Influence Factors and Motivation of Women Entrepreneurs in Greater Bay Area

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Abstract. This paper sorted out the influence factors from three-level environment (macro-level, meso-level, and micro-level) that have impact on women entrepreneurs' motivation to go into entrepreneurship. Questionnaire survey was used to study women entrepreneurs in the Greater Bay Area about their motivations and to what extent that factors three-level environments would encourage/discourage them to start a business. As to focus on the distinct characteristics of the female entrepreneurs in this research, the sample excluded male respondents and those whose household or permanent resident were not in Greater Bay Area. Findings of previous studies on women entrepreneurs are also employed for comparisons and contrasts. Data collected has been analyzed by IBM SPSS, pointing out that, self-actualization is the core entrepreneurial motivation of women in this region, and gender inequality, government interference and technology advancement significantly have correlation with women entrepreneurial motivation. This research products significant implications for female individuals, NGOs and government to take relevant measures to guide and support women entrepreneurship.

Keywords: Woman entrepreneurship · Entrepreneurial motivation · Gender inequality · Greater Bay Area

1 Introduction

Scholarly literature has been studying about women entrepreneurship in both developed and emerging economies as women's social status and business engagement keep growing. In developing countries, about 1/2 of human resources had been comprised of women entrepreneurs (World Bank, 2009) for decades. Nowadays, according to the global average Total Early-stage Entrepreneurial Activity (TEA), female entrepreneurs represent almost 1/2 of all entrepreneurs active and some 1/3 growth-oriented entrepreneurship in the world. (GEM, 2021).

In reality, women in developing economies are more likely to confront with entry barriers and inequality in resources and social networks [19]. Further, entrepreneurship is not only a gendered phenomenon that rooted in families, but an entrepreneurial activity that needs to consider interactional impact of family [18] as well. Different factors that impact on women's decision to start entrepreneurship have been identified by a

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number of studies. A conceptual model is consisted of several factors that include motivation, education and unemployment, demographics and family, social and economic environments [30].

For studying the emergence of women entrepreneurship, China provides an interesting context: on one hand, gender empowerment is taken as a legislative right for female, a top-down process led by the Communist Party to encourage women to go into leadership roles [6]. Such actions promoted are in part to fulfill China government's political commitment, uphold gender equality, and attempt to release the unemployment pressure. On July 1, 2017, the framework agreement signed indicated that the deepening cooperation and promotion in Greater Bay Area has begun, women entrepreneurs in this region are now facing more opportunities.

Internationally, United Nations has promoted "Leave no one behind" as the core, transformative promise in its 2030 Agenda for its Sustainable Development Goals (SDGs). Narrowing gender discrimination and gender gap, is believed to positively interact with women entrepreneurship globally.

The research responds to the call of building an in-depth understanding of women's entrepreneurial motivation and influence factors under Greater Bay Area context during prelaunch phase. And it aims to identify the entrepreneur logics of action associated with different dimensions of such attitude as well.

2 Literature Review

2.1 Woman Entrepreneurship (WE)

The define of entrepreneurship has been developed over the decades, and one of the most widely accepted is raised by Gartner (1990): entrepreneurship is the formation of organizations that requires the capacity and motives to set up, develop, and organize a business, and the willing of taking high risk. Female entrepreneurs are businesswomen who play roles in the process of setting up enterprises, sharing a portion of their ownership rights and overseeing operation [28].

In China, following the open-door policy, private entrepreneurship has emerged since the 1980s, as well as the increasing number of women entrepreneurs. In 2015, Premier Li Keqiang launched the government report, The Mass Entrepreneurship and Innovation, which ties entrepreneurship and innovation and place them at the forefront of the national development agenda. Government also enacted numbers of policies to stimulate women entrepreneurship, such as 'Entrepreneurial Innovation for Ambitious Women', another policy that promotes female to participate in entrepreneurs active and innovation in emerging industries, as a result, according to China Women's News in 2015, about 55% of enterprises related to the new Internet were set up by female.

Research on women entrepreneurs in China has been conducted from the institutional perspective, the cultural perspective, the resource-based perspective, and psychological perspective, and women entrepreneurs are found exposed in more challenging conditions than their male counterparts [6]. Such gender inequality could be quantified in three ways, according to Kobeissi (2010): rate of political engagement, involvement in decision-making positions and power over economic resources.

2.2 Entrepreneurial Motivation

Carlos & Francisco (2021) considered the entrepreneurial motivation as a previous and indispensable step to start a business. When it comes to women's entrepreneurial motives, previous research argues that female from developed economies is usually driven by 'pull' factors, including independence, autonomy, and passion, while female in emerging nations are more likely to be pushed into entrepreneurship so as to make a living [31].

2.3 Institutional Theory

Institutional theory is defined as policy making, which emphasizes the formal and legal aspects of government structures, based on Public Policy [20]. Institutional theory could well integrate with entrepreneurship in three-level context: macro-level, meso-level, and micro-level.

National rules and enforcement mechanisms are designed at the macro-level context to control economic behavior of businesses and individuals [23]. Under the meso-level context, the dominance of the environment is important, and for gaining legitimacy and increasing their chances of survival in an industry, organizations normally must conform to institutional constraints (DiMaggio and Powell, 1983). Under the micro-level context, Nelson and Winter (1982) suggested a biological approach of economic development, arguing that enterprise institutions are akin to DNA in a plant or an animal.

2.4 Expectation Theory

Vroom'S (1964) expectancy theory has been widely adopted to explain why individuals participate in certain behaviors. It proposes that individuals engage in behaviors to the extent that they perceive those acts as a lead to rewarded results, and valuing these results is a must. Therefore, expectation theory is significantly relevant for scholars to study how and why female decide to start their own businesses [25].

2.5 Entrepreneurial Process (EP) Perspective

'Entrepreneurs create and operate viable new companies through vigorous application of their ideas, skills, knowledge and talents', according to Baron and Henry (2011), an entrepreneurial process that includes four stages: motivation, opportunity recognition, resources acquisition, and entrepreneurial success or performance. During different stages, expectancy theory arguments may powerfully explain why women may participate in certain actions [25].

Along with an influx of female going into entrepreneurship in developing economies, the research of women entrepreneurship rapidly increases, however, there remains entrepreneurial processes of women founded businesses unaddressed, especially relevant study in China.

In adapting to the development of times, there still lack of cross research on the techno-sociological perspective, which can empirically understand women entrepreneurship and verify the possibility for digital information technology and e-commerce platforms to reduce the role of social networking, resulting in a more transparent cost or demand of social [32].

Table 1. Influence factors of three level environment of women entrepreneurship during entrepreneurial process

Environment Level	Primary Factors	Secondary Factors
Macro-level	Political Factors	Government Interference, Legal System, Policy Supports
	Economic Factors	Emerging Market, Development of Region, Financial Institution
	Social Factors	Culture Belief, Informal Institutions
	Technology Advancement	E-commerce platform, Digital Information Technology
Meso-level	Industry Factors	Entry Barriers, Industry Fixed Effects, Intermediary
Macro-level	Enterprise Organization	Enterprise Structure, Business Model, Enterprise Finance, Firm Size, Enterprise Culture
	Family Factors	Family Responsibility, Support from Family Members
	Personal Characteristics	Age, Personal Ability, Social Network, Investment of Time & Energy, Motivation & Expectations

2.6 Influence Factors

Accordingly, factors that may have influence on women entrepreneurship during the entrepreneurial process are sorted out from relevant literature (see Table 1).

3 Research Methodologies

3.1 Hypotheses 1

As entrepreneurial motivation are usually classified as 'push' and 'pull' factors, Tan (2008) found that female are more likely to establish a new business because of the "glass ceiling" or be "pushed" into entrepreneur active owing to the necessity to solve an existing problem, rather than pursuing their real interest. On the contrary, "pull" factors, such as self-value of achievement, social responsibility, opportunity identification, and financial attraction may positively motivate female to found new businesses [14].

Most female entrepreneurs in developed countries start their businesses as a response to opportunity, indicating a desire to take risk, innovate and/or generate new job opportunities for themselves and for others. According to Maslow's Hierarchy of Needs, entrepreneurs decide to start a new venture to achieve their self-realization when their lower hierarchies of needs are well met. Study shows evidence that more and more women entrepreneurs build their own business to fulfill self-actualization [10]. The Greater Bay Area, consisted of nine cities of the most developed province, Guangdong

Province, and two developed special administration zones, Hong Kong, and Macao, contributing about 10.36% of nominal gross domestic product of China in 2021, provides women entrepreneurs with incentive environment. Proceeding from this as well as the findings described above, this research argues that the motivation of women entrepreneurs in the GBA as follow:

Hypothesis 1: Self-actualization is the core motivation for women in Greater Bay Area to go into entrepreneurship.

Past studies used to focus on formal national institutions [27], while an increasing number of research has focused on institutional contingencies, which develop the gender gap, such as women's involvement in politics and cultural beliefs in gender inequality, in entrepreneurial performance [17]. Entrepreneurship is usually thought to be risky and time consuming, and thus is considered inappropriate for female, who are generally facing more challenges to balance work and family responsibilities (Jennings and McDougald, 2007). The beliefs of gender inequality typically magnify gender stereotypes, forcing female to put family responsibilities, rather than their career commitments, at the top of the priority list [29]. Therefore, this research proposes:

Hypothesis 2: Less gender inequality encourages women in Greater Bay Area to go into entrepreneurship.

IN regions where government interference is stronger in market-based competition, especially in the political arena of male dominance, female entrepreneurs are in a weak position to access information and resources through government sectors, possibly leading to a larger gender gap in entrepreneurship (Zhao and Yang, 2020). To push forward better construction of the Grater Bay Area, government has done a lot - the Central Commission for Discipline Inspection proposes incorrupt government mechanism in May 2021, Guangdong Province steps up building digital-government services - to reduce obstacles to the development of the Greater Bay Area. Accordingly, this research proposes:

Hypothesis 3: Less government interference in Greater Bay Area encourages women to go into entrepreneurship.

Industry participation of women's business shows a dominance of consumer-oriented business and less industry sector activity [5]. With the Fourth Industrial Revolution, Industry 4.0, new strategies began to take shape. Several technologies and applications are used in Industry 4.0 from both customers' and firm's perspectives [4]. In addition, with the development of online financing, flexible working mode and disintermediation, more and more women are willing to start and more convenient to sustainably operate their business. Thus, this research proposes:

Hypothesis 4: Technology advancement encourages women in Greater Bay Area to go into entrepreneurship.

3.2 Methods

Several factors (nineteen of them were chosen) and entrepreneurial motives (seven of them were chosen) that may have effects on women entrepreneurship were sorted out from literature. Then, the procedure of Likert-type scaling was used to measure the strength of these factors. The five-point scale ranging over 'strongly disagree', 'disagree', 'generally', 'agree' and 'strongly agree', scores from 1 to 5 respectively. Respondent were asked to choose the appropriate options that indicate the degree of agreement (see Appendix I) and the scoring numbers were not shown to the respondent but only used during the scoring phase.

3.2.1 Sample

The data scored was collected from 150 women entrepreneurs or potential women entrepreneurs who are willing to start their business, via the professional online survey platform (https://www.wjx.cn). The total number of usable responses was 140 (the rest includes 4 responses from male and 6 responses not within the regions studied). Respondents are controlled as women entrepreneurs (or women who are willing to go into entrepreneurship), whose ages are from 18–65 years and whose household or permanent residence are in GBA. In addition, they are distinguished from those who are self-employed.

Of 140 respondents in the sample, 95 (67.86%) are female who have experience in entrepreneurship (Group 1) and 45 (32.14%) are those who have no entrepreneurial experience but are willing to go into entrepreneurship (Group 2). The age mode is 36–50 years old (43.57%), those who age from 27–35 years old account for 41.43%. Group 1 had 67 (70.53%) females married, 47 (49.47%) age from 36 to 50 years and 36 (37.89%) from 27–35 years. For education level, 47.37% had a university education, 33.69% had a postgraduate education, including 3.16% holding a doctoral degree. For experience in entrepreneurship, 37 (38.95%) have more than 5-year experience and 25 (26.32%) have 3-to-5-year experience; 39 (41.05%) have tried once to start a new business and 37 (38.95%) have tried twice. As to their family annual income, 31 (32.63%) earn 120 thousand to 360 thousand, 23 (24.21%) earn 360 thousand to 720 thousand, and 16 (16.84%) earn 1.2 million. Industries they are most willing to enter are Wholesale and Retails (20.00%), Education (18.95%), and Culture, Sport and Entertainment (13.68%). To accumulate more fortune (76.84%), to show talent (64.21%), and to change the world (26.32%) are their core motivation to enter entrepreneurship. Group 2 had 32 (71.11%) females married, 22 (48.89%) aged from 27 to 35 years and 14 (31.11%) from 36 to 50 years. For education, 23 (51.11%) had a university education and 11 (24.44%) hold a postgraduate degree. These respondents, 20 (44.44%) have family annual income from120 thousand to 360 thousand. The three industries they are most willing to enter are same as group 1, with Education (20.00%), Wholesale and Retails (17.78%), and Culture, Sport and Entertainment (13.33%). To accumulate more fortune (66.67%), to show talent (60.00%), and face the glass ceiling (26.67%) are their main reasons to enter entrepreneurship.

Of these 140 respondents, as to their main motives to start business (each respondent is allowed to choose three options), 103 (73.57%) are willing to go into entrepreneurship

because they would like to accumulate more wealth, 88 (62.86%) because they would like to show their talent, and 31 (22.14%) want to make the world different.

3.2.2 Measures

A self-report twenty-four questionnaire was designed (with a instruction explaining the purpose of the study and targeted respondent). Some variables that may cause ambiguity are described and briefly explained. All items and variables are shown in Appendix 1.

Demographics. All respondents need to answer their age range (1 = 18–26 years, 2 = 27–35 years, 3 = 36–50 years, 4 = 51–65 years, and 5 = 18 below or 66 and above), gender, education background (1 = junior high school or below, 2 = senior high school, 3 = junior college diploma, 4 = bachelor degree, and 5 = postgraduate degree or above), marriage (1 = single, 2 = single but in relationship, 3 = married, 4 = divorce, and 5 = widowed), family annual income (1 = CNY120,000 and below, 2 = CNY120,001 to CNY360,000, 3 = CNY360,001 to CNY720,000, 4 = CNY720,001 to CNY1,200,000, and 5 = CNY1,200,001 and above), numbers of entrepreneurial experience (1 = 0 time, 2 = 1 time, 3 = 2 times, 4 = 3 times, and 5 = 3 times and above), and years of entrepreneurial experience (1 = 0 year, 2 = less than 1 year, 3 = less than 2 years, 4 = less than 5 years, and 5 = more than 5 years).

Entrepreneurial motivation. This variable is assessed using a 5-item scale (see Appendix1). Sample items include "I am willing to go into entrepreneurship because I would like to show my talent" and "I am willing to go into entrepreneurship because I would like to accumulate more wealth". These questions asked respondents to evaluate to what extent they agree with the items, using a 5-point Likert scale that ranges from 1 (strongly agree) to 5 (strongly disagree). Results reveal that the Cronbach alpha reliabilities for the original scale is 0.61 and the alpha for the combined scale is 0.62.

Gender inequality. This variable is measured by 3 items (see Appendix1). Questions asked the respondents to evaluate to what extent they agree with the statements and used a 5-point Likert scale ranging from 1 (strongly agree) to 5 (strongly disagree). The Cronbach alpha reliability is 0.82.

Government interference. This variable is also measured by 3 items (see Appendix1). The original scale of Cronbach alpha is 0.86. Questions asked the respondents to evaluate to what extent they agree with the statement, for example, "I am more willing to go into entrepreneurship if there is less government interference with the industry". A 5-point Likert scale that ranges from 1 (strongly agree) to 5 (strongly disagree) is used. The Cronbach alpha responsibility for this combined scale is 0.80.

Technology advancement. Based on the literature reviewed, 2 items were used to measure this variable. Questions asked the respondents to evaluate to what extent they agree with the statements and used a 5-point Likert scale that ranges from 1 (strongly agree) to 5 (strongly disagree). The Cronbach alpha reliability is 0.82.

Language of the questionnaire. Since targeted respondent are female in Greater Bay Area where people mostly understand simplified Chinese, so the questionnaire items were created and written in simplified Chinese characters. Some items employed from literature in English were translated into Chinese. As a bilingualism, the author self-translated the Chinese items back into English for reference as appendix, and then evaluated the back-translated items and judged them to be equivalent.

3.2.3 Analysis

3.2.3.1 Factor Analysis, Reliabilities, and Correlations

Factor analysis (see Table 2) is used to exam whether the four items of the 'pull' factor of entrepreneurial motivation are principle component of this scale and KMO-Bartlett's test of Sphericity ($p < 0.001$) shows that 'To show talent' and 'To accumulate more wealth', components of Self-actualization, are the core motivations of women entrepreneurs in Greater Bay Area, thus, lent support to Hypothesis 1.

A correlation matrix (one-tailed tests) of all the variables is shown in Table 3, which shows that Gender inequality, Government Interference, and Technology advancement were all positively and significantly correlated with Entrepreneurial Motivation (all $p < 0.001$), which therefore lends support to H2, H3 and H4.

Table 2. KMO- Bartlett's Test on Entrepreneurial Motivation

KMO Measure of Sampling Adequacy		0.62
Bartlett's Test of Sphericity	Approx Chi-Sqr	76.66
	df	6.00
	Sig.	0.001

Table 3. Means, standard deviations and intercorrelations (one-tailed) among entrepreneurial motivation, gender inequality, government interference, technology advancement, and demographic variables (n = 140)

Variable	Mean	SD	1	2	3	4	5	6	7	8
1.Entrepreneurial Motivation	2.39	0.94	(0.62)							
2.Gender Inequality	1.63	0.70	0.50****	(0.82)						
3.Government Interference	1.91	0.73	0.50****	0.62****	(0.80)					
4.Technology advancement	1.70	0.51	0.45****	0.59****	0.68****	(0.82)				
5.Age	2.63	0.73	0.20	0.60	0.22	0.13				
6.Education	4.03	0.94	0.30*	0.06	0.17	0.09	-0.26***			
7.Family Annual Income	2.78	1.20	0.35***	0.13	0.06	0.11	-0.5*	0.38****		
8.Number of Entrepreneurship	2.27	1.16	0.35***	0.12	0.12	0.15	0.1*	-0.03	0.24***	
9.Year of Entrepreneurship	2.99	1.61	0.34***	0.21	0.18	0.08	0.09*	0.07	0.37****	0.82****

Notes: Cronbach alpha reliabilities are on the diagonal (in parentheses); *$p < 0.05$; **$p < 0.01$; ***$p < 0.005$; ****$p < 0.001$

3.2.3.2 Mean Differences on Demographics
When comparing the mean demographic scores between two groups, using ANOVAs, results revealed several significant differences. Although all respondents are female, those who from Group 1 tend to be older, have higher education level and more family annual income than those who from Group 2 (all $p < 0.001$). Thus, age, education level, family annual income, number and time of entrepreneurial experience were entered as control variables in all the regression analyses.

3.2.3.3 Logistics Regression Analyses
To determine the relative influence of the independent variables, a binary logistics regression was run on entrepreneurial motivation, using demographics variables as controlled variables, while gender inequality, government interference, and technology advancement as potential predictors (Table 3). As to see 'to show talent'(M1) as core motivation, Omnibus Test ($p < 0.001$) and Hosmer Lemeshow Test ($p > 0.165$) revealed that variables enter regression and a total of 80.00% of the variance was explained. Self-actualization, W1 ($\beta = -2.17$, $p < 0.001$) and W2 ($\beta = 1.44$, $p < 0.05$), and Gender inequality, W8 ($\beta = 0.89$, $p < 0.05$) were responsible for most of the variance.

4 Discussion

4.1 Influence Factors

This study sorted out nineteen relative influence factors of three- level environment and four catalogues of variables, factors that may have impact on female's willing to go into entrepreneurship under Greater Bay Area context. Results shown that, firstly, that all of these variables have significant reliability ($p < 0.001$) indicates these factors are noteworthy for women entrepreneurs. Also, the correlations revealed the relative significance connections among all variables. 'To show talent' and 'to accumulate more wealth' accounted for most of the explained variance for entrepreneurial motivation. The strong relation between the family annual income and experience in entrepreneurship, also suggests that women have more family annual income are more likely to go into entrepreneurship, or women do achieve what they want (self-actualization) through entrepreneurship. In addition, the prospect of intentional industry is considered the most influential factor that accounts for 52.86% of the respondent, while the intermediary, was not considered by any of the 140 respondents.

Gender inequality and entrepreneurial motivation have significant, positive correlation, not only supporting H1, but also upholding the theoretical view that due to gender inequality, female are less willing to involve in entrepreneurship [16], and less prefer to be entrepreneurs [15]. The logistics regressions showed that gender inequality would significantly impede the process of women entrepreneurship in Greater Bay Area.

Government interference is a part of functional activity of social networking that is important to succeed in business in China, namely that, entrepreneurs are less likely to succeed if they cannot get help from people in the government department [12]. What this research finds out is that women entrepreneurs seek government's political support, but not government interference, indicating that female in Greater Bay Area prefer entrepreneurial environment that is fair, open and just.

Technology Advancement was one of the scales that yields a highly significant, positive correlation with entrepreneurial motivation. Just as predicted by and in support of H4, it confirms the idea that technology advancement is one of the macro-level environment variables of women entrepreneurs [7]. This might partly be relevant to the need of balancing work and family, since digital information technology and e-commerce platforms have provided working environment that can be practiced remotely. Additionally, the top two intentional industries that these respondents would like to or already entry, Education and Retail & Wholesale, benefit tremendously from this kind of new business model and channel.

4.2 Conclusion, Limitations, and Future Research

Since women entrepreneurs in Greater Bay Area are highly motivated and educated, governments should better support them in several aspects. For one hand, governments need to promote and organize entrepreneurial-related training for them, such as management and digital skills, cooperated with universities. For the other hand, governments should encourage women entrepreneurs through political measurements, such as financial support, clean governance, and decreasing government interference and gender discrimination, to build a sound business environment. Furthermore, institutional actors such as women NGOs, women entrepreneurs' association and organizations should also further narrow the gender gap and focus on influence factors that women entrepreneurs care for. Findings of Innovation in business model based on technology development may help women entrepreneurs narrow gender discrimination or gender gap, therefore, relevant entrepreneurial platforms are summoned.

Findings of this research not just have great practical significance, however, theoretically, may not be unique to the Greater Bay Area context. Since Greater Bay Area is a relatively developed area, in many ways, the general challenges that female entrepreneurs in this region face could also be references for developed countries or regions, which have a relatively well-established political and legal foundation for gender equality.

Therefore, this research raises some significant issues for future research and policy intervention: what needs to be done to improve the conditions that women entrepreneurs face, especially under the complicated context of cross-regions and cross-system (one country, two systems) of Greater Bay Area, and how to raise the status of women entrepreneurs even worldwide just as what United Nations aims?

There are some limitations in this research. For one thing, due to the pandemic, data had to be collected through online channel, resulting in limited sample and thus partly impact the regression analysis. For the other, when considering factors that may influence women entrepreneurs, this research is confined to regional perspective and the prelaunch phase of entrepreneurial process. Therefore, future research could use variables of this research to further study women entrepreneurship during launch and post-launch phase.CMS-0-2017-0194.

Appendix 1.

Questionnaire on Female Entrepreneurial Motivation and Influencing Factors in Greater Bay Area

Part I Personal Information

1. Your gender is
2. Your age is (Variable: Age)
3. Your educational level is (Variable: Education)
4. Your marital status is
5. How many times have you started a business (Variable: No. E)
6. How long have you started your business (Variable: T.E)
7. Your annual family income is (including your spouse's annual income, CNY) (Variable: FAI)
8. Your intentional industry to start (or intend to start) your own business is (Variable: Industry)
9. Your household/permanent residence (city) is

Part 2. Female Entrepreneurship Motivation and Influencing Factors

11. What are your motivations/reasons for starting your own business? (Please choose three options at most) (Variable M1-M7)
12. To show my talent is the main reason that I would like to start my own business (Variable: W1)
13. To accumulating more wealth is the main reason that I would like to start my own business (Variable: W2)
14. To make the world/social status different is the main reason that I would like to start my own business (Variable: W3)
15. To carry on the family business/tradition is the main reason that I would like to start my own business (Variable: W4)
16. The pressure of life (e.g., passive unemployment, lack of skills needed for employment) is the main reason that I would like to start my own business. (Variable: W5)
17. What factors do you think affect your willingness to start a business? (Please choose three options at most) (Variable F1-F19)
18. If I can balance family and work, I would be more willing to start my own business (Variable: W6)
19. If I can get more financial support, I would be more willing to start my own business (Variable: W7)
20. If there were fewer social stereotypes about women (e.g., women are no longer required to take care of the family more than men, or women are thought to be equally competent in leadership roles, etc.), I would be more willing to start a business (Variable: W8)
21. If there was less government intervention in my intention industry, I would be more willing to start my own business (Variable: W9)

22. If the government were cleaner, I would be more willing to start a business (Variable: W10)
23. If there were fewer after-work business socials, I would be more willing to start a business (Variable: W11)
24. If I could master digital information technology better, I would be more willing to start my own business (Variable: W12)
25. If there is a good e-commerce platform, I would be more willing to start my own business (Variable: W13)

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