

IMPACT OF MOTIVATION AND PERFORMANCE EXPECTANCY ON WOMEN ENTREPRENEURIAL INTENTION

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Abstract. *The purpose of this paper is to review the Motivation and performance expectancy to explore the commonalities of the present theories among the women entrepreneur intentions to boost up the business enterprises. In a fact-finding study information were gathered about the aptitude of motivation and performance expectancy to foresee the Intention of the women's being examined by the sample of 150 women in Pakistan March 2020. A mixed method evaluation design has been adopted in this study. Analysis of regression model uncovered the result that the connection between performance expectations and motivation was intruded positively by entrepreneurial intention of women toward business. The sample is restricted to women entrepreneurs, limiting the generalizability of the findings. The analyses of the influence of motivation variable towards women entrepreneurial intention furnishes us with inspiration to inquire about the developing questions of how and why females are turning out to be more business people these days. This research supports the progression of study on motivation, performance expectancy variables and its relationship to women entrepreneurial intention in an assortment of settings.*

Keyword: Women Entrepreneur, Intention, Motivation, Performance Expectancy.

1. Introduction

In the passage of recent decades, women's have gained noteworthy ground in business enterprise and new pursuit creation (Kickul et al., 2008); therefore, female enterprise and its social and monetary significance are of expanding interest. Simultaneously, analysis into women's business enterprise has picked up significance since the late 1990s (Arenius and Kovalainen, 2010, Ettl and Welter, 2014, Greer and Greene, 2011, Langowitz and Minniti, 2007). Be that as it may, in spite of the fact that the quantity of female business visionaries has expanded essentially.

The appearance to female to business is an ongoing improvement in the modest, conventional socio-social society. Numerous examinations in various countries analyzed the requirement or hindrance issues with regards to female business people; not many examinations have concentrated on a female from creating nations when all is said in done (Iakovleva, Kolvereid, and Stephan, 2016). Different inquires about have done on the women entrepreneurial intention of a women. Notwithstanding, today, we can obviously comprehend that females are at the equivalent level with the men. The motivation of female's business visionaries exactly is related with various variables. "For what reason do some female pick enterprise while others don't?" was one significant inquiry driving a lot of the examination. Brush and Hisrich (2010) found that intention to be motivated and performance expectation are one of the individual's variables were identified with development. We additionally found the customary socialization of women affected the sort of officialdoms begun, the accessibility of twitch-up capital, and the administration abilities and encounters of the female business proprietor. Notwithstanding, the inquiry stayed with respect to why females are roused to begin their endeavors.

In view of the assumption that intention is the best indicator of performance and motivation (Ajzen, 2010), this exploration attempts to test Ajzen's (2010) hypothesis of arranged conduct as a proposed model for checking how women entrepreneur intention aim (WEI) is dictated by one's very own motivation and performance expectancies close to the business. Lot of exploration is as yet mandatory so as to all the more likely understand that which variable impact women entrepreneurial intentions of females, particularly with regards to developing nations. The paper structuring are as follows: The following chapter presents an overview of literature and

methodologies. We describe the exploration layout. The clientele affiliate presents the development. Finally, portray our finding data and their implications.

2. Literature Review

Entrepreneurial purpose is one's willingness to set up one's own company. It's an entrepreneur's way of thinking to prioritize opportunities over risks. The growth of entrepreneurship is an imperative concern in the earth today. The small and medium businesses are being given more attention by entrepreneurs. In the case of company growth, productivity, and creation, start-ups are very important. Possible factors impacting entrepreneurial intent include fiscal welfare, the welfare obligation for success, self effaces and the ability to be autonomous.

Decline the relationship between the conditions and the purpose of entrepreneurship. Monetary well-being is the genuine fiscal state. A character who wishes to progress his economic well-being should roll out some social improvement that can calm him from budgetary misery (Prawitz, Garman, Sorhaindo, O'Neill, Kim, & Drentea, 2006). The paucity of folk support is one of the obstacles to female entrepreneurship (Afrin, Islam, & Ahmed, 2010). Many households have only one member earnings which is typically a male. That representative couldn't do as much to meet the household's prerequisite. There is sometimes no one to gain in families. Motivation theory play an increasingly important role in research into entrepreneurship (Renko et al., 2012). To achieve success in business development, motivation is needed as support, morale and interest. Robbins and Judge (2013) write that motivation is the process of describing an individual's strength, purpose, and commitment toward achieving the goal. Therefore, entrepreneurs need to pay attention to the motivational dimension that drives their business success. There are different motivation theories that can be applied to entrepreneurship, particularly ambition to be an entrepreneur. One such theory that has received much attention among researchers in the field of entrepreneurship is the Theory of Motivation on Expectancy.

Vroom's Motivation Theory of Expectancy claims that an individual's behaviors are motivated by anticipated outcomes. Expectancy is the

subjective probability that action contributes to a result or achievement. Instrumentality is also an important part of this theory and refers to the belief that he or she will receive a greater reward if one meets performance expectations. There also needs to be valence for a person to be motivated which is the interest an individual has in that reward (Vroom, 1964). Initial entrepreneurship studies concluded that male and female entrepreneurs were essentially the same and a separate investigation was not clearly required (Bruni et al. 2004). As a result, with the introduction of two dedicated conferences, the sub-domain of female entrepreneurship did not develop as an important area until the late 1990s to the early 2000s (Jennings and Brush, 2013).

Several researchers have categorized the motivating factors into forces that push and pull. Pushing factors are those causes or conditions that make it appropriate for women to choose entrepreneurs, such as economic necessity such as unemployment, family support, and also choose entrepreneurs because of discontent with salaries, divorce, boredom in their previous jobs and anger, while Pulling factors are factors that create a better sitting. (Baughn, C.C).

2.1 Women Entrepreneurial Intention

The purpose of the Entrepreneurial Intention is too defined: as the person who wants or has a prototype Business Activities or skills (Xiao, 2005) that how long does it take for someone to start a business and start working with them right away. Some important studies are that women Entrepreneurial intention become an observed outcome variable (Ferreira et al., 2010); Mariano et al.; Finni, Grimaldi, Marzoki, Sovrio, I). Therefore, the study also looks at many projections from private women entrepreneurs. This is how individual emotions are known Promoting the interests of women entrepreneurs, especially students (final adoption; Daniel and Rashley; Kruger, 2012; Shabir,) who are not interested because they depend on limited attentions, especially female students. So, the preferences observed that femininity impacts women entrepreneurial intentions ultimately over and done with their influence on women entrepreneurial motivation and women entrepreneurial professed performance expectancies.

2.2 Linking of Women Entrepreneurial Motivation and Performance Expectancies of women.

With regards to the gender entrepreneurial factor, Edelman et al. (2010) stated that motivation can be a catalyst for changing the underlying intention of the women entrepreneurial spirit and emphasized that this might be the missing relationship amongst intention and exploit in performance outcomes. This method, that the attitudes and goals of women's entrepreneurial motivation must lead to intentions and performance expectancies Edelman et al. (2010). Therefore, a deficiency of investigation in this area requires additional work.

In addition, to this study we analyzed that hath respect to topic of female entrepreneurship, there must be the positioning of Ajzen's Theory of Planned Behavior (TPB), which states gender entrepreneurial issues also it scrutinizes community entrepreneurial intentions, motivations and performance behaviors. Overall, the observance contributes that community sentiment pressure has a major symbolic concussion on female scholar's intention to be entrepreneurs.

3. Theoretical Framework

A few investigations have demonstrated hypothetically and exactly that intention is the best indicator of conduct (Bagozzi et al, 2015; Ajzen, 2013; Sutton, 2012). Bird (2006) characterizes intention as a perspective to guide one's intention toward a specific objective, or an approach to accomplish something. Recognizing openings is obviously a purposeful procedure, accordingly, significant for the clarification of enterprising intentions (Krueger et al., 2011).

3.1 Women entrepreneur Intention

The entrepreneurial intention is one's craving to fire up one's own business. (Krueger, Reilly, and Carsrud (2010) relate pioneering with the individuals who care about new pursuit arrangement. It is a perspective for a business person to accentuate openings over threats. The enterprise is a fundamental issue in the present world. Entrepreneurs are concentrating on the little and medium undertaking. New business are critical on account of growth, profitability, and

improvement of society. Potential factors that affect intention aim motivation and performance expectancy as an independent.

One of the most frequently used frameworks used to describe this purpose is organized action theory by Ajzen (2013) (Nabi et al., 2010). Throughout this situation, entrepreneurship can be seen as something especially attractive and both internal and external factors (both at micro- and macro-level) can play a major role throughout influencing such psychological expectations (Mueller and Thomas, 2001).

Entrepreneurship intention is regularly regarded as a male achievement-oriented exertion (Díaz-García and Jiménez-Moreno, 2010; Marlow and McAdam, 2013; Sweida and Reichard, 2013). Henceforth, the outdated predictable observation that women are mediocre to men disparities with the fundamental core of entrepreneurship, and the predisposition to fright an entrepreneurial establishment may be appreciated as a prejudicing vigor for a woman. Of this foundation, the assessment of the prestige of such a commotion may be declined even inadvertently in courtesy of more femininity stereotype-affiliated commotion.

3.2 Motivation and Performance Expectancy

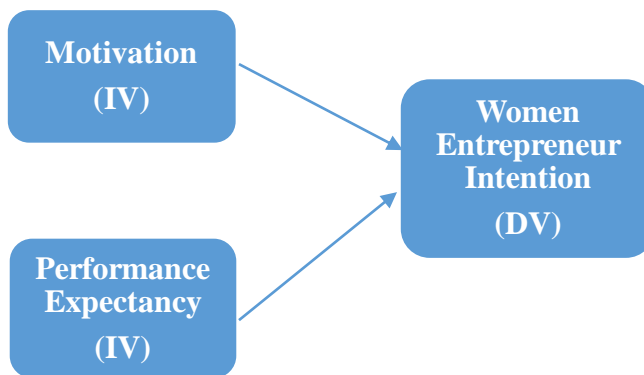
Inside the field of the consider of business enterprise, Vroom (2005) characterizes inspiration as an item of an individual's expectancy that a certain exertion will lead to the aiming execution, the instrumentality of this execution in accomplishing a certain result and the allure of this result for the person, known as valence. Also, Graen's (2009) proposed Expectancy Hypothesis expansion is based on the qualification between to begin with- and second- order comes about. He calls the primary arrange Work role and characterizes it as a set of behavioral expectations considered suitable for the individual performing certain exercises. The second arrange is known as Work part outcome and is the result of the work related to inherent and outward rewards and disciplines that the person gets from playing a part.

Inclusion in entrepreneurial endeavor as legislatures can deal females a boundless prospect to pick up the happenstance obligatory for administrating an endeavor. Encounter as an inspiration can be attained through direct or roundabout exchange. Endowing females as employees to involve possession of their effort will effect in way

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improved purchaser value and a more stranded undertaking (Levesque, 2007). Females business people yearn for the sentiment of commencement something modern, distressing the prestige quo, fluctuating the world, making appreciation, crafting assets and progress their working encounter which is an imperious estimate for setting up an entrepreneurial meander (Yoskovitz, 2008).

3.3 Theoretical Model



3.4 Research Hypothesis Development

H1: The Motivation influence positively on women entrepreneurial Intention.

H2: The performance expectancy influence positively on women entrepreneurial intention.

H3: Women Entrepreneur Intention Positive and significantly influence with Motivation and Performance Expectancy.

4. Methodology

4.1 Sample Size

The respondent from whom we collect data is 150. These 150 respondents all are females. We collect our data online by 60

respondents and remaining data collected through survey. We create questionnaires through Google form and then send links to females with descriptions of our research. Based on the proposed research and previous all data we collect from the students who just completed their degree and are looking forward to future steps.

4.2 Survey

It is based on the model which is shown in the theoretical framework. The items which are given in the questionnaire measure future perception of women entrepreneurs. These questions shown in the questionnaire adapted to resound the culture and environment of Pakistan. A five point Likert scale is used in questionnaire which have these options: Strongly agree, Agree, Neutral, Disagree, and Strongly Disagree. The questionnaire is divided into four sections. The first section is composed on demographics, second section composed on women entrepreneurial intention, third section is based on performance expectancy and the last one is based on motivation.

4.3 Statistical

The first part of this is to know about respondent demographics where we know about their family members, education, monthly income, marital status. The second part of the questionnaire is measure the impact of women entrepreneurial intention where some question asked to know about the perception level of female as an entrepreneur. In this data we receive positive result from our respondent they are willing and having good perception to become an entrepreneur.

5. Measurements of Variables

The aerobics of women commerce visionaries were caught utilizing some Demo graphical statements, for example, Gender, age, marital status, nature of their trade, business erection and different factors. Questionnaire was utilized to acquire the important information required for this investigation. The utilization of survey was required in order to empower the respondents to be impartial and exact in reacting to the valuation questions. Organized questions in various segments of around one seventeen (17) statements were asked to get data on the outline of the women. A five-point Likert-scale that ranges from strongly disagree to strongly agree of point size of (1 to 5). A factual

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model of connection coefficient was utilized to test the theory of this examination. The well-structured statistically analyze of correlation coefficient is significant in mandate to test the connection between the free factors (Independent variable) with the reliant variable (Dependent variable). Factors variables, for example, family, psychological factor, financial factor and environmental factor were employed to hook females' entrepreneurial motivational factor and that leads to the best performance valence in task as per expectations, while the idea of the business was utilized in estimating the business types. Women in business were ordered into agribusiness, assembling, administration and exchange.

5.1 Dependent Variable

Entrepreneurial Intention was estimated by whether respondents were contemplating the chance of beginning another business. This variable has been utilized earlier in other research dependent on the women's to be an entrepreneur (Liñán et al., 2011). Constructed on Ajzen's (2012) theory of planned behavior, women entrepreneurial intention to flinch up would be the finest forecaster to execution the entrepreneurial behavior. The tenacity of stentorian out behaviors exaggerated by needs, values, wants, habits, and sometimes beliefs. Statements in the scale comprise, "I am ready to do anything to be an entrepreneur", and "My professional goal is to become an entrepreneur", "I will make any effort to start and run my own business", "I have serious doubts about ever starting my own business" and "I am determined to create a business venture in the future". The ultimate mark will be figured by allocating the over-all score by 5. The ending score can be reached from 1 (Strongly Disagree) to 5 (Strongly Agree).

5.2 Independent Variables

Subsequent past research (Arenius and De Clercq, 2010, González-Álvarez and Solís-Rodríguez, 2011, Langowitz and Minniti, 2007, Wagner, 2007), the three perceptual components were estimated utilizing binary factors variable. Motivation was investigated through different individual answers to the subject of whether or not respondents see themselves as to have the vital capacity, experience,

and information to begin another endeavor (Langowitz and Minniti, 2007).

As per charge, Entrepreneurial Motivation is based on 5-item and statements scales (Prawitz et al., 2009) that will be spontaneously used as to examine the Motivational factor in the women for doing the business. Created on their level of interest, the respondents will response the question statements, “I am self-motivated”, “My parents are positively oriented towards my future career as an entrepreneur”, “I am confident that my skills and capabilities are compete able”, “I ventured in business in order to support my family”, “I chose a business as my career to utilize my keen business sense” and “I chose a business as my career to be an Employer, never an employee”. Replies will specify their applicable condition with the proclamations on a five-point Likert-type scale. The ultimate score answer will be figured by dividing up the total ultimate final score by 5. The ending range can be ranged from 1 (Strongly Disagree) to 5 (Strongly Agree).

Performance Expectancy was estimated through individual reactions to the topic of whether respondents perceive this perceptual variable factor as an obstruction to the basis of new pursuits (Kwong et al., 2009, Langowitz and Minniti, 2007, Wagner, 2007). At last, a spurious variable, which takes the worth 1 for males and 1 for females, was utilized for the examination of Gender component. This will be calculated by a 5-statement/item scale established by Wiesenberger et al. (2013). The students will be requested to specify their level of contract with the subsequent statements/items “I want to be my own boss”, “Hard-working, I can successfully run a business”, “Starting a business is much more desirable than other career opportunities I have”, “I can originate new ideas and products”, “A career as an entrepreneur is totally attractive to me” and “Business will help me to achieve other important goals in my life”. Every scale statement/ item will be appraised by using of 5-point Likert-type scale (1= Strongly Disagree, 5 = Strongly Agree). The final score will be computed by dividing the total score by 9. The end lasting mark can be ranked estimation from 1 (disagree with the performance expectancy) to 5 (highly agree with the performance expectancy).

5.3 Control factors

Our investigation additionally included three control factors: age; being familiar gender, and with marital status to run up a new creative movement of business and make preparation in commercial creativity. Previous research has signposted that age influences performance expectation of individuals (Indarti et al., 2010, Reynolds, 2016). We have been exploring that, age was assessed as a covariant variable factor (working wherever in the ranges of 0 to above 40). We furthermore supposed of it as appropriate to controlling factor for whether or not plaintiffs had identified a commerce fanciful who had initiated an inventive program. The representation respondents will be the mainly women, whereas the central point of the exploration theme is identified with the women of Pakistan. Meanwhile the segment of Socio-Demographic variety of the respondents has suggestions for results, I incorporated the assorted diversified variety factors of age, gender and marital status enough and instructive degree of every part. Age is one of the mostly controlled factors. Along these lines, the gender and status is also a control factor here. Information were gathered from the graduate understudies and also they have business information, acquainted with the term enterprise, and they are well aware about the business and some of the respondents started their online businesses as well and some of them may have the expectation to begin their own endeavor. The age of the respondents separated into 3 territories, which were 0 to 18, 18 to 40 and above 40.

6. Instrument of Questionnaire Measures

We construct a two-page Questionnaire, in which we firstly asked about the Socio-Demographics like Age, Gender and Marital Status from the respondents specifically from the women's. Our Questionnaire is based on three sections of variable (Women entrepreneur Intention, Motivation and Performance Expectancy). Secondly, Our First Variable Women Entrepreneur Intention is mainly instrumented or derived from Liñán et al. 2011 and Tsai et al. 2016 and the items of that variable are Adapted from the earlier workings of the researchers with the data measurements of Likert-Scale ranging from 1. Strongly Disagree to 5. Strongly Agree. Our Second Variable (Motivation) is instrumented or constructed through De Noble et

al.2008 and Obschonka et al.2017 and the items of this variable is also Adapted from the Already performed workings with ranging of data measurement from 1. Strongly Disagree to 5. Strongly Agree. Our third variable (Performance Expectancy) is measured or instrumented by Venkatesh, et al. (2003) and the items of this variable, some are self-constructed or new and some of them are adapted from previous data measurements ranging from 1. Strongly Disagree to 5. Strongly Agree. Afterward assessing and modifying the vague Items, the survey was completely ready for data collection.

7. Validity of Scales

The initial phase in dissecting information was checking the legitimacy of the three scales for which reason we utilized the Exploratory factors Analysis of Scale Reliability Analysis. All of the scales were tested and analyzed. All the while, we utilized the principal component investigation as the factor Kojers and Pilot technique strategy for the component rotations. In the main run, three factors developed foreseeable with the items. The following step in the examination of the outcomes was utilizing Cronbach's alpha to test the dependability or reliability of the scales. As indicated by Nunnally (2013), a score ranges $0.9 \leq \alpha$ with internal consistency is Excellent reliable, a score ranked $0.8 \leq \alpha < 0.9$ with internal consistency is Good in reliability, score ranked from $0.7 \leq \alpha < 0.8$ with internal consistency is measured Acceptable in reliability, A range from $0.6 \leq \alpha < 0.7$ is Questionable, A score range $0.5 \leq \alpha < 0.6$ with internal consistency is Poor and score ranges from $\alpha < 0.5$ is Unacceptable reliability.

8. Hypothesis Test

To analyzing our survey statistics, we used SPSS (version 25) for testing our three hypothesis concurrently. Here in which Correlation Analysis of the items and variables with significance and Pearson correlation, Descriptive analysis for total item stats percentile distribution factor, mean, median, mode, standard deviation, frequencies ratios of controlling factors like age, gender and marital status and demographic interpretation of each and every individual respondents was tested instantaneously. It is smarter to do different hypothesis testing, that is the trying of more than each speculation in turn. In testing any one hypothesis, at that point the end will be founded on dubious measurable proof. The likelihood is, blunders may

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increment if more theory were incorporated. It prompts minimization of misdirecting the conclusion from the sample size of the data.

9. Data Analysis and Results

The analysis of the statistics will be obtainable in six segments. First, to check the Reliability of the items or statements of the questionnaire we firstly get 25 and maximum 30 responses from the respondent's women entrepreneur who are the local ones with small entrepreneurial activities, for the purpose of PILOT study testing then after filling up we put the Specified data in the SPSS (version 25) to check the reliability of all the answered items of the questionnaire and after analyzing it our data reliability is with positively accurate proportion. Second, we will drive particular Socio-Demographical Statistical Analysis by analyzing the frequencies that how much the respondents of male and female are and their determined age cumulative percentiles and how much of the percentiles responses are of singles and married respondents. Then third, is their all items cumulative percentiles frequencies Analysis of individual responses. Fourth, is Descriptive statistics Analysis and total statistics items Analysis calculations of standard deviations their mean, their scale variations of coefficient and correlation , Fifth Regression analysis and Durbin Watson by using Kojer technique in order to check the reliability of the items questionnaire, by also analyzing there Cronbach's Alpha to check the variability of the hypothecation by testing the significant value with Cronbach's Alpha and ANOVA testing value in mandate to observe how the dependent variable and independent variables factors are giving their concerns at the factor level.

Analysis and Results

9.1 Frequency Table Analysis

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	19	12.7	12.7	12.7
	Female	131	87.3	87.3	100.0
	Total	150	100.0	100.0	

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-18	4	2.7	2.7	2.7
	18-40	99	66.0	66.0	68.7
	Above 40	47	31.3	31.3	100.0
	Total	150	100.0	100.0	
Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	49	32.7	32.7	32.7
	Married	101	67.3	67.3	100.0
	Total	150	100.0	100.0	

The Analysis of this data was majorly specified from the Women’s Entrepreneurs’ of all the ages or from those who are going to be an entrepreneur as of completed their graduation and from those who have much or enough knowledge about the Business. Here in Table No: 1 Most of the Respondents were women of any age as far as population. An online survey was posted on a few online stages platforms. Respondent’s population was totally deliberate to answer. Maximum record of respondents were females matured 18-40 with 87.3 percentile. Most of these women (32.7 %) are single in status and Most of these women ranged (67.3 %) are married in status. While on the other hand, (31.3%) percentile age of the respondents was of above age 40 who have completed their education to rank up their business. On the Flipside, Male Respondents are very minimal.

To make an analysis of this Data we investigate the study, by SPSS version 25 (SPSS, Inc., 2017) factual statistical program was utilized. Descriptive measurements of statistics which unified the total no of items, total no of control variables, percentiles of control variables, percentiles of the item or statements, percentiles of means of the items and the percentiles of mean of the control factors, their standard Deviations were determined dependent on the respondent's reactions for everything on the segment data of the respondents which integrate the age, gender, marital status and it also include the minimum or maximum number of responses from the Likert-scale. This table delineated that out of the 300 surveys conveyed, 150 or (50%). of them were recovered from the respondents and this structures the sample target size of this questionnaire data. Table 2 uncovered that the methods and standard deviations of variables. Utilizing Lewin's wording these figures speak to people's vectors of motivational force,

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which have both direction and strengthen. The way that individuals when all is said in done esteem freedom independently very high and brings independently outcome performance to be expected simultaneously observe that business may satisfy that specific intention makes the enterprise the most remarkable potential inspirational factor of enterprise.

9.2 Descriptive Statistics Analysis

	N	Minimum	Maximum	Mean	Std. Deviation
Age	150	1	3	2.29	.509
I am ready to do anything to become an entrepreneur.	150	1	4	2.68	1.377
My professional goal is to be an entrepreneur.	150	3	5	2.89	1.401
I will make my effort to start and run my own business.	150	2	3	2.97	1.363
I have serious doubts about ever starting my own business.	150	4	5	2.87	1.362
I am determined to create a business venture in the future.	150	2	5	2.99	1.368
I am Self Motivated.	150	1	5	3.08	1.388
My parents are positively oriented towards my future career as an entrepreneur.	150	2	5	3.00	1.405
I am confident that my skills and capabilities are complete able.	150	2	5	3.01	1.421
I ventured in business in order to support my family.	150	1	4	3.21	1.362
I choose a business as my career to utilize my keen business sense.	150	3	4	3.06	1.372
I choose a business as my career to be an employer, never an employee.	150	1	5	3.13	1.374
I want to be my own Boss.	150	1	4	2.79	1.382
By hard working, I can successfully run a business.	150	4	5	2.92	1.383
Starting a business is much more desirable than other career opportunity.	150	2	3	2.97	1.454
I can originate new ideas and products.	150	1	2	3.09	1.447
A career as an entrepreneur is totally attractive to me.	150	1	2	3.11	1.393
Business will help me to achieve other important goals in my life.	150	3	4	2.97	1.449
Valid N (list wise)	150				

The valence of business as to carelessness and self-improvement for motivation are likewise profoundly perceived, while the valence of enterprise and status is considered as the most minimal of all for being performed well.

Additionally, the variable structure has singular contrasts. For instance, the ladies' score of variable for business intention for first item is 2.68 mean and 1.377 standard deviation, while for the last item of intention is mean 2.99 and standard deviation is 1.368. In the congregation of numeric the variable statistics motivation for women to be an entrepreneur ranges for the first item is mean 3.08 and standard deviation 1.388 and for the last item of motivation ranges from mean 3.13 or standard deviation 1.374, while for the desired outcomes of the performance of entrepreneurial for first outcome is 2.79 of mean or standard deviation of 1.382. Next, for the last item of performance expectancy the statistics range is 2.97 mean and 1.449 standard deviation.

9.3 Correlations Analysis

		Women Entrepreneur intention.	Women Entrepreneur Motivation.	Women Entrepreneur Performance Expectancy.
Pearson Correlation	Women Entrepreneur intention.	1.000	.748(**)	.626(**)
	Women Entrepreneur Motivation.	.820(**)	1.000	.669(**)
	Women Entrepreneur Performance Expectancy.	.896(**)	.863(**)	1.000
Sig. (1-tailed)	Women Entrepreneur intention.	.	.0302	.0144
	Women Entrepreneur Motivation.	.0302	.	.0207
	Women Entrepreneur Performance Expectancy.	.0144	.0207	.
N	Women Entrepreneur intention.	150	150	150
	Women Entrepreneur Motivation.	150	150	150
	Women Entrepreneur Performance Expectancy.	150	150	150

** . Correlation is significant at the 0.05 level (1-tailed).

** . Correlation is significant at the 0.01 level (1-tailed).

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This Table give the Analysis testing of our Hypothesis. So, H1 hypothesis is tried utilizing Correlations analysis. The most influential significant positive relationship is between accomplishment motivation and Women entrepreneur intention ($r = 0.748$). The subsequent hypothesis H2 is tried utilizing correlation analyses. As appeared in Table 3, performance expectancy is influence positive relationship with women entrepreneur intension as to fulfil the enterprising goals. Subsequently, hypothesis H1 is Acceptable. Besides, the examination additionally demonstrated that the most Reliable relationship between women entrepreneur intention and performance expectancy was ($r = .669$, $p = 0.05$). This outcome affirms the H2 hypothesis Acceptable. The connection examination of hypothesis H3 demonstrated that equivocalness resistance ($r = .896$, $.863$, $p = 0.05$) is Good in Reliability as the Independent variable motivation and Performance Expectancy which related with women entrepreneur intention. Thus, we can infer that Women Entrepreneur Intention is altogether connected with both the independent variables (Motivation, Performance Expectancy).

9.4 Linear Regression Reliability Analysis

Case Processing Summary			
		N	%
Cases	Valid	150	100.0
	Excluded	0	.0
	Total	150	100.0

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.90	.82	17

This Table Analyze the Reliability factor of the questions by checking the Cronbach's Alpha value. Right now, Cronbach's alpha estimations of all scales estimation from Cronbach's Alpha .90 to Cronbach's Alpha Based on Standardized Items .82. Therefore, the scales can be viewed as Significantly reliable. As, indicated by Nunnally (2013), a score ranges $0.9 \leq \alpha$ with internal consistency is Excellent reliable, a score ranked $0.8 \leq \alpha < 0.9$ with internal consistency is Good in reliability, score ranked from $0.7 \leq \alpha < 0.8$ with internal consistency is measured Acceptable in reliability.

9.5 Item-Total Statistics Analysis

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
WEI1	56.07	21.915	.028	.070	.0116 ^a
WEI2	55.92	23.645	.104	.107	.035 ^a
WEI3	55.85	21.938	.058	.132	.0130 ^a
WEI4	55.93	23.163	.058	.099	.063 ^a
WEI5	55.87	23.740	.104	.129	.038 ^a
WEM1	55.77	22.821	.021	.075	.084 ^a
WEM2	55.78	22.146	.040	.071	.0119 ^a
WEM3	55.83	22.104	.041	.113	.0120 ^a
WEM4	55.87	23.064	.051	.127	.067 ^a
WEM5	55.97	23.422	.085	.224	.047 ^a
WEM6	55.96	22.723	.036	.096	.075 ^a
WEPE1	55.99	22.181	.014	.168	.0106 ^a
WEPE2	56.04	23.381	.093	.092	.039 ^a
WEPE3	56.13	23.293	.098	.105	.032 ^a
WEPE4	55.79	22.330	.009	.094	.102 ^a
WEPE5	55.77	22.083	.042	.082	.0121 ^a
WEPE6	55.85	21.012	.104	.091	.0166 ^a

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Table 5 offerings the methods of, Scale Mean, Scale Variance, Corrected Item, Squared Multiple and Cronbach's Alpha factors utilized right now. The positive relationship among factors exist right now. The most elevated mean among the factors is in women entrepreneur performance expectancy SM (mean 56.13). It is trailed by close to women entrepreneur intention (mean 56.07), with WEPE2 (mean 56.04), and motivation (mean 55.97).

9.6 ANOVA Model Analysis

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2.500	2	1.250	0.744	.015
	Residual	246.833	147	1.679		
2		Total	249.333	149		

ANOVA Test is also being performed to analyses and test the hypothesis. Table No: 6 is based on six columns, First column is based on Model including (Regression, Residual, Total), Second column include Sum of Square values, Third column include DF values, Fourth column have Mean Square values, Fifth column have F-value and Sixth Column have Significant p-value. Table 6 shows that the F-value is the Mean Square among (1.250) divided by the Mean Square inside (1.679), resilient $F=0.744$. The p-value related with this F-value is extremely to nearer (0.015). The p-value is contrasted with the alpha level set at 0.05 or 0.01 than for analyzing the hypothesis there is significantly positive relationship between the Dependent variable and independent variable. The ANOVA result uncovered that women entrepreneur intention among women business people generate the positive relationship hypothesis with motivation and performance expectancy at F (0.744), and 0.05 critical level of P-value. The result is that Alternative Hypothesis are strongly or significantly adequate and reliable for acceptance.

9.7 Coefficients Analysis

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.800	.043		8.746	.000
	Women Entrepreneur Motivation.	.054	.091	.049	.594	.003
3	Women Entrepreneur Performance Expectancy.	.084	.076	.091	1.103	.043

This Result ought to be noticed the significant positive influence of independent variables motivation and performance expectancy on the women entrepreneur intention resulted by various respondents. As Model 1: β (constant) = 3.800, T (constant) = 8.746; $p < 0.01$, 0.05 have positive influence; Model 2: $\beta = .054$, T = .594; $p < 0.05$ have marginal positivity; Model 3: $\beta = .084$, T = 1.103; $p < 0.05$ have significant influence. These models profoundly resulted a highly positive significant influence on women entrepreneurial intention.

9.8 Model Summary Analysis

Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.100 ^a	.010	.003	1.296	.010	.744	2

Model Summary			
Model	Change Statistics		
	df2	Sig. F Change	
1	147	.744	
		1.866	

The above condition in table 8 shows that the autonomous Independent Variable Women Entrepreneur Motivation, Performance Expectancy (WEM, WEPE) affects positively on Women Entrepreneur Intention (WEI) is treated as a result variable. In the next step the linkage is

checked. Dependent variable WEI (DV) have regression on both the Independent variables WEM and WEPE (IV).

10. Discussion and Future Implications

The present research is an impulsion to unequivocally inspect the relationship amid a few variables of motivation, intention and performance expectancies of women's whole pertinacity. There was a gap in last paper where they didn't find the gap of motivation and performance expectancy how they impact on female entrepreneurial intention. So now we work on this part and having significant results. This research shows us motivation is significantly impact on women entrepreneurial intention. Because if the women self-motivated she will perform better and efficiently in their field of work on which she want to run their business. Most important family must be supported which having main role in motivation. With regards to the Hypothesis, results demonstrate that all the independent variables and Dependent variable having in relationship with each other is highly in influence of positive significant. The analyses of the influence of motivation variable towards women entrepreneurial intention furnishes us with inspiration to inquire about on the developing questions of how and why females are turning out to be more business people these days. This research supports the progression of study on motivation, performance expectancy variables and its relationship to women entrepreneurial intention in an assortment of settings.

The status of females strengthening identifies with their monetary position and social circumstance. In accordance, female enterprise has expanded amazingly through all over the globe. Entrepreneur women acculturated administration, unmistakable characters, perception, investigation, and social abilities have assumed an incredible job in business. The extent of woman who become entrepreneurs increasing more every year than that of male entrepreneurs. Besides related hindrances or difficulties women inclusion likewise, have additionally expanded. The Main Objective is to highlighting and promoting the women entrepreneurship in Pakistan because in Pakistan due to some devaluating factors Pakistan has less insensitive tendency to run the legacy regarding to women's to be an entrepreneur. So, the basic is validating the factors to have a clear goal for women entrepreneurs'

intention in order to direct their motives to perform their activities for making the business outcomes successfully. To improve the intention of females' entrepreneurs, there must have an operative job for encouraging women. Mentoring and tutoring programs are a viable method to upgrade the women's enterprising intentions, particularly in rural territories. In this manner, the advancement of women's business enterprise as social decision will be exceptionally applicable instrument to improve women entrepreneur intentions.

11. Conclusion

The after effects of this research study suggest that there are higher possibilities to build the enterprising intention of women who figured out how to frame progressively positive discernments about business enterprise for the duration of their lives. The outcomes from this research work obviously demonstrate that the motivation thought processes of women intention in entrepreneurial activities increment the best results according to one's own ability and enthusiasm to generate, compose, and deal with one's own business alongside any of its dangers to make a benefit. There are some limitation during the research study, which are constrained in a couple of ways. The First limitation is of outcomes found right now from a restricted shorter sample. Surveys of studies with higher or larger sample sizes with more members of various age assemblies may give various outcomes. Self-revealed issue might be constraint of this examination. Further surveys should test the influences amongst the variables.

Second limitation, of this research study is the construction of certain statements in the questionnaire. Issues appear to elucidate the outcome of all variables including intention, motivation and performance expectancy. Third, our examination has included information just on people claim observations, not genuine capacities. Fourth, the utilization of a Linear Regression model dependent on inappreciable stereotype issues. However, which ought to be improved by adding some extra criteria measures to this model. Future Research Implications should be to broaden the attention to include students from a numeral of institutes. Furthermore, in future research study there should also enhancement in the methodological accuracy by expending an experimental proposal and supplementary situational variables. So, this research infers that when the women's get more

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focused for their motives then their intentions would be sturdier to give best outputs for their businesses.

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