

Necessity or Opportunity? Understanding the Motivational Drivers of Women Entrepreneurs in Creating a New Venture

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Abstract - *Women starting their own businesses has become a strong force for economic growth, new ideas, and social progress, especially in emerging markets like Indonesia. This qualitative study aims to understand the reasons why women start businesses in Bandung, West Java, with a focus on whether they do so out of necessity or opportunity. This study included semi-structured interviews with 15 female business owners from different fields, such as culinary, fashion, accessories, and services. It found major themes like personal passion, financial freedom, familial influence, and recognizing opportunities. The findings show that many women entrepreneurs are motivated by a mix of necessity and opportunity, which are affected by social and cultural norms, access to resources, and their own goals. The study adds to the larger conversation about women's entrepreneurship by showing how entrepreneurial motivation changes over time in emerging markets. It also shows how institutional environment changes and support systems might better help women entrepreneurs at different points in their business journey.*

Keywords - *Women entrepreneurs, Necessity-driven entrepreneurship, Opportunity-driven entrepreneurship, Motivation, SMEs, Bandung, Indonesia*

I. INTRODUCTION

In recent years, women entrepreneurs have become more and more critical to economic growth and social advancement, especially in developing countries like Indonesia (Setyaningrum et al., 2023). Recent data shows that women entrepreneurs make up about 60% of Small and Medium Enterprises (SMEs) in Indonesia (International Finance Corporation, 2016). This shows how important they are to the country's economy. Even if a lot of women are starting and running businesses, we still do not fully comprehend the complex reasons why they do so, especially in certain areas like Bandung, West Java.

Bandung is a lively city known for its creative industries, digital startups, and strong small and

medium-sized businesses. It is a great place to look into these issues. There has been a rise in enterprises run by women in the city in a variety of fields, including cuisine, fashion, accessories, and services. Some women establish enterprises because of outside factors, like losing their job during the pandemic. Others are inspired by digital developments, their family's history, or their desire to be independent and reach their full potential. To make legislation and support systems that really help women entrepreneurs, you need to know these subtle reasons why they do what they do.

There are two main types of reasons why people start businesses: necessity-driven entrepreneurship and opportunity-driven entrepreneurship (Lingappa & Rodrigues, 2023). Necessity-driven entrepreneurs usually start businesses because they are having trouble making ends meet, are out of work, or don't have any other job options. Opportunity-driven entrepreneurs, on the other hand, find openings in the market, use their own interests to make money, or come up with new ideas to make money (Sindhvani & Dhawan, 2021). But in real life, these groups do not always fit into one another. Many business owners work in a fluid motivational spectrum, where need and opportunity change over time and coexist. This is especially true in places like Indonesia where the economy and society are always changing.

This study aims to fill this gap by looking into what motivates women entrepreneurs in Bandung. It tries to answer the main research question: What makes women entrepreneurs in Bandung launch new businesses—need, chance, or a mix of the two? This study fills in the gaps by conducting qualitative research to find out more about the specific reasons why women entrepreneurs in Bandung start their businesses. The study uses a phenomenological approach to look at lived experiences and decision-making processes by interviewing 15 female entrepreneurs from a variety of fields, such as cuisine, fashion, accessories, and services. We gathered data through semi-structured interviews with founders in several sectors: culinary, fashion, and accessories.

In theory, this study adds to entrepreneurship theory by giving a contextualised view of what

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motivates women entrepreneurs in a poor economy (Ogundana et al., 2021). It combines and builds on previous theories, such as the push-pull theory of entrepreneurship (Martínez-Cañas et al., 2023), while also stressing how entrepreneurial motivation changes and grows in different places. It also emphasises how important it is to have personalised support systems that understand how complicated and different women's motivations might be. This study adds to the academic conversation about gendered entrepreneurship by looking at how cultural norms, family dynamics, institutional support, and access to technology affect how entrepreneurs act. It also gives practical advice on how to make entrepreneurial ecosystems in Indonesia and places like it more inclusive and long-lasting.

II. LITERATURE REVIEW

A. *Entrepreneurial Motivations: Push vs. Pull Factors*

Push and pull forces are two main types of motivation that people use to start their own businesses (Emami et al., 2023). Push factors are things like unemployment, not being happy with your job, or financial problems that make people want to start their own business. Pull factors, on the other hand, are intrinsic drives for freedom, creativity, and making money that draw people to entrepreneurship. Push and pull factors often work together to motivate women entrepreneurs. In rural areas where there are not many formal jobs, economic need is a common reason for starting a business (Katekhaye et al., 2019). In cities, women may be lured to entrepreneurship by the chance to be creative and fulfil their own needs (Vardhan et al., 2020).

B. *Necessity-driven entrepreneurship*

Necessity-driven entrepreneurship is when people create enterprises because they need to, not because they want to. In Indonesia, a lot of women start small businesses because there are not many work opportunities, especially in the informal sector (Hernandez et al., 2012). These businesses generally have trouble growing since they do not have easy access to money, education, and business networks (Patil & Deshpande, 2019).

C. *Opportunity-driven entrepreneurship*

People that start businesses based on opportunities look for gaps in the market and new ideas. More and more women entrepreneurs in Indonesian cities like Jakarta and Bandung are using digital platforms and global trends to build firms that can grow (Ali et al., 2020). Mentorship programs and microfinance initiatives are examples of supportive

environments that help these entrepreneurs move from necessity-driven businesses to opportunity-driven ones (Batz Liñeiro et al., 2024).

D. *The Intersection of Necessity and Opportunity*

Recent research shows that the line between necessity-driven and opportunity-driven entrepreneurship is not always obvious. Many women entrepreneurs start out with needs-based reasons for starting their enterprises, but as their businesses grow, they switch to taking advantage of new market opportunities (Lingappa & Rodrigues, 2023). This change is also affected by cultural norms and institutional assistance, which shows how important it is to offer women entrepreneurs different types of help at different points in their journey.

III. METHODOLOGY

This qualitative study used a phenomenological technique to look into the experiences and reasons for starting a business for women entrepreneurs in Bandung, Indonesia. We had semi-structured interviews with 15 people chosen through purposive sampling to make sure there was a range of ages, types of businesses, and stages of entrepreneurship.

A. *Data collection*

The interviews took place in person or over video call and lasted between 45 and 60 minutes. Each interview had a guide with open-ended questions, for example:

1. What made you want to start your business?
2. What problems have you had as a woman business owner?
3. How do you see your journey as an entrepreneur?"

We recorded all of the interviews (with permission) and wrote them down word for word for analysis.

B. *Data analysis*

We utilised thematic analysis to find patterns and themes that came up more than once in the participants' stories. We used NVivo software to sort and code the data in a methodical way. Through a process of coding, theme production, and member testing, key themes were created. Things to think about from an ethical point of view Before the interviews, all participants gave their informed consent. Responses were kept private by making them anonymous and keeping the data safe. The verification was done to make sure that the interpretations were correct and valid.

IV. FINDINGS AND DISCUSSION

This study provides empirical evidence on what motivates women entrepreneurs in Bandung in a new venture creation. By doing interviews with 15 women business owners in Bandung, the findings showed that they had a wide range of reasons for starting their businesses, some of which are very personal, others are based on their culture, and some are based on their finances. These stories show how need and opportunity frequently go hand in hand, making for complicated yet remarkable business journeys.

A. Passion as the Fire

For a lot of women, starting a business was not just a business strategy; it was something they felt called to do. Entrepreneur A, a shoe designer, transformed her love of shoes into a successful business via trial and error and a lot of ingenuity. Entrepreneur B also turned her childhood love of food “mochi” into a modest but growing food business after seeing that people were asking for it more on TikTok. These stories show that passion can be both a spark and a source of strength that keeps you going even when things are tough. *“I did not have a grand dream of being an entrepreneur when I started. I liked shoes so much that I could not picture doing anything else.”*

One of the most important things our data found is that passion is a big reason why women start and keep their enterprises going. This study supports prior study that enthusiasm is a strong internal motivator for entrepreneurs (Galindo-Martín et al., 2023). Passion is not only what gets you started in business; it also keeps you going over time, especially when things get tough. Women who start their own businesses because they love design, food, or fashion often find that their passion helps them get through tough times and sparks new ideas. The passion-driven approach gives people a profound sense of personal fulfilment that goes beyond making money and is often a crucial component in staying with something for a long time (Haddad, 2017). This study backs up the idea that intrinsic motivation, like being passionate about your business, is just as important, if not more so, than the external incentives that come with becoming an entrepreneur.

B. Financial Freedom as a Trigger

Economic need was a common theme, especially among younger or single mothers who saw starting their own business as a means to make money and have more freedom. **Entrepreneur C** started her culinary business during the epidemic when there were no more jobs available. At first, she only wanted to stay alive, but over time, she found ways to innovate and grow by making the business self-service.

“I did not have a job or any money when the pandemic hit. I started selling seblak to make ends meet. But now I think of it as my future.”

Entrepreneur D also started her fashion business to help her husband make ends meet, but over time she established a brand that shows who she is and what she wants to do.

Another big reason why women started businesses in Bandung was because they needed the money. This was especially true for women who were having trouble making ends meet or who couldn't find official jobs. This result is in line with what other researchers have found on necessity-driven entrepreneurship in poor economies (Villaseca et al., 2021). When women have few career options or other financial problems, they often establish businesses out of need. The findings of this study are similar since they reveal that some women established enterprises to address their immediate financial requirements but later saw chances for expansion and began to innovate in their fields (Chitsike, 2000). Entrepreneurs who start firms out of necessity can move on to opportunity-driven ones as their businesses grow and become more stable (Calderon et al., 2017). This study also goes against the idea that necessity-driven entrepreneurship is just a way to deal with bad economic conditions. Necessity does not always mean that growth is impossible. Necessity can be a driving force behind entrepreneurship that encourages creativity, invention, and flexibility, which helps these women deal with problems and find new opportunities throughout time (Sangolagi & Alagawadi, 2018).

C. Family Legacy as a Base

Family traditions and legacies inspired or even pushed a number of business owners. **Entrepreneur D** took over her family's Acehnese restaurant and made it seem more modern and reach more people. **Entrepreneur E** took over a classic restaurant and gave it new life, wanting to keep the past alive while making it useful for today's guests.

“My parents had this business for a long time. I stepped in when they couldn't anymore, not only because I had to, but because I wanted to give it a new life.”

Family and social capital were also very important in defining the reasons why women in this study wanted to start their own businesses. This conclusion fits with prior study that family businesses might help women get into and do well in business (Akhmedova et al., 2020). Family legacy gave women both ideas

and resources. Some women chose to keep running family enterprises, but they updated them to meet the needs of the current market. Family-owned enterprises can be a great place for women to establish their own businesses since they can use their family's experience, support, and resources. Family members can also help with emotional and operational support, which helps women company owners get past gender-based obstacles (Roy & Manna, 2014). Women who were starting their own enterprises needed a lot of aid from their families, both financially and emotionally, to get through the tough times.

This study also shows how important social networks and the advice women get from their families and communities are for helping them deal with the challenges of being an entrepreneur. Social capital is especially crucial for women who may confront cultural or social barriers to starting their own businesses (Degli Antoni, 2009). This shows how family and community can help women entrepreneurs succeed in tough situations by giving them advice, emotional support, and money.

D. Seeing an opportunity as a turning point

Some women saw gaps in the market and took advantage of them with smart planning. **Entrepreneur F** used what she learnt in her management classes to start a food business. She started businesses in both food and fashion when she was only 19. She did this because she wanted to explore different interests and become financially independent as soon as possible. *"I saw that people liked unique accessories. I started producing my own designs and selling them on the internet. It seemed like the ideal time"* (Entrepreneur G).

These business owners were quick to spot trends and change their plans, which is a must-have skill in today's fast-paced industry. Another important conclusion of this study was that people may see chances and take action on them. Women who saw gaps in the market and took advantage of them showed a key entrepreneurial trait: being aware of the market and coming up with new ideas. This backs up Shane and Venkataraman (2000)'s notion of opportunity recognition, which mention that successful entrepreneurs are good at seeing holes in the market and requirements that are not being met. Also, the ability to come up with new ideas based on personal experiences, such women entering the food, fashion, and accessory businesses, is in line with idea of entrepreneurial alertness (Tang et al., 2012).

Entrepreneurs that pay attention to new trends and change their business models to fit them are more likely to see long-term growth and stability. This study points that opportunity-driven entrepreneurship is not just about taking advantage of market trends; it's also

about having strategic foresight and the flexibility to change course when things change (Mason & Arshed, 2013). Women entrepreneurs in this study were able to build their firms even though they had certain limits at first by being aware of the market and thinking outside the box.

E. A mix of need and chance

It is interesting that most of the people who took part didn't fall cleanly into either the "necessity" or "opportunity" groups. Their journeys, on the other hand, were a mix of both. **Entrepreneur H** started her canteen business because she did not like her factory job, but over time she became a well-known community caterer, blending need with purpose.

Entrepreneur I also established her men's clothing brand because she was really interested in it, but she also viewed it as a way to build something that would last and grow. *"At first, I needed a way to make money. But once I got going, I saw that there was room for growth, and I wanted to grab it."* This fluidity between need and opportunity shows that the desire to be an entrepreneur is not fixed and depends on the situation. It changes as firms grow and the world around them changes.

This study sheds light on the complex and multifaceted motivations of women entrepreneurs in Bandung, Indonesia, providing valuable insights into how necessity-driven and opportunity-driven motivations interact and evolve. The findings indicate that while these motivations are often treated as distinct, they frequently overlap and influence one another in ways that contribute to the dynamic nature of women's entrepreneurial journeys. The discussion of these findings in relation to existing literature highlights several key points of convergence and divergence in understanding the motivations of women entrepreneurs.

This study's analysis of the intersection between necessity and opportunity motives is one of its most important contributions. The women in this study did not fit perfectly into either group, but they did show how both groups interacted with each other (Mota et al., 2019). This dynamic view of entrepreneurship stresses that the reasons why people start businesses are not set in stone and can change with time and with experience. Entrepreneurs need to be able to change their motivations and adapt to new ones in order to be successful in the long term. This means that policies and support systems should be able to meet the demands of entrepreneurs as their enterprises grow.

V. CONCLUSION

This study explored the different and complicated reasons why women start businesses in Bandung, Indonesia. It showed how necessity-driven and opportunity-driven entrepreneurship can work together in interesting ways. The results show that while if money is often the first thing that drives women entrepreneurs, many of them switch to opportunity-driven businesses as their businesses expand and become more stable. Passion, financial freedom, family legacy, and recognising opportunities were all important considerations in the decision to establish and keep a firm.

The study also makes it clear that women entrepreneurs do not usually fit into just one kind of motivation. Instead, motivations change over time and are moulded by things like personal interests, social and economic conditions, and market opportunities. This fits with modern ideas that recognise how entrepreneurs' incentives can change and how businesses need to be flexible to succeed over the long run.

The findings have important effects on policies and support systems. We need regulations that are flexible and take gender into account so that they help both necessity-driven and opportunity-driven entrepreneurs get the money, education, and mentorship they need. Policies can make the entrepreneurial ecosystem more welcoming and helpful for women by addressing the specific problems that women entrepreneurs experience, like having trouble getting money and social capital. This study adds to our growing understanding of women entrepreneurs in developing economies. It gives politicians, researchers, and businesspeople who want to make the entrepreneurial landscape more fair and dynamic useful information.

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