






Motivation to Grow Women Entrepreneurs' Home-Based Businesses

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ABSTRACT

Entrepreneurs play an important role in the economy's development. Compared to men, a higher number of women are becoming entrepreneurs. There is a commensurate interest in examining who these women are, what motivates them to become business owners, and what influences their economic success. This paper explores the motivational factors faced by female entrepreneurs as they grow their home-based business (HBB). The research has been conducted via interviews with women entrepreneurs that are involved in HBB, which is located in the Klang Valley area in Malaysia. Results show that women owning and managing HBBs are motivated to grow their business through intrinsic motivations, including a need for independence and a need for achievement. They are also motivated by extrinsic motivations, which are financial issues, fame, and positive feedback from others. The result of this study will help all women entrepreneurs in HBB to always grow and to educate every family, society, and institutions to always support them. This paper also adds to the theory of what motivates people to start their own businesses and to research on what motivates people to grow.

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Contribution/Originality: This study contributes to the existing literature concerning women entrepreneurs. This study would be beneficial to the business sector and society because it identifies the true factors that motivate all female entrepreneurs to

continually build their HBB.

1. Introduction

Entrepreneurs has a vital part in every economy, and their abilities will satisfy present and future requirements by introducing novel and distinct concepts to the market. Sometimes, successful entrepreneurs have personality attributes that will make them future business leaders (Karim & Azmi, 2008). It is common to refer to gender in entrepreneurship as female or women's engagement (Alias, 2004). Even while the number of female entrepreneurs is growing three times faster than that of male entrepreneurs, the majority of women's enterprises remain little and underdeveloped. This is due to the fact that the majority of women entrepreneurs were not in the growth phase of business development. Entrepreneurial women frequently struggle to establish a balance between their careers and families. Despite the difficulty of balancing a great profession with being a good mother, motherhood should always take precedence in our life. Every woman must decide for herself which of her work and motherhood responsibilities is most essential.

A typical female entrepreneur continues to attempt to complete numerous tasks as part of her daily routine. As a result, she suffers from sleep deprivation, stress, and a diminished ability to focus on the next task, which leads her to indirectly blame herself for not being able to accomplish everything. Rather than tormenting themselves, it is necessary to organise duties from most to least significant. It would be more difficult for female entrepreneurs to juggle their professional and domestic responsibilities (Walker et al., 2008).

The majority of studies on the growth of women entrepreneurs were undertaken in various fields and countries; however, there is still a shortage of research on the motivation factors of growth by women entrepreneurs in Klang Valley, Malaysia through HBB. The objective of this study is to comprehend the internal and extrinsic driving aspects of HBB in female entrepreneurs in Klang Valley. The intrinsic motivation consists of the need of achievement and need of independent. Extrinsic factors included the push factors of fame, positive feedback from others, and financial issues that women entrepreneurs encountered.

2. Literature Review

2.1. Women Entrepreneurs in Malaysia

Malaysia's entrepreneurial activity is expanding significantly (Othman et al., 2012). According to the Department of Statistics of Malaysia, there were a total of 370,725 businesses operating in Malaysia in 2013. Approximately 72,532 businesses, or 19.6%, are held by women. 87.1 percent of establishments in the retail trade subsector were owned by women, followed by 8.5 percent in the wholesale trade subsector and 4.4 percent in the motor vehicles subsector. It was determined that the number of women-owned businesses is negligible and that the majority of businesses are held by men (Othman et al., 2012). All female entrepreneurs should make full use of the government's programme promoting female entrepreneurship. The majority of programmes and government agencies fully support women-owned businesses, such as the Skills Upgrading Programmed of the SME Corporation, the Matrade Women Exporters

Development Programme, and the SAME Women Talentship Initiative. In addition, numerous organisations have been established in Malaysia to support women entrepreneurs, including Persatuan Usahawan Wanita Bumiputera (USAHANITA), National Association of Women Entrepreneurs of Malaysia (NAWEM), Federation of Women Entrepreneurs Association Malaysia (FEM), and National Policy for Women Entrepreneurs (NPW). This demonstrates that Malaysia provides substantial support for businesses established by women.

2.2. Motivation Factors of Business Growth

On the route to achieving success and expanding their businesses, every entrepreneur will face a variety of obstacles. Women entrepreneurs confront greater obstacles than men entrepreneurs (Kantor, 2001). By building the home-based business (HBB), the number of women business owners in the HBB market will expand as they break through the glass ceiling (Zimmerer & Scarborough, 2005).

Education, liberty, and domestic instability have had an effect on women and their decision to work, as they are able to spot opportunities, communicate with confidence, negotiate effectively, be imaginative, creative, hard-working, honest, charismatic, and fearless of failure (Karim & Azmi, 2008). Likewise, without them, economic, social, and political progress in Malaysia would not advance. According to The Malaysian Reserve (2017), at the Women Fest Malaysia (WFM) launch, the Minister of Women, Family and Community Development stated that various programmes and initiatives were planned to develop and empower women entrepreneurs, particularly housewives, single mothers, and women who fall into the lowest household income group category. Amanah Ikhtiar Malaysia (AIM) was allotted a total of RM200 million for the credit facility for women who took out loans to start a business. Typically, entrepreneurs establish a company with the intention of supporting their nation through capital investments and the direct transfer of skills.

However, the elements that motivate female entrepreneurs to expand the HBB may vary from one to another. An intriguing study will be produced by analysing the distinct motivational variables of various HBBs of female entrepreneurs. Keeping this in mind, the purpose of this study is to examine the elements that inspire the HBB through internal motivation based on the need for achievement and independence, as well as extrinsic motivation based on money concerns, celebrity, and good feedback from others.

2.3. Intrinsic Motivation

Internal motivation gives rise to intrinsic motivation. They increase their inner motivation, including their internal self-confidence, ambition, and interest. Internal feelings might be linked to intrinsic motivation. It is a good predictor of performance. It will assure the quality and quantity of work since intrinsic motivation will ensure that the work is pleasant and joyful. This study will concentrate on the primary aspects of intrinsic motivation to expand the HBB: the need for achievement and the need for independence.

2.4. Intrinsic Motivation: Need for Achievement

Entrepreneurs should maintain a positive outlook. This will help the female entrepreneurs maintain a positive mindset. This kind of failure mentality has existed for

a very long time due to the high number of competitors and low survival rates. Due to this, they have been compelled to abandon the market (Parker, 2009). Entrepreneurs think differently and are able to devise plans to go where they want to go using their own methods, making this one of the most effective approaches to achieve any goal.

The entrepreneurial mindset has a significant impact on the success of a business. Similarly, entrepreneurs' levels of success must also be determined by their mentality and actions. Entrepreneurs control their HBB and become self-employed based on non-financial traits (Boden, 1999). Other non-monetary attributes include respect, initiative, and success (Terrel & Trolio, 2010). In addition to habits, work ethics, and an efficient and effective approach to time management, the HBB will also benefit from efficient and effective time management (Jaim, 2021).

2.5. Intrinsic Motivation: Need for Independence

Entrepreneurs are in charge of decision-making, financial decisions, and their own path to economic success. Women entrepreneurs have a more major role in independence than men entrepreneurs (Stephan et al., 2015). They have greater control over their time and can balance the requirements of their families with the needs of their enterprises. However, the society has little faith in women's administrative abilities and doubts their social vulnerability. Due to a lack of autonomy, societal acceptances of women's roles are not sufficiently task-oriented (Grove & Montgomery, 2001). Women entrepreneurs are also endowed with exceptional talent and skill, which should serve as their primary advantage. This is the primary aspect that will encourage women entrepreneurs to launch their HBB. As it would be more difficult for them to manage their career and home lives, female entrepreneurs would face significant role conflicts (Walker et al., 2008).

Therefore, entrepreneurs can aid other small enterprises through collaboration. This will contribute not only to the growth of the business, but also to the growth of society and the development of a solid relationship. The decision to collaborate will directly facilitate cross-networking and cross-promotion between businesses that share a true, unique culture. Other non-financial attributes include respect, initiative, accomplishment, and degree of independence (Terrel & Trolio, 2010). *"Work on your business, not in your business"*. This is a famous remark by Michael Gerber that encourages businesses to thrive and work toward a better future for the HBB.

2.6. Extrinsic Motivation

Extrinsic motivations originated from external forces that were driven by the prospect of receiving a reward. It is strongly related to corporate survival and expansion since they were motivated to become wealthy and powerful. This external incentive is less enjoyable jobs for the growth of corporate productivity that were tied to external factors such as the employee's compensation. This study will concentrate on the primary causes of extrinsic incentive to expand the HBB, such as financial issues, fame, and positive feedback from others.

2.7. Extrinsic Motivation: Financial Issues

There are numerous reasons why businesses decide to launch an HBB. Women entrepreneurs typically face economic necessity and a dearth of childcare services as driving forces (Rodríguez-Modroño, 2021). This will enable the HBB to overcome their

financial challenges as well as their official responsibilities as a result of their family circumstances. It will demonstrate in a positive way that women are also capable and able to overcome obstacles with the opposite gender.

However, there are certain unfavourable opinions that women's job is improper due to the belief that the family does not require her pay because a woman's financial independence is primarily the responsibility of her husband (Arasti, 2006). As they begin managing their businesses and as their businesses expand, women entrepreneurs are most likely to seek external financial support.

As a result, women entrepreneurs are more likely to create a higher income and achieve financial independence. The largest push and pull variables influencing the motivation hypothesis for women entrepreneurs to handle HBB have increased over time, as their existing financial situation has compelled them to seek alternate means of generating revenue. As families begin to raise their level of life and seek a better education for their children, they will confront significant financial difficulties (Dzisi, 2008).

2.8. Extrinsic Motivation: Fame

To achieve success in business, it is essential to establish a large network. It needed the formation of friendships and the establishment of social networks. There is a correlation between the networking activity of entrepreneurs and the growth of a business (Ostgaard & Birley, 1996). Becoming famous in every aspect of business was the goal of every entrepreneur. Some businesspeople defined fame as a higher social standing. It will have a direct and major impact on the growth of their firm, since well-known companies desperately required this platform.

Hence, all types of businesses must sell their products and services aggressively. Networking and promoting the HBB is crucial. This will effect the business image for the professional recognition that all female entrepreneurs should get. There are numerous outlets that can aid in the introduction and promotion of HBB. Some of this can be accomplished by promoting the HBB online, in print, and via radio and television to their specified target market during a predetermined time period.

HBB must capitalise on the absence of social media in order to remain competitive in the business and optimise their utilisation of social media outlets. This is because it is one of the most effective strategies for HBB to stay in touch with their market when their customers are utilising social networks. This will result in a stronger connection and better service.

2.9. Extrinsic Motivation: Positive Feedback from Others

Receiving positive feedback from others was a significant driver of business expansion motivation. A favourable response from clients directly increases an entrepreneur's enthusiasm for business expansion. A large number of worldwide entrepreneurs begin expanding their businesses as a result of the immense customer interest in their operations. The success of women entrepreneurs has resulted from the assistance of family and friends (Brindley, 2005). Therefore, family and close friends play a crucial role in supporting the emotional stability of female entrepreneurs.

Male and female entrepreneurs have distinct attitudes and motivating reasons. Typically, women business owners rely on the opinion and evaluation of others (Grove & Montgomery, 2001). However, it is common knowledge that positive feedback feels good and can inspire business owners to continue pushing for business growth.

Positive feedback encourages the elimination of poor performance, while constructive feedback helps to reinforce and improve performance. This feedback will strengthen the entrepreneurs' self-assurance and believability. Negative feedback has the potential to provide insight into how business processes and customer service can be enhanced. All of the business's good and negative feedback will aid in the development of its distinctive products and services, which must be improved and maintained for the company's success. The reaction to the input can be obtained by conversing directly with clients and gathering feedback from them. The conceptual framework employed in this study is summarised in Table 1.

Table 1: Motivational Factors to Grow the HBB on Women Entrepreneurs in Klang Valley

Motivation factors	Domain
Intrinsic Motivation	Need for Achievement
	Need for Independence
Extrinsic Motivation	Financial Issues
	Fame
	Positive Feedback from Others

3. Methodology

This study employed a qualitative methodology. The qualitative method employed in a study will provide a more comprehensive and diverse approach, primarily by allowing for the participants' understandings, perceptions, and subjective contextualised lived experiences (Fernandez & Aman, 2021). Utilizing a qualitative research method is optimal for a few specific topics, such as role and human behaviour (Lodico et al., 2010). This demonstrated the usefulness of a qualitative study in examining the distinctions and particulars of the home-based businesses in Klang Valley in relation to Women Entrepreneurship. The advantage of this approach is the ability to comprehend the actual personal experiences of the motivation factors that increase the HBB of female entrepreneurs in the Klang Valley, which are relevant to the study's research objectives.

This study's target population consists of women entrepreneurs in Klang Valley who have more than two years of business experience and are over the age of twenty-five. This study employed a purposive sampling method. This sampling does not include the entire population of female entrepreneurs in the selection for this study. The samples are selected based on the availability of interviewees who happen to be in the right place at the right time, as well as the researcher's personal judgement. As a result, purposive sampling were employed as sampling methods. The benefits of using this technique are its cost- and time-efficiency. Several interviews with six female entrepreneurs in Klang Valley were utilised to collect data for this study. With the consent of the interviewees, the interviews were recorded to facilitate data collection and later transcribed for analysis. The interview was carried out in both English and Malay. Table 2 provides a summary of the interviewee's demographic information.

Table 2: Demographic Summary of Interview Subject

Participant	Age	Education Background	Marital Status	Business Experience	Business Location
A	25	Diploma in Food Science (UiTM)	Married with one child	2 years	Bukit Jalil, Kuala Lumpur
B	28	Diploma in Automotive Technology	Married with no children	2 years	Setiawangsa, Kuala Lumpur
C	43	Diploma in Accounting (MARA)	Married with three children	15 years	Kepong, Kuala Lumpur
D	28	Degree in Food Science	Single	2 years	Wangsa Maju, Kuala Lumpur
E	34	Degree in Science Admin (UiTM)	Single	16 years	Gombak Prima, Selangor
F	34	Master in Science Engineering	Married with two children	3 years	Shah Alam, Selangor

4. Findings and Analysis

The sections that follow go over the findings for the motivation to grow HBB in women entrepreneurs in Klang Valley.

4.1. Intrinsic Motivation: Need for Achievement

Entrepreneurs' mindset has a significant impact on the success of their businesses. At the same time, entrepreneurs' level of success must also be measured by their mindset and actions. As stated by Participant A, she explains that her motivation to expand the business stemmed from the desire to increase profits. In addition, she stated that it is the primary factor that has been applied to all business-oriented individuals in this industry. This is true because every business is structured with a clear profit motive, so it should be guaranteed that every business that has made a sale has made a profit. This is due to the fact that a non-profit's purpose is to aid the community through charity.

"Money is the primary driver of growth in my business, as it is for all businesses on the market today, and it is vital for my business and others to achieve this." (Participant A).

Communication with every user is essential. As a means of acknowledging the users' social media or two-way communication-based relationships. They educate consumers on the usage of their product, the benefits of their product, and the importance of consuming healthily and selecting the right product to avoid any negative effects while consuming. According to Participant A, her primary accomplishment upon launching her HBB has been the promotion of her product in Malaysia. She added that by introducing her product, she can educate people on healthy lifestyles and the consumption of healthy products. This has likewise been supported by Participant B and F. Included among the

need achievers were those with a high score for its accomplishment based on their power and influence (Langan-Fox & Roth, 1995).

"My greatest accomplishment is advertising all of my products, particularly saffron toner, as the first person to introduce it to Malaysia. By doing so, I am able to recognise individuals for their varied uses of each natural remedy." (Participant A).

"I establish a product for which I have the requisite business expertise and customer-facing transparency. This allows me to raise awareness about natural remedies" (Participant B).

"Our primary goal is to establish a company that sells a natural product that educates and raises awareness of natural remedies in Malaysia. We desire market acceptance for ourselves and other natural remedies products. People are still unaware of this type of product because they continue to use chemical skin products" (Participant F).

Participant B added that by aiming to educate people about consuming natural remedies and other Home-Based-Business products or services, as well as educating them about product acceptance, the objective is to educate people about product acceptance. She stated that she strives to be as transparent as possible with users. This is her greatest accomplishment, ensuring that people readily accept her product.

"... I am transparent to all my customers that I am not an established by Kementerian Kesihatan Malaysia (KKM) product, I am a handmade product that has been mixing all ingredients by myself, and I am so transparent on my product that I have used the same ingredients on my skin during the healing process, as I want to share and educate people on natural remedies and product acceptance..." (Participant B).

They are able to spend more time with their families and have greater flexibility with their schedules, which is the key reason why women entrepreneurs pursue profit-making with their home-based businesses while maintaining their flexibility. As previously indicated by Participant A, she desires to be financially independent. Having her own HBB allows her to spend more time with her family.

"... I prefer not to work for others because I want financial independence, time flexibility with my family, and I also want to enjoy my quality time. Therefore, I intend to achieve these objectives through my own home-based business" (Participant A).

As mentioned by Participant B, she argues that a growth-oriented mindset is necessary to ensure the success of the firm. She also stated that every entrepreneur must have his or her own desire for success. This will assure the expansion of the company. This has likewise been supported by Participant D and F.

"I have established a benchmark for my business in order to ensure its rapid expansion. If we did not need success in business or in life, neither business nor life would grow. This will become the primary factors that inspire you to advance to the next level. In the next five years, I intend to

establish a production company. This will encourage us to cultivate an entrepreneurial mindset” (Participant B).

“...Because in business, we want to see our business grow, whether quickly or slowly; it depends on the owner's perspective; however, as long as the business improves, it is sufficient to meet the requirements for business success” (Participant D).

“... it emanates from the HBB's owner because they've established a requirement for their achievement level so that their business grows every day” (Participant F).

Participant B did discuss her experience with company failure during her HBB. She reported experiencing it following her marriage. Her largest monthly sales peak plummeted from thousands to less than 50 orders per month. In addition, she notes that this is the result of a communication problem affecting all agents. She manages the issue by reducing the number of agents while ensuring that communication is of high quality.

“My business failure occurred after my wedding. My monthly business sales decreased from thousands of orders to less than 50. The issue affects all of my agents who manage my business. The lack of communication between the agent and business owner is the primary source of the issue. This simple issue causes my business to fall from its highest point. As a result, I am reducing the number of my downline agents in order to ensure that quality communication is achieved” (Participant B).

4.2. Intrinsic Motivation: Need for Independence

HBB will empower entrepreneurs to make their own judgments regarding HBB management methods. They will be responsible for their own decision-making, financial decisions, and business performance. She asserts, as indicated by Participant A, that it is beneficial to start one's own HBB. She stated that other aspiring business owners should not be hesitant to establish a company. She stated that if we have sufficient independence, we may attain business success.

“I want to encourage others to begin performing their own HBB. They should not be fearful of launching a business. This is due to the fact that if you have sufficient independence, you will be successful in any business” (Participant A).

When deciding to become independent, each individual has unique needs. The difficulty begins with having neither independence toward oneself or family nor independence toward corporate success. According to Participant A, she want her personal funds for her future, any financial emergencies, and her children. While Participant F indicates that she desires ownership of her product on the market, she has complete decision-making authority over her product's labelling, ingredient selection, and marketing strategy.

“I want to save money for my better future and for any emergencies, as well as for my children's future education” (Participant A).

“We have complete control over our product's labelling, ingredient selection, and marketing strategy” (Participant F).

Occasionally, some societies lack confidence in women's managerial abilities and distrust their social vulnerability. She asserts, as indicated by Participant B, that freedom in decision-making is crucial for the quick expansion of her business. She said that the necessity for independence has been eliminated. Due to her marriage, she must now co-manage the firm with her husband.

Her product-related decision-making is affected by the rise of her HBB due to her husband's interference in her business operations. Her husband lacks understanding of the business and product she has launched. Because of this, there are difficulties in managing the firm and limitations in ensuring a greater profit growth. The power of autonomy in decision-making must be agreed upon by both parties. Participant B's results disagree with [Grove and Montgomery's \(2001\)](#) literature assessment that societal acceptances of women's roles are insufficiently task-oriented due to a lack of autonomy.

“... all of my previous independence in selecting ingredients, marketing strategies, and financial allocation for a business requires the consent of both parties... I cannot make my own decision without his knowledge. Due to my husband's lack of product knowledge, it is difficult for both parties to concur on the same decision. Every decision will be misunderstood, which may affect the related personal life and internal feelings of satisfaction from financial independence for one or both parties. This impacts our company's growth” (Participant B).

Each woman entrepreneur have a special talent and the potential to inspire others to launch their own HBB. According to Participant D, she did not recognise the independence elements when she began her HBB. However, she stated that her friends appreciate her accomplishments as she begins to manage her firm with a distinct perspective to assure commercial growth. These become her primary incentive for fostering the expansion of her HBB.

“My friends advised me that it would be better for me to handle my own business by myself rather than work with others after observing my attitude shift. Because when I'm working alone, my state of mind is completely altered, as I am no longer creative while completing tasks and have a different communication style that is not conducive to an effective relationship between both parties...” (Participant D).

She also emphasised the importance of attaining independence in order to assure the success of her decision to leave her formal employment to pursue her aspirations.

“...Therefore, it is essential to attain independence in life. I am independent in my decision to quit my job and pursue my passions and hobbies. By doing so, I am able to recognise both my abilities and my latent talent, which is the ability to create a bizarre cake masterpiece” (Participant D).

4.3. Extrinsic Motivation: Financial Issues

Due to problems with their official responsibilities and family circumstances, the HBB must overcome a number of significant obstacles in order to overcome their financial hardships. As stated by Participant D, her primary motivation for launching the HBB is to improve her financial situation so that she and her family can enjoy a higher standard of living. She also adds that she planned for her children's better future. This is corroborated by Participant A as well. In accordance with [Dzisi's \(2008\)](#) literature study, the responses from participants indicate that economic necessity and a lack of childcare facilities are two of the most common push reasons for women entrepreneurs.

"...my top priority is to improve my financial situation in order to provide a better future for my entire family. By improving my financial situation, I can provide my children with a higher standard of living and a better life so that they can pursue success" (Participant D).

"Financial issues have become my inspiration to earn more money, primarily to assist my parents and family..." (Participant A).

Participant A noted that she begins to earn money from her HBB in order to fulfil all wedding costs and post-marriage obligations. This is supported by Participant B as well. There are certain unfavourable opinions that women's job is improper due to the belief that the family does not require her pay because a woman's financial independence is primarily the responsibility of her husband ([Arasti, 2006](#)). As this occurs, it will demonstrate in a positive way that women are also capable and able to overcome challenges with the opposing gender. The outcomes from Participants A and B do not concur with the [Arasti \(2006\)](#).

"...I decided to start this business to assist my parents with the costs of my wedding and my new home" (Participant A).

"I started my business in 2016, two months after I got engaged, with the intention of generating sufficient funds for my wedding expenses..." (Participant B).

4.4. Extrinsic Motivation: Fame

According to the analysis, it is essential to have a big network for commercial success. By achieving this, the expansion of HBB's business can be realised. A product or services were developed in response to customer demand. She asserts, as mentioned by Participant B, that fame aids all businesses in ensuring their availability in this field. As this occurs, users should be informed of their business potential in the market based on product or service adoption. Communication with customers is the most effective method for informing users of the availability of a business, thereby ensuring that the firm will expand as a result of their presence on the market. This has also been confirmed by Participant A. According to the research study conducted by [Ostgaard and Birley \(1996\)](#), networking behaviour and the growth of a business should be linked.

"If not a single individual knows the existence of you, then the business that you establish will not grow because no one knows." By that, fame is important as it will help to tell the customers the availability of your business" (Participant B).

"We need to be seen regularly on social media as endorsing the product to ensure our social media audience gains knowledge and to ensure the business's availability in the market" (Participant A).

Becoming well-known will benefit every aspect of your organisation. All entrepreneurs desired to achieve fame more than anything else. Some entrepreneurs equated prominence with a superior social standing. As well-known businesses required this platform, it will have a direct impact on their business growth. She stated, as mentioned by Participant A, that a company's growth will be directly influenced by its fame. She also argues that it is simple for social influencers and celebrities to sell any product or service because the relationship between them and their followers was readily accepted. Moreover, Participant D corroborates this. They concur that fame can be utilised to study the motivational elements that have contributed to the emergence of HBB.

"To be honest, yes, it does affect the growth motivation for any business. According to my observations, all popular social influencers have easy access to customer acceptance of their business..." (Participant A).

"We can see that businesses owned by famous people are always easy to adopt positive support and easy to sell their products, even if our products are far superior and of higher quality than theirs" (Participant D).

All types of businesses must sell their products and services aggressively. As vital as it is to network and promote the HBB is the influence it will have on the professional respect that all female entrepreneurs deserve. Numerous venues can aid in introducing and marketing HBB. Some of this can be accomplished by promoting the HBB online, in print, and via radio and television to their specified target market during a predetermined time period. She stated, as expressed by Participant F, that presenting a high-quality image of the goods is crucial. It will directly contribute to ensuring the product's appeal. This event demonstrates the progress of the firm.

"... we need to produce a quality photo for marketing purposes because it will have a better impact on our product. This is also a product development that needs to keep track" (Participant F).

HBB must maximise the lack of social media in order to survive in its industry. As one of the finest ways for HBB to stay in touch with their market while their customers are utilising social networks, HBB must utilise social media channels effectively. This will result in a stronger connection and a higher standard of service. Through social networking, brand loyalty will be built directly via all committed followers.

Some participants believe that having a greater social status will demonstrate the success of the entrepreneurs, as they will train their followers to place trust in every product or service given. She asserts, as mentioned by Participant C, that it will

demonstrate the entrepreneurs' business acumen. While Participant D asserts that individuals will believe to acquire the product based on what they observed from a large number of subsequent users, Participant F concurs.

"By having a high social status, it will reflect the business skills and management style of your business. For example, my business of making cakes and cupcakes will make others identify the creativity and uniqueness of my product by the evidence that has been shown in my social media postings" (Participant C).

"The people's mindset by saying that the success of the business is reflected by the lifestyle of the owner itself, tend to start to believe and support the product because they can see the huge number of customers that are already "successful" using their product." (Participant D).

"It depends on the users. This is because it will give a picture of our business sales, business feedback, and also the recommendation that will be spread to others" (Participant F).

Despite this, participant A evaluation of the individual's greater social position does not always indicate the success of the business. Because certain social influencers do not care about the quality of the goods they deliver to consumers. This occurred as a result of a conflict of interest resulting from the pursuit of profit without knowledge of the negative effects of the product or service offered.

"In my observation, not all highly socialised people on social media are concerned with handling and promoting business. Some of the social influencer people were concerned about something different that was actually for non-business needs" (Participant A).

4.5. Extrinsic Motivation: Positive Feedbacks from Others

It is essential to continue receiving favourable comments from people. This will become a significant source of motivation for women entrepreneurs' business expansion. Positive client feedback has a direct impact on entrepreneurs' motivation to expand their businesses. The expansion of a business will be facilitated by a large client interest in its operations.

Entrepreneurial women rely heavily on their families for emotional security. As indicated by participant D, both of her parents have been supportive of her business endeavours. Participant F stated that her family encouraged her to start her own business. Both reviews from participants reflect the literature review conducted by [\(Brindley, 2005\)](#) The success of female entrepreneurs is facilitated by family support.

"The biggest encouragement in my business is my parents..." (Participant D).

"My family" (Participant F).

[Grove and Montgomery \(2001\)](#) were in agreement with Participant B. According to [Grove and Montgomery \(2001\)](#), female entrepreneurs rely on the input and appraisal of others. This demonstrates that Participant B receives her business's feedback,

which helps her to remain motivated and on track to ensure her business's success. By this occurrence, she said that her consumers are her source of business motivation. This is likewise corroborated by Participant A and F. They concur that this positive feedback from others can be used to study the elements that motivate women entrepreneurs to build the HBB.

"Customers are my main business encouragement. Their positive feedback will boost our spirits. Their compliments will help me to keep going on the production of my product. It is important to have a "spirit injection" for every business. They are the ones that are always on my back when I need them, whenever I feel neither sad nor happy. There was one time that I decided to stop this business due to a personal problem that made me unmotivated. But, as I received great feedback and a positive review with all the prayers from them, I was able to erase all the negative things that stopped me all this while. And I need to ensure that I keep on track with the growth of my business. " (Participant B).

"Yes it is important and it does motivate me. The feedback pushes me not to stop my business and ensure the growth of my business. I do have some moment to feel that I want to give up on my business due to some problem that occurs. But, their support keeps me motivated to ensure my business keeps operate." (Participant A).

"Yes. Because all positive feedback that been given by customers directly will give us the motivation factors to stay growth in this business industry." (Participant F).

Positive feedback encourages the elimination of poor performance, while constructive feedback helps to reinforce and improve performance. It will increase the entrepreneurs' self-assurance and credibility. Negative feedback has the potential to inform company process and customer service improvement efforts. The negative comments will assist the company in identifying the necessary improvements for business success. As mentioned by Participant D, she states that the negative feedback will assist the company in ensuring that the product quality meets their business's standards.

"... we don't want to produce a product that fulfils the customers' demands and a product that is only full of ourselves. All negative feedback is important for business growth as it will help ensure our product quality is at the benchmark that we set in the beginning. (Participant D).

Table 3 depicts a summary of the research's findings.

Table 3: Summary of Findings

Motivation factors	Summary of Findings
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Need for Achievement	<ul style="list-style-type: none"> • For profit making • Acknowledge users • To have flexible time with family • Ensure the growth of business happen rapidly • Failure to pursue the targeted achievement of the business will occur when lack of communication happens
Need for Independence	<ul style="list-style-type: none"> • Control of the decision making • Financial decision-making ability
Financial Issues	<ul style="list-style-type: none"> • Self-responsibilities • Improve the financial status to get a better lifestyle
Fame	<ul style="list-style-type: none"> • Large network • Ensure the availability of them in this industry • Higher social status • Business image for professional recognition
Positive Feedback from Others	<ul style="list-style-type: none"> • Increases entrepreneur motivation • Gather both positive and negative feedback • Constructive feedback encourages the elimination of poor performance • Positive feedback helps to reinforce and strengthen performance • Boost the entrepreneurs' confidence and credibility

5. Conclusion

This study found that the amount of motivational elements to expand the HBB had a beneficial effect on women entrepreneurs in the Klang Valley. Each participant has unique motivational motives for expanding their HBB. This study would be valuable to the business industry and society as it presents the true causes that encourage all female entrepreneurs to build their HBB continually. By recognising the needs of the business industry and the benefits of the motivating factors that keep entrepreneurs motivated to expand their businesses, organisations and society must accept the difficulties faced by women entrepreneurs.

All HBB practitioners must investigate their own primary growth and motivational drivers in their businesses. This is to ensure that the presented business kinds are compatible with the entrepreneurs' personalities and lifestyles. And most significantly, this research educates all HBB to identify and manage the proper business that simultaneously meets the requirements and desires of the community.

This paper is intended to serve as a wake-up call for HBB to view women business owners in the same manner as other recognised businesses. This is realistic because every HBB was also establishing their product with expertise and product quality knowledge. This is directly due to their zeal for introducing their goods, which has been the driving force behind the success of their firm.

The limitation of this research is that it focuses solely on female entrepreneurs in Klang Valley. Comparable studies should be conducted in Malaysia and other nations for the purpose of formulating recommendations. Depending on a country's culture, policies, and geography, the outcome could be different.

Ethics Approval and Consent to Participate

The researchers used the research ethics provided by the Research Ethics Committee of Universiti Kebangsaan Malaysia (RECUKM). All procedures performed in this study involving human participants were conducted in accordance with the ethical standards of the institutional research committee. Informed consent was obtained from all participants according to the Declaration of Helsinki.

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Conflict of Interests

The authors reported no conflicts of interest for this work and declare that there is no potential conflict of interest with respect to the research, authorship, or publication of this article.

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