

## **Motivational Factors Influencing Women's Entrepreneurship: A Case Study of Female Entrepreneurship in South Africa**

**Authors :** Natanya Meyer, Johann Landsberg

**Abstract :** Globally, many women are still disadvantaged when it comes to business opportunities. Entrepreneurship development programs, specifically designed to assist women entrepreneurs, are assisting in solving this problem to a certain extent. The purpose of this study is to identify the factors that motivate females to start their own business. Females, from three different groups (2013, 2014, and 2015), who were all enrolled in a short learning program specifically designed for women in early start-up stage or intending to start a business, were asked what motivated them to start a business. The results indicated that, from all three groups, the majority of the women wanted to start a business to be independent and have freedom and to add towards a social goal. The results further indicated that, in general, women would enter into entrepreneurship activity due to pull factors rather than push factors.

**Keywords :** entrepreneurship programs, female entrepreneur-ship, motivational factors, South Africa

**Conference Title :** ICEID 2015 : International Conference on Entrepreneurship, Innovation and Development

**Conference Location :** London, United Kingdom

**Conference Dates :** November 27-28, 2015