Female Entrepreneurs in Honduras
The Motivation Factors Behind their Decisions

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Entrepreneurial activity can promote economic development on a national level. Women are the most underdeveloped workforce globally. The amount of entrepreneurs is higher in developing countries, where lack of equality, education and resources most detain them from engaging economically. It is crucial to understand what motivates these entrepreneurs, more specifically women entrepreneurs, since they are so important for the development. Few studies have been done about women entrepreneurs’ motivation compared to those done about men and even more scarce are the studies done in developing countries.

This study is conducted through interviews and a survey among women entrepreneurs within the PFME. The PFME is a program within the private organisation CCIT that aims to strengthen women entrepreneurs in Honduras through support and education.

Push-factors are those motivation factors that come out of necessity and pull-factors are those that come out of opportunity. This study shows that the push-factors are more common among these Honduran women than among women in studies from other countries. Economic reasons and independence are among the highest ranked motivations. Further research need to be done in order to understand what affects these motivation factors on a country level and why there are differences between the motivation of women entrepreneurs in developed countries and developing countries.

Key words: Entrepreneurship, women, motivation, Honduras
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Thank you!
Acronyms

- CCIT – Cámara de Comercio e Industria de Tegucigalpa (The business and industrial chamber of Tegucigalpa) [authors’ translation].
- EIU – Economist Intelligence Unit.
- GEM – Global Entrepreneurship Monitor.
- GTZ – German Technical Cooperation.
- LAC – Latin America and the Caribbean.
- NGO – Non-governmental Organizations.
- OECD – Organization for Economic Co-operation and Development.
- PFME – Programa Fortalecimiento de la Mujer Empresaria de Francisco Morazán (Program Strengthening the Women Entrepreneurs in Francisco Morazán) [authors’ acronym and translation].

Conceptual Explanations

- **Entrepreneurship**: entrepreneurs are those persons (business owners) who seek to generate value, through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets.¹
- **Macho**: a man that exaggerates or overestimates his masculinity and shows a patronizing attitude towards women.²
- **Male chauvinism**: contemptuous male attitude towards women, especially considering the capacity of women in areas outside of those who are traditionally female.³
- **Motivation**: internal and external factors that stimulate desire and energy in people to be continually interested and committed to a job, role or subject, or to make an effort to attain a goal.⁴
- **Social reproduction**: refers to maintain and reproduce humans. This means providing food, clothing, shelter, health care and basic security, along with the development and transmission of knowledge, social values and cultural practices and the construction of individual and collective identities.⁵

¹ OECD (2012) p. 23  
² Svenska Akademien (2009)  
³ Svenska Akademien (2009)  
⁴ Business Dictionary (2013)  
⁵ Bezanson (2006) p. 4
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I Introduction

But simply increasing the number of working women will not be enough. The poorest regions of the world have among the highest levels of female labour force participation, and poverty in those regions persists. Rather, to realise greater returns from female economic activity, the legal, social, financial and educational barriers hindering women’s productivity need to be removed.6

Entrepreneurship is important for the function of organizations and economies and can shape whole economies both economically and socially, according to Lisa A. Keister, professor in sociology. She refers to Schrumpeter, that already in the 1930’s saw that entrepreneurship is vital for economic growth and development. She also refers to Reynolds, who has seen that entrepreneurship is more common today, and that the amount of entrepreneurs is much higher in developing countries than in developed countries.7

Entrepreneurship is vital for businesses’ and economies’ growth. It has a creativity that promotes the foundation of new organizations. It also has a flexibility that is resistant to the changing market and new challenges. Therefore it is important to understand the entrepreneurship and how it differs between different countries, according to Gary D. Libecap, professor of Corporate Environmental Management.8

Capitalist societies’ development depend on entrepreneurship since the creation of new businesses makes economies grow and increases the amount of employments. If the growth continues or not rests on whether the entrepreneurs in society have access to the social and economic resources they need. However, the quantity of entrepreneurs tends to be higher in countries with low equality.9

Women are a key driver for economic growth. That women started to work has helped many developed countries and the decreasing gap between men and women in the labour market still accounts for 25 per cent of Europe’s annual GDP growth. Now research indicates that women in developing countries have this same potential if they obtain the right education, equipment and are empowered.10

Almost half of the world’s women work outside the formal sector. They are the most underdeveloped source of work. Since women more often carry out unpaid labour, especially in developing countries, they have less access to resources and income than men. Educated and healthy women with control over the household economy are more likely to invest in their children’s education and health – the work force of tomorrow.11

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6 EIU (2012) p. 4-5
7 Keister (2005) p. ix
8 Libecap (2005) p. ix
9 Lippmann et al. (2005) p. 3-7
10 EIU (2012) p. 4-5
11 EIU (2012) p. 4-5
Most studies on entrepreneurship have been implemented among men, and feminists point out that entrepreneurial theory therefore cannot be generalized to female entrepreneurship. Perceptions and definitions of entrepreneurship have their starting point in masculine studies, are well-established and now stand in the way of the development of the science of female entrepreneurship. It is necessary to reassess traditional stereotypes and model in order to provide space for both women and men in theories of entrepreneurship, according to Lois Stevenson, professor in entrepreneurship and small business management.\textsuperscript{12} Women’s entrepreneurship depends on both the situation of women in society and the role of entrepreneurship in that same society.\textsuperscript{13}

Few studies have been made about women and entrepreneurship in developing countries and the results from studies made in developed countries cannot be applied to developing countries. The differences in social structures, work-, family- and social life affect the motivation and success of women entrepreneurs. Since the information about women entrepreneurs’ motivation in developing countries are so scarce, it is not possible to know how big the importance of women is in the economic development and in facilitating and developing business management in these countries.\textsuperscript{14} There need to be an effort to create an international source of knowledge to learn more about; women entrepreneurs; what difficulties they meet; and what motivates them.\textsuperscript{15}

We wanted to investigate what motivates women to become entrepreneurs in a developing country. There was a possibility to visit one of the lowest ranked countries in the Women’s Economic Opportunity Index 2012 for gathering of data, namely Honduras. Honduras is placed as number 88 out of 128 countries in this index. The index includes; labour policy and practice; access to finance; education and training; women’s legal and social status; and general business environment.\textsuperscript{16} This means that the opportunities for women in Honduras are scarce and this makes it interesting to investigate the subject women entrepreneurs in Honduras and their motivation.

\textsuperscript{12} Stevenson (1990) p. 439-440  
\textsuperscript{13} OECD (2004) p. 51  
\textsuperscript{14} Hisrich & Özürk (1999) p. 114-124  
\textsuperscript{15} OECD (2012) p. 22  
\textsuperscript{16} EIU (2012) p. 10
2 Research aim

The aim with this study is to investigate what motivates women within the PFME in Honduras to become entrepreneurs and put the results into a context of previous research on the area. We also want to see how the PFME has had an impact on the women.

2.1 The Research Questions

- What motivates women in Honduras to become entrepreneurs?
- How do these women view entrepreneurship in relation to employment?
- In what way has the PFME impacted the women participating?

3 Background

This section presents background information about the country Honduras and the PFME where all the women participating in the study are registered. It also contains the previous research that is used as a base for this study and the theory push and pull that will be connected to the results in the discussion.

3.1 Honduras

Honduras is located in Central America and is the second largest country in the area with approximately 8 million inhabitants. 90 per cent of the inhabitants are mestizos, a mixture of the indigenous population and the Hispanics that occupied the continent in the 16th century. Today Honduras is one of the poorest countries in the world and the second poorest in Central America. Approximately 60 per cent of the Hondurans live in poverty and half the population does not have access to health care. One of the reasons for this is the great inequality in the country when it comes to the division of incomes and also the high rate of unemployment. Honduras main income is generated by the export of bananas, coffee and clothing. This is an unstable source of income since nature disasters and changes in the market make it vulnerable. In 1998 the country was struck by the hurricane Mitch which left the country devastated and the Hondurans are still recovering from the effects. One third of the population is underemployed and because of the great unemployment outside of agriculture many Hondurans migrate. One fifth of the annual GDP comes from migrated Hondurans who send money back to their families.\textsuperscript{17}

The inhabitants of Honduras can attend public schools for free and the six yearlong primary school is mandatory but only 30 per cent of all children continue their education. Approximately 70 per cent of the children graduate sixth grade.\textsuperscript{18} The amount of boys and girls at primary school are equal, but the amount of girls and women is higher than the amount of boys and men in secondary and tertiary educations, up to

\textsuperscript{17} CIA (2010)
\textsuperscript{18} Nationalencyklopedin (2011)
50 per cent higher. The contrary is found in the labour market though, where only about 30 per cent of
the formal labour force is women.\textsuperscript{19} Women earn approximately 60 per cent of men’s’ wages.\textsuperscript{20}

\section*{3.2 PFME}

CCIT is an organization that started more than 100 years ago with the aim to support and promote the
entrepreneurial development in Honduras. The originators wanted to increase the private investments to
benefit the nation.

Due to the success of an earlier project for women entrepreneurs in 2007, the CCIT decided to start the
PFME (Program Strengthening the Women Entrepreneurs in Francisco Morazán). Francisco Morazán is
the name of the district where the capital is located and where the CCIT operates. The objectives of this
program are among others to; strengthen and develop capabilities among women; strengthen women’s
established businesses and new businesses; reduce women’s social and economic inequality; and
contribute to the competitiveness and dynamics of the Honduran economy through development of
female micro entrepreneurs. The coordinator for the program is Tirza Solorzano Nuñez.

The women participating are required to; have completed primary school; be over 18 years old; have been
working with their own business for at least a year; and want to increase their income.\textsuperscript{21}

\section*{3.3 Previous Research}

The following themes include the motivation factors that other researchers have found in their studies of
women entrepreneurs in different countries. They are divided by categories as explained in the method
and follow an alphabetic order.

\subsection*{3.3.1 Contribution to Society}

German Technical Cooperation (GTZ) has made studies about women’s motivation to become
entrepreneurs in Latin America and the Caribbean. They have found that some woman want to become
entrepreneurs to be able to contribute to their country and its economic development. It can also include
being able to create and offer employment.\textsuperscript{22}

\subsection*{3.3.2 Dissatisfaction with Previous Occupation}

McGowan who has made a case study in Northern Ireland describe dissatisfaction at previous job as a
factor that make women choose the entrepreneurship.\textsuperscript{23} Close related to this factor are two of the factors
that Hisrich & Öztürk found in their study in Turkey. Those are that some women started their business
because they were bored as house wives or felt frustration at their previous jobs. They wrote about

\begin{footnotesize}
\begin{itemize}
\item \textsuperscript{19} FN-sambandet (2010)
\item \textsuperscript{20} UN (2006) p. 52-53
\item \textsuperscript{21} CCIT (2013)
\item \textsuperscript{22} GTZ (2010) p. 112
\item \textsuperscript{23} McGowan et al. (2012) p. 62
\end{itemize}
\end{footnotesize}
women entrepreneurs in Turkey and wanted to investigate if there were any differences between what motivates women to become entrepreneurs in OECD-countries and a developing economy like Turkey. Something that motivates women to become entrepreneurs is the so called glass-ceiling. That includes the obstacles that affect women when it comes to the possibility to succeed in their careers. The glass-ceiling is the systematic discrimination of women that detains them from advancing within organizations and companies. Because of this discrimination, some women choose to start their own business. Inequality in gender wage gaps during employment is a factor that GTZ mentions. They, as well as Loza, also mention the glass-ceiling in the private sector as a factor that make women become entrepreneurs.

3.3.3 Economic Reasons
According to Hisrich & Öztürk, economic necessity and security are weak motivation factors. Motivations related to money did not seem to be of any importance. In contrast to Hisrich & Öztürk’s study, GTZ’s report points out necessity of supplemental income as one of two main factors for women. McGowan’s study shows that none of the women have a solely financial factor as a motivation. The economic reasons for starting an own business is reflected upon in the findings of Luoma & Qian. Their case study on women entrepreneurs in Finland shows that if the entrepreneurship generates more money than an employment in terms of salary, it can motivate women to become entrepreneurs. Some of these women did not even consider employment as a reasonable choice for them. None of the interviewed women for their study had a strong financial background to support their business in the start-up. They wanted to make a living through their businesses.

3.3.4 Flexibility
Half of the women in McGowan’s case study mention a desire for flexibility as a motivation factor to become an entrepreneur. Women want greater flexibility in both their work and their spare time, they want the opportunity to take care of their children but also to plan their work and to make it more efficient. GTZ’s studies show how women frequently use flexibility as a reason to become entrepreneurs. They desire to have a more flexible schedule. Even if the children are in school age the women want to be able to spend more time with their children both before and after school. And therefore look for opportunities to have a job where they can be more flexible. From GTZ’s case study in Bolivia flexibility has been seen as more important than money. It is more likely that non self-employed

25 Loza (2011) p. 54
26 GTZ (2010) p. 20
28 McGowan et al. (2012) p. 61
29 Luoma & Qian (2009) p. 28
30 Luoma & Qian (2009) p. 28
31 McGowan et al. (2012) p. 61
32 GTZ (2010) p. 15
individuals perceive themselves as poorer than self-employed individuals with the same economic status.\textsuperscript{33} Women appear to integrate their work life and personal life more than men.\textsuperscript{34} Luoma & Qian mention flexibility as a factor but in an opposite way, their finding describe how the women did not want to continue with their previous occupation as employees since they were dissatisfied with the inflexibility of the work itself.\textsuperscript{35}

\textbf{3.3.5 Followed Dream or Life’s Calling}
GTZ has through their studies found that following a life’s calling and to have an innate ability to be an entrepreneur are two factors that motivate women.\textsuperscript{36}

\textbf{3.3.6 Impact of a Role Model}
One factor McGowan describe as an motivation to become an entrepreneurs is the influence of other family members.\textsuperscript{37} Luoma & Qian’s study indicate that women who have friends that are entrepreneurs are motivated to become entrepreneurs as well. If the person has been attached to entrepreneurship through friends and family they become motivated and encourage to start their own, mostly because of the knowledge they gain about entrepreneurship.\textsuperscript{38}

\textbf{3.3.7 Independence}
Hisrich & Öztürk discovered that independence is the strongest factor that motivates women to become entrepreneurs.\textsuperscript{39} GTZ presents from a study conducted in Mexico how one fifth of the female entrepreneurs with microbusiness started their business because of the desire of independence.\textsuperscript{40} The majority of the women in McGowan’s case study were motivated by the desire to take control over decision-making. All women in Luoma & Qian’s study described independence as a factor that made them become entrepreneurs. Independence include to have responsibility and to have control over their lives. Self-creativity is a factor the women mentioned, but independence is the factor that made it possible for the women to be creative. Through independence and own decisions the women felt that they could be creative and decide how, for example, their advertisements, salons or shops etc. should look like. The creativity was a result of independence.\textsuperscript{41}

\textsuperscript{33} GTZ (2010) p. 22  
\textsuperscript{34} Loza (2011) p. 54  
\textsuperscript{35} Luoma & Qian (2009) p. 26  
\textsuperscript{36} GTZ (2012) p. 20  
\textsuperscript{37} McGowan et al. (2012) p. 61  
\textsuperscript{38} Luoma & Qian (2009) p. 27  
\textsuperscript{39} Hisrich & Öztürk (1999) p. 114-121  
\textsuperscript{40} GTZ (2010) p. 23  
\textsuperscript{41} Luoma & Qian (2009) p. 32
3.3.8 Involvement in Family Business
GTZ mention joining or starting a family business as a factor that impacts women’s decision to become entrepreneurs.\textsuperscript{42} Luoma & Qian also found this factor in their study.\textsuperscript{43}

3.3.9 New Opportunity or Direction
Hisrich & Öztürk’s study shows that the category new opportunity does not have importance for the women who participated in Turkey.\textsuperscript{44} According to GTZ’s report one of the two main factors that motivate women in Latin America and the Caribbean is a vision of a unique business opportunity, along with necessity of supplemental income as mentioned before. One other factor related to this category is capitalizing on a business niche.\textsuperscript{45}

3.3.10 No Jobs Available
GTZ describes lack of opportunity in the labour market as a motivation factor connected to necessity.\textsuperscript{46}

3.3.11 Social Reasons
In Hisrich & Öztürk’s study motivation related to achievement is one of the strongest factors, next to independence. They also mentioned that job satisfaction is a weak factor when it comes to what motivates women to become entrepreneurs. Social status does not even seem to have importance as a motivation factor in Turkey. Social status as a motivation factor is also discussed in Luoma & Qian’s study. Some of the women explain how they wanted to obtain a higher social status in the society. They described that as entrepreneurs they had a better place in the society compared to when they were employees. Since the women did not have a high education they did not thought that they could find a better paid job compared to the entrepreneurship. They also considered that entrepreneurs with employees have a higher status.\textsuperscript{47}

3.3.12 The Attractiveness of Entrepreneurship
Segal presents in his study, done in Florida with college students, the wish to become an entrepreneur as factor in itself. He points out though, that this factor depends on another variable, namely; a belief in that one has the self-efficacy needed to succeed as an entrepreneur.\textsuperscript{48} Moore & Buttner have done a study to investigate why women leave employment at big organizations to become entrepreneurs, but also found a complex image of motivation factors for these women to become entrepreneurs. According to Moore & Buttner, this attractiveness to become an entrepreneur is a cluster of several factors. This cluster contains; to have respect and recognition; opportunity to be in charge; controlling one’s destiny; regaining excitement; and recognition of accomplishments. They explain “respect and recognition” as a wish to work in a company with your own values and where their management of the company is what determines

\textsuperscript{42} GTZ (2010) p. 23  
\textsuperscript{43} Luoma & Qian (2009) p. 27  
\textsuperscript{44} Hisrich & Öztürk (1999) p. 114-121  
\textsuperscript{45} GTZ (2010) p. 20  
\textsuperscript{46} GTZ (2010) p. 20  
\textsuperscript{47} Luoma & Qian (2009) p. 28-29  
\textsuperscript{48} Segal et al (2005) p. 48-52
with the company will have success or not. The factor related to being in charge is based on a frustration of not having enough authority to be able to perform well at work. “Recognition and accomplishment” is related to receiving appreciation for one’s work.49

3.4 The Push and Pull Theory

Global Entrepreneurship Monitor (GEM) divides the motivations to become an entrepreneurs in two categories. They mean that individuals can be pushed or pulled into entrepreneurship.50 An alternative concept to push and pull is necessity-driven entrepreneurs or opportunity-driven entrepreneurs. According to Kariv the concepts of necessity entrepreneurship and opportunity entrepreneurship first occurred and later the concepts were attached to push and pull-factors that are explained as macro-related factors at country level.51 GEM considers individuals’ choice of becoming entrepreneurs due to a need of income or that there are no other jobs available to be push-factors, or necessity-driven factors. Pull-factors, or opportunity-driven factors, could be a desire for greater independence or to improve an income. A similar description for the same theory is that opportunity-driven entrepreneurship are those entrepreneurship that have been established out of personal interest. Often people decide to start these businesses during their previous employments. It is therefore explained as a voluntary nature of participation. Necessity-driven entrepreneurship includes those individuals that choose entrepreneurship because it is the best option available even though it is not the preferred option.52

According to Kariv pull-factors could be desires to achieve more in life through entrepreneurship, like better flexibility or gaining a more socioeconomic status in the society. Making money, work with something related to an interest or being more independent are examples of pull-factors that could increase the socioeconomic status. Push-factors are associated with barriers that individuals come across when they want to make a career for example unemployment and underemployment. Individuals that want to escape from dissatisfaction and discrimination take higher risks when they act to start a business which would never had been an alternative under normal circumstances. Both push and pull-factors can be related to a country level and arose from how governmental policies were implemented or from what kind of financial support, training facilities and networking facilities are available. Kariv’s findings show that opportunity-driven entrepreneurs are more common in developed countries and necessity-driven entrepreneurs are more common in developing countries. The results also show that the amount of necessity-driven male entrepreneurs is slightly higher than necessity-driven female entrepreneurs. Kariv describes that an individual’s choice to become an entrepreneur depends on; the culture; the environment

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49 Moore & Buttner (1997) p. 21-37
50 GEM (2007) p. 2-3
51 Kariv (2011) p. 399-401
52 GEM (2001) p. 8
surrounding them; and if it encourages entrepreneurship. There are specific push-factors related only to women that derive from women’s traditional responsibility for the children and family and the women’s role as a secondary wage earner. As well as the glass-ceiling which is related to gender issues and seen as a push-factor.

4 Method

This case study is both qualitative and quantitative since the data has been gathered both through qualitative interviews and a quantitative survey. The aim is to be able to investigate the research questions on a deep level but at the same time be able to support them with quantitative data from the survey.

We chose to use semi-structured interviews in the study. According to Bryman, those interviews are suitable for qualitative studies and focus on the interviewees’ personal opinions and comprehension. A qualitative interview gives the interviewee a possibility to choose the direction of the interview and does not limit the interviewee to specific questions. It also allows the interviewer to ask the questions in a different order, or to formulate new questions, related to the answers that the interviewees give.

A survey gives the opportunity to gather information from a greater amount of participants in a short time. The answers provide a solid base of reliable data. A survey is a more neutral method since the answers are less affected by the researcher.

4.1 Delimitations

This study was first focused on women and entrepreneurship, then delimitated to the processes that affect women to become entrepreneurs. Among these processes, both motivation factors, psychological factors and personality factors were found. Since previous researchers had expressed a need for investigating motivation factors in developing countries the study was delimitated to how motivation factors affect women’s decision to become entrepreneurs. Since one of the researchers (E.R.E.) had knowledge about the culture and language in the developing country Honduras and possibility to go there, the data was gathered in Honduras. Among the NGOs in the capital of Honduras, the CCIT was one of the most suitable organizations for the study since they had a program for women entrepreneurs, and the coordinator of the program showed the most interest in participating and supporting the gathering of data within the organization. Thereby the gathering of data was delimitated only to women within the CCIT in the capital Tegucigalpa.

53 Kariv (2011) p. 399-401
54 GTZ (2010) p. 20
55 Denscombe (2009) p. 71
56 Bryman (2002) p. 300-301
57 Denscombe (2009) p. 364
4.2 Sample Groups

The participants in the interview were nominated by the coordinator of the PFME. She elected ten women that already had completed the PFME and that she considered true entrepreneurs. The coordinator did not know of our research questions when she chose these ten women, so that did not have any impact on her choices. The feasible amount of interviewees for this study was five, according to us. To choose five of these ten women for an interview they were contacted and asked the background questions in the interview. When we chose among these women, two of them did not answer the telephone and one of them lived a long distance from the capital, therefor they were not considered when we chose the five interviewees. Among the ones we contacted and that lived within a suitable distance from where the interviewer stayed, we tried to choose women with different ages; level of education; and time within the PFME.

To reach out to as many women as possible within the PFME for the survey the survey was conducted during two PFME seminars. All the women attending these seminars had the possibility to participate. The only criteria were that they were registered in the PFME.

The fact that all the interview and survey participants are from the same geographical area and all are part of the PFME could be a limitation when it comes to the generalization of the results. The validity of the results is strengthened by data triangulation since the different sources of data in this study can support each other and reveal possible contradictions.

The sample group is homogenous in the sense that the participants all have the same gender and profession. If the sample group is homogenous, it is likely that the results can represent a bigger population of women entrepreneurs. That also means that the sample group does not have to be as big as if they were of more heterogeneous character. A homogeneous sample group can represent the bigger population in a wider extent than a heterogeneous sample group of the same size.

Although the group is homogeneous, we wanted as big variation as possible among the interviewees and therefore chose women with different; businesses; amount of time in their businesses; ages; and education. This variety was desired so that the interviewees could represent as many different kinds of female entrepreneurs as possible and support the different results from the survey, at a deeper level.

This enables that the results of the interview and survey can be tied to a bigger population of women entrepreneurs. These women thereby become examples in a broader category and represent not only the

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58 Appendix 1; Appendix 2
59 Denscombe (2009) p. 186
60 Denscombe (2009) p. 307-308
61 Denscombe (2009) p. 186
women participating, but a bigger population. Nevertheless we are well aware that the result not can be
generalized to all the women entrepreneurs in Honduras.

4.3 Categorization of the Motivation Factors

There are a lot of different motivation factors in previous research and all authors have different
perspectives and names to these factors and categorize them differently. Each factor was explained
differently by each author. Some factors were seen as sub-factors to another factor by one author, but not
by another. Therefore categories of these factors had to be defined, in order to identify which factors had
the same meaning and could be placed in the same category.

In this study, 21 factors were placed in 12 categories defined out of previous research, where some of the
categories only contain one motivation factor since it could not be combined with any other factors,
according to our understanding of the previous research. This is presented in Table 2 in the results.

4.4 Survey

The survey contained two parts with different kind of questions. The first part (question 1-7) contained
background questions considering the women’s age, education and previous occupation and open
questions considering their motivation and the PFME. The second part (question 8 with alternatives a-u)
contained statements related to different motivation factors. These statements were created based on
different motivation factors from previous research. The women were asked to choose how well the
statements were applied to them on an ordinal scale. They were asked to use a scale that had number one
as Not at all up to number five as Very much. It is important to use clear question with an easy language,
then the respondent is more likely to answer the questions and continue the survey to the end. A small
pilot study was made to ensure that the language in the statements was understandable and the
coordinator of the PFME also approved the survey before it was conducted.

The survey that was used for this study was distributed to 66 women in connection to two seminars of the
PFME. The surveys were distributed and collected during the same occasions and therefore the
participants could be instructed of how the survey should be answered and completed. The response rate
of the survey was 100 per cent and the mean response rate of the questions were 93,4 per cent. According
to Esaiasson, this kind of the arrangement, when the surveys are distributed and collected personally and
all the participants are gathered in one place, are likely to result in such high response rate. That was the
main reason that the survey was distributed personally.

62 Denscombe (2009) s. 68ff
63 Appendix 3; Appendix 4
64 Denscombe (2009) p. 220
65 Esaiasson et al. (2010) p. 265
By using background questions, reflections about correlations between certain motivation factors and the background questions could be concluded. Two questions were related to the PFME where one question had alternatives and one was open. All other questions, the majority, were related to the motivations factors that we wanted to investigate. 21 of these questions had alternatives with the aim to see correlations over which factors were the strongest in the survey group. One question was open, and was put before all the questions with alternatives with the aim to let the women describe the motivation factors that first came to their minds without taking the other alternatives into consideration. Hopefully the majority of the women took our advice into consideration and did not look at the second page before having answered the questions on the first page. Because of that the women were not influenced by any of the alternatives in the survey. According to Esaiasson, open questions like these are useful when new perspectives are desired. This also avoids that the study is limited to the minds of the researchers since the participants can complement the survey with alternatives that the researchers maybe had not found or thought about.\textsuperscript{66} In this case new motivations emerged, that would not have been revealed if the women had only been able to respond to the 21 listed alternatives.

To analyse the data from the survey the results were gathered in a table with the number of each survey in the main column and the number of the questions in the main row. Since the answers followed an ordinal scale, each answer was given a number from 1 to 5. These numbers were also gathered in the table and then we calculated the sum of each question, which was the same as factors, and put together these sums into the categories to be able to rank the categories according to their sum. By making univariate analyses we could see the ranking of the factors and the categories among the women and the median answer tp each question etc.

The answers from the first open question (number 4) were transcribed and categorized. Some answers included more than one category and were then categorized in all the categories mentioned in the answer. The amount of times each category had been mentioned where then summed to be able to create a ranking list of the categories from this question.

\textbf{4.5 Interview}

The interview questions were partly developed from how authors of previous research have asked their questions in similar studies. They were also developed from the different motivation factors found in the previous research. At the beginning there were questions related to each motivation factor, but that resulted in too many questions and too long interviews. But after some discussions and reflections we removed the irrelevant questions from the interview and more open questions were formulated instead. The reason for this is to let the interviewees develop their open answers without being too controlled by

\footnotesize{\textsuperscript{66} Esaiasson et al. (2010) p. 277-278}
the interviewer and to let the interviewer have as little influence as possible on the answers. Although background questions had already been answered by the interviewees before the interviews when they were contacted via telephone, these question were repeated. The aim of this was to make sure the recordings could be linked to the right interviewee and to make the interviewee comfortable talking before asking any deeper questions.

During the interview it was possible to have a direct contact between the interviewer and the interviewees since the women’s native language is Spanish, the interviewer speaks Spanish fluidly and no interpreter was needed. The interviewer already had good knowledge about the Honduran culture, which also contributed to the creation of a good dynamics of the interview.

To analyse the gathered material from the interviews we read the transcribed interviews repeatedly and then coded them. We chose one colour for each motivation category and then marked the motivation factors found in the interviews with the colour that corresponded to the category that the factor belonged to. This helped us to get an overview over the factors that each woman had mentioned and in which context they chose to mention these factors. Then we gathered all the information with the same colour below one category in the results and made a summary of those results.

4.5.1 Limitations with the Interview
The interviewees had the opportunity to choose where they wanted to do the interview. Three of the women chose public places like cafés. The quality of the recordings was good and made it possible to hear the interviews clearly and transcribe them. Some noise from the public places where the interviews were held made it difficult to hear a few short passages of the recordings. However, we consider that these passages were so few that the loss does not affect the main content. One interview, with Dinora, was made through a phone call that was recorded as well, with a very good sound quality. The positive effect of letting the women choose where to perform the interviews, it is likely that they felt relaxed and secure in that sense during the interview. That might be one of the reasons that the answers were long and well developed.

4.5.2 Presentation of the Interviewees
This section includes short presentations of the five interviewees who participated in the study.

Anabel
Anabel is 35 years, has had her business for 20 years and had a husband and a two year old daughter when she started. She studied till primary school. Her business sells typical food from several food stands.

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67 Denscombe (2009) p. 235
Before starting her business she was a house wife. Her husband is a construction worker. To be able to make the business grow she took a credit and through that she went growing and growing and now has several employees.69

**Berna**

Berna is 30 years, has had her business for ten years and had a daughter of six months and lived with her parents when she started her business. She still studies sporadically at the university. Her business produces and sells fruit salads.

Berna was still studying at secondary school when she started her business. Now her parents and siblings work for her and they have a selling spot at one of the city’s universities, but they produce the products in their home “by hand” without any machinery. Berna studied business administration at secondary school.70

**Celia**

Celia is 50 years, has had her business for 20 years and had a working husband and children at school age when she started her business. She has studied at university but not graduated because her children were born. Her business sells different products of beans.

Celia started her business together with her sister. Her sister had a café before that, but had to shut down. Now Celia runs the business by herself and has been able to invest in some machinery. Her husband had an accident recently and cannot work much. Celia actually wanted to be a teacher, but her grades were not good enough, so she had to choose business studies instead. Now that she has her business she can see clearly that the studies have helped her a lot.71

**Dinora**

Dinora is 50 years, has had her business for five years and lived with her unemployed husband and had five adult children when she started her business. She studied till secondary school. Her business sells wheat tortillas.

She studied because she had a desire to study since she was a child and believe that the studies can develop you. She also started at the university but she could not continue. Before the business she was a house wife, trying to contribute to the economy by sewing backpacks etc. Dinora explained that she is one of those persons who can start a business with just a few coins, or a piece of texture, with whatever occurs to her.72

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69 Anabel (2013)  
70 Berna (2013)  
71 Celia (2013)  
72 Dinora (2013)
Elisa

Elisa is 50 years, has had her business for one year and lived with her working husband and had three adult children when she started her business. She was employed at the time and still is. Her business is dedicated to the conservation of food products from her husband’s family business.

Elisa studied business administration at university and has been working for the government for a long time. At the same time she has been involved in a family business. Some capital that the family had helped Elisa to succeed when she started her new business.73

4.6 Ethics

To respect the research ethics, all participants were informed about the purpose of the study and how the information was going to be used, before the interviews and the survey. The information about the study was not considered to affect the results of the interviews and the survey, therefore the study was presented openly. They were also informed about their rights to choose whether participate or not and to discontinue whenever they chose to. To make the interviewees feel secure and relaxed, they were asked to decide the time and the place for the interviews.74

To protect the participant’s identity and their privacy, they are anonymous since the interviewees are presented with fictive names and approximate ages in the study. By protecting their identity this way, there is no danger in using the personal information and opinions that they have given.75

The fictive names follow an alphabetic order from A-E as often as possible in the text to facilitate for the reader and create a clear structure.

4.7 Validity and Reliability

The reliability of this study is strengthened by several aspects in our method. By asking open questions the interviewees are less likely to be controlled by the interviewer in their answers. The knowledge of the interviewer in the local language and culture together with the pilot study increases the validity of the study both in the results from the interview and the survey. It increases the probability that the participants have understood the questions and that the interviewee has understood their answers. The concept validity is also considered high since the concepts used in the survey, in this case the motivation factors, had already been tested in previous research.76 Another aspect that strengthens both the reliability and the validity of the study is the fact that response rate of the survey was high. The amount of surveys responded and gathered is also strengthening by the reliability. One last aspect is that we consider the

73 Elisa (2013)
74 Denscombe (2009) p. 195-197
75 Bryman (2002) p. 443-448
76 Bjereld et al (2009) p. 112-113
sources and material which this study is based on to be trustworthy.\textsuperscript{77} Our primary sources are the interviews and the survey results. Primary sources are more reliable sources since it is original material that no one before has interpreted or used.\textsuperscript{78}

This study is based equally on both the interviews and the survey due to the short amount of time that the researchers had for the gathering of data. The survey was implemented parallel to the interviews and could not be developed out of the answers from the interview to complement it. But the two methods still complement each other and this strengthens the reliability of the results.

4.8 Discussion of Method

Even though the majority of the questions in the interview are open, a few are leading, with the intention to narrow down the answers to the specific information that was needed for the investigation. For example, instead of asking “What did you dream of as a child?” we asked the women “Did you dream of being an entrepreneur as a child?” The interviewees still had the opportunity to answer freely to the question and develop their answers. The fact that we asked what we wanted to investigate, although they were leading to some extent, does not decrease the validity of the interview.\textsuperscript{79}

The answers obtained using an interview is often affected by the interviewer effect. Because of the differences in age; ethnic background; and education between the interviewer and the interviewee it needs to be taken into consideration that this may have influenced the response. These differences cannot be eliminated, but should be taken in consideration in order to minimize them as much as possible through being neutral as an interviewer and to not express own opinions during the interview. Knowledge about the culture and language minimize the risk of offending the interviewees or cause misunderstandings.\textsuperscript{80} We believe that the interviewer’s young age and knowledge about the culture had a positive effect on the interviews.

The recording of the interviews where transcribed to English since this study was to be written in English and since only one of us understands Spanish. There are some limitations with the understanding of the interviews due to the transcription since expressions and sentences have to be rewritten into another language than the original one. Something that always affects transcriptions and interpretations is the pre-understanding of the researcher. The researchers did their best to be as objective as possible when transcribing and interpreting the answers from the interviews and the survey.

\textsuperscript{77} Bryman (2002) p. 77-98  
\textsuperscript{78} Esaiasson (2007) p. 319  
\textsuperscript{79} Kvale (2009) p. 171-173  
\textsuperscript{80} Denscombe (2009) p.  244
5 Results

In this section both the results from the interviews and the survey are presented. They are divided by motivation categories following the same structure as previous research. All factors and categories in the result and discussion of this study are written in italic for the reader to be able to distinguish them easier in the text. They are also initiated with a capital letter since we consider them being names of the factors and categories. Since not all of the interviewees mentioned all categories in their answers they are not referred to below every category.

5.1 Results from the Survey

The tables that follow in this section summarize the results found in the survey. The tables will be explained and commented further ahead along with the corresponding answers from the interviews divided by motivation categories.

<table>
<thead>
<tr>
<th>Motivation factor</th>
<th>Ranking of factors according to answers</th>
<th>Median answer*</th>
<th>Response rate</th>
<th>Category each factor belongs to</th>
</tr>
</thead>
<tbody>
<tr>
<td>Stable economy</td>
<td>1</td>
<td>4</td>
<td>95,50%</td>
<td>Economic reasons</td>
</tr>
<tr>
<td>Personal development</td>
<td>2</td>
<td>5</td>
<td>91,00%</td>
<td>Social Reasons</td>
</tr>
<tr>
<td>Not depend on others</td>
<td>3</td>
<td>4</td>
<td>95,50%</td>
<td>Independence</td>
</tr>
<tr>
<td>Control over own decisions</td>
<td>4</td>
<td>4</td>
<td>95,00%</td>
<td>Independence</td>
</tr>
<tr>
<td>Increase work satisfaction</td>
<td>5</td>
<td>4</td>
<td>95,50%</td>
<td>Social Reasons</td>
</tr>
<tr>
<td>Control working hours</td>
<td>6</td>
<td>4</td>
<td>94,00%</td>
<td>Flexibility</td>
</tr>
<tr>
<td>Need of income</td>
<td>7</td>
<td>4</td>
<td>89,60%</td>
<td>Economic reasons</td>
</tr>
<tr>
<td>Control where to work</td>
<td>8</td>
<td>4</td>
<td>94,00%</td>
<td>Flexibility</td>
</tr>
<tr>
<td>Dreamt of entrepreneurship</td>
<td>9</td>
<td>4</td>
<td>92,50%</td>
<td>Followed dream or life’s calling</td>
</tr>
<tr>
<td>Follow a life’s calling</td>
<td>10</td>
<td>4</td>
<td>94,00%</td>
<td>Followed dream or life’s calling</td>
</tr>
<tr>
<td>Market demand</td>
<td>11</td>
<td>3</td>
<td>94,00%</td>
<td>New opportunity or direction</td>
</tr>
<tr>
<td>Interested in new work area</td>
<td>12</td>
<td>4</td>
<td>89,60%</td>
<td>New opportunity or direction</td>
</tr>
<tr>
<td>Contribute to society</td>
<td>13</td>
<td>3</td>
<td>92,50%</td>
<td>Contribute to society</td>
</tr>
<tr>
<td>No jobs available</td>
<td>14</td>
<td>3</td>
<td>92,50%</td>
<td>No jobs available</td>
</tr>
<tr>
<td>Higher social status</td>
<td>15</td>
<td>3</td>
<td>94,00%</td>
<td>Social Reasons</td>
</tr>
<tr>
<td>Dissatisfied with previous job</td>
<td>16</td>
<td>1</td>
<td>91,00%</td>
<td>Dissatisfied with previous occupation</td>
</tr>
<tr>
<td>Impact of a role model</td>
<td>17</td>
<td>1</td>
<td>91,00%</td>
<td>Impact of a role model</td>
</tr>
<tr>
<td>Had financial resources</td>
<td>18</td>
<td>1.5</td>
<td>92,50%</td>
<td>New opportunity or direction</td>
</tr>
<tr>
<td>Bored as house wife</td>
<td>19</td>
<td>1</td>
<td>95,50%</td>
<td>Dissatisfied with previous occupation</td>
</tr>
<tr>
<td>Involvement in family business</td>
<td>20</td>
<td>1</td>
<td>97,00%</td>
<td>Involvement in family business</td>
</tr>
<tr>
<td>Discriminated at previous job</td>
<td>21</td>
<td>1</td>
<td>95,50%</td>
<td>Dissatisfied with previous occupation</td>
</tr>
</tbody>
</table>

* 1 = Not at all, 2 = Very little, 3 = To some extent, 4 = Much, 5 = Very much.
Table 2 – Results from survey divided by categories

<table>
<thead>
<tr>
<th>Motivation categories</th>
<th>Ranking of categories according to total points</th>
<th>Per cent of total points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independence</td>
<td>1</td>
<td>12,30%</td>
</tr>
<tr>
<td>Economic reasons</td>
<td>2</td>
<td>12,00%</td>
</tr>
<tr>
<td>Flexibility</td>
<td>3</td>
<td>11,50%</td>
</tr>
<tr>
<td>Social Reasons</td>
<td>4</td>
<td>10,80%</td>
</tr>
<tr>
<td>Followed dream or life’s calling</td>
<td>5</td>
<td>10,70%</td>
</tr>
<tr>
<td>Contribute to society</td>
<td>6</td>
<td>9,50%</td>
</tr>
<tr>
<td>New opportunity or direction</td>
<td>7</td>
<td>8,40%</td>
</tr>
<tr>
<td>No jobs available</td>
<td>8</td>
<td>8,20%</td>
</tr>
<tr>
<td>Impact of a role model</td>
<td>9</td>
<td>6,20%</td>
</tr>
<tr>
<td>Dissatisfaction with previous occupation</td>
<td>10</td>
<td>5,60%</td>
</tr>
<tr>
<td>Involvement in family business</td>
<td>11</td>
<td>4,90%</td>
</tr>
</tbody>
</table>

Table 3 – Results from the first open question (question number 4) from survey

<table>
<thead>
<tr>
<th>Motivation Category</th>
<th>Ranking of categories according to answers</th>
<th>Per cent of women who mentioned the category *</th>
<th>Amount of women who mentioned the category *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic reasons</td>
<td>1</td>
<td>57,60%</td>
<td>38</td>
</tr>
<tr>
<td>Social Reasons</td>
<td>2</td>
<td>18,20%</td>
<td>12</td>
</tr>
<tr>
<td>No jobs available</td>
<td>3</td>
<td>16,70%</td>
<td>11</td>
</tr>
<tr>
<td>Independence</td>
<td>4</td>
<td>12,10%</td>
<td>8</td>
</tr>
<tr>
<td>Flexibility</td>
<td>5</td>
<td>7,60%</td>
<td>5</td>
</tr>
<tr>
<td>Contribute to society</td>
<td>6</td>
<td>7,60%</td>
<td>5</td>
</tr>
<tr>
<td>New opportunity or direction</td>
<td>7</td>
<td>6,10%</td>
<td>4</td>
</tr>
<tr>
<td>Involvement in family business</td>
<td>8</td>
<td>4,50%</td>
<td>3</td>
</tr>
<tr>
<td>Followed dream or life’s calling</td>
<td>9</td>
<td>1,50%</td>
<td>1</td>
</tr>
<tr>
<td>Impact of a role model</td>
<td>10</td>
<td>1,50%</td>
<td>1</td>
</tr>
<tr>
<td>Dissatisfaction with previous occupation</td>
<td>11</td>
<td>0,00%</td>
<td>0</td>
</tr>
</tbody>
</table>

* This means that their answer were related to a factor that belonged to a certain category.

5.2 The Motivation of the Honduran Women

This section follows the same structure as previous research, namely a division by motivation categories. Below each motivation category the answers from the survey and the interviews that belong to that category will be gathered and presented. The correlations found in the answers will later be discussed in the discussion part of the study. To enlighten the reader the answer alternatives from the survey are written in italic in the beginning of each theme.
5.2.1 Contribute to Society

I became an entrepreneur because I wanted to contribute to society.\textsuperscript{81}

As a category and a motivation factor, \textit{Contribute to society} is placed approximately in the middle in both Table 1 and 2. The most common answer for the factor is “To some extent”. In Table 3 \textit{Contribute to society} is higher placed and is ranked as number 6 of 11.

During the interviews four of the women mentioned similar descriptions of how they both wanted and are contributing to society today. Anabel described her contribution as “I am also a source of employment since I give work to all people that are working with me”. Today she has ten employees, mostly women and she feels that other people see her as a source of work and a source of money.\textsuperscript{82}

Berna saw the necessity in her environment and wanted to support her family and others around her. She feels proud that she can collaborate with both her country and family and create more work opportunities for others. She saw that the situation in the country was difficult and that there were not much jobs available. She is glad that she is not “…one of all those that do not have a job”.\textsuperscript{83} Celia also described that her entrepreneurship gives her the opportunity to help other people.\textsuperscript{84}

Dinora use her ability to gain resources through her business to help others. She is adopting children in need and give away some of the earning she make. She does not want to be a burden for the society and she feels that her family is a solid family with many good ideas and therefore is a blessing for others. Dinora’s vision is to help others and her idea of reaching that vision is to have employees and later also help them to become employers or to become entrepreneurs themselves. The world would be a better place if everyone would think about their fellowman, according to Dinora.\textsuperscript{85}

5.2.2 Dissatisfaction with Previous Occupation

I became an entrepreneur because I was bored as a house wife.  
I became an entrepreneur because I was discriminated at my previous job.  
I became an entrepreneur because I was dissatisfied with my previous job.\textsuperscript{86}

The factors included in this category all have a low ranking in Table 1 and 2. The most common answer to the three statements related to this category is “Not at all”. The same pattern is shown in Table 3, where none of the participants described this factor in their answers.

\textsuperscript{81} Appendix 3; Appendix 4  
\textsuperscript{82} Anabel (2013)  
\textsuperscript{83} Berna (2013)  
\textsuperscript{84} Celia (2013)  
\textsuperscript{85} Dinora (2013)  
\textsuperscript{86} Appendix 3; Appendix 4
Among the women participating in the survey the majority, approximately 50 per cent were employed before they became entrepreneurs. About 30 per cent chose the survey alternative “House wife” as their previous occupation and nearly 10 per cent were students before starting their business. The rest had been working part time or did not have any occupation at all.

Among the interviewees, only Elisa was an employee before she became an entrepreneur, and still is an employee. Berna was, and partly still is, a student and the other women were housewives. Both Celia and Dinora did some sewing and cooking etc. for selling, to help out in the home economy. Celia liked sewing, but it also made her feel like a slave in her own home since she had to dedicate so many hours to finish her products and it did not generate enough income. She said:

It was not for me. It was not worth it. It was not that productive, or gainful, to sacrifice my family or time, no. And since I have the defect of being very responsible, while I did not finish, my mind was still set on that. It was not the most convenient.

Dinora explained that during this time when she was taking care of the home, the children and working at the same time, her husband lost his job. Then the money she generated were not enough for the household. Elisa has started her own business, but is also an employee for the government. She explained that the salary from her employment is not enough, so she searched for alternatives. Her wish is to dedicate herself only to her business, but she is still afraid of leaving the security of having a permanent job. At the same time she expresses that she like it the way it is right now. “I have already worked several years, I want to dedicate myself completely to my business. That is what I hope for.”

5.2.3 Economic Reasons

I became an entrepreneur because I wanted a more stable economy.

I became an entrepreneur because I was in need of an income.

In Table 1, both these factors had “Much” as the most common answer, but the statement concerning a more Stable economy ranked as number 1, and the other statement, related to a Need of income, ranked as number 7. In Table 2, where the motivation categories are shown, this category as a whole is placed at the top, below Independence.

When the survey participants had the opportunity to express themselves with their own words in the first open question (number 4) this category ranked the highest and with a great distance to the following

87 Elisa (2013)
88 Berna (2013)
89 Celia (2013); Dinora (2013)
90 Celia (2013)
91 Dinora (2013)
92 Elisa (2013)
93 Appendix 3; Appendix 4
category in the ranking list. 57 per cent of the women described some kind of Economic Reason for becoming an entrepreneur.

Among the women who described Economic reasons, a few of them described a materialistic desire that could differ from Stable economy and be more related to welfare. Instead of describing a need as many of the other women, they expressed a desire to have a better lifestyle or “To improve the level of life.”

All the interviewees had Economic reasons as motivation to some extent. Anabel is the only woman that expressed welfare at all and as a strong motivation factor for her. When she started her business she and her family only had enough money to rent a house. To gain money to be able to build her own house and have her own car was what motivated her the most, she described. She also mentioned though, that the difficult situation in Honduras makes it necessary that both spouses work in order to sustain the family.

Berna expressed more of a need that motivated her, and a desire to support her family in that need. She wanted to help her parents to support all the siblings so that everyone could graduate from the university. Celia also talked about the Need of income as a motivation factor. An advantage of being an entrepreneur is to be able to help your family economically, according to her. When her sister could not continue with her business, they both felt the need to start a new business because they could manage without the incomes that they both had gained from that business.

In the case of Dinora, her economic situation worsened as her husband lost his job. They did not only Need an income, but a stable one, to be able to sustain the whole family with their five children. “I needed money every day. And the tortillas gave me money every day,” she explained. One of the great advantages with the business is that it gives you the resources that you need. Now she feels better economically; the family gains more; they have been able to paint the house; bought a car; and their children are able to study. She said that “Life improves when there is work, when there is business”.

When Elisa was asked if she had had any role models that had impacted her decision to become an entrepreneur, she said no, and started to explain that partly the need was what drove her. That motivated her to create an income for the family and to improve.

94 Survey (2013) no. 19
95 Anabel (2013)
96 Berna (2013)
97 Celia (2013)
98 Dinora (2013)
99 Dinora (2013)
100 Dinora (2013)
5.2.4 Flexibility

I became an entrepreneur because I wanted to be able to work in my home.

I became an entrepreneur because I wanted to be able to choose when to work and how many hours.101

The category Flexibility is ranked as number 3 in Table 2. The factor Control working hours is placed as number 6 and the factor Control where to work is placed as number 8. Both the factors had “Much” as the most common answer. In Table 3 Flexibility is placed also relatively high as number 5 of 11.

For Anabel, Berna, Dinora and Elisa, Flexibility was nothing they reflected over when they decided to start their own business.102 It was only Celia that mentioned it as a motivation because she wanted to have a part time job so that she would be able to take care of her children.103 Three of the women see the advantages of having a business because they can manage their time better.104 Berna see the advantages to decide over her own schedule.105 Dinora explained that “There are a lot of advantages with having your own business. You control your own time and you can do other things”.106 Since Dinora and Elisa have a family business they feel that they can control their time so that they can spend it with their families.107

Even if three of them speak about the advantages of Flexibility the majority of the women also talk about how they have needed to sacrifice time for their businesses.108 In the beginning of the entrepreneurship, Anabel felt that she needed to sacrifice her time for the business but today she is able to organize her time more so that it does not have a negative effect on her and her family.109 Berna explained that she had to sacrifice her time with her daughter. But she saw it as a necessity to be able to run her business.110 When Celia has not been able to take care of her children her husband has helped her. She values time highly and her family has made the decision to not work on Saturdays to be able to spend more time with each other.111 In contrast to Celia’s decision to not work on Saturdays, Elisa feels that she needs to work on the weekends as well and that is stressful for her but as mentioned before she is able to spend time with her family because they work together with the business as well.112

101 Appendix 3; Appendix 4
102 Anabel (2013); Berna (2013); Dinora (2013); Elisa (2013)
103 Celia (2013)
104 Berna (2013); Dinora (2013); Elisa(2013)
105 Berna (2013)
106 Dinora (2013)
107 Dinora (2013); Elisa (2013)
108 Anabel (2013); Berna (2013); Celia (2013); Dinora (2013); Elisa (2013)
109 Anabel (2013)
110 Berna (2013)
111 Celia (2013)
112 Elisa (2013)
5.2.5 Followed Dream or Life’s Calling

I became an entrepreneur because I wanted to follow a life’s calling.

I became an entrepreneur because I always had dreamt of being one.113

Both the factors in this category are ranked as number 8 and 9 among the 21 factors in Table 1. The most common answer for both factors is “To some extent”. Together as a category they are still placed just over the middle. In Table 3, with the women’s open answers, the category is placed low because only one woman described that as her motivation.

All women during the interview talked about how they in some way were motivated to follow a life’s calling as entrepreneurs and had a dream and vision of becoming an entrepreneur.114 Anabel explained it like “…it was something I always dreamt about, since I was a little girl”.115 Berna described how she already as a child asked her mother and father if she could try to sell products that her mother cultivated. She earned some money and started to like that kind of work. Her reflection about that was that “I think that it is something that one just has. It is innate.” To start her own business someday had been both her vision and her dream.116

Celia also had a childhood that guided her decision of becoming an entrepreneur. She describes it like this:

Because our parents raised us with a mind of independence. And even though they did not give us a lot of money; we had to administrate that money well in a way so that it would be sufficient. So we were always thinking in business.117

However, Celia had other dreams. She had always dreamt of having a family and her wish was to be a teacher, but her grades were not good enough so she started to study business. She thinks that it was God’s plan for her to study business, and today she believes it was a good decision.118

Dinora’s desire in life was to study. However even her childhood was influenced by an entrepreneurial way of thinking. She made food and handcraft to sell when she was a child and she wanted to earn money to be able to study. It was later that the dream and the vision of becoming an entrepreneur appeared. In the same way that Celia described how God had helped her, Dinora think it was God that planned for her to be an entrepreneur. Like Anabel, Elisa described that one can be born as an entrepreneur. She said that “My grandmother says that I was the one who liked that since I was little. I think it is something you are

113 Appendix 3; Appendix 4
114 Anabel (2013); Berna (2013); Celia (2013); Dinora (2013); Elisa (2013)
115 Anabel (2013)
116 Berna (2013)
117 Celia (2013)
118 Celia (2013)
born with”. For Elisa entrepreneurship was more like a dream and something for her to follow, even if she did not have enough resources to start it.\textsuperscript{119}

\subsection*{5.2.6 Impact of a Role Model}

\textit{I became an entrepreneur because a saw that a relative or friend had their own business and that they were successful.}\textsuperscript{120}

This category ranks relatively low in all of the three tables. Only one woman in the survey mentioned this as her motivation in the first open question (number 4).\textsuperscript{121}

Anabel and Dinora both had people close to them that inspired them to become entrepreneurs.\textsuperscript{122} Anabel talked a lot about her mother during the interview. She explained that her mother had her own business and since she was a child Anabel was always working with her mother. And because her mother taught her to work, she liked to work more than to study. “…my mother taught me to work and that when you start a business it is because you want to succeed,” she said.\textsuperscript{123} Dinora first answered that she did not have any role models, but then she remembered that her parents and grandparents were farmers and entrepreneurs. Then she added “but not anything like the business I have, no”.\textsuperscript{124}

Neither Berna nor Elisa could think of anyone close to them that had had a business. But they did mention a new aspect of the question. They both wanted to be role models themselves for their children and family.\textsuperscript{125} Berna has a daughter of nine that helps her and is learning about business together with her. Berna said about her daughter that:

\begin{quote}
She wants to make an effort and help when she sees us work. The mind of this generation will be different. And that is what I want, to instil both in my brothers and in my daughter. She is already captivating the image I want to transmit to her… Then she can see that an effort has it is compensation. So she already knows that, and maybe, I do not know, she will start something of her own one day.\textsuperscript{126}
\end{quote}

Elisa started talking about what people think of her children:

\begin{quote}
Sometimes they ask me how I have succeeded with my children, with the age they have, that they engage in the business and take responsibility for the things they have to do. That is something that came with time, seeing us struggling I think. The example is the best way of passing it on to them, I think. They stay here with
\end{quote}

\textsuperscript{119} Dinora (2013)
\textsuperscript{120} Appendix 3; Appendix 4
\textsuperscript{121} Survey (2013) no. 62
\textsuperscript{122} Anabel (2013); Dinora (2013)
\textsuperscript{123} Anabel (2013)
\textsuperscript{124} Dinora (2013)
\textsuperscript{125} Berna (2013); Elisa (2013)
\textsuperscript{126} Berna (2013)
us helping in the weekends instead of going out dancing. In the beginning we could not offer them an attractive salary, I think they did it more of solidarity.\textsuperscript{127}

Celia never pronounced that she had any role model that inspired her to start a business. But later in the interview it is clear that her sister has had an impact on her when it comes to entrepreneurship. This is how she expressed that:

\begin{quote}
She is very active if so to say. She has a lot of charisma, and selling fascinates her. That helped me a lot, and taught me a lot about relating to other people. Well that, I think. And that we could help one another mutually.\textsuperscript{128}
\end{quote}

\textbf{5.2.7 Independence}

\begin{quote}
\textit{I became an entrepreneur because I did not want to depend on others.}
\textit{I became an entrepreneur because I wanted to have more control over my own decisions.}\textsuperscript{129}
\end{quote}

Both the category and the factors related to this category are ranked high in all three tables. \textit{Independence} is the strongest category in this study, according to Table 2. However, in Table 3 where the women described their motivation with their own words in the first open question (number 4), only 12 per cent of these women described this category as their motivation. Some of them expressed a need to become independent and one woman wrote “I want to sustain myself all by myself”.\textsuperscript{130}

Among the interviewees all of them talked about \textit{Independence} in some way. Anabel repeatedly described how important \textit{Independence} was for her. She was motivated to start her business because she wanted to make herself an independent woman. According to her, women sometimes are more intelligent, mature and entrepreneurial than men, and they can think bigger and have a greater potential to advance. That motivated her to be independent. The business has given her independence in the sense that she is now her own chief, which she sees as a blessing. It also has the advantage that if your family has a problem, you can make your own decisions. But if you are an employee you cannot be that independent, she explained.\textsuperscript{131}

Berna did not thought about \textit{Independence} as a motivation factor for her when she started her business, but she now sees it as a great advantage of being an entrepreneur. She explained it as an advantage “that I can take my own decisions; that I can collaborate with my family more directly, and with the persons that are closest to us”.\textsuperscript{132} According to Celia, having your own business gives liberty. The fact that she has a

\begin{flushleft}
\textsuperscript{127} Dinora (2013)  \\
\textsuperscript{128} Celia (2013)  \\
\textsuperscript{129} Appendix 3; Appendix 4  \\
\textsuperscript{130} Survey (2013) no. 23  \\
\textsuperscript{131} Anabel (2013)  \\
\textsuperscript{132} Berna (2013)
\end{flushleft}
business and a potential to always start over if it should not work makes her feel this liberty, and that she is not bound or limited.\textsuperscript{133}

Dinora sees the greatest advantage of being a business owner as not having a boss, because she herself is the manager of the business. She also explained that as a business owner, you are not depending on a salary because you make your own salary. The minimum salary in Honduras is not enough to live on, according to her. “Also a business gives more than being a slave in a company, because it belongs to you”, said Dinora.\textsuperscript{134} Elisa only mentioned Independence when she described that the ideal for her would be to dedicate herself to her own business and to be her own boss.\textsuperscript{135}

5.2.8 Involvement in Family Business

\textit{I became an entrepreneur because I inherited a business or joined the business of a family member.}

There is only one factor related to this category and it is placed very low in all tables. When it is placed as a category it is ranked as the lowest and the most common answer for that statement is “Not at all”.

Only Elisa talked about this factor during the interview. Her business originally arose because of the opportunity to cooperate with relatives to her husband. Her husband’s cousins cultivated food and they started to produce food products together with the cousins. Later Elisa felt that too much food was wasted and wanted to start her own business trying to conserve the food products from the family business.\textsuperscript{136}

5.2.9 New Opportunity or Direction

\begin{itemize}
\item \textit{I became an entrepreneur because I saw a potential market demand for a particular product or service.}
\item \textit{I became an entrepreneur because I was interested in a new area of work.}
\item \textit{I became an entrepreneur because I had the financial resources necessary.}\textsuperscript{137}
\end{itemize}

This category is placed in the middle of the ranking list as well as two of the factors related to this category in Table 1 and 2. The only factor that has a much lower ranking is Had financial resources. In Table 3 only 6 per cent of the women described the category \textit{New opportunity or direction} as their motivation. For example one woman explained that a bonus from her husband’s retirement made it possible for them to start a business.\textsuperscript{138}

\begin{footnotes}
\item\textsuperscript{133} Celia (2013)
\item\textsuperscript{134} Dinora (2013)
\item\textsuperscript{135} Elisa (2013)
\item\textsuperscript{136} Elisa (2013)
\item\textsuperscript{137} Appendix 3; Appendix 4
\item\textsuperscript{138} Survey (2013) no. 7
\end{footnotes}
Anabel or Berna did not talk about anything related to new opportunity or direction.\textsuperscript{139} Celia on the other hand, saw a market demand for the product she had in mind. Even though beans had a bad reputation at that time, she saw the possibility of selling it since it is a basic product in every home in Honduras, and more and more housewives started to work outside the house, and needed a product that could facilitate their work in the home. She and her sister entered the market with products that had a better quality than the already existing products and they were very successful because of that, she explained. She also had a resource that helped them in starting the business, namely a car.\textsuperscript{140} Dinora talked about another aspect of had financial resources. She explained that she does not need many resources to be able to start a business, but the lack of resources detains a business owner that wants to create a big growing business with advanced equipment. “…but you do not have the resources to buy it. That is why you do not grow.”\textsuperscript{141} Elisa had some problems making the business legal because of all the certificates and papers that she needed, but she explained that “…the capital that we had has helped us to succeed”.\textsuperscript{142}

5.2.10 No Jobs Available

\textit{I became an entrepreneur because there were no jobs available.}\textsuperscript{143}

The factor and category No jobs available is ranked low in both Table 1 and 2. The most common answer for the factor was “To some extent”. The opposite is found in Table 3, where this category is ranked high as number 3. Three of the women in the survey explained how No jobs available was a factor that motivated them to become entrepreneurs. They said that it was because of their age that they were not able to get an employment. One woman answered “Because when I left my employment there were not any more opportunities because of the age. Well, I was more than 35 years old, and those are the ones that are rejected in our country”.\textsuperscript{144} Another woman answered “There are not any sources of work, and if there are any, they are for youths”.\textsuperscript{145} During the interviews no one mentioned this factor as a motivation for them to become entrepreneurs.

\textsuperscript{139} Anabel (2013); Berna (2013)
\textsuperscript{140} Celia (2013)
\textsuperscript{141} Dinora (2013)
\textsuperscript{142} Elisa (2013)
\textsuperscript{143} Appendix 3; Appendix 4
\textsuperscript{144} Survey (2013) no. 8
\textsuperscript{145} Survey (2013) no. 61
5.2.11 Social Reasons

I became an entrepreneur because I wanted to get higher social status.
I became an entrepreneur because I wanted to increase my work satisfaction.
I became an entrepreneur because I wanted to achieve personal development.\textsuperscript{146}

Out of the three factors included in this category Personal development is placed the highest, as number 2 in Table 1. Increase work satisfaction is ranked as number 5 and Higher social status was ranked as number 15. In Table 2 the category Social reasons is ranked as number 4.

In Table 3 with the results from the first open question (number 4) Social reasons is ranked high as number 2. Half of the women’s answers included in this category expressed that Achievement was what motivated them. E.g. they expressed that they wanted to show others their capabilities and feel useful.

The majority of the interviewees did not mention factors connected to Social reasons as something they desired before becoming entrepreneurs. However, during the interviews all of the women talked about how their businesses have influenced their Work satisfaction, Personal development and Higher social status. These factors are all related to Social reasons.\textsuperscript{147}

Anabel’s answer when she got the question if she thinks that entrepreneurs have a high social status, she mentioned that rich people are the ones that have high social status in the society. She view herself as an entrepreneur in a more humble way, “Sometimes they look at us like inferiors, but I feel like a normal woman. I do not feel like I am more than anyone neither less than anyone, because in the eyes of God we are all equals.”\textsuperscript{148} Even Celia described how she was raised in a very humble way and therefore understand that no matter what profession or position you have you can succeed one day and lose everything the next day. Therefore it is important to view everyone as equals.\textsuperscript{149}

As mentioned before Berna feels proud that she now can collaborate with her country and family. In her answer about social status she explained the importance of having good contacts “…if we know that someone has a strong business or comes from a well-known family, you treat them much better”. Now when she is a member of the CCIT she notices how new opportunities are provided because people know of her.\textsuperscript{150} Celia also mentioned that the entrepreneurship and the CCIT have given her new contacts with other business-owners for example and this has led to more advantages and that new doors have opened

\textsuperscript{146} Appendix 3; Appendix 4
\textsuperscript{147} Anabel (2013); Berna (2013); Celia (2013); Dinora (2013); Elisa (2013)
\textsuperscript{148} Anabel (2013)
\textsuperscript{149} Celia (2013)
\textsuperscript{150} Berna (2013)
for her. She feels much better now in these chains of contacts and when she can offer her service and people demand and appreciate her products.\textsuperscript{151}

Celia has always been satisfied with whatever occupation she has had. Her parents raised her to always enjoy what she has. She enjoyed her studies and she enjoys taking care of her home. Now when she is able to have a business and take care of her home and family at the same time she feels both \textit{Self-realized} as a house wife and as an entrepreneur. When she was asked about if entrepreneurs have a high social status in society, she explained that the access and the resources that the social status give makes her feel more \textit{Independent}.\textsuperscript{152}

Dinora and Elisa both feel better and satisfied with being entrepreneurs. Their answers concerning entrepreneurs’ social status are very different.\textsuperscript{153} Dinora think it is logical that entrepreneurs have a high social status,\textsuperscript{154} but Elisa think it is not necessarily like that. She consider those with higher education to have better social status but that you also can succeed as an entrepreneur without having a high degree.\textsuperscript{155} Dinora think that she now can relate to other persons in the society as an entrepreneur. She feels that others treat her different because they see how her children are doing well and she has noticed how some people do not like when others succeed.\textsuperscript{156} Elisa is the only one that took \textit{Social reasons} under consideration when she decided to become an entrepreneur and she described it like this “…I believe it is possible that if you engage in a dream, in an entrepreneurship, in an objective that you have, you can achieve it.”\textsuperscript{157}

\textbf{5.2.12 Results not included in the Motivation Categories}

The results presented in this section are answers from both the first open question (number 4) in the survey and answers from the interview that are not compatible with the categories presented earlier in the study. These findings are presented together with the original categories in Table 4 and are written in italic in the table.

Some of the new categories that occurred were \textit{An interest developed into a business} where two women described how they had a hobby or interest and then suddenly found a way of letting those generate an income. One woman also mentioned a motivation that were not found in previous research, namely \textit{Create heritage for children}. She wanted to secure the economic future of her children by developing a stable business.

\textsuperscript{151} Celia (2013)
\textsuperscript{152} Celia (2013)
\textsuperscript{153} Dinora (2013); Elisa (2013)
\textsuperscript{154} Dinora (2013)
\textsuperscript{155} Elisa (2013)
\textsuperscript{156} Dinora (2013)
\textsuperscript{157} Elisa (2013)
Table 4 – Results from first open question (number 4) from the survey including new categories.

<table>
<thead>
<tr>
<th>Motivation Category</th>
<th>Ranking of categories according to answers</th>
<th>Per cent of women who mentioned the category *</th>
<th>Amount of women who mentioned the category *</th>
</tr>
</thead>
<tbody>
<tr>
<td>Economic reasons</td>
<td>1</td>
<td>57,60%</td>
<td>38</td>
</tr>
<tr>
<td>Social reasons</td>
<td>2</td>
<td>18,20%</td>
<td>12</td>
</tr>
<tr>
<td>No jobs available</td>
<td>3</td>
<td>16,70%</td>
<td>11</td>
</tr>
<tr>
<td>Independence</td>
<td>4</td>
<td>12,10%</td>
<td>8</td>
</tr>
<tr>
<td>Flexibility</td>
<td>5</td>
<td>7,60%</td>
<td>5</td>
</tr>
<tr>
<td>Contribute to society</td>
<td>6</td>
<td>7,60%</td>
<td>5</td>
</tr>
<tr>
<td>New opportunity or direction</td>
<td>7</td>
<td>6,10%</td>
<td>4</td>
</tr>
<tr>
<td>Do not want to be employed</td>
<td>8</td>
<td>6,10%</td>
<td>4</td>
</tr>
<tr>
<td>Involvement in family business</td>
<td>9</td>
<td>4,50%</td>
<td>3</td>
</tr>
<tr>
<td>Want to be an entrepreneur</td>
<td>10</td>
<td>3,00%</td>
<td>2</td>
</tr>
<tr>
<td>An interest developed into a business</td>
<td>11</td>
<td>3,00%</td>
<td>2</td>
</tr>
<tr>
<td>Followed dream or life’s calling</td>
<td>12</td>
<td>1,50%</td>
<td>1</td>
</tr>
<tr>
<td>Impact of a role model</td>
<td>13</td>
<td>1,50%</td>
<td>1</td>
</tr>
<tr>
<td>Encouragement or support</td>
<td>14</td>
<td>1,50%</td>
<td>1</td>
</tr>
<tr>
<td>Create heritage for children</td>
<td>15</td>
<td>1,50%</td>
<td>1</td>
</tr>
<tr>
<td>Dissatisfaction with previous occupation</td>
<td>16</td>
<td>0,00%</td>
<td>0</td>
</tr>
</tbody>
</table>

* This means that their answers were related to a factor that belonged to a certain category.

**Entrepreneurship and Employment**

Out of the women who participated in the survey, two of them expressed simply a desire to be an entrepreneur, and four of them explained that their motivation was “Because I did not want to be an employee”. Three of these four women were employed before they became entrepreneurs. The category Want to be an entrepreneur included 3 per cent of the women’s answers.

In the survey the women were asked what they would prefer if they could choose among these three alternatives; an entrepreneur; a house wife; or an employee. This question had a 100 per cent response rate and 100 per cent of the women answered “Being an entrepreneur”.

These findings can be confirmed by the answers of the interviewees. They were asked the same question of what they would prefer, and four out of five women answered that they preferred being entrepreneurs, except Celia that would prefer to be a house wife if she had to choose. Only one of them, Elisa, had been and still was employed.  

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158 Survey (2013) no. 35  
159 Celia (2013)  
160 Elisa (2013)
When the women were asked about the advantages of being an entrepreneur, many of them also described disadvantages of being employed. Anabel had never even thought of being an employee and could not find any reasons to not have her own business. “Maybe because you have better benefits than an employee. It is much better,” she said. Berna explained that she could never be employed because she could not imagine herself behind a desk since she is hyperactive and likes practical work.

Celia really enjoys business; likes the system; and fully tries to take advantages of the privileges that the entrepreneurship gives her. She explains that “I would never have been employed. I think there are persons that are born to be employed, because their mind is set on being employed.” Celia is the one of the interviewees that would prefer to be a house wife if she had to choose. In her home, it is her responsibility that the house is always clean and that the food is ready. Her husband allows her to work only if she then can hire someone that clean and cook instead of her. She described it like this:

If I would have had to choose, I think I would have chosen the home in the first place. But since I had the opportunity to take care of my home, and have my business without neglecting my home, I thank God for being able to do both.

When Dinora was asked why she would prefer being an entrepreneur she said that the reason was that she did not think she was born to be an employee. But then, like Celia, Dinora start to talk about the importance of being a house wife and that she has achieved the most important in life through being a house wife. And that was to have a stable matrimony and raise her children to become good persons. Elisa also prefers being an entrepreneur, although she is still employed as well, and said that it is important that you can work with something that you really like.

**Encouragement or Support**

All women except Dinora talked about how they have received support from their family during their process of starting and managing their businesses. Berna described how she took the initiative to start the business, but that her whole family supported her. Celia and Elisa explained how the support of their husbands has been crucial to their success. Elisa explained how her husband supports her in everything and how they always work together. Also Anabel mentioned that she and her husband have been fighting with the business together for almost 20 years now. Celia said that “Without the support of all the people around me maybe I would not have succeeded with what I now have achieved.” One woman in the survey described how she only was doing handicrafts as a hobby, but since her friends and family

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161 Anabel (2013)
162 Berna (2013)
163 Celia (2013)
164 Dinora (2013)
165 Elisa (2013)
166 Anabel (2013); Berna (2013); Celia (2013); Dinora (2013); Elisa (2013)
167 Celia (2013)
encouraged her to sell what she manufactured, she was motivated to convert it into a business. We call this Encouragement or support in Table 4.

Celia points out that her husband has supported her despite the macho culture that exists in Honduras. She expressed that it means a lot to her that he has permitted her to develop herself as an entrepreneur. It would have been very difficult without that support. She also expressed the following:

> In this male chauvinistic country there is no doubt that when women are totally submitted to men, that gap is not very functional. The self-confidence decreases a lot.\(^{168}\)

> We are submissive because that it what is convenient in matrimony, but we know that we have the potential to succeed with or without husband. And that is important for the value that one has as a woman.\(^{169}\)

Anabel expressed that her mother taught her to believe in herself. She now believes that women can have greater potential than men when it comes to entrepreneurship. They can be more visionary. That was something that motivated her to start her business.\(^{170}\)

### The Impact of Education

Berna and Elisa have expressed that their education has motivated them to become entrepreneurs. They have both studied business-related careers at university level. Berna said that during the time when she studied she was always told or encouraged to have her own business. It was instilled in her. What she learned from her studies motivated her.\(^{171}\) Elisa mentioned education as her main motivation besides the need of an income. She believes that those two factors led her to the initiative to start her own business. She believes education is very important and can change our attitudes and ways of thinking.\(^{172}\)

### The Situation in the Country

All the interviewees described to some extent how the situation in Honduras is difficult. Anabel described that the situation in the country was better in the time when she started her business. Now it has worsened and it is really hard to start a business or to extend it.\(^{173}\) Berna wanted to start her business partly because she saw that the unemployment in Honduras was difficult.\(^{174}\) Celia expressed that new laws recently enacted will aggravate the business owners’ possibilities to earn money and to grow.\(^{175}\) Dinora describes the need she sees in the society among people around her and tries to help as many as she can.

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\(^{168}\) Celia (2013)  
\(^{169}\) Celia (2013)  
\(^{170}\) Anabel (2013)  
\(^{171}\) Berna (2013)  
\(^{172}\) Elisa (2013)  
\(^{173}\) Anabel (2013)  
\(^{174}\) Berna (2013)  
\(^{175}\) Celia (2013)
both financially and emotionally. And Elisa mentioned that the minimum salary in Honduras is too small to live on which makes the situation difficult for employees like her e.g.

5.3 PFME’s Impact on Women’s Entrepreneurship

Out of all the women participating in the survey that answered the question “Has the program changed your view of being an entrepreneur?” 94 per cent chose the alternative “Yes, to a more positive view”. The other 6 per cent answered that their view had not changed, but no one answered that it had changed in a negative way.

When the women participating in the survey answered the second open question (number 6) they described how the PFME have had an impact on them and their businesses. Almost 40 per cent of the women described how they have obtained knowledge about the entrepreneurship that has been important to them. The knowledge has helped them to manage their businesses in more effective ways and to find new markets etc. One woman expressed that “Yes, because they motivate to update knowledge and to maintain your business dynamic and first of all to think big and the tools we have to use to be able to reach the goal”. Another woman said that “Now it is more clear to me the idea of how to establish my business in the market”.

More than 25 per cent of the women expressed that they have been able to improve their businesses since they became a part of the PFME. The obtained knowledge is what mainly has led to this improvement. “I feel like a more active person and my economic situation has improved.” “Increased sales, growth.” “When we started our businesses, the insecurity and some educational knowledge, detain you from succeed with the business, but the seminars and the support help to open and reach goals that we all need.”

The quote above expresses the support that a few other women also mentioned as important for their entrepreneurship. Other impacts that the PFME has had on these women are that they feel more confident and secure when operating their businesses, they feel that they now have a vision for their business, that the PFME has helped them to develop personally and one woman expressed that she now feels empowered.

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176 Dinora (2013)
177 Elisa (2013)
178 Survey (2013) no. 2
179 Survey (2013) no. 5
180 Survey (2013) no. 28
181 Survey (2013) no. 35
182 Survey (2013) no. 27
All five women have been part of the program between one and four years. They all feel that they have gained a lot of new knowledge and been inspired to develop their businesses. Anabel described how they have learned practical knowledge and business administration.\footnote{Anabel (2013)}

Berna mentioned that since she joined the PFME she started to think about how she can improve her business, what she can implement and what she is doing good and what she is doing wrong. The program has strengthened her and her way of viewing reality and how to connect with other entrepreneurs. Through the program she has been able to improve her profit. For her the relation to other entrepreneurs has been important. She thinks it is good that they can help each other and learn from each other’s mistakes. They engage in each other’s businesses and discuss solutions if someone encounters any problem. She thinks the knowledge she has gained from PFME is important and described it like this:

An enterprise can have capital, but without knowledge. On the other hand I did not have any capital, but some knowledge. But knowledge is more than capital, because capital you can find anywhere. This is what this program is doing. Helping to change lives intellectually, wanting to change the persons’ chip.\footnote{Berna (2013)}

Even Celia described how the program has given her knowledge that is important for her to be able to improve her business and to make it more efficient.\footnote{Celia (2013)} The knowledge that the PFME has provided has helped Dinora to change her view of being an entrepreneur in a positive way.\footnote{Dinora (2013)} It has also been important for her that the program has encouraged them to have dreams and set high goals to achieve.\footnote{Celia (2013)} Berna described the same thing, she now has more goals for her business and she is going to continue to try to reach them.\footnote{Berna (2013)} The program has given Celia inspiration to not continue in the same track. Instead she has gained new knowledge so that she can be able to change her way of working. The program has also made her change her view of being an entrepreneur. In the beginning of her entrepreneurship she only saw it as a way to make her living, now she sees how it helps the whole society. This is how she described it “We see it as a help for the society. The impact that the business have on the society is not only that it offers benefits to us, but all the benefits that the business can generate in general”\footnote{Celia (2013)}

Elisa’s view of the women’s relationships within the PFME is that:

There are times when we women think egoistic. There are a lot of rivalry and competition between us. I do not know, but it seems that there is not that much of this attitude between men. But there are also women that motivate others. There are all kinds.\footnote{Elisa (2013)}
However, she feels that she has received a lot of support and motivation from the meetings. She also mentioned that some women are more exposed than her, and therefore she feels that she is important for the group.191

6 Discussion

In the discussion the results and research questions are discussed and analysed and new conclusions are made from the correlations found in the results.

6.1 This Study Compared to Previous Research

Hisrich & Öztürk point out that there are differences in the results between studies on women and entrepreneurship in developed countries and developing countries. This is their conclusion after having seen the results from their study in Turkey and comparing them with studies from developed countries. We then compared their study with the report made by GTZ from studies in Latin America and the Caribbean and saw differences in the results even though all countries included in the studies are considered developing countries.

The only categories that are presented as strong motivations in more than one of the studies are Independence, Flexibility; and Economic reasons. Independence is the strongest motivation factor according to both McGowan, Hisrich & Öztürk and Luoma & Qian. This means that Turkey as a developing country in this case has more in common with the developed countries Northern Ireland and Finland. In Mexico where GTZ has done one of their studies, 20 per cent of the women mentioned Independence as their motivation. The same is found in our study where Independence is ranked as the highest among the categories in Table 2. However, one of the main motivation factors from GTZ’s report is to have a vision of a unique business opportunity which is a weak motivation factor in our study.

Flexibility is ranked high in GTZ’s report in LAC and McGowan’s study in Northern Ireland, but is of no importance in Hisrich & Öztürk’s study in Turkey. Economic reasons is ranked high in LAC and Finland, but neither this category seem to be of importance in Turkey. The strongest factor next to Independence in the study from Turkey is Achievement that we in this study have connected to the category Social reasons. This result does not show in neither of the other studies, but in our study we can see this tendency and that the factors in the category Social reasons together are important.

191 Elisa (2013)
Table 5 – Comparison of Strongest Motivation Factors in Previous Research

<table>
<thead>
<tr>
<th>Motivations</th>
<th>Previous Studies</th>
<th>GTZ - Latin America &amp; Caribbean</th>
<th>Hisrich &amp; Öztürk - Turkey</th>
<th>McGowan - Northern Ireland</th>
<th>Luoma &amp; Qian - Finland</th>
<th>This study - Honduras</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independence</td>
<td>Strong motivation</td>
<td>Strongest motivation</td>
<td>Strong motivation</td>
<td>Strongest motivation</td>
<td>One of main motivations</td>
<td>One of main motivations</td>
</tr>
<tr>
<td>Economic reasons</td>
<td>Need is main motivation</td>
<td>No importance</td>
<td>Weak motivation</td>
<td>Important to earn more</td>
<td>One of main motivations</td>
<td>One of main motivations</td>
</tr>
<tr>
<td>Flexibility</td>
<td>Strong motivation</td>
<td>Strong motivation</td>
<td>(Not mentioned)</td>
<td>(Not mentioned)</td>
<td>Strong motivation</td>
<td></td>
</tr>
</tbody>
</table>

We can see that our study has more in common with the studies that GTZ has done in LAC than with the other previous research. This is logical since our study also was done within the LAC. But we also see that there is no general clear pattern that shows common results from developed countries that differ from results found in developing countries. Even if Turkey could be seen as a developed country it has both similarities and differences from the other developed countries. We make the conclusion that more studies on women and entrepreneurship are needed if there are going to be any possibilities to apply this knowledge on an international level in the future. The economic situations in every country affect how women are motivated. Cultural differences of what is convenient for a woman to do also seem to affect to a wide extent. These factors on country level need to be investigated and how they affect the motivation of women entrepreneurs.

6.2 To be Pushed or Pulled into Entrepreneurship

Among the motivation factors presented in this study there are both push-factors and pull-factors. Researchers has not totally agreed on which factors belong to push or pull, but the majority see; Need of income, the three factors included in the category Dissatisfaction with previous job and; No jobs available as push-factors. In Table 3, where the women answered with their own words in the first open question (number 4), without having taken the alternatives later in the survey into consideration, push-factors were the most common among the answers. Even among the interviewees four out of five mentioned Need of income as one of their main motivations. In Table 2, where the women chose between the motivations factors given, pull-factors were the most common.

Need of income is included in our strongest category Economic reasons in Table 3. But in this category the factor Stable economy is included, and that factor can both be a push-factor and a pull-factor. In Table 1
Need of income and Stable economy are ranked separately and there is a gap between the factors. Need of income has by previous authors been expressed as a push-factor. If people are in a great need of money to survive for the day they can be pushed into entrepreneurship as the only alternative to earn money. It is not something they want to do, but something they have to do. If entrepreneurship is chosen to get a more Stable economy it is more complex to explain that in terms of push and pull. To want a more Stable economy can include people that have a very unstable economy and need to have an income that can give security and fulfil the basic needs in their everyday life. But this factor can also include people that want to have a better life quality in a materialistic aspect, to be able to buy a car or a better house. These improvements do not come out of need. If Stable economy is related to a better life quality it is rather seen as welfare, and we consider the wish for an increased welfare to be a pull-factor. Therefore the category Economic reason is a mixture of push and pull-factors that is complicated to analyse. However, only a few women in the first open question (number 4) in the survey described welfare as a motivation, compared to the much bigger group who chose Need of income. This reflects the division of women in need, and people that already have what they need but want more. Therefore it is likely that the majority of the women who answered in relation to the category Economic reasons wanted to express that motivation as a push-factor rather than a pull-factor.

Push-factors related to hinders that individuals face during their previous occupation, or when looking for new occupations, are placed low in Table 1 and 2. On the other hand in Table 3 No jobs available is placed high as number 3 but Dissatisfaction with previous occupation are placed at the bottom since no one of the women in the survey described this as their motivation. When the women were asked to grade the factors in the survey, push-factors are placed relatively low. From the women’s open answer push-factors are among the most common answers. In one sense these answers could be seen as the more correct answers because they directly answer to the question for what reason they became an entrepreneur without having taken the alternatives later in the survey into consideration. Therefore these are the answers that first cross their minds and they reflect push-factors to a higher extent. When they later saw the alternatives they chose more pull-related factors. The question is why these women did not think of any of these pull-factors when they answered the first open question.

6.2.1 The Complexity of Investigating Women Entrepreneurship
It is not simple to determine ones motivation since various factors often can affect you and they can be both conscious and subconscious. One explanation to the differences mentioned above could be that the women started to think about the advantages of being of an entrepreneur when they saw the alternatives of motivation factors. Maybe they had not thought about these motivation factors before they became entrepreneurs, but when they saw the alternatives they recognised these advantages in their lives as entrepreneurs. Since many studies on women and entrepreneurship are implemented among women that already are entrepreneurs, there is always a risk that they are affected by the advantages they see in the entrepreneurship now that they have experience of it. This could lead to misleading results where you
cannot distinguish the difference between what motivated the women to become entrepreneurs in the first place, or what motivates them to continue being entrepreneurs now that they have seen the advantages. It is important to take this into consideration in our study because it could explain the differences in the ranking of push and pull-factors and the differences between the results in Table 2 and 3.

6.2.2 When Pull-factors Become Push-factors

Even though categories such as Flexibility and Independence include pull-factors there is a hidden complexity that connect them to necessity-driven motivation. Flexibility for example, is placed high in all tables with both the factors; want to be able to work from home; and to decide when and how many hours to work included. As pull-factors they could indicate a wish for improved Flexibility as in having a higher work standard or to be able to combine their work life and private life in a better way. But it could also be that the Flexibility during women’s previous occupation was not manageable e.g. because they had small children. If that is the case Flexibility tend to be a push-factor rather than a pull-factor. The need for Flexibility pushes the women into entrepreneurship, or other occupations that offers Flexibility. For the same reason someone could have chosen the alternatives connected to Dissatisfied with previous occupation.

Celia answers confirms that it is possible to see Flexibility as a push-factor when she mentioned that employment never was an option for her since she had to take care of her children and therefore could not have a full-time job. Celia’s answer describes how Flexibility can be seen as a need and a must. In developed countries Flexibility can be seen as something that gives life more quality, since in many developed countries there are more possibilities to have children at kindergarten etc. The interviewees confirm that there are few possibilities to put children in kindergarten. Then Flexibility is more of an advantage than a need. But still, the only previous study that mentions Flexibility as a push-factor is the study from Finland where they describe inflexibility as a reason to be Dissatisfied with previous work. This could be the case for all the women in the survey that chose Flexibility as a strong motivation factor for both those who were employed; unemployed; or house wive before they became entrepreneurs. Even more factors normally considered pull-factors could actually be push-factors in our study because of the differences in the culture and the country’s situation. That makes the push-factors even more present in our study.

6.2.3 The Situation in Honduras

Push and pull can also be applied at a country level. The interviewees mentioned that the situation in the country is difficult and gave examples that the politics are not very beneficial for owners of small businesses, that the economic situation is hard; that the minimum salary of an employee is not enough to live on; and that the rate of unemployment is high. We also know that 60 per cent of the Hondurans live below the poverty line. The situation in Honduras is worse than the situation in the majority of the countries where previous research is done. Previous research shows that pull-factors are more common to motivate entrepreneurs than push-factors. That is the case even in our study, and the study done by GTZ in LAC. But push-factors seem to be more common in the study done by GTZ and in our study.
compared to how common they are in the other studies made in developed countries, even the one done in Turkey.

6.2.4 The Social Reproductive Role
There are also cultural aspects that can be connected to push and pull. The interviewee most interesting to mention in relation to these cultural aspects is Celia. She was the only one who would have preferred to be a house wife if she would have had to choose. The reason was that the home and the family is the most important in life and cannot be neglected. Dinora also agreed with her, but still she preferred to be an entrepreneur. Celia also talked about the agreement she had with her husband: that if she was going to be permitted to work, she had to make sure the house was always clean and that the food was ready etc. She also had to adapt her working hours after the children’s school hours. And there are even more examples of all that the social reproductive role includes. The women’s answers indicate that they have the full responsibility of the household and the children, and that the men have not. Even though Celia also mentioned that her husband sometimes took care of their children if she had to work. When Celia thanked God that she can be both an entrepreneur and a house wife, it sounded like it has not been a choice for her, that it is more of a coincidence that she had the opportunity to become an entrepreneur. When she mentioned that she wanted to be able to Control her working hours it could as well be a push-factor, since she had to have that flexibility if she wanted to work, because of the responsibility for the children. Because if she would not have been able to combine it with being a house wife, she would neither have had the possibility to become an entrepreneur even if she would have wanted to.

This indicates that Celia was bound to her social reproductive role as a mother and house wife probably as many other Honduran women. How many women have been thinking like Celia, wanting to become entrepreneurs, but without finding a way to combine their social reproductive role and all their responsibilities with their wishes or maybe needs to become entrepreneurs? If the women were liberated from this role or started to share it with the Honduran men, many more women could engage economically in society, creating organizations and businesses that could develop the country.

6.3 Entrepreneurship vs. Employment
The fact that two of the women in the survey had the motivation that they simply wanted to become entrepreneurs confirms the category “The attractiveness of Entrepreneurship” that Moore & Buttner present in their study. But at the same time, indirectly, all women have expressed that they wanted to become entrepreneurs, only that there was always another motivation factor that could explain that desire. We believe that Moore & Buttner’s category cannot be a motivation on its own, but always depends on other factors that are the main reason that women come to the decision and desire to become entrepreneurs.

On the other hand, we find it interesting that four of the women in the survey expressed that they became entrepreneurs because they did Not want to be employed. Out of these four women, three of them had been
employed. Four women among the interviewees also expressed that, and the only woman that actually was employed desired to leave her employment as soon as possible. None of the interviewees wanted to be employed even though four of them did not have any experience of employment. But they could still tell about several disadvantages of being employed. That should mean that the women who never have been employed still has a certain image of what employment entails and that image does not seem to be very positive.

Through our study we wanted to see if entrepreneurship had a high status in the Honduran society according to the women. But the women did not express clearly that such a status exists. Instead we could see more clearly that employment seems to have a low status among these women. Of course it has an influence that all the women in the study already are entrepreneurs. But the fact that 50 per cent of the women in the survey have been employed and still want to continue as entrepreneurs, indicates that there is a correlation between the status of employment and the desire to become an entrepreneur. Also Elisa confirms that even though she is employed, the ideal for her would be to leave her employment and dedicate herself to her business.

The social status does not seem to be very connected to the profession one has according to the answers of the interviewees. Rather persons that are well-known, rich or have good contacts or good education seem to be on top of the social hierarchy in the Honduran society according to the experiences of these women. Only Dinora thinks that entrepreneurs have a high social status. The women are very humble in their way of expressing their own social status. Both Anabel and Celia want to think of everyone as equals before God. But then Berna, Celia and Dinora expresses that they now have more contacts and that this gives them more privileges in society. It seems that they have achieved a Higher social status, even though this was not something that motivated them to become entrepreneurs at first.

We make the conclusion that the social status achieved by these women is not connected to their profession, but to the CCIT that has provided them with access to a net of contacts and another group of people with greater influence in society. This is one explanation to the low ranking of the motivation factor Higher social status in the survey, according to us.

6.4 Can Education Motivate?

Berna and Elisa both said that education motivated them to become entrepreneurs. But something must have motivated them to study business in the first place. What motivated Berna and Elisa to study business then? There must already have been some kind of interest in business and economy. In the case of Celia it would have been more understandable if she would have said that the studies motivated her. She actually wanted to be a teacher, but had to choose something else when her grades were too low. Then maybe the studies opened her eyes to an area she had not thought of before. That could also explain
the fact that she never dreamt of being an entrepreneur. But then, when she obtained the knowledge that she needed, that motivated her.

6.5 The PFME’s Entrepreneurs Move Forward Together

The most important for the women in the survey that the PFME has provided is knowledge. This knowledge seems to have a power to change not only businesses and their success but also attitudes and the well-being of these women. The knowledge improves the economic situation of the women, but also gives them tools to be more confident and secure about themselves and what they do. It is important to create this self-esteem having in mind the social reproductive role that Honduran women have. Believing in themselves can help them to break loose from the heavy responsibility that the society has placed on their shoulders. Then they could be free to engage economically in society on a higher level.

The interviewed women have been part of the PFME for different amounts of time but all of them considered the program to have changed their way of manage their business and to some extent also changed how they view themselves as entrepreneurs. They all discuss how important the new knowledge from the program have been for them. The women had before they joined PFME already started a business. This new knowledge has helped the women to improve their businesses and some of them described how they now understand how a business should be operated in best possible way. To be able to improve their sales without spending more time with their business, and to reduce inefficient work. This knowledge that the PFME provides makes it more likely that the women participating will achieve their dreams and goals for their business. It seems that the knowledge and the education have been crucial for their success. Only Celia had been successful already before she entered the PFME, but still she emphasizes how important the new knowledge and contacts have been for her.

The solidarity and the support that the women give each other by participating in PFME seem to be something that most of them value. They describe how they can support each other if one of the women encounters problems and how they exchange ideas. Only Elisa mentioned that the women participating sometimes are jealous of each other. But she also sees women who are trying to help others which indicates that she does not consider the jealousy to be a major problem. We consider it to be important to have this kind of support that the PFME gives. The women probably dare to become more involved in their own businesses and to invest in them. This support can therefore encourage these businesses to grow and succeed.

Their view of themselves as entrepreneurs seems to have changed. Anabel described how it has strengthened her and Celia explained that she now sees being an entrepreneur as something with a greater purpose. She now has a wider understanding of the way in which her work as an entrepreneur contributes to a better society and not only benefits herself. She can now let people in the society gain from the benefits her business provides. When entrepreneurs are encouraged and start to value their
entrepreneurship they will appreciate their work more. If they see how their businesses can have a greater purpose for their families and can help others through employment if they are successful we believe it is more probable that they will be motivated to create more job opportunities. The positive effects from women’s entrepreneurship can grow bigger if they understand in what way they are contributing.

6.6 Supported into Entrepreneurship

When the women talk about the support that they have received from their husbands and families it seems to have been something crucial for them. What would have happened to them if they would not have had that support? How many women are there in Honduras that live alone, perhaps with children, that need to start a business in order to survive but cannot without any family or friends to support them? Celia said that starting her business would have been really difficult without the support of her husband. Maybe she had not even started her business without his support? Organizations like the CCIT are very important for women in this kind of situations. There are not room for all these women at the CCIT and PFME and the government seems to only make the situation more difficult for the country’s entrepreneurs according to the interviewees. Since entrepreneurs, especially women, are so important to a country’s economic development, the government should provide the support that they need to be able to engage economically. Such support could be public kindergartens, support programs for entrepreneurs, subventions for recently started businesses or tax alleviation for the same.

6.7 Conclusions

We have been able to find the answers to our research questions through this study. We have seen which motivation factors and categories are the most common among these Honduran women and how these can be related to push and pull. We have seen how the women view entrepreneurship in relation to employment and also how the PFME has impacted these women in a positive way.

• Independence; Economic reasons; Flexibility; and Social reasons are what motivate these women the most to become entrepreneurs according to our study. Independence is the only motivation that is strong in the majority of the studies in previous research.

• There is no clear pattern between the motivation factors and categories between developing countries and developed countries. This indicates that not only the economic situation of a country affects the motivation of entrepreneurs. Others factors that affect this motivation at a country level could be cultural impact and gender based issues e.g. This implies that more studies are needed on the subject from new perspectives.

• In Table 3, containing the results of the women’s answer to the first open question (number 4), Independence and Flexibility ranked much lower, and the motivations were instead; Economic reasons, Social reasons; and No jobs available. More push-factors were placed at the top. This reflects much
more the situation in the country. This answer is in one sense the most interesting since it reflects what the women first thought about, before they saw the other alternatives of motivation factors.

- We have discovered two things that create a complexity in the investigation of women entrepreneurs’ motivation. One thing is that by asking women who already are entrepreneurs about their motivation there is always a risk that their answers are affected by the advantages they have discovered during their entrepreneurship. Therefore you cannot be sure that their answers really describe what motivated them to become entrepreneurs in the first place.

- The other thing that can affect the women’s answers is when they answer to what motivates them through choosing between alternatives of motivation factors. This problem is shown clearly in Table 1 and 3 where the results are very different. In Table 3 are the answers that first came into the women’s mind, written with their own words, without having taken the alternatives later in the survey into consideration. Then in Table 1 are the answers from where the women chose between the motivation factors. If previous studies have been done by giving women entrepreneurs alternatives of motivation factors instead of letting them express what first comes to their mind this means that these alternatives probably have affected the women’s answers. Maybe previous research would have been completely different if all women participating had answered to an open question, instead of choosing among alternatives?

- The PFME seem to have a good impact on the women entrepreneurs participating. They seem to feel more confident and dare to invest and develop their business more since they obtain the knowledge that the CCIT provides and find support in each other. The PFME seem to contribute to the Honduran society.

All these conclusions reflect factors that affect how and why women are motivated to become entrepreneurs. Too few studies have been done in order to understand these complex correlations. Since entrepreneurship is important for a country’s economic development and women are a key driver for economic growth, female entrepreneurship is a subject that should be prioritized in further research. The Honduran government should prioritize to provide for the needs of support and education of future entrepreneurs in Honduras. The CCIT and the PFME has already taken one step in that direction. Female entrepreneurs that are given the rights, support, circumstances and tools that they need could contribute greatly to the development of developing countries.
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**Interviews**


**Survey**

Appendix 1 - Interview in Spanish

1. ¿Cuál es su nombre?
2. Cuántos años tiene?
3. Dónde vive?
4. ¿Qué tipo de empresa tiene? Cuánto tiempo ha tenido su empresa?
5. Ha iniciado su empresa usted sola?

6. ¿Qué educación tiene?
7. Por qué estudió? / Por qué no estudió?

8. ¿Cómo era su situación cuando decidió iniciar su empresa?
9. Tenía esposo cuando inició su empresa?
10. De qué trabajaba el en ese momento?
11. Tenía hijos? Cuántos? Estaban estudiando ellos?
12. Alguien de sus parientes o amigos tenía su propio negocio antes de que usted iniciara el suyo?

13. Tiene a algún modelo a seguir que le haya impactado su decisión de ser empresaria?
14. Por cuál razón eligió iniciar su propio negocio?
15. En qué se ocupaba antes de iniciar su negocio?
16. Por qué no quería seguir con esa ocupación?
17. Por qué eligió no optar por un empleo?
18. Cómo llegó a ser posible para usted iniciar el negocio?

19. Cuáles son las ventajas y desventajas de tener su propio negocio?
20. Cómo se siente ahora siendo empresaria en comparación a como se sentía antes?
21. Cómo afecta su trabajo a su familia y a su tiempo libre? Hay alguna diferencia en comparación a antes de que iniciara con su negocio?
22. Era ser empresaria algo que soñaba siendo niña o joven? De qué soñaba?
23. Piensa que las personas que son empresarias obtienen una posición social alta?
24. La gente le trata diferente desde que inició como empresaria? De qué manera?
25. Ha tenido que sacrificar algo para poder iniciar y manejar su negocio?
26. Si pudiera elegir, hubiera preferido ser empresaria, empleada o ama de casa? Por qué o por qué no?

27. Cuánto tiempo ha estado involucrada en el programa?
28. Cuénteme del programa, y de cómo le ha transformado a usted, su forma de pensar y a su negocio.
29. Ve diferente el concepto de ser empresaria ahora después del programa?
Appendix 2 - Interview Translated into English

1. What is your name?
2. How old are you?
3. Where do you live?
4. What kind of business are you doing? For how long have you had your business?
5. Did you start your business yourself?
6. What education do you have?
7. Why did you study? / Why didn’t you study?
8. How was your situation when you decided to start your business?
9. Did you have a husband when you started your business?
10. What did he work with at that time?
11. Did you have any children when you started your business? How many? Did they go to school?
12. Did any of your relatives or friends have their own business before you started your business?
13. Do you have any role models that impacted your decision to become an entrepreneur?
14. For what reason did you choose to start your own business?
15. What was your occupation before you started your own business?
16. Why didn’t you want to continue with your previous occupation?
17. Why did you choose to not obtain an employment?
18. What made it possible for you to start your own business?
19. What are the advantages and disadvantages of having your own business?
20. How do you feel now that you have your own business compared how you felt before?
21. How does your work affect your family life/spare time? Is there any difference from before you had your own business?
22. Did you dream of your current work when you were younger? Or of something else?
23. Do you think people with their own business have a high social status in Honduras?
24. Do people treat you different now since you became an entrepreneur? In what way?
25. Have you had to sacrifice something to be able to start and manage your business?
26. If you could choose, would you prefer being an entrepreneur, an employee or a house wife? Why or why not?
27. How long have you been involved in the program?
28. Tell me about the program, and how it has changed you, your way of thinking, and your business.
29. Do your view being an entrepreneur differently now after the program?
Appendix 3 - Survey in Spanish

Page 1

1. Cuántos años tiene?
   - Menos de 20 años
   - 20-50 años
   - 31-40 años
   - 41-50 años
   - 51-60 años
   - Más de 60 años

2. Su nivel de educación:
   - Primaria
   - Secundaria
   - Bachillerato
   - Universidad
   - Otro:

3. Cuál era su ocupación antes de iniciar su propio negocio?
   - Empleado
   - Estudiante
   - Ama de casa
   - Trabajo a medianoche
   - No ocupación

4. Por qué razón llegó a ser emprendedora?

5. El programa para mujeres empresarias ha cambiado su concepto de ser emprendedora?
   - Sí, a una forma más negativa
   - Sí, a una forma más positiva
   - No, no ha cambiado

6. Si ha cambiado su concepto de ser emprendedora, explique brevemente cómo.

7. Si pudiera elegir, cuál de las siguientes alternativas preferiría?
   - Ser emprendedora
   - Ser empleada
   - Ser ama de casa

Page 2

8. Piense cuándo inició su negocio e indique cómo se aplica cada uno de los siguientes incisos a usted.

   a) Yo llegué a ser emprendedora porque heredé un negocio o me uní al negocio de un familiar.
   b) Yo llegué a ser emprendedora porque quería un estilo de vida más alto
   c) Yo llegué a ser emprendedora porque quería contribuir a la sociedad.
   d) Yo llegué a ser emprendedora porque no quería depender de otros.
   e) Yo llegué a ser emprendedora porque quería tener más control sobre mis propias decisiones.
   f) Yo llegué a ser emprendedora porque quería una economía más estable.
   g) Yo llegué a ser emprendedora porque quería aumentar mi satisfacción laboral.
   h) Yo llegué a ser emprendedora porque quería tener la posibilidad de elegir cuando trabajar y cuantas horas.
   i) Yo llegué a ser emprendedora porque quería tener la posibilidad de trabajar en casa.
   j) Yo llegué a ser emprendedora porque sentí que era mi llamado.
   k) Yo llegué a ser emprendedora porque vi que había una demanda en el mercado.
   l) Yo llegué a ser emprendedora porque vi que un pariente o amigo tenía su propio negocio y que esa persona tenía éxito.
   m) Yo llegué a ser emprendedora porque quería desarrollarme como persona.
<table>
<thead>
<tr>
<th></th>
<th></th>
<th>No nada</th>
<th>Muy poco</th>
<th>Hasta cierto punto</th>
<th>Bastante</th>
<th>Mucho</th>
</tr>
</thead>
<tbody>
<tr>
<td>n)</td>
<td>Yo llegué a ser emprendedora porque me aburrí de ser ama de casa.</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>o)</td>
<td>Yo llegué a ser emprendedora porque fui discriminada en mi trabajo anterior.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>p)</td>
<td>Yo llegué a ser emprendedora porque no estaba satisfecha con mi trabajo anterior.</td>
<td>☐</td>
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</tr>
<tr>
<td>q)</td>
<td>Yo llegué a ser emprendedora porque me interesó una nueva área de trabajo.</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>r)</td>
<td>Yo llegué a ser emprendedora porque necesitaba un ingreso.</td>
<td>☐</td>
<td>☐</td>
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<tr>
<td>s)</td>
<td>Yo llegué a ser emprendedora porque tenía los recursos financieros necesarios.</td>
<td>☐</td>
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<tr>
<td>t)</td>
<td>Yo llegué a ser emprendedora porque siempre lo había soñado.</td>
<td>☐</td>
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<tr>
<td>u)</td>
<td>Yo llegué a ser emprendedora porque no había ningún trabajo disponible.</td>
<td>☐</td>
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<td>☐</td>
</tr>
</tbody>
</table>
Appendix 4 - Survey Translated into English

Page 1

1. What is your age?
   - Less than 20 years
   - 20-30 years
   - 31-40 years
   - 41-50 years
   - 51-60 years
   - More than 60 years

2. Your level of education:
   - Primary
   - Secondary
   - Tertiary
   - University
   - Other: ________________________________

3. What was your occupation before you became an entrepreneur?
   - Employee
   - Student
   - Housewife
   - Working part time
   - No occupation

4. For what reason did you become an entrepreneur?

5. Has the program changed your view about being an entrepreneur?
   - Yes, to a more negative view
   - Yes, to a more positive view
   - No, it has not changed

6. If the program has changed your view on entrepreneurship, explain briefly how.

7. If you could choose, what would you prefer:
   - Being an entrepreneur
   - Being an employee
   - Being a housewife

Page 2

8. Think of when you started your business and specify how the following statements apply to you:

   a) I became an entrepreneur because I inherited a business or joined the business of a family member.
   - Not at all
   - Very little
   - To some extent
   - Much
   - Very much

   b) I became an entrepreneur because I wanted to gain higher social status.
   - Not at all
   - Very little
   - To some extent
   - Much
   - Very much

   c) I became an entrepreneur because I wanted to contribute to society.
   - Not at all
   - Very little
   - To some extent
   - Much
   - Very much

   d) I became an entrepreneur because I did not want to depend on others.
   - Not at all
   - Very little
   - To some extent
   - Much
   - Very much

   e) I became an entrepreneur because I wanted to have more control over my own decisions.
   - Not at all
   - Very little
   - To some extent
   - Much
   - Very much

   f) I became an entrepreneur because I wanted a more stable economy.
   - Not at all
   - Very little
   - To some extent
   - Much
   - Very much

   g) I became an entrepreneur because I wanted to increase my work satisfaction.
   - Not at all
   - Very little
   - To some extent
   - Much
   - Very much

   h) I became an entrepreneur because I wanted to be able to choose when to work and how many hours.
   - Not at all
   - Very little
   - To some extent
   - Much
   - Very much

   i) I became an entrepreneur because I wanted to be able to work in my home.
   - Not at all
   - Very little
   - To some extent
   - Much
   - Very much

   j) I became an entrepreneur because I wanted to follow a life’s calling.
   - Not at all
   - Very little
   - To some extent
   - Much
   - Very much

   k) I became an entrepreneur because I saw a potential market demand for a particular product or service.
   - Not at all
   - Very little
   - To some extent
   - Much
   - Very much

   l) I became an entrepreneur because a relative or friend had their own business and that they were successful.
   - Not at all
   - Very little
   - To some extent
   - Much
   - Very much

   m) I became an entrepreneur because I wanted to achieve personal development.
   - Not at all
   - Very little
   - To some extent
   - Much
   - Very much
<table>
<thead>
<tr>
<th></th>
<th></th>
<th>Not at all</th>
<th>Very little</th>
<th>To some extent</th>
<th>Much</th>
<th>Very much</th>
</tr>
</thead>
<tbody>
<tr>
<td>n) I became an entrepreneur because I was bored as a house wife.</td>
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<tr>
<td>o) I became an entrepreneur because I was discriminated at my previous job.</td>
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<td>p) I became an entrepreneur because I was dissatisfied with my previous job.</td>
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<tr>
<td>q) I became an entrepreneur because I was interested in a new area of work.</td>
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<td>r) I became an entrepreneur because I was in need of income.</td>
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<tr>
<td>s) I became an entrepreneur because I had the financial resources necessary.</td>
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<tr>
<td>t) I became an entrepreneur because I always had dreamt of being one.</td>
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</tr>
<tr>
<td>u) I became an entrepreneur because there were no jobs available.</td>
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</tbody>
</table>