 20-30, there were 28 and 23 formal and informal entrepreneurs, respectively. In the 30-40 age range, we had 59 formal 38 informal participants. With those who were above 40 years, 13 formal and 38 informal participated (Table 1). In assessing the marital status of the respondents, 44 formal participants were single, 52 were married, 3 were divorced, 1 was a widow. Among the Informal participants too, 21 were single, 58 were married, and 12 were divorced and 9 were widows. Children were the main dependents of women apart from external family members. The burden of these dependents could push women into entrepreneurship in order to satisfy their needs. For the formal respondents; 35 women had 1-2 children, 32 had 3-4, 2 had 4-5, and none of them had more than 6 children and 31 were childless. While with the informal respondents, 23 had 1-2 children, 40 had 3-4, 14 had 4-5, 3 had 6 or more while 20 had none (Table 1).

Table 1. Respondent's demographics

Age of Respondents	Formal Sector	Informal Sector
Below 20	0	1
20-30	28	23
30-40	59	38
above 40	13	38
Total	100	100
Marital status of respondents	Formal Sector	Informal Sector
Single	44	21
Married	52	58
Divorced	3	12
Widow	1	9
Total	100	100
Number of Children of respondents	Formal Sector	Informal Sector
1-2	35	23
3-4	32	40
4-5	2	14
6 and more	0	3
None	31	20
Total	100	100

Source: Survey, 2023

Table 2. A cross tabulation of respondent sector with motivating (pull) factors of entrepreneurship

Sector of respondent	Rating					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Sector * Income generation						
Formal	4	2	11	28	55	100
Informal	8	4	7	9	72	100
Sector * Engage redundant family						
Formal	14	18	32	28	8	100
Informal	49	3	7	14	27	100
Sector * Some policies introduced by government						
Formal	29	36	21	2	12	100
Informal	68	18	6	1	7	100
Sector * Cultural influences						
Formal	24	36	12	15	13	100
Informal	54	26	8	6	6	100
Sector * Desire for independent						
Formal	3	9	3	40	45	100
Informal	3	4	2	20	71	100
Sector* Desire to exploit an opportunity						
Formal	5	5	12	42	36	100
Informal	14	6	15	23	42	100
Sector * Turning a hobby/ previous work experience into a business						
Formal	5	10	28	23	34	100
Informal	22	5	16	26	31	100
Sector * Flexible life style						
Formal	1	13	16	48	20	100
Informal	3	9	4	34	50	100
Sector * Power/ Social status						
Formal	5	31	14	23	27	100
Informal	16	5	23	29	26	100

Source: Survey 2023

Factors that Motivated Women into Entrepreneurship

From Table 2, the study intended to reveal if the same factors pulled women from both formal and informal sectors into entrepreneurship. Therefore, factors that motivated women into entrepreneurship were made available to enable the participants' rate based on their agreement levels. The results indicated a cumulative agreement of 83 and 81 formal and informal respondents, respectively engaged in entrepreneurship to generate income. On the account of engaging redundant family, 32 formal respondents disagreed, 32 were neutral, and 36 agreed. Also, 52 informal respondents disagreed, 7 were neutral and 41 agreed. With regards to government policies, 65 formal women disagreed, 21 were neutral and 14 agreed to the assertion. On the other hand, 86 informal women disagreed, 6 were neutral and 8 agreed.

Another factor which was considered was cultural influence. In responds, 60 formal women disagreed, 12 were neutral and 28 agreed. Meanwhile, among the informal women, 70 disagreed, 8 were neutral and 12 agreed. The desire for independence got 12 formal women disagreeing, 3 neutral and 85 agreeing. Whiles with the informal women, 7 disagreed, 2 were neutral and 91 agreed. On desire to exploit an opportunity, 10 formal women disagreed, 12 were neutral and 78 agreed. Among the informal women, 20 disagreed, 15 were neutral and 65 agreed. As to whether they were turning a hobby or previous work experience into a business, 15 formal women disagreed, 28 were neutral and 57 agreed. On the part of the informal women, 27 disagreed, 16 were neutral 42 and 57 agreed. In respond to flexible lifestyle, 14 formal women disagreed, 16 neutral and 68 agreed. While with the informal women, 12 disagreed, 4 were neutral and 84 agreed. Power or social status was the last factor considered and from the formal women, 36 disagreed, 14 were neutral and 50 agreed. Meanwhile, 21 informal women disagreed, 23 neutral and 55 agreed.

Table 3 presents the factors that compelled (push) women in both sectors into entrepreneurship. The entrepreneurs were asked to indicate their level of agreement with the push (compelling) factors that made them venture into entrepreneurship. The first factor which was presented was job dissatisfaction. In rating this factor, 36 formal respondents agreed, 36 of them disagreed with 28 of them being neutral. On the side of the informal entrepreneurs, only 16 agreed, 3 were neutral and 81 disagreed. Relocation as a factors that compelled women into entrepreneurship accrued the following response. 43 of the formal women agreed, 40 disagreed, 17 of them were neutral to this factor. On the other hand, 24 informal women agreed, 63 disagreed, while 3 of were neutral (Table 3). In connection with job insecurity, 48 respondents in the formal sector agreed, 13 disagreed and 39 were neutral while 7 informal women agreed, 88 disagreed and 5 were neutral. Lay off was not a factor that pushed women, especially those in the informal sector in to entrepreneurship, since 93 of them disagreed, 1 person being neutral with only 5 respondents agreeing. Those in the formal sector had 31 of them agreeing, 36 disagreed with 33 being neutral. On the account of retirement, 33 formal respondents agreed, 52 disagreed and 15 were neutral while with the informal respondent 3 agreed, 89 disagreed and 8 were neutral. With regards to boredom, 49 formal respondents agreed, 40 disagreed and 1 was neutral while with the informal respondent 19 agreed, 75 disagreed and 6 were neutral. For the need for flexible working time, 54 formal respondents agreed, 32 disagreed and 14 were neutral while with the informal respondent 40 agreed, 47 disagreed and 13 were neutral. On the issue of low income, 49 formal respondents agreed, 36 disagreed and 15 were neutral while with the informal respondent 31 agreed, 56 disagreed and 13 were neutral (Table 3). Divorced/ Loss of husband was another factor identified by the researchers and it can be seen from table 3 that 32 formal respondents agreed, 59 disagreed and 9 were neutral while

Table 3. A cross tabulation of respondent's sector with Push factors of entrepreneurship

Sector of respondent	Rating					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Sector * Job dissatisfaction						
Formal	7	29	28	16	20	100
Informal	70	11	3	7	9	100
Sector * Relocation						
Formal	13	27	17	26	17	100
Informal	47	16	3	12	12	100
Sector * Job insecurity						
Formal	9	4	39	26	22	100
Informal	73	15	5	2	5	100
Sector * Layoff						
Formal	12	24	33	21	10	100
Informal	84	9	1	2	3	100
Sector * Retirement						
Formal	22	30	15	27	6	100
Informal	81	8	8	1	2	100
Sector * Boredom						
Formal	10	30	11	25	24	100
Informal	61	14	6	5	14	100
Sector * The need for flexible working time						
Formal	2	30	14	30	24	100
Informal	40	7	13	11	29	100
Sector * Low income						
Formal	5	31	15	29	20	100
Informal	47	9	13	10	21	100
Sector * Divorced/ loss of husband						
Formal	33	26	9	22	10	100
Informal	68	5	5	2	20	100
Sector * Difficulties in getting job						
Formal	16	33	23	15	13	100
Informal	58	9	5	12	16	100
Sector * Work family conflict						
Formal	30	26	12	13	19	100
Informal	60	11	8	9	11	100

Source: Survey, 2023

Table 4. Challenges faced by female entrepreneurs

Challenges and problems of respondent	Rating					
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Inability to develop or grow						
Formal	8	16	4	39	33	100
Informal	27	15	8	27	23	100
Financial constraint						
Formal	1	8	13	33	45	100
Informal	16	14	6	25	38	100
Lack of skills and training in business techniques						
Formal	11	15	28	40	6	100
Informal	60	13	8	10	9	100
Difficulties in accessing the right contacts and networks						
Formal	12	38	1	38	11	100
Informal	33	17	10	16	24	100
Society's attitude towards my business is negative						
Formal	22	21	27	9	21	100
Informal	62	13	13	6	6	100
Absence of self-sustaining governmental intervention						
Formal	16	25	15	26	18	100
Informal	52	14	3	11	20	100
Entrepreneurship is too demanding for women						
Formal	19	40	17	10	14	100
Informal	20	11	16	21	32	100

Source: Survey, 2023

with the informal respondents, 22 agreed, 73 disagreed and 5 were neutral. Difficulties in getting job revealed 28 agreement with the formal respondents, 49 disagreement and 23 were neutral. While with the informal respondents, 28 agreed, 67 disagreed and 5 were neutral. Work family conflict showed 32 formal agreement, 56 disagreement and 12 were neutral while with the informal respondents 20 agreed, 71 disagreed and 8 were neutral.

Challenges Faced by Female Entrepreneurs

Table 4 is a cross tabulation of sector of respondent and challenges / problems of entrepreneurship.

As high as 72 of the respondents in the formal sector agreed, 24 disagreed with 4 being neutral, while with the informal respondents 50 agreed, 42 disagreed and 8 were neutral to the fact that inability to develop or grow is a challenge to their businesses. Financial constraint as a challenge revealed that 78 formal respondents agreed, 9 disagreed and 13 were neutral while with the informal respondent 50 agreed, 42 disagreed and 8 were neutral. On the issue of lack of skills and training in business techniques the results showed that 46 formal respondents agreed, 26 disagreed and 28 were neutral while with the informal respondent 19 agreed, 73 disagreed and 8 were neutral. With regards to difficulties in accessing the right

contacts and networks it was revealed that 49 formal respondents agreed, 50 disagreed and 1 person was neutral while with the informal respondent 40 agreed, 50 disagreed and 10 were neutral. From table 3, society's attitude towards their business being negative showed that 30 formal respondents agreed, 43 disagreed and 27 were neutral while with the informal respondent 12 agreed, 75 disagreed and 13 were neutral. Absence of self-sustaining governmental intervention was identified as another challenge. The results from table 3, revealed that 44 formal respondents agreed, 41 disagreed and 15 were neutral while with the informal respondent 31 agreed, 66 disagreed and 3 were neutral. On account of entrepreneurship being too demanding for women, about 24 formal respondents agreed, 59 disagreed and 17 were neutral while with the informal respondent 53 agreed, 33 disagreed and 16 were neutral.

DISCUSSION

The aim of this comparative study was to determine whether the same factors influenced formal and informal sector women into entrepreneurship. In doing so, the influential factors were categorized into motivating (pull) and compelling (push) factors and presented to the entrepreneurs on a rating scale to choose. The survey revealed that income generation was the main reason women in both sectors engaged in entrepreneurship. This revelation is in line with the findings of (Orhan & Scott, 2001; Simonin, 2006; Baughn *et al.*, 2006). Women venturing into entrepreneurship to engage redundant family did not gain that strong agreement from both sectors, however, there was a moderate agreement among the women. This is an indication that, as women are occupied with activities, they still think of how to get other unemployed family members engaged. So the old adage of Dr. Kwegyir - Aggrey which says, if you educate a woman, you educate a whole nation applies to even the uneducated women. They just need to be given the opportunity. The desire for independence, exploiting opportunities and power or social status are other key factors that motivate women from both sectors into entrepreneurship as reported by Simonin, (2006). On the account of exploring an opportunity, agreement was higher on the part of the formal sector. This implies that, education or affiliation to other institutions opens women up to many opportunities. In terms of flexible lifestyle, majority of women in both sectors agreed though the informal sector agreement was higher than the formal sector. Turning a hobby or experience from previous work into a business gained some moderate agreement in both sectors. People could start businesses or become entrepreneurs due to policies introduced or being introduced by the government. However, in this study, women in both sectors were not moved by governmental policies, therefore policies of the government are not motivations for women to start businesses. Culture was also found not to be a motivating factor for women in both sectors.

In comparing the factors that compelled (pushed) women in both sectors into entrepreneurship, it is obvious from the results that relocation is a moderate compelling factor for formal sector women whiles it is not a factor that pushed women in the informal sector into entrepreneurship. Job dissatisfaction turned out not to be an influencing factor for informal sector but a minor factor for the formal sector. This is because, in Ghana, most of the women in the informal sector do not have the required educational qualifications to be gainfully employed formally and are therefore compelled to

start their own businesses. This relates to the findings of Poku, (2015) and partially disagrees with the research of Goheer (2003) in Pakistan who found this factor as the most important push factor for entrepreneurs. Also, job insecurity did not apply to informal entrepreneurs because majority of them never worked for any other person or institution. Meanwhile, it is a major factor for the formal sector entrepreneurs. In instances where, employment are on contract basis, employees are uncertain of their future and therefore explore other means through entrepreneurship. Layoff and retirement are not compelling factors for the informal sector but a minor factor for the formal sector. Boredom is found to be a moderate factor for formal and not a compelling factor for the informal. However, flexible working time is a major factor for the formal sector, whiles a minor for informal sector. Divorce or loss of husband and difficulty in getting job are minor factors for both sectors. Work/family conflict is a minor compelling factor as majority of the respondents from both sectors disagreed that it pushed them into entrepreneurship.

Several researches present challenges of women entrepreneurs. In this study, instead of also investigating the challenges women entrepreneurs face in the Fiapre community, the study rather compared if women entrepreneurs face same or different challenges. The results revealed that financial resources and access to them were major challenges that women entrepreneurs from both sectors face. Meanwhile, access to credit is a necessity for the survival, growth and sustainability of businesses as reported by Ahiawodzi and Adade (2012). In addition, the slow rate of growth of businesses was a challenge that confronted entrepreneurs from both sectors. This was similar to the study of Bamfo and Asiedu-Appiah (2012), although in this study, this challenge was felt more by the formal sector entrepreneurs..

Lack of technical skills and training was not a challenge for the informal entrepreneurs whereas it was considered a major challenge for the formal sector entrepreneurs. This is partially consistent with Ahiawodzi and Adade (2012) who found women entrepreneurs to lack technical skills, which resulted in their inability to secure financial assistance. This is possibly attributable to the fact that, the informal women engaged in petty trading which did not need any special skills and training. Another challenge that was investigated was networking. To succeed in today's business environment, it is necessary for entrepreneurs to have contacts that can help market their businesses and also connect them to opportunities. This was seen as a challenge though minor for both sectors. Mahbub (2000) reported that the lack of growth of women businesses was largely due to lack of networks. Women entrepreneurs sometimes have to battle with the attitude of the society towards their businesses as the society expect women to stay and cater for the home. This attitude is changing now as entrepreneurs from both sector disagreed that this was a major challenge. Lack of government support and other interventions have been examined as a challenge to the entrepreneurs. The formal entrepreneurs attest to this as a challenge though minor whiles their counterparts in the informal sector did not see it as a challenge. Informal entrepreneurs agreed that entrepreneurship is too demanding for women while those in the formal sector disagreed. The many responsibilities of women make it difficult for them to have full concentration to run their businesses. Given the fact that women in many societies are expected to take care of children, family members and their businesses. The formal entrepreneurs do not consider

the demanding nature of entrepreneurship as a challenge because they have found other strategies to shoulder their responsibilities. One of the ways through which these formal women have reduced this burden is through technology.

Conclusion

In all, women entrepreneurs from both sectors were not influenced into entrepreneurship by a single factor, rather a combination of pull and push factors. In relation to the pull factors, there were no much differences in the choices of entrepreneurs from both sectors. The pull factors that mainly influenced women into entrepreneurship in both sectors included income generation, independence, flexible lifestyle and exploiting an opportunity. Others that were moderate influencers included turning a hobby or previous work experience into a business, engaging redundant family and for power or social status. However, culture and governmental policies have little or no influence on the women becoming entrepreneurs. Differences were identified in the push category. Here, the need for flexible working time was the major influencer for the formal entrepreneurs while a moderate one for the informal entrepreneurs. Whereas job dissatisfaction, relocation, job insecurity, boredom and layoff were moderate influencers for the formal entrepreneurs and minor or negligible for the informal sector. Divorced or loss of a husband was considered a minor influencer for both sectors. Young women even upon their education are establishing themselves through entrepreneurial activities. This attitude could not just be out of necessity alone but other factors of motivation. It can be seen that women who have less dependents in terms of the number of children are entrepreneurs. It can therefore be concluded that women within the Fiapre community are not venturing into entrepreneurship based solely on push factors but based on more of the pull factors

Acknowledgements

We acknowledge the spirit of God that has strengthened us to successfully complete this study. We are also grateful to the Vice chancellor of the Catholic University of Ghana; Prof. Obeng-Ofori and Dean of our Faculty, Prof. Nokoe who continuously encourage us to keep working hard.

REFERENCES

- Abor, J. and Quartey, A. (2010). Issues in SME development in Ghana and South Africa. *International Research Journal of finance and Economics*, 39(6), 215-228
- Ahiawodzi, A. K., and Adade, C. T. (2012). Access to credit and growth of Small and Medium Scale Enterprises in the Ho Municipality of Ghana. *British Journal of Economics, Finance and Management Sciences*, 6 (2), 34–51.
- Amit, R. and Muller, E. (2013). “Push” and “pull” entrepreneurship. *Journal of Small Business and Entrepreneurship*, 12 (4), 64–80.
- Bamfo, A. and Asiedu-Appiah, F. (2012).) Investigating the challenges and prospects of female entrepreneurs in Ghana. *International Journal of Business and Management Studies*, 1(1):43–54
- Baughn, C.C., Chua, B. and Neupert, K.E. (2006). The normative context for women’s participation in entrepreneurship: a multi country study. *Entrepreneurship Theory and practice*, 30 (5), 687-708
- Coughlin, J.H. and Thomas, A.R. (2001). *The rise of women entrepreneurs: People, processes and global trends*. Westport, CT: Quorum Books.
- Dovi, E. (2006). Tapping women’s entrepreneurship in Ghana: Access to credit, technology vital for breaking into manufacturing. *Africa Renewal*, United Nations, pp. 12.
- GEM (2012). *Global Entrepreneurship Monitor Ethiopia*, report, GEM, London.
- Ghana Statistical Service. (2011). *2010 National Population and Housing Census Provisional Results*. Retrieved from <http://www.ghana.gov.gh/census/phc2010.pdf>
- Goheer, N.A. (2003) *Women entrepreneurship in Pakistan – How to improve their bargaining power*. ILO: Islamabad.
- Hisrich, R.D., Peter, M.P., and Shepherd, D.A., (2008) *Entrepreneurship*. ChriswanSungkonodan Diana Angelica (translation), Kewirusahaan, SalembaEmpat, Jakarta.
- Mahbub, U.H. (2000). *Human Development Centre, Human Development in South Asia: The Gender Question* (Oxford University Press).
- Mulugeta, C. (2010). Factors affecting the performance of women entrepreneurs in micro and small enterprises (the case of Dessie town), Bahir Dar university,
- Mumuni, I A., Aliata B. and Bowan, A. P (2013) women in entrepreneurship as a means to sustainable livelihood Inghana: a study of the upper west region. *African Journal of Social Sciences*. Volume 3 Number 3 (2013) 160-171
- Ogidi, A. E. (2014). Women entrepreneurship and poverty reduction. *Journal of Business and Entrepreneurship*, 1(1), 01 – 08.
- Orhan, M and Scott, D. (2001) Why women enter entrepreneurship?: An explanatory model. *Women in Management Review* 16, 232-43.
- Peprah, J. A. (2012). Access to micro-credit well-being among women entrepreneurs in the Mfantseman Municipality of Ghana. *International Journal of Finance & Banking Studies*, 1 (1), 1–14.
- Poku, K.O. (2015). Constraints to accessing finance among women-owned small businesses in the Lower ManyaKrobo District in Eastern Region, Ghana. Master of Arts thesis submitted to the Graduate Institute of International Development and Applied Economics, University of Reading, Reading, UK.
- Sarker, S. and Palit, M. (2014). Determinants of Success Factors of Women Entrepreneurs in Bangladesh-A Study Based on Khulna Region. *Business and Economic Research*, 4(2), 237-250.
- Simonin, M. (2006). Women entrepreneurship business strategy and international business, Helsinki University of Technology 91-167
- Walker, E.A. and Webster, B. (2007). Management competencies of women business owners. *The International Entrepreneurship and Management Journal*, 2 (4), 495-508
- World Bank (2007). *Doing Business: How to Reform*. Washington, D.C.: The International Bank for Reconstruction and Development / The World Bank.