

# Analysis of Motivational Factors of Korean Women with Children to become Mumpreneurs\*

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## Abstract

A wide range of challenges and obstacles still exist for “mumpreneurs” in creating or developing their business ventures. It is important to investigate the factors regarding why many mothers choose to become self-employed and partially abandon the benefits offered by traditional employment. This study focus on the individual, but an implied positive relationship also exists between motivational factors and mumpreneurs in Korea. Thus, four factors in this study – push, pull, environmental, and financial factor – raise the practical implications regarding the motivational factors of women entrepreneurial challenges in Korea.

This study’s findings also consider the nature and changes of Korean mumpreneurs’ motivational factors, their challenges, and attitudes as business owners in Korean labor markets. This study’s findings suggest that a combination of push and pull factors could similarly trigger new business ownership. The empirical contrast in such variables as motivations or barriers to mumpreneurship, in realities provide a superior understanding of women’s tendency or willingness toward business creation, as they struggle to survive in the Korean labor market. They tend to start their own businesses to gain more responsibilities in both work and their families, and want to manage their own lives to contribute as capable members of society. Therefore, any Korean mother, regardless of any industry-specific experience, wants to use entrepreneurship as a shortcut to satisfy her need for self-fulfillment.

The general motivational factors for becoming a mumpreneur exist among both external and internal situations. The circumstances beyond their control, such as job termination or unemployment, compel these mothers into the workforce due to their responsibility toward their families, but they simultaneously dream of self-achievement and development. Most mumpreneurs in Korea also want to demonstrate their potential and achieve societal recognition as well as increase in property.

*Keywords: mumpreneurs, motivational factors, push factor, pull factor, venture businesses*

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## 1. Introduction

The findings about motivations of women founders present the variety of views on isolation, identifying and stressing on the balance between work and family roles. Firstly, using the literature of motivational factors for mumpreneurs, the scholarly (academic) definitions are noted and underlined—in comparison to these factors. Secondly, using a database of Korean mumpreneurs who are now running their own small businesses, the empirical evidence shows the difference of the motivational factors to engage in being owner of the business as a mom in Korea. Finally, the analysis of the database is able to guess at the

situation in which there are some changes of the females’ consciousness for self-realization as member of society following the educational and social changes in Korea.

In some respect, working and family roles of business women are incompatible. However, women entrepreneurs with children always meet the demands of both work and family roles. The investigation of woman’s entrepreneurial motivation will provide needed insight into the reason as to why she wants to be a mumpreneur having both roles of work and mother. The effect of motivational factors on entrepreneurial challenges among business women who are also caring for their children is examined in this study. This study includes the conceptual development in understanding mumpreneur motivations, which

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affect leading entrepreneurship.

## II. Frame of Reference

### 2.1 Entrepreneurship

It is so far widely recognized and accepted that the entrepreneurs have substantially contributed to the growth of national economies. Entrepreneurship and many others related with all the matters of economic sociology such as wealth creation, human capital accumulation, and the dynamics of labor market, interlock smoothly each other in a saw-toothed wheel. Entrepreneurship has also become the evident important source of employment for women. Through entrepreneurship, business strategy influences growth and desire for economic gain within the business life course like starting a new business. Thus the boundaries between men entrepreneurs and women entrepreneurs are crumbling down in the entrepreneurial activity due to a steadily increasing level of female involvement in economy of society or community.

### 2.2 Woman Entrepreneurship

Woman entrepreneurship which is included in the entrepreneurship as an axis and links with human behavior in general is an important matter for individuals for communities and also for countries. The terms explaining for female entrepreneurs such as social-prejudice, motivations, gender-rated distinctiveness or traits are vastly multi-faced.

The early 1990s the study of women's employment choices or women's labor behavior was dealt with as ever focused on the gender gap inspired by feminist theories. However, around the end of 1990s the female entrepreneurship was defined an area of academic inquiry and began to receive the most media attention due to the political debates to be the issue on employment in labor market. Woman entrepreneurship becomes actually a real, fundamental economic force that is reshaping the world. The recent Global Entrepreneurship Monitor(GEM)(GEM report(2010) noted that 126 million women started or operated businesses, and 98 million operated the established businesses. Women-owned entities represent approximately 37% of enterprises globally in the formal sector. These women entrepreneurs are widely distributed in the various spectrum of micro to high growth, as to speak, from supporting life to creating wealth. Women's increased income and assets lead the workforce to job creation, reinvestment and innovation.

As the role of entrepreneurship grows important in the

economic development process, the prevalence rate of woman entrepreneurship are also relatively increasing rapidly in the world.

### 2.3 Mumpreneurship

Collins English Dictionary(2011) defined the new term of 'mumpreneurship' as "A mother who combines running a business enterprise with looking after children". Mumpreneurship has three characteristics: identity, motivation, and opportunity recognition. Identity of mumpreneurship blurs the boundary of roles of mother and business women. The last opportunity recognition is divided by the experience of pregnancy or having children. They are linked together in that identity that leads to motivation and in turn triggers action in the context of motherhood. Mumpreneurship, therefore as both a mother and a businesswoman, is to create a new business venture and is primarily motivated to achieve work-life balance and eventually goes to picking an opportunity linked the inherent experience of having children.

Women entrepreneurs existing around us are not a novelty and they are usually carrying weight of their lives between family and work. The term "mumpreneur" is coined from the combination of motherhood and entrepreneur. And Ekinsmyth(2011) confirms the existence of mumpreneurship as a specific 'form of entrepreneurship'.

The concept of new emerging mumpreneurs still lacks the official figures on their growth rate and number. Nevertheless, quite a number of females are jumping into the labor market for their social lives in the whole world and these working females are those who will be the 'mumpreneurs' in the future. Korsgaard(2007) still puts the concept of mumpreneurship as an emergent phenomenon, which has to be reached from a social scientific point of view.

### 2.4 Korean Mumpreneurs

Department of Equality and Family in Korea reported that many women are willing to lean in to workforce after childbirth and the nation has a lot more to assist the women in their late 20s and 30s as a hedge against the shrinking workforce starting early or late(Jiyeun, 2015).

The article in financial times(Song, 2013) said that many Korean working mothers find it hard juggling their career and their children due to long work days at company—which is the longest working hours in the OECD. Korean women have to also overcome many obstacles after marriage and childbirth in

work places. These factors push the working women to leave the professional position. The OECD cites that the Korean economy has a key weakness of marginalization of women. Most of Korean women possess a university degree as men, but the female employment rate is much lower than the OECD average of 65 percent at just 55 percent in compared to Japan's 62 percent. Korean women find the way to employ themselves to start their own new venture for independence and time management(Jeon & Park, 2015).

According to report of GEM(The Global Entrepreneurship Monitor 2012), women accounted for around one-fifth of all entrepreneurs in Korea with Egypt and Palestine. In an article- "The power of Korea's women" in Korea Joong Ang Daily-Green(2013) cites that the key to unlocking long-term growth in Korea's slowing economy is the women.

It is not easy for women to get jobs in some way or other during they are struggling by themselves to survive in competitions with those age cohorts in Korean unique consciousness, the education, in which all of Koreans have found the way to survive in the world for a long time but as ever, especially becomes the driving forces of Korean economy growth. This social phenomenon-the great zest of education brought about better result to close education gap between genders. Therefore, high educated Korean women head for the creation of new business venture for their business practices as liberating and creative way to be both a good mother and a successful contributor in the society(Oh, et al., 2014).

## 2.5 Motivational Theories

There are many different definitions of motivation used by researchers and authors. Despite the differences in the definitions of motivation, all definitions contain some properties, in other words, motivation is an individual characteristic that differs between people. According to Ryan(2000), motivation includes the energy, direction and persistence of activation and intention within people. Motivation encourages specific action and determines the direction of the action. In the definition of Mitchell(1982) motivation is usually related with the action of people, therefore, motivation means the degree of individual choice of specific behavior and has the intrinsic and extrinsic forces that move people to action. Many entrepreneurial researchers have identified the need to understand the difference of motivation that exists between men and women entrepreneurs (Cromie, 1987; Carter, et al., 2001).

### 2.5.1. Push Factors

Orhan & Scott(2001) argue that the dissatisfaction of having salaried job is related to one female specific push factor motivation. The unexpected but blatant and negative external forces like lay-off and a subsequent lack of paid employment tend to push most of the so-called necessity entrepreneurs. The necessity-driven entrepreneurs defined by Kariv(2011) present those being pushed into entrepreneurship because of no other ways to be employed. The push factors as a part of motives for venture creation are mostly associated with negative conditions. Moreover, the issue if glass ceiling devoted more attention to attach toward higher position for the managerial working women, is recognized one of push factors motivating women to leave their operational positions to become entrepreneurs. Some countries have still the 'glass ceiling' as the invisible barrier or gender discrimination in the careers of high-achieving women by the reason of which females typically have less managerial experience or each country has its own traditional prejudice against the female workers(Kar, et al., 2016).

Push factors are eventually regarded as element of necessity for women who stay uncomfortable in a dominant male business culture where they have lack of efficient networks and social capital. Furthermore, push factors for women business owners are also perceived as the discrimination compared to men colleagues in the labor market.

### 2.5.2. Pull Factors

The category of pull factors is the second stream of the present theory for the motivational factors to start the creation of a new business. The intrinsic factors such as the individual's efforts, risk-taking propensities, or intentionality will commonly impact business establishment. Robinson(2001) cites that pull factors having the positive propensity of developments may be based on the urge of self-accomplishment and the desire to help others. The aspects of the internal factors of women entrepreneurs present the chance to build their own destinies(Akehurst, et al., 2012).

The strong pull factors have the significant positive attraction to undertake challenges. Furthermore, pull factors as positive factors emerge from the individual's valuable business idea. The 'necessity-driven' circumstances and motives, perceived as push factors or the 'opportunity-driven' circumstances having the nature of pull factors are indistinctively involved in initiating venture creation. Entrepreneurship based on the pull factors can provide the personal and economic independence. Akehurst, et al.(2012) continued to analyze the internal drivers which emphasize on the demographic characteristics of marital states,

existing children, age, etc. and the influence of the family in decision-making processes. Thus the pull factors can eventually draw the upward mobility onto the increasing economic and social status of those who want to have a change to initiate the venture.

The entrepreneurial paths by the desire of being independent pull the female entrepreneurs in self-employment. The personal autonomy as independence and the flexibility as opportunity to “make a difference” in terms of social aspect are the strongest motivational factors for nascent women entrepreneurs with caring children(Dawson & Henley, 2012).

### 2.5.3. Financial Factors

Financial benefit from entrepreneurial activity may be significant but the financial motives for being an entrepreneur are less important for women. Kirkwood(2009) confirms that money as a factor is motivated with little importance in entrepreneurial decision making for women entrepreneurs. The expected income of self-employment is more important for men than women. That is to say, an occupational choice decision women made by themselves between self-employment and employment is not made only on earning differential. An initial motivation for female entrepreneurs would be the personal and family concerns, instead of the monetary rewards which would be rather paramount important for male entrepreneurs(Akehrst et al., 2012; Dawson & Henley, 2012). According to Hisrich & Brush(1985), female entrepreneurs usually experience to a much larger extent differences of accessing financial resources and also facing financial troubles for credibility assurance.

### 2.5.4. Environmental Influence Factors

The environmental influence can trigger the motivation to become a business owner(Orhan, & Scott, 2001). The women’s environmental influence driving motivation has broadly three categories. There are individual’s career, individual’s role and individual’s experience as the conceptually motivational profiles(Cassar 2007; Jayawarna, et. al, 2011).

Orhan & Scott(2001) found that most of the women entrepreneurs were influenced by their succession in family business. Experience of family business motivates this experienced hand as a family member to have a dream of running the identical or similar business. Therefore, following the succession in family business as the environmental influence factor, another factor for women entrepreneur is the existence of a role model. The potential support from the family toward the business, as to say family environment, is to a great extent environmental factor for the woman entrepreneur. Woman’s

environment of having a person who runs her own business can provide the positive consideration of being self-employed and provoke the female motivation. It is known that if the spouse already owns business, the effect of being a mumpreneur is twofold.

## III. Methodology

### 3.1. Research Philosophy

This research primarily aims to consider the subject’s meanings and motivation for human activities; therefore, researcher chooses the interpretivism (interpretive research) as a research philosophy. As human beings think and reflect and can change their behavior if they know they are being observed, we must delve into the significance of these actions for people.

### 3.2. Research Approach

This research focuses on the motivations of Korean mumpreneurs’ self-employment. The purpose involves delving into the general tendencies that motivate Korean mumpreneurs a deductive approach seems most appropriate to both explain and generalize the results using statistical quantities. However, this study applies an abductive research approach: a survey to explore this phenomenon, uses existing literature as a conceptual framework as a supplement from theory to data in deduction, and from data to theory in induction.

### 3.3. Research Design

This study conducts its exploratory research, by including a literature search, and by focusing on individualized surveys of 300 mumpreneurs conducting different types of business in service sectors in Seoul and Daejeon, Korea. The respondents involved in this study were accessible only by e-mail administered questionnaires.

This survey consists of 21 questions, embedded with an information infrastructure regarding the reasons for becoming a mumpreneur. Motivational factors were investigated through a survey of women who own small businesses or operate a new venture in Korea. This survey demonstrates that a crucial influence in being a mumpreneur includes the variable and various motivational factors. Women particularly tend to perceive themselves in a less favorable entrepreneurial environment than men in Korea.

The theories presented in the literature review are considered as

major tools in conducting research. Further, the structured questionnaires are used as a second profoundly important tool to complement the limited literature review with other published sources. A non-probability sampling method is used in this study of mumpreneurs who currently operate their own businesses in Korea. The questionnaires are measured through various questions regarding access to the motivational factors that trigger the starting of a business. The participants also responded to the same standardized questions to provide coherence. The anonymity, additionally, leads to get honest answers of the respondents.

### 3.4. Data Collection

The surveys were conducted in Korea over an approximate four months' period, from November 2016 to February 2017. The data for this study was collected both from primary and secondary sources. The former involves the empirical survey, and the latter includes such sources as Korea Statistics, Korea Women Entrepreneurs Association (KWEA), and data published in journals, newspapers, books, Korean university theses, and reports based on the Global Entrepreneurship Monitor (GEM) research project with a focus on women's entrepreneurship. The data from them involves automatically analyzing in the content analysis system of computer and the responses carefully reviewed. The survey is composed of the flexibly mixed selective and descriptive questions together focusing on the motivational factors to be a mumpreneur.

A different type of written document was used for the quantitative research questionnaires, involving the partial scanning of such organizational records as official publications, journals, and newspapers, and especially the Korean statistics noted in these publications.

## IV. Data Analysis

This chapter presents an analysis, that implements the empirical data with a focus on theory. Therefore, this chapter will examine four motivational factors: the push and pull, environmental, and financial factors. The research questions' results have been divided and systematically compared to the aforementioned motivational theories. Therefore, it is appropriate to consider factor analysis, as a pair or grouping of variables can explain correlations with other variables. Consequently, a descriptive percentage analysis is used. In this paper, we present only 7 key questionnaires and responses out of 21 questionnaires which were used in this empirical research. The keywords of the

questionnaires include age, educational level, marriage, employment, children, and fund.

### 4.1. Push Factors

Q1: What were the external factors when you decided to create your own business?

<Table 1> Responses to the Question 1 (with multiple answers)

Variables	Percentage (%)
Low income	36.3%
Unstable income	27.5%
Unstable employment	13.7%
Dissatisfied with the existing job	11.8%
Feeling of discrimination	5.9%
Unemployed (+fired)	15.6%
Fixed working hours	21.6%
Working from home	27.5%
Caring for children	16.7%

It is observed from Table 1 that low income and unstable income stand out as being a little important than the rest and account for 36.3% and 27.5% variance, respectively. In other words, 'low income' or 'unstable income' explains a financial distress for daily life characterized to be a push factor. This becomes the reason why mom takes the decision of having her own business. These days searching for a suitable job is probably not easy in the Korean labor market, so 'low income' could be the situation to endure with hardship in social perspective. Reviewing the motivational theories, this was the push factor as the major motivation for the mumpreneurs into business, which may be environmental factors including frustration, job dissatisfaction or boredom in previous jobs.

The factors of fixed working hours (21.6%), dissatisfied with the job (11.8%), working from home (27.5%), unemployment(+fired) (15.6%) and feeling of discrimination (5.9%) provide that this negative experience from working places becomes the strong motivating forces of working women who want to see the opportunity to enterprise a business. GEM report (2010) said that necessity-driven entrepreneurship among experiencing job losses helps the economy benefit from self-employment initiatives. Therefore, the necessity motives in general, tend to women push into mumpreneurship due to no other options to work. According to Wu, et al(2007) a positive relationship between the need for achievement and the entrepreneurial determination of women does exist, which means feel necessity for changing situation and search for the opportunity for themselves.

Q2. Do you keep working after marriage?

<Table 2> Responses to the Question 2 (with multiple answers)

State of employment	Frequency	Percent
Quit after marriage	27	26.0%
Keep working	58	57.3%
No experience of employed	17	16.7%

It is observed from Table 2 that 42.7% of 102 respondents including those of quitting their job after marriage which accounts for 26% variance experience unemployment or discontinued career. Frustration and dissatisfaction in personal life - path circumstance such as unemployment or dis-employment or so stimulate the desire of achievement in society. In contrast, 83.3% of 102 respondents including those keep working which accounts for 57.3% variance experience the employment which motivates to force into being self-employed. This job experience in prior position provides the personal networking of the similar type of business which leads to business success. According to Boyd & Vozikis(1994) identified the concept of self-efficacy as an important variable of the antecedent.

## 4.2. Pull Factors

### Q3. What were your internal factors when you decided to create your own business?

<Table 3> Response to the Question 3 (with multiple answers)

Variables	Percentage (%)
Being free without restriction	34.3%
Being your own business	48%
Having control of responsibilities	12.7%
Enterprise the idea(potential)	29.4%
Having leadership	4.9%
For personal prestige	19.6%
Confidence of risk-taking	2%
Economic independence	49%
Contribute to society	4.9%
For social status	3.9%

It is observed from Table 3 that being owner and economic independence are noticeable of the rest and account for 48% and 49% variance, respectively. Being owner is asking about the inclination of the challenge to start a new business at the beginning. Economic independence and being owner provide the maximum insights of motivating factors of mumpreneurs in this study area. These are very significant factors for the respondents who prefer to be economically independent and seek to challenge themselves entering the business activities. This indicates that if women have the ability of economic status they can start the enterprise the new business. Opportunity-motivated women pull

themselves to mumpreneurs with choice of pursue an opportunity.

Another important factor goes to ‘being free without restriction’ with 34.3% variance. Many working mothers need to be independent and have the freedom to do something or make the decisions without restriction. It means that they have found the motivation to be the mumpreneurs in the prospect of being independence with freedom. The next ‘enterprise the idea’ indicating the potential ability of woman entrepreneur accounts for 29.4% variance and ‘for personal prestige’ following next accounts 19.6% variance.

In contrast to the push factors, the pull factors attribute to positive developments. Kariv(2011) holds that opportunity -driven entrepreneurs are pulled into this creating venture out of choice and personal desire. Kirkwood(2009) comments that the category of the pull factor is the one of leading people starting business, through by seeing an opportunity, encouraging in self-accomplishment and desire to help others(Robinson, 2001).

## 4.3. Environmental Factor

### Q.4 Has your family ever run business?

<Table 4> Response to the Question 4

Has your family ever run business?	Frequency	Percent
Yes	41	40.2%
No	61	59.8%

Women’s family background influences the motive to be an entrepreneur. In other words, the women’s environment can be trigger to becoming a mumpreneur as a motivational factor(Orhan & Scott, 2001). There are three categories in the environmental influence factors. Table 4 explains that 40.2% of respondents experienced to run business in their family and have run their own business so far. Woman’s experience of family business drives easily to succession in family business. This is the first category in environmental influence factor with the family background. The influence of potential market like family business as environmental factor can affect the venture creation.

### Q.5 Is your current business similar with your previous one?

<Table 5> Responses to the Question 5

Related previous job	Frequency	Percent
Similar	41	40%
Same	25	25%
No related	36	35%

What motivational influences affect former managerial or professional women’s entrepreneurial decisions? The women having the experience of being employed in the previous operation have the advantage for decision to start venture with the appropriate knowledge and wide networking even if they are the nascent entrepreneurs in business. Numerous factors that motivate women into creating venture have a way determining the type of challenge they face. According to Table 5, the majority of mumpreneurs about 65% of variance have engaged in activities same or similar with the previous profession. To compare the KEWA report, about 10 years ago 76.5% respondents in the report engaged in very similar and same activities before jobs they experienced. It is inferred that professional or managerial experience mumpreneurs have before can motivate them to enter the same way and provide the market potential.

#### 4.4. Financial Factor

##### Q.6 Where did you obtain fund for starting business?

<Table 6> Response to the Question 6

Where	Frequency	Percent
Family and relatives	23	22.5%
Venture Capital	5	4.9%
Public Fund	-	-
Own money / Partner	31	30.4%
Loan from bank	43	42.2%
Other	-	-

It is observed from Table 6 that a lot of mumpreneurs are supported by ‘the family or relatives’ that accounts for 30.4% variance and use the money from ‘their partners or their own’ which accounts for 22.5% variance. The portion of these two variables is higher than that of ‘loan from bank’ which accounts from 42.2% variance in this survey. It is clear that it is very difficult to take the loan from the banks for a new venture as nascent mumpreneurs because they as the new venture owners have no credit and any evidence of the interdependence between expected financial profits and needed financial risk. Under unfavorable situation the nascent mumpreneurs compared to the male counterparts tend to less obtain financial resources. In advance of starting business, mumpreneurs face the challenges that include lack of appropriate knowledge, resource constraints, limited networking opportunities and monetary problem.

There is none among entrepreneurs starting the new business with enough money. Financial aspects are the considered issue in regards to venture creation to all of entrepreneurs including mumpreneurs. According to Akehurst, et al.(2012) financial gain

is one of the external factors motivating entrepreneurship. The usage of funds like public funding or venture capital becomes one of important factor influencing venture creation of women entrepreneurs. That is to say, the motivation economic status of mumpreneurs becomes the significant factors to decide starting venture. This survey shows that majority of Korean mumpreneurs depend on the capital gained from the personal relationship like family, relatives, friends or partner and so on instead of using fund in government and venture capital. It can also suppose that mumpreneurs start their enterprises if they possess the high qualities of self-interest and prestige.

##### Q.7 What was the most difficult problem to solve for starting?

<Table 7> Response to the Question 7

Problems	Frequency	Percent
Caring Children	14	13.7%
Financial Fund	59	57.8%
Business item	21	20.6%
Shop	8	7.9%

It is observed from Table 7 that the most difficult problem to solve for starting goes to the financial problem which accounts for 57.8% variance. According to the KWEA report(2005), many mumpreneurs worried about the financing to starting and running their business even 10 years ago. In the same vein, the GEM report(2010) asks the reason for discontinuing the business. Women entrepreneurs are slightly more likely to exit business for the financing than ‘not profitable’ as the reason of men counterparts. The next one is business item for 20.6% variance rather than caring children which accounts for 13.7% variance in this survey. This would make it easier to mumpreneurs to care children than to get some assets or some loan from bank for starting business in Korea. It does not mean that nurturing babies and caring children during working is not significant as balancing work and life. Even still the flexibility to manage the responsibilities of the roles between motherhood and business women is important factor for the mumpreneurs. However, it does not reality refuse that lack of access to finance is the heavy burden unable to easily solve to Korean mumpreneurs. It explains that there is still invisible discrimination to women entrepreneurs for the financial support from the government branches or the banks in Korea.

## V. Discussion

### 5.1. Introduction to discussion

The results and answers obtained in the research questions have been specifically divided into push, pull, environmental, and financial factors. This classification supports the information presented in the survey, which contains the aforementioned motivational theories. This chapter, summarizes the major research findings, based on data analysis. All of the respondents participating in this survey and operating their own businesses have varying individual reasons for becoming mumpreneurs.

## 5.2. Push Factors

The reasons that women want to start a new business are open driven to the negative circumstances(Robinson, 2001), as defined in the theoretical framework in Section 2.5.2. These tend to be the prominent motivations among women to become mumpreneurs.

### 5.2.1. Low Family Income and Unemployment

The respondents who have had low income (36.3%), the payments in irregular (27.5%), been employed in irregular (13.7%), or long-term unemployed (15.6%) took the decision of starting their own business. If they had high income or the suitable jobs at that time, they would not probably have started their new businesses at all. An employment to identify oneself is a major motivation to push the certain behavior of being self-employed. Cassar(2007) argues that the personal environmental factor influences the motivation for creating a new business. In the same vein, low family income and irregular income can be the other negative condition triggering the motivation for starting a new venture. Low family income and unemployment is the cause of poor savings and high level of poverty and it is difficult to invest the time to make it profitable. ‘Necessity’ refers to a lack of employment opportunities in ‘opportunity and necessity’ entrepreneurship that is shown Cassar(2007) argues. Necessity driven variable, such as low family income, irregular employed makes the situation where the women lead to stress and a decrease in self-consciousness. The respondents with the problems of ‘low income’ and ‘unemployment’ have the necessity to work, as it from this push factor they start their own new business for self-employment. GEM report(2010) said that the future economic stability of many nations was still question from the 2008 recession and many countries remained stuck of high unemployment or weak consumer spending. In the same vein, Korea is still struggling the economic slowdown with high unemployment, it also affects perceptions with new business among mumpreneurs.

### 5.2.2. Negative Experience from Working

Many women need changing the situation to be better and search for the opportunity for the new achievement, which is true in the case of this negative experience from working of respondents and therefore they want to be mumpreneurs. Wu et al.(2007) cites that need for achievement and entrepreneurship is related positively and in the same vein, the interrelation between the role of mother and the career co-exists as the more complex motivational units. Another one of negative experience comes to frustration and boredom of the life course which develops and motivates the women entrepreneurship.

## 5.3. Pull Factor

The pull factors classified by Hisrich & Brush(1985) include autonomy, independence and family security, and it is regards as desire to achieve personal goal or to be respected. A desire for independence is often primarily classified as a pull factor for many women in becoming mumpreneurs.

### 5.3.1. Independence

Table 3 shows that women seem to place more emphasis on economic independence (49%) as motivation for mumprenership than other factors. Economic independence can be the monetary motivation usually classified as the pull factor. Most of mumpreneurs are not always motivated by money to start business, but economic independence for the reason to be self-employed is found to be important factor of the prospective entrepreneurship.

### 5.3.2. Work-life Balance

And being free without restriction (34.3%) in Table 3 also provides a great understanding on exactly what flexibility for working hours influences the mothers to own their business because of work-life balance. In Korea, the younger high-educated successful mumpreneurs are leading the mumprenership movement and they assert their identity and dual role in society. In case of women entrepreneurs, being pushed into business ownership may have still the negative connotation related to the potential difficulties of integration-family and business. Both push and pull factors are observed motivating in combination in this survey. The flexible working hours and the time management with family are the most important perception for the mumpreneurs to get out of the traditional benefits.

As the recent research, Dawson & Henley(2012) address that personal autonomy as independence and flexibility is the



strongest motivational factor for the nescient mumpreneurs.

### 5.3.3. Decision Making Freedom

Another pull factor to mention in Table 3 is the need to have freedom to make the decisions. Jayawarna, et al.(2011) argue that independence and control become an entrepreneurial motivation. The decision making freedom is a sort of the prospect of being independent. The strong entrepreneurial pull-motivation indicates the need for creativity and freedom in processing decision-making which the mumpreneurs consist of the significant factor to start new business. Decision making freedom comes along with the flexibility of work-life balance as the pull factors to the mumpreneurs. It is not easy to explain or explore how motivations combine into distinctive profiles, however, it is clear that individuals have multiple motivations for action.

### 5.3.4. Challenge

It is observed from Table 3 that mumpreneurs wish to enterprise the business idea (29.4%) and to be your own business (48%). Kariv(2011) holds that opportunity entrepreneurs seem to be largely enthusiastic to start their own venture out of choice and personal desire. At the time of the survey(GEM 2010) 45.9% men and 44.2% women entrepreneurs believed difficult to enterprise the business. Women entrepreneurs were pessimistic about starting business. The challenges and perceptions about the ease of starting about new business improve and motivate the women slightly and impress them about the entrepreneurial actions. This strong entrepreneurial spirit based on the personal characteristics can drive into challenge of making the women to be the mumpreneurs. The potential characteristics women have help positively to affect the determination of entering self - employment.

## 5.4. Environmental factor

Jayawarna, et al.(2011) see that the mumpreneurial multiple motivations are related to the environmental factors including individual's role, individual's career and individual's experience which are shaped by the family of origin and work experience.

Mumpreneurs engage in activities very similar (40%) or same (25%) with their previous profession in Table 5. It means that they are more likely to start any similar form of creation with previous work experience. It could be inferred that the market potential as the environment factor influences significantly the motivational behavior of mumpreneurs. Moreover, they usually start up and head their entrepreneurial project with help of their

spouse and family members (52.9%) who provide informal support. Having a partner or husband being supportive in starting business is the positive effect the choice to be self-employed for the women(Orhan & Scott, 2001). This family background encourages the women to challenge of starting a new business venture as the positive motivation. Table 4 shows that the family background in experience of running business (40.2%) becomes the strong entrepreneurial environmental factor mentioned by Ohran & Scott, 2001).

## 5.5. Financial factor

The majority of mumpreneurs have some troubles to get or raise financial fund from the banks as systematical support due to their low level of credit as the nascent business women. Thus they prefer to get some financial help from husband, partners or relatives (52.9%) nearby them instead of the organizational loan (42.2%) for starting ups. While financial rewards are not a significant motive for mumpreneurs to enter self-employment (Kirkwood 2009), financing to run the business is related to the family economy(Akehurst et al. 2012) and becomes often the uneasy barrier to overcome. Mumpreneur motivations eventually develop dynamically in relation to women's career, business life courses and household.

## VI. Conclusions

This study's findings suggest that a combination of push and pull factors could similarly trigger new business ownership. The empirical contrast in such variables as motivations or barriers to mumpreneurship, in realities provide a superior understanding of women's tendency or willingness toward business creation, as they struggle to survive in the Korean labor market. They tend to start their own businesses to gain more responsibilities in both work and their families, and want to manage their own lives to contribute as capable members of society. Therefore, any Korean mother, regardless of any industry-specific experience, wants to use entrepreneurship as a shortcut to satisfy her need for self-fulfillment.

The general motivational factors for becoming a mumpreneur exist among both external and internal situations. The circumstances beyond their control, such as job termination or unemployment, compel these mothers into the workforce due to their responsibility toward their families, but they simultaneously dream of self-achievement and development. Most mumpreneurs in Korea also want to demonstrate their potential and achieve societal recognition as well as increase in property.

Korea is no longer a deeply patriarchal society, in which its traditional values involve a woman's primary responsibility in the home. Many female graduates from universities want to pursue professional careers and challenge their valuable qualifications in society. Many women struggle to keep working after marriage, or to avoid indefinitely suspending their careers under any circumstances. This social phenomenon leads many women with children to create small businesses which become an important source of economic growth and job creation; the number of women-owned firms is rapidly increasing worldwide. Korean women, as mothers with family issues and responsibilities, constantly strive to improve themselves for their career. However, inherent societal development and self-imposed expectations exist in the personal and professional lives of both women and mothers.

## 6.1 Limitation

The survey in this study covers only two cities, Seoul and Daejeon where the respondents live. Hence the findings of this study are entirely applicable or lean more towards the respondents with high educational background. This survey is based on the perception of the women entrepreneurs whose attitudes and situations may change with the change of the time. Therefore, the respondents' contemporary views and opinions are a reflection of prevailing conditions. This study assessed participants with their own businesses in the two big cities to discover the factors motivating mumpreneurs. A percentage analysis has been only used to discover a demographic profiles and provide an analysis of mumpreneurs using(respondents) and draw inferences.

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## 한국 주부 창업자의 창업 동기요인 분석

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### 국 문 요약

주부들이 창업을 하고 이를 운영해나가기에는 많은 도전과 어려움이 따른다. 많은 결혼한 여성들이 어떠한 이유로 스스로 창업의 길을 선택하고 기존의 직장에서 제공받는 혜택을 버리는지에 대한 요소들은 분석하는 것은 매우 중요하다. 본 연구에서는 한국에서의 여성 창업자들의 창업 동기요인들 및 그들의 상관관계에 대한 연구를 진행하였다. 즉, 창업 동기 요인을 추진요인, 흡인요인, 환경적 요인, 재정적 요인 등 네 가지로 나누어 한국에서의 여성 창업자들의 동기 요인을 분석하였다. 또한, 한국의 결혼한 여성 창업자들의 창업요인들의 특성 및 변화 그리고 한국의 노동 시장에서 사업자로서의 도전과 현실에 대한 부분도 고려하였다.

연구 결과 추진요인과 흡인요인이 결합하여 주부 창업자들이 창업을 하는 계기를 제공함을 알 수 있었다. 주부 창업에 대한 동기와 장벽에 대한 실증적인 분석은 한국의 노동시장에서 여성들이 살아남기 위해 얼마나 힘들게 사업을 이어가고 있는지 알 수 있다. 그들은 일과 가족에 대한 책임감으로 인하여 창업을 하게 되고 사회의 한 구성원으로서 일익을 담당하고자 한다. 또한, 주부 창업자들은 직장 생활에 대한 경험에 상관없이 기업이 정신을 발휘하여 자기만족을 얻고자 한다.

주부 창업의 일반적인 동기는 외적인 환경과 내적인 환경에 기인하며, 직장에서의 퇴사 및 비고용 그리고 주부들의 가족에 대한 책임감으로 인해 노동시장으로 내몰리고 있지만 그들은 동시에 자기만족과 자기개발을 꿈꾸고 있다. 대부분의 한국의 주부 창업자들은 자신들의 잠재적인 역량을 사회로부터 인정받기를 원하며 이와 더불어 재산 증식을 바라고 있다.

핵심주제어: 주부창업자, 동기요인, 추진요인, 흡인요인, 벤처기업

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