

SOCIOCULTURAL AND ECONOMIC DETERMINENTS OF SUCCESS OF WOMEN'S ENTREPRENEURSHIP: EMPIRICAL APPLICATION IN CASE OF TUNISIA

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Reçu 26-05-2019	Accepté 17-11-2019	Publié en ligne 25-12-2019
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Abstract

The purpose of this paper is to analyze significant configurations of entrepreneurship. One is related to the feminine gender. In this regard, we focus primarily on the principal factors of women's entrepreneurship especially socio-cultural and economic factors. The results of our empirical study of 60 female entrepreneur graduates reveal that socio-cultural factors are crucial factors, but economic factors are condemned as obstacles of the success of women's entrepreneurship.

The empirical part helps to identify and better understand the factors that influence the success of female entrepreneurship, can guarantee the success of female entrepreneurship in the Tunisian context. The theoretical part proposes a clarification of the term "Female Entrepreneurship" and its determinants of their success.

Keywords: Women's entrepreneurship, socio-cultural factors, economic factors and Tunisia.

1-Introduction

Today, no one can deny the major contribution of entrepreneurship to the contractual spirit and economic growth. Indeed, there is a steep climb of entrepreneurship in almost all countries of the world. Such an increase is justified by the significant interest shown by researchers to this phenomenon (Eby et al, 2005, Jennings and McDougald, 2007 Shelton, 2006; Greenhaus and Powell, 2006; McNall et al, 2010).

In fact, and according to Boussetta (2011), the development of female entrepreneurship has become an integral part of the development strategy of the country. Various associations and organizations, which are aware of the fundamental role of women in social and economic spheres, have made women a key player with international support (UNDP, World Bank).

Thus, promoting and developing female entrepreneurship in all territories, creating an environment that supports the development and the expansion of women's enterprises and improving the economic situation of women contractors are the most important steps.

Several academic researches in entrepreneurship and more specifically women's entrepreneurship in recent years, have recently been carried out by Paturel and Arasti, (2006). From this research report, several topics appeared including the determinants that are regularly fed by reflections on female entrepreneurship. In fact, it appears that the order of importance of the determinants changes somewhat across countries.

However, an extensive review of the literature reveals a theoretical debate. On the one hand, in a study of the perception of bank loans of male and female contractors, Buttner and Rosen (1988) found that women were perceived as less contractual than men. Women contractors were evaluated significantly lower on dimensions related to leadership, autonomy, risk-taking, willingness to change and they were classified as more emotional.

On the other hand, opposite to these perceptions, analyzes of actual traits of contractors show more similarities between the two genders than differences. Women seem to have similar motivations and skills than men. Chaganti (1986) also notes that there is no significant difference between the two genders.

The issue in this debate is not just theoretical. The consequences are especially practical. In this context, we need to do more empirical studies to identify factors that influence the success of women contractors.

In this regard, conducting extensive research in the field notes the timeliness and the importance of female entrepreneurship.

We chose the Tunisian context for our research given the increasing development of women's entrepreneurship and their crucial role in economic growth, and also because of the scarcity of studies on this topic. The question that seems legitimate to answer in this research is very important: What are the factors that influence the success of female entrepreneurship in Tunisia?

Our research will be structured around three parts: First, we will analyze the key determinants of female entrepreneurship. Then we will present the methodology. Finally, we will close our analysis by the presentation and discussion of the main results.

2-Factors of women's Entrepreneurship

The objective of this part is to formulate a conceptual framework for identifying the determinants of female entrepreneurship. This paragraph will host the presentation of models addressing the factors that influence women's entrepreneurship. Subsequently, we try to develop a research model holding the most influenced variables on the women's entrepreneurship in the Tunisian context. Finally, we attempt to advance the concepts (variables of our model) that will serve as a basis for the development of the set of assumptions that we seek to verify.

2-1. The effect of sociocultural factors on the success of women's entrepreneurship

According to Paturel and Arasti (2006), sociocultural factors include social norms (customs, the eyes of society towards female entrepreneurship, the models in the family, friends and relatives), conflicts in work and in the family, the level of training and its effect on the activity of the enterprise, creativity, marketing, business plan, management of the company, technology of information and sources of information, and the social catalysts.

Determining cultural factors explaining engagement in business is based principally on the work of Bollinger and Hofstede (1987) and that of Hofstede (1994). These authors have identified that these factors are common to various Western cultures. Brockhaus and Nord (1979), and Hisrich and Fulop (1995) suggest that sociocultural factors ensure, among others, the success of women's entrepreneurship.

In addition, this process can be differentiated according to the entrepreneur's gender (Marlow and Patton, 2005, BarNir et al., 2011 and BarNir, 2012) and relevant differences have been identified between female and male entrepreneurship. In this study and according to North (1990 and 2005), socio-cultural factors will be analyzed as informal institutions (or the culture of a society, such as codes of conduct, attitudes, values, behavioral norms, etc.) that affect female entrepreneurial activity.

Thus, Paturel and Arasti (2006) in their research in the Iranian context, have generated optimism that environment played a decisive role in the creation of companies for Iranian women. These authors found that traditional beliefs in society play no role in the creation of business by the Iranian graduates. In the same context, Arasti and Paturel (2006) argue that Iranian women contractors have managed to overcome social contextual constraints.

A review of previous literature (Brockhaus and Nord, 1979; and Hisrich and Fulop, 1995;) shows that the existence of models in the family and among friends influences the motivation for entrepreneurship. These last two show that the model has a partial role in the success of women's entrepreneurship. The results of their research showed that 20% of women contractors have the impact of role models in their families and nearly 17 % of the models within the group of friends and relatives.

Sumi, 2014, p.5 stated "that the family atmosphere and values of an entrepreneurial family can provide a lot of support for the development of personality or entrepreneurial character.

In recent research, it has been recognized that socio-cultural factors have a significant effect on the entrepreneurial process (Aidis et al., 2008; Coduras et al., 2008; GómezHaro et al., 2011; Liñán et al, 2011; Thornton; et al., 2011).

In a similar way, many researches studied catalysts social factors as pushing or encouraging women contractors (Paturel and Arasti 2006). In Iran, and after these two researchers, social catalysts are undoubtedly elements promoting the success of women's entrepreneurship.

From these ideas, we can formulate the following hypothesis:

Hypothesis.1: Socio-cultural factors positively affect the success of female entrepreneurship.

2-2. The effect of economic factors on the success of women's entrepreneurship

Economic factors are linked to limited employment opportunities, high rates of unemployment, instability and insecurity in the labor market, and discrimination against women (Hernández et al., 2015).

Eikhof et al., (2013) reported that the main difference between entrepreneurs in developing and developed countries is that women in developing countries do not have access to banking systems and can not usually receive loans without the prior authorization of the man, like their husband or brother.

In this context, the evolution of female entrepreneurial activity is more sensitive to economic recession than male entrepreneurial activity (De Bruin et al 2007 and Manolova et al., 2012). Indeed, women have fewer saving to invest; it would be so difficult for women to invest heavily (Andersson et al., 2007).

According to Paturel and Arasti (2006), economic factors consist of various rates (inflation, growth, unemployment, exchange rates), as the intensity of competition, the impact of immigration, the size of the public area, the opportunities for economic boycotts, the political instability, the changes in consumption, the access to financial and technological resources and information.

From the research done by these two researchers in an Iranian context, no economic factor used has a positive impact on the success of entrepreneurship by women graduates. The economic crisis, the growing numbers of competitors, the extended presence of the public sector in the economy and the political instability have a negative role on the spirit and the intent of the women observed to be undertaken. The growth of unemployment and the economic boycotts do not play more on the creative process. In general, economic factors tend to constitute barriers to the success of female entrepreneurship.

Much research (Bruno and Tyebjee 1982; and Pennings, 1982) made on women's businesses in this direction, argue that access to financial resources and subsidies play an important role in business performance. The availability of sufficient funds contributes positively to the success, profitability and growth rate of business creation.

The review of the previous literature (Allen and Truman, 1993 and Kantor, 2002) on access to information allows us to see that there is another problem of women contractors and graduates and forms a sort of barrier to entry into the contractual process. Indeed, the most remarkable work in this area seems to be that of Arasti and Paturel (2006). These latter indicated that the problem of women contractors concerns the monopoly of information, the non cooperation of specialists or experts and the lack of information. Therefore, on the basis of this reasoning, we present the following hypothesis: Hypothesis.2: Economic factors have a negative effect on the success of women's entrepreneurship.

3. The methodology of the research

Our research's goal is to identify the determinants of female entrepreneurship; subsequently we propose to study the relationship between the above factors and the success of women's entrepreneurship. These relationships are integrated into a conceptual model that will be tested later.

Prior to analyzing the data collected, it is important to study the characteristics of the sample obtained and to specify the indicators to measure different variables and their measurement scales adapted from previous work.

The methodological framework of this research is to define the various stages of validation of our conceptual model that are subject to the following features: In fact, because of the small population object of our research, the constraint of time and cost size, and non- cooperation of some officials, our sample consists of 250 women contractors.

The items used to measure this variable are inspired mainly from the study of Arasti and Paturel (2006). In this research, the interviewees were asked to respond according to a Likert scale ranging from " not agree" to "strongly agree" to the following items : Socio-cultural environment optimism; traditional beliefs; presence of model; balance between work and family training; and presence of catalysts

The literature is rich in works that have used empirical measures of economic factors. We chose to measure this variable by 7 items with reference to the work of Arasti and Paturel (2006). Respondents were prompted to answer the following statements on a Likert scale ranging from 5 points «Totally agree" to " Strongly agree": Economic crisis; growth of unemployment, growth in the number of competitors; scope of the public sector in the economy; economic boycotts; political instability and accessibility to resources.

4-Empirical Results and Discussion

First, we recall that the measurement scale of the socio-cultural factors consists of six items. The results of the factor analysis are satisfactory. Indeed, the data matrix of the measurement scale is factorisable since KMO = 0.709. Thus, Bartlett's test shows a chi-square = 163.843 and $p = 0.000$. The same determinant is different from zero (0.161).

By observing the values of the quality of representation, we find certain items of low values (< 0.5): These items are socio-cultural 3 and socio-cultural 6. Hence, it is necessary to eliminate these items.

Therefore, we proceeded to the extraction of components. Thus, we end up with a satisfactory solution of a single factor with eight values greater than one (2,655) and restores 66.375 % of the initial information. Cronbach's alpha of this factor and factor analysis on this scale are shown in the table above.

Table N° 1: Factorial structure: Socio-cultural factors

Items	Contribution of Factors	Quality representation	MSA
Optimism of environment	,896	,803	, 664
Traditional beliefs	,803	,644	,809
The balance between work and family	,737	,543	,756
Training	,815	,665	,658
p-value	2,655		
% of explained variance	66,375%		
Alpha of Crombach	,828		

According to this analysis, all the conditions are satisfied (MSA are greater than 0.5, the contributions of items to the training of factors are greater than 0.6 and Cronbach's alpha is greater than 0.7).

Examination of the correlation matrix between the items of the variable "successful women's entrepreneurship" shows that they are positive and significant and testify thereafter uniqueness of the scale.

A value of KMO being (0.871) showing an acceptable integrity between items and a significant Bartlett's test (chi-square = 292.206, $p = 0.000$) indicates that the data can be subjected to the method of factor analysis.

This result is enjoyed more with the MSA indices and the quality of representation for items that are satisfactory (> 0.5) except one item which the quality of representation which is equal to 0, 378. So we will eliminate these items.

Table N° 2: Factorial analysis: successful women contractors

Items	Contribution Factors	of Quality representation	MSA
Career satisfaction	,760	,578	,927
Recognition	,852	,726	,887
Reputation	,805	,649	,865
The growth rate	,871	,759	,812
Expenditures	,896	,802	,802
p-value	3,514		
% of explained variance	70,289%		
Alpha of Crombach	,892		

The result of this analysis shows a percentage of the solution where the retrieved information factor is the order of 70.289 %. The correlations of these items with this factor vary from 0.760 to 0.896. These correlations are used to interpret the role of each variable (item) in the definition of each factor. The greater the weight, the higher the factor is representative of the variable. Therefore, the choice of these items is acceptable, since these are high correlations. These results are more appreciated by the Cronbach alpha value of 0.892 which is considered good.

The new results of this analysis off a solution where the percentage of information retrieved factor amounted to approximately 61.773%. Correlations of these items with this factor vary from 0.730 to 0.810. These correlations are used to interpret the role of each variable (item) in the definition of each factor. The higher the weight, the higher the variable is representative of the factor. Therefore, the choice of these items is acceptable since these correlations are high. These results are appreciated more by the alpha of Crombach is considered good (0.808).

Subsequently, on the basis of these results, we can proceed to the stage of verification and discussion of assumptions of our research.

Table N°3: Factorial analysis: economic factors

Items	Contribution of Factors	Quality representation	MSA
The growing number of competitors	,810	,656	,658
The extended presence of the public sector in the economy	,788	,621	,661
Economic boycotts	,730	,533	,650
Political instability	,813	,661	,627
p-value	2,471		
% of explained variance	61,773%		
Alpha of Crombach	,808		

For our study, we consider the linear regression as the method of analysis of the most appropriate data. The most common combination measures are those which correspond to two variables with the same levels of measurement (metric) (Evrard et al, 2003). The purpose of regression analysis is to determine the value of the parameters and to identify the relationship between the dependent variable and the independent variable.

The evaluation of the relationship between "cultural factors" and "the success of women's entrepreneurship" is summarized in the following table:

Table N° 4: Sociocultural factors and success of women's entrepreneurship

Variables	Success of women's entrepreneurship
Sociocultural factors	,924**
Coefficient of determination R^2	,853
Fisher coefficient F	527,536
Signification of F	,000
Durbin-Watson	1,831

The coefficient of determination R^2 is equal to 0.853; we can say that 85.3% of the variability of the success of women's entrepreneurship is explained by socio-cultural factors. Thus, there is a positive relationship between these two variables.

The assumption (H.2) predicts the existence of a relationship between the dependent variable (the success of women's entrepreneurship) and the independent variable (economic factors). This relationship is verified in Table 4 above seeing that the percentage of variance explained is 45.3 %.

Table 5: Economic Factors and success of women's entrepreneurship

Variables	Success of women's entrepreneurship
Economic factors	,673**
Coefficient of determination R^2	,453
Fisher coefficient F	75,508
Signification of F	,000
Durbin-Watson	1,442

The estimated regression coefficient of this variable is significant. In other words, there is a negative relationship between economic factors and the success of women's entrepreneurship. Therefore, the assumption (H.2) is saved.

From the results obtained, optimism of environment, traditional beliefs, the balance between family and work and training positively affect the success of women's entrepreneurship. These results coincide with some previous studies (Brockhaus and Nord, 1979; Hisrich and Fulop, 1995) and show that sociocultural factors ensure, among others, the success of women's entrepreneurship. Similarly, Paturel and Arasti (2006) in their research in the Iranian context, have generated optimism that environment played a decisive role in the success of the Iranian woman contractor. By opposition, other study as that of Boussetta (2011) points out that these factors are as an obstacle to the success of women's entrepreneurship. In this context, Kessy states that most sociocultural factors are usually a double-edged sword that can often be seen both as an asset or liability.

Indeed, this assumption was confirmed in the Tunisian context. This can be explained by the change in the attitude of the Tunisian society towards women contractor.

The results of our research show that economic factors have a negative effect on the success of women's entrepreneurship. This finding is consistent with those of several researchers (Patrel and Arsti, 2006; Allen and Truman, 1993; Kantor, 2002). In the same research, many researchers (Bruno and Tyebjee, 1982; Pennings, 1982 and Brophy, 1989) showed that economic factors play a negative way to success. The assumption H.2 assumption was accepted in the Tunisian context. This can be explained by the political instability after the revolution and its impact on economic growth, increasing the number of competitors; access to credit systems is still low due to lack of collateral.

5-Conclusion

Statistical analysis can reveal limitations that may lead to these results. The first limitation relates to the breach of the condition of multi normality. This is due to the small sample size. The second limitation involves the loss of information due to the replacement of each latent variable by the average of the observable variables.

The methodological analysis allows us to derive two main points that can be the origin of such non- significant results. The first relates to the translation of the scales of measures that can be a source of error in responses. The second is related to the positions of the respondents. The results of our research can provide important managerial implications. The information provided by this research allows encouraging women to create their specific projects, taking into account the determinants (economic and socio-cultural) and the factors identified in our study.

Our study may be useful for women contractors and aims to identify the factors that influence the success of their specific projects. Women contractors have more information about the characteristics of the market and have the intention to undertake. In addition, our research provides support for women's reflection on the factors that influence their success entrepreneurship. The theoretical part provides a clarification of the term "Women's entrepreneurship" with its determinants of their success. The empirical part helps to identify and understand the factors that influence the success of women's entrepreneurship in the specific case of Tunisia.

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7. Annexes

Annexe1 -Analyse en Composantes Principales

Les facteurs socioculturels

Indice KMO et test de Bartlett		
Mesure de précision de l'échantillonnage de Kaiser-Meyer-Olkin.		,709
Test de sphéricité de Bartlett	Khi-deux approximé	163,843
	Ddl	6
	Signification de Bartlett	,000

Qualité de représentation		
	Initial	Extraction
L'optimisme de l'entourage	1,000	,803
Les convictions traditionnelles	1,000	,644
L'équilibre entre la famille et le travail	1,000	,543
La formation	1,000	,665
Méthode d'extraction : Analyse en composantes principales.		

Variance totale expliquée							
Composante		Valeurs propres initiales			Extraction Sommes des carrés des facteurs retenus		
		Total	% de la variance	% cumulés	Total	% de la variance	% cumulés
dimension 0	1	2,655	66,375	66,375	2,655	66,375	66,375
	2	,726	18,158	84,534			
	3	,419	10,470	95,004			
	4	,200	4,996	100,000			
Méthode d'extraction : Analyse en composantes principales.							

Matrice des composantes ^a	
	Composante
	1
L'optimisme de l'entourage	,896
Les convictions traditionnelles	,803
L'équilibre entre la famille et le travail	,737
La formation	,815
Méthode d'extraction : Analyse en composantes principales.	

Matrice des composantes^a	
	Composante
	1
L'optimisme de l'entourage	,896
Les convictions traditionnelles	,803
L'équilibre entre la famille et le travail	,737
La formation	,815
Méthode d'extraction : Analyse en composantes principales.	
a. 1 composantes extraites.	

Statistiques de fiabilité	
Alpha de Cronbach	Nombre d'éléments
,828	4

Les facteurs économiques

Indice KMO et test de Bartlett		
Mesure de précision de l'échantillonnage de Kaiser-Meyer-Olkin.		,649
Test de sphéricité de Bartlett	Khi-deux approximé	125,977
	ddl	6
	Signification de Bartlett	,000

Qualité de représentation		
	Initial	Extraction
La croissance du nombre des concurrents	1,000	,656
La présence étendue du secteur public dans l'économie	1,000	,621
Les boycottages économiques	1,000	,533
L'instabilité politique	1,000	,661
Méthode d'extraction : Analyse en composantes principales.		

Variance totale expliquée							
Composante		Valeurs propres initiales			Extraction Sommes des carrés des facteurs retenus		
		Total	% de la variance	% cumulés	Total	% de la variance	% cumulés
dimension 0	1	2,471	61,773	61,773	2,471	61,773	61,773
	2	,793	19,824	81,597			
	3	,468	11,689	93,286			
	4	,269	6,714	100,000			
Méthode d'extraction : Analyse en composantes principales.							

Matrice des composantes ^a	
	Composante
	1
La croissance du nombre des concurrents	,810
La présence étendue du secteur public dans l'économie	,788
Les boycottages économiques	,730
L'instabilité politique	,813
Méthode d'extraction : Analyse en composantes principales.	
a. 1 composantes extraites.	

Statistiques de fiabilité	
Alpha de Cronbach	Nombre d'éléments
,808	5

Annexe 3- Régression linéaire

L'effet des facteurs socioculturels

Récapitulatif des modèles ^b										
Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Changement dans les statistiques					Durbin-Watson
					Variation de R-deux	Variation de F	ddl1	ddl2	Sig. Variation de F	
1	,924 ^a	,853	,851	,50529701	,853	527,536	1	91	,000	1,831

a. Valeurs prédites : (constantes), les facteurs socioculturels

b. Variable dépendante : La réussite de l'entrepreneuriat féminin

Coefficients^a

Modèle	Coefficients non standardisés		Coefficients standardisés	t	Sig.
	A	Erreur standard	Bêta		
1 (Constante)	,007	,053		,140	,889
les facteurs socioculturels	,949	,041	,924	22,968	,000

a. Variable dépendante : La réussite de l'entrepreneuriat féminin

L'effet des facteurs économiques

Récapitulatif des modèles^b

Modèle	R	R-deux	R-deux ajusté	Erreur standard de l'estimation	Changement dans les statistiques					Durbin-Watson
					Variation de R-deux	Variation de F	ddl1	ddl2	Sig. Variation de F	
1	,673 ^a	,453	,447	0,97389428	,453	75,508	1	91	,000	1,442

a. Valeurs prédites : (constantes), les facteurs économiques

b. Variable dépendante : La réussite de l'entrepreneuriat féminin

Coefficients^a

Modèle	Coefficients non standardisés		Coefficients standardisés	t	Sig.
	A	Erreur standard	Bêta		
1 (Constante)	-,282	,116		-2,441	,017
les facteurs économiques	,625	,072	,673	8,690	,000

a. Variable dépendante : La réussite de l'entrepreneuriat féminin