

Abstract

This research explored the motivating factors that propel women entrepreneurs of Hyderabad, towards initiating a startup. As well as to identify the role and measure of fear of failure in entrepreneurial activity as experienced by them. The literature states that necessity or/and opportunity-driven women are motivated to become an entrepreneur from multiple perspectives. For this research, the selected perspectives were economical, sociological, and psychological.

The research materials and methods adopted was largely qualitative in nature to meet the aim and objectives set for the study. The sample size as its a qualitative study comprised of 10 active nascent women entrepreneurs with startups in Hyderabad city. Therefore, to explore the factors of women towards the necessity and opportunity-driven entrepreneurship, semi-structured interviews were conducted and were analyzed by using the qualitative content analysis technique to identify and measure the entrepreneurial fear of failure, scales were adopted and analyzed.

The findings suggest that women who became entrepreneurs had different motivating factors in either category (necessity or opportunity). The factors for necessity driven women entrepreneur were motherhood, autonomy, single parent, lack of income support, keeping oneself busy while for opportunity-driven, women the entrepreneurs were persuasion of passion and interest. However, similar motivating factors were found in both types of entrepreneurs such as the need of achievement, skills, and abilities, social capital, benefits of technology, financial independence, and entrepreneurship as a career choice. The role of entrepreneurial fear of failure was not found to be an inhibitor in these cases. In concluding, necessity driven women entrepreneurs had a greater fear of failure than those of opportunity-driven women entrepreneurs as they were more familiar after identifying an opportunity startup. Overall, the study sheds light on two very important types of entrepreneurship in the literature as well as being a first of its kind study conducted using a qualitative technique. It adds the further understanding that entrepreneurship can have several triggering factors and not all startups are opportunity-based.

Keywords: women entrepreneurship, opportunity startups, necessity startups, motivation, fear of failure, Pakistan