

The Effect of Electronic Entrepreneurship on Jordanian Women Household Income

Hanady Al-Zagheer

Department of Management Information Systems, Applied Science Private University,
Amman, Jordan

Abstract: According to the huge effects of internet and strong effects of social media networks on all aspects of our life generally and on the business environment specifically because it is too dynamic environment and strong changeable one many of business owners and entrepreneurs who are looking for increasing their income or establishing their own work transferred to virtual world specially when they looking for promotion. For previous reasons this study is trying to determine in how way social media networks effect on business process and specially studied their effects in growing entrepreneurship and selected most two useable components of social media networks which are Facebook and Instagram. The results shows that there were many influences for Facebook and Instagram on growing the entrepreneurship to the Jordanian household income.

Key words: Social media networks, internet, business environment, entrepreneurship, Facebook, Instagram on growing

INTRODUCTION

Social media networks and their effects are one of the most important components which directly effecting on our life. According to a huge number of users who's using a social media networks and their components many things in the life transferred to virtual life. Virtual life is directly affected by the technology in personal communication with individuals in their research and their connections. Additional to effects on the communications also there are effects on their business. One of the most important reasons which make social media networks and technology affected on our business is its flexibility and its ability to changing. Today lot of organizations looking for generating profits from this technology. And also they are looking for transferring their works to a virtual life and working to adopt their employees and train them to work with this new trend. In actual life when companies trying to change their ways to work and their internal structure must they make a SWOT analysis. In this research I will study how the gender roles, education and use of electronic markets will effect on electronic entrepreneurship in women Jordanian household income (Cliff, 1998).

Problem statement: What has been the effect of gender roles, education and use of electronic markets on electronic entrepreneurship in Jordan and household income?

Questions of study:

- What is the effect of gender roles on the success of entrepreneurship

- What is the effect of education on female electronic entrepreneurship
- What is the effect of the population's use of electronic markets on the success of female entrepreneurs
- How is Jordanian household income affected by female electronic entrepreneurs

Rationale of study: The reasons i select this topic to talk about because electronic entrepreneurship business or using social media to promote and sell goods and services became one of the most important parts to our lives and it's an huge evaluation that have an positive effect at our life. By using the available social media such as Facebook and whats up everything become more easy to deal with and it's an new resource for more income for women all over the world and especially in Jordan to generate their profit, expanding their segment which they selected it and increasing their market shares by increasing number of their beneficiaries a lot of business changed their strategy to be more flexible profitable and become internationally because of the change they make and developed on the strategy of work by update new way on it as they become more socially.

Statement of research objectives: Identify common characteristics of Jordanian female electronic entrepreneurs. Identify the effects of gender and education on the success of electronic entrepreneurship. Identify readiness of Jordanian society to embrace female electronic entrepreneurs as legitimate market leader. Identify the positive effect of female electronic entrepreneurship on Jordanian household income.

Hypothesis:

- H_{A1} : gender roles affect the success of entrepreneurship
- H_{A2} : education affects the success of electronic entrepreneurship
- H_{A3} : the percentage of population using electronic markets affects the success of electronic entrepreneurship
- H_{A4} : jordanian household income is positively affected by female electronic entrepreneurs

Literature review: An important study by Gundry and Welsch (2001) in title “The ambitious entrepreneur: high growth strategies of women-owned enterprises” this study trying to identify which strategic paths is choice by women entrepreneurs and its relation to the degree of growth orientation of the organization. The women entrepreneurs were sampled in this study are choice from a wide range of industrial sectors. The research have recommended the need for more studies in this field which can comparing high-growth firms with slower-growth firms to better delineate their differences in strategic choices and behaviours.

According to research study “Towards understanding female entrepreneurship in Middle Eastern and North African Countries,” Hattab (2012). The purpose of this study is to shed light on women entrepreneurs in terms of entrepreneurial activity rates, entrepreneurial orientations, demographics and their

enterprise characteristics in the Middle East and North Africa (MENA) countries.” The study come to conclusions that during the past 30 years there has been a large increase in the number of women turning to self employment and business ownership. Middle Eastern women were no exception and increasingly are pursuing the entrepreneurship and have become a phenomenon that requires in-depth study and analysis.

Another important study conduct in Jordan in title” The impact of women’s home-based enterprise on family dynamics: Evidence from Jordan by Al-Dajani (2010) the study is trying to help in decreasing poverty and empowering women in the Middle East. The study emphasise on the experiences conservative Palestinians women whose run their own business. The results shows that these women make a vital contribution to their families incomes their entrepreneurial activities are constructed around the preservation of the traditional family form such that while some degree of empowerment is attained, challenges to embedded patriarchy are limited.

MATERIALS AND METHODS

Conceptual research model: Figure 1 discussed the conceptual research model.

Questionnaire design and pilot study: The questionnaire process development are guided by the below important Practices:

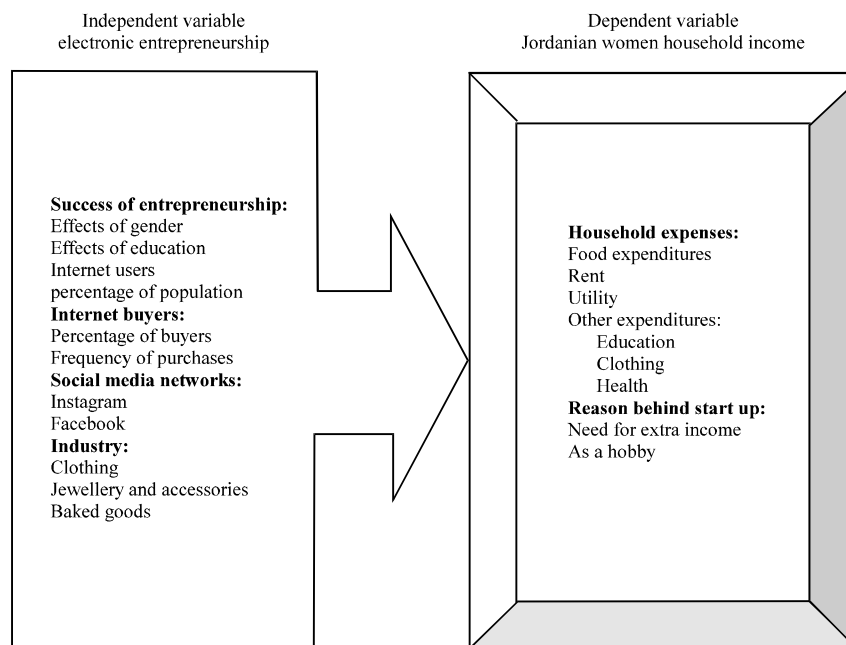


Fig. 1: Conceptual research model

Table 1: Demographic characteristics of respondents (n = 60)

Characteristics	Frequency	Percentage
Age		
21-30	56	93.3
31-40	4	6.7
Educational level		
High school	4	6.7
College diploma	8	13.3
Bachelors	48	80.0
Residence		
North Amman	10	16.7
East Amman	8	13.3
South Amman	22	36.7
West Amman	20	33.3
Income		
Under 200	10	16.7
200-400	12	20.0
400-600	8	13.3
600-800	8	13.3
800 and above	22	36.7

Table 2: UNDP Statistic Department Data

Indicator	Percentage
Afford three meals a day	63.7
Buy needed clothes and shoes	18.2
Keep home warm	40.5
Pay bills regularly	34.6
Ability to purchase needed medicine	36.7
Ability to purchase needed school supplies	24.4

- Initial design which is the first process of development the survey instrument
- Pre-testing is enhancement through expert's opinion panel
- Pilot test have been making

Study's population and sample: According to the purpose of this study, the study's population will be consists all the entrepreneur women which lived in Jordan but the questionnaire will be distribute a sample consisting of (80) women who using the electronic entrepreneurship in capital Amman, the number of return questionnaires was 69 (9) questionnaires were excluded because they were not valid, keeping (60) questionnaires valid for SPSS analysis (Fig. 1).

Study limitations: Limited time created limitations on in-depth study of female electronic entrepreneurs in Jordan therefore, a small sample was studied. Limited access to Jordanian female electronic entrepreneurs. Unwillingness of Jordanian female electronic entrepreneurs to answer specific questions about their business activities.

RESULTS AND DISCUSSION

Demographic information of the female electronic entrepreneur's sample from this study, the results show according to Table 1 that female entrepreneurs in the

sample were between the ages of 21-30 (93.3%) or 31-40 (6.7%), (13.3%) have a college diploma and (80%) have a bachelor's degree. Therefore, it is apparent that younger women have leaned more toward electronic entrepreneurship than those women over the age of 40. It is also apparent that (80%) of these women who have ventured in to the massive electronic market have received a higher education. Shirokova and Tsyganova state that an "increase in education level of entrepreneurs leads to an increase in entrepreneurial income and productivity".

United Nations Development Program Statistics Department reports that the correlation between concern and lack of sufficient income is (0.631). This strong positive relationship shows the struggle many Jordanian households face. Of households lining above the poverty line (63.7%) can afford three meals a day (18.2%) are able to buy needed clothes and shoes and (40.5%) are able to keep their home warm. Jordanians who do not have the luxury to provide these basic human have become the driving force of change in the region. This change has been apparent in the rising number of entrepreneurs and more specifically, female entrepreneurs, all results show in Table 2.

Global Entrepreneurship Monitor (GEM) collects and analyzes data through immense amounts of surveys each year to measure key indicators of entrepreneurship in countries all over the world. In Jordan, most recent studies show that 25% of Total early-stage Entrepreneurial Activity (TEA) expects to employ five employees 5 years from now. Therefore, it evident those small enterprises are growing slowly however are not yet great sources of employment in this region. Perhaps this can be linked to the low percentage (4.5) of females ages 18-64 who are either growing entrepreneurs or owners or manager of a new business throughout Jordan.

Middle East and North Africa countries (Middle East and North Africa countries) indicator data which show in Table 3 also reveals that only (35%) of entrepreneurs in Jordan are driven by opportunity. In other words (35%) of Jordanians were not forced into entrepreneurship because of no other option for employment. On the other hand, 65% of Jordanians have engaged in entrepreneurship because of no other option for employment. Therefore, it is understood that Jordanians view entrepreneurship as a promising means of increasing household income.

The 84% of the region view successful entrepreneurs receive high status and (81%) view entrepreneurship as a desirable career choice. The great desire for entrepreneurship is perhaps the greatest driving force behind Jordanian female electronic entrepreneurship. As stated earlier, the electronic market as a primary portal for

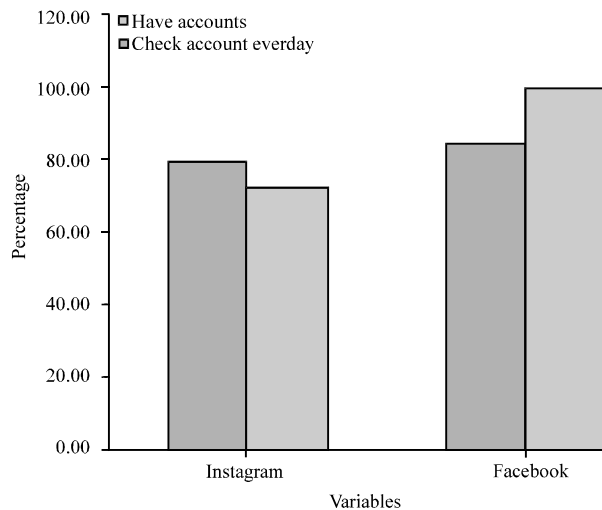


Fig. 2: The correlation between those who have used Facebook as a portal for their business and education

Table 3: Middle East and North Africa countries (MENA) data of key indicators of entrepreneurship in Jordan (2009)

Indicators	Percentage
Percentage of TEA who expect to employ five employees five years from now	29.0
Percentage of females 18-64 who are either a nascent entrepreneur or owner/manager of a new business	4.5
Percentage of those involved in TEA who claim to be driven by opportunity as opposed to finding no other option for work and who indicate the main driver for being involved in this opportunity is being independent or increasing their income rather than just maintaining their income	35.0
New business ownership rate	4.9
Percentage of the 18-64 population who agree with the statement that in their country successful entrepreneurs receive high status	84.0
Percentage of those who view entrepreneurship as a desirable career choice	81.0
Entrepreneurial intention of the 18-64 population to within 3 years	24.9

a business is low in cost and easily managed and can therefore be a greatly effective tool for that 65% of the population that has no other employment option.

The study shows that while there is positive correlation between education and the number of those who have expanded or started their business on Instagram and on a website, it is relatively weak. The correlation between those who have used Instagram as a portal for their business and education is (0.163). The correlation of those who have made a profit through Instagram is (0.229). The correlation between those who have used a website as a portal for their business and education is 0.092. The correlation of those who have made a profit through a website is (0.169). However, the

positive correlation between those who have used Facebook as a portal for their business and education is a strong one. The correlation between those who have used Facebook as a portal for their business and education is (0.416). The correlation of those who have made a profit through Facebook is (0.30) Fig. 2.

The use of Facebook as a portal for business has a stronger correlation because of its deeper penetration into the Jordanian society sample. Of the sample (79.5%) have Instagram accounts and (72.5%) check their account every day. In comparison (85.2%) of the sample has a Facebook account and (100%) check their account every day. However, both Facebook and Instagram have a higher correlation with education than websites. The reason behind this that, unlike Facebook and Instagram a website is not a social media portal and does not allow you to interact and make connections with others.

For those women who have taken their business to the internet, social media allows you to track your “followers,” “share” new information or products and constantly provides feedback weather from customer directly or through tracking tools. Websites are viewed perhaps as a last destination in purchasing or selling goods. It is also a more formal and complex method in that setup can be costly and difficult to manage. For this reason, most women in this study have taken to social media to setup a virtual store in a matter of minutes and for no cost at all.

The study shows that while there is positive correlation between education and the number of those who have expanded or started their business on Instagram and on a website, it is relatively weak. The correlation between those who have used Instagram as a portal for their business and education is (0.163). The correlation of those who have made a profit through Instagram is (0.229). The correlation between those who have used a website as a portal for their business and education is (0.092). The correlation of those who have made a profit through a website is (0.169). However, the positive correlation between those who have used Facebook as a portal for their business and education is a strong one. The correlation between those who have used Facebook as a portal for their business and education is (0.416). The correlation of those who have made a profit through Facebook is (0.30).

The study has shown that there is a strong positive correlation (0.474) of those who have started a business through Instagram and making a profit. There is almost a perfect correlation between those who have used Facebook (0.901) or a website (0.904) as a portal for their business and making a profit. Therefore, the study shows that female electronic entrepreneurship has been

Table 4: Correlations started a business through Instagram

Instagram	Education
Started a business through Instagram	
Pearson correlation	0.163
Sig. (2-tailed)	0.213
N	60
Profit made through Instagram	
Pearson correlation	0.229
Sig. (2-tailed)	0.078
N	60
Facebook	Education
Started a business through Facebook	
Pearson correlation	0.416**
Sig. (2-tailed)	0.001
N	60
Profit made through Facebook	
Pearson correlation	0.300*
Sig. (2-tailed)	0.020
N	60

Table 5: Correlations of business through website

Website	Education
Started a business through a website	
Pearson	-
Correlation	0.092
Sig. (2-tailed)	0.485
N	60.000
Profit made through a website	
Pearson correlation	0.169
Sig. (2-tailed)	0.196
N	60.000

Table 6: Correlations

Correlation	Profit was achieved
Business through Instagram	0.474
Business through Facebook	0.901
Business through a website	0.904

Table 7: Trust buying through Instagram

Variables	Frequency	Percentage
Valid		
Disagree	3	5.0
Neutral	7	12.0
Agree	20	33.0
Strongly agree	30	50.0
Total	60	100.0
No answer		
System	0	60.0
Total	60	100.0

Table 8: Trust buying through Facebook

Variables	Frequency	Percentage
Valid disagree	7	12
Neutral	27	45
Agree	6	16.7
Strongly agree	20	33.3
Total	60	100
No answer		
System	0	0
Total	60	100.0

successful on all portals (Table 4-8). Results show that only (5%) of the sample does not trust buying through Instagram (12%) through Facebook and (18.3%) through

Table 9: Trust buying through a website

Variables	Frequency	Percentage
Valid strongly		
Disagree	11	18.3
Disagree	7	12
Neutral	10	16.7
Agree	10	16.5
Strongly agree	22	36.5
Total	60	100
System		
No answer	0	0
Total	60	100.0

a website. Once again social media has proven to be a more effective virtual store because it is more trusted than websites. Levels of trust however are rather high for a country that in comparison to other developed countries has only recently entered the electronic market. However, these trust levels can be linked to the most widely used payment method of the Jordanian female electronic entrepreneurs in this sample. The payment that has most likely the strongest variable of high trust levels is a cash payment upon receiving a purchased good. Many delivery companies in Jordan allow any enterprise, no matter how small to setup accounts as a method to both securely deliver products and receive payment (Table 9).

CONCLUSION

Women in all over the world play an important role both for her family first and for her society especially in financial matters. Today as result of globalization and telecommunication revolution, we have a diversity of social media could be considered as friendly tools at no cost such as video, audio, images and text messages to individuals and groups. It is a type of MIM applications (mobile instant messaging applications) and in these days whatsapp handles with 10 billion messages daily (World Bank, 2005).

In this study the results shows that Jordanian females with a few financial support-have played a large role in the growth of entrepreneurship and have made an effect on household economics in Jordan. Virtual organizations have allowed these women to balance roles assigned by tradition and culture while becoming successful providers. So, if you have a small business with limited public relations and advertising budget, Whatsapp and Facebook can be a cost effective ways to promote your services by these social media because opening an account is free (Roomi, 2013). This study enhances the important of understating the role of social media in growing entrepreneurship in Jordan and to. Identify common characteristics of Jordanian women electronic entrepreneurs and the effects of gender and education on the success of electronic entrepreneurship in Jordan.

RECOMMENDATIONS

As shown in the study, there is almost a perfect correlation between those who have started businesses on Facebook or through a website and those who have made a profit and a strong positive correlation of those who have use Instagram as a portal. Therefore, more resources should be focused on not only increasing the number of Jordanian female entrepreneurs in electronic markets. Many NGO's and organization have helped Jordanian translate their talents into profitable businesses. However, focus must also be shifted to educating and training women in the use of electronic markets. With education and training, women will gain the confidence needed to succeed. GEM data shows that 39% of those who perceive an opportunity in the market have a fear of failure. This fear can only be conquered by the accessible information and a support system this recommendation meets with Galina and Tatiana (2010).

Further study on available resources offered to Jordanian women to educate and support entrepreneurial efforts. In depth analysis of reason behind Jordanian women entrepreneurs both online and offline. Further analysis of Jordanian household income components and fluctuations.

REFERENCES

- Al-Dajani, H., 2010. Effect of womens home-based enterprise on family dynamics: Evidence from Jordan. *Intl. Small Bus. J.*, 28: 470-486.
- Cliff, J.E., 1998. Does one size fit all? Exploring the relationship between attitudes towards growth, gender and business size. *J. Bus. Venturing*, 13: 523-542.
- Gundry, L.K. and H.P. Welsch, 2001. The ambitious entrepreneur: High growth strategies of women-owned enterprises. *J. bus. Venturing*, 16: 453-470.
- Hattab, H., 2012. Towards understanding female entrepreneurship in Middle Eastern and North African countries: A cross-country comparison of female entrepreneurship. *Educ. Bus. Soc. Contemp. Middle East. Issues*, 5: 171-186.
- Roomi, M.A., 2013. Entrepreneurial capital, social values and Islamic traditions: Exploring the growth of women-owned enterprises in Pakistan. *Intl. Small Bus. J.*, 31: 175-191.
- World Bank, 2005. Indicators. World Bank, Washington, DC., USA.,.