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Kontakt/Contact

ZBW – Leibniz-Informationszentrum Wirtschaft/Leibniz Information Centre for Economics
Düsternbrooker Weg 120
24105 Kiel (Germany)
E-Mail: [rights\[at\]zbw.eu](mailto:rights[at]zbw.eu)
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MODEL FOR EXPLORING WOMEN ENTREPRENEURIAL MOTIVATION IN THE TANZANIAN CONSTRUCTION INDUSTRY

Nyamagere Gladys Sospeter¹

ABSTRACT

Although the contribution of women entrepreneurs in construction industry (WECI) to economic development is increasingly being recognized both in practice and theory, there is limited understanding about the experiences and conduct of WECI. This paper aimed at addressing the knowledge gap by providing insights about the motives that drive women to start and develop businesses in the construction industry in Tanzania. The case study research strategy was employed in which six WECI were studied. Data were collected through a combination of methods, including in-depth interviews. Data were subjected to qualitative analysis techniques. The findings show that, unlike women in traditional industries, pull factors constituted the primary motives for WECI while push factors were secondary reasons. The paper sheds light for understanding the factors that motivate WECI. In terms of policy, the findings point to some approaches for preparing women to successfully enter and operate in male dominated sectors. These ways are both complimentary and self re-enforcing.

Key words: Construction, Women, Entrepreneurship, Motives and Tanzania

INTRODUCTION

While inclusion of both sexes in the mainstream economic activities is critical for broad based development, there is limited understanding about the experiences and conduct of women entrepreneurs in traditionally male dominated sectors such as construction industry. Studies on women entrepreneurship have largely focused on generic motives for women to start a business in traditional industries (Alwaryd, 2009; Lingsey, 2012; Nchimbi, 2003; Nchimbi and Chijoriga, 2009). Furthermore, the majority of these studies have focused on developed countries with a paucity of studies within the developing countries (Lincoln, 2010; Verwey, 2005; Hakala, 2008; Rosa, 2013). However, there is a growing need for specific studies on women entrepreneurship in male dominated industries such as construction industry especially within Sub Saharan Africa (SSA) including Tanzania. As with other developing countries, construction industry is a sector of economy that transforms various resources into constructed physical economic and social infrastructure necessary for socio-economic development (Rwelamila, 2009; MoW, 2003). For example, the importance of construction industry is evidenced as one of the Tanzanian pillars for socio- economic development and contributes between 5 to 9 percent of the GDP, 9 percent of employment creation and 57 percent of the gross fixed capital formation (MoW, 2003; CRB, 2013).

The construction industry is one of main economic sectors that need the skills and talents of everyone, including women. In contrast, in Tanzania, Less than 2% of 8,246 construction firms are owned by women (CRB, 2015). Out of 137 WECIs, 7 own large, 36 own medium and 94 own small construction firms. Although, women comprise 51.4% of the Tanzanian population (URT, 2012), they continue to be under-represented, marginalized and so less able than men to participate in primary sectors such as the construction industry. Women are marginalized due to social and cultural structures. However, the social structures and cultural systems that reinforce the continued subordination and marginalization of women have a major impact on motives for their involvement in business and perception of success (Rutashobya, 1999; Nchimbi & Chijoriga, 2009). Partly as a result, women have limited technical educational, socialization and financial resources which are very important for business start-ups and development of businesses especially for sectors that require high levels of professional and technical education such as the construction industry (Mascarenhas, 2007). Needless to say, the number of females who take science and technical studies in higher learning institutions is low and it can explain the under representation of WECI.

Women have the entrepreneurial potential as men do to contribute to wealth creation and employment by starting and developing their own businesses (Lincoln, 2010; Nchimbi & Chijoriga, 2009; Rosa, 2013). Unfortunately, their potential has not been fully realised because of the systemic challenges that face women entrepreneurs. Apart from the challenges inherent in the SME sector, women entrepreneurs face additional problems associated with being women. In addition, globally, women who choose to pursue *entrepreneurial ventures* have had limited representation in the construction industry which limits their contribution to economic development (Wangle, 2009; Verwey, 2005; Dainty *et al.*, 2007; Worrall *et al.*, 2008). In order for countries to realise their entrepreneurial potential and for them to contribute fully to

¹ School of Construction Economics and Management, Ardhi University, Dar es Salaam, Tanzania,
nyamagere@yahoo.com

economic development, it is important to address the specific issues facing WEICs. There is no consensus as what exactly motivates women to start and develop business ventures as differences in motives exist.

What motivate women to start a business?

Motivation is a driving force within individuals as they attempt to achieve some goals for the purpose of meeting their expectations. There are many reasons why individuals may start a new business because the decisions people make are complex and unique. Given the fact that women are not homogeneous, they are motivated differently. It is important to examine their motives for starting a business first as this can have a major impact on the type of business they establish. Some authors have indicated that, although women and men are similar across a range of demographic characteristics, business skills and some psychological traits, there appears to be a general consensus that greater differences than similarities exist between the sexes in terms of motivations (Orhan and Scot, 2001). An important difference between men and women is that, for men, being an entrepreneur is a business strategy while for women it is a life strategy (Nchimbi, 2003 and Hasson, 2009). They further suggest that men generally start a business for economic reasons while women start a business for family needs and see it as a life choice. This is consistent with the fact that male and female entrepreneurs differ with respect to their personal and business goals and their tendency to start and run businesses in different sectors (Dainty *et al*, 2007; Sospeter *et al*, 2014).

Reasons for Start-up Decision

According to pull and push theory by Shapero and Sokol (1982), the literature reveals that entrepreneur's motivation for starting a business can be categorised in terms of push and pull factors. Pull factors as described by (GEM, 2012; Pines and Schwartz, 2008) are those which encourage potential entrepreneurs by virtue of the attractiveness of the option and include financial reward, preference for independence, the need for achievement and innovate, ambition and new challenges, and to gain social standing and recognition. These *pull* factors are associated with the motives of choice (Orhan and Scott, 2001; Hasson, 2009). Self-achievement is a major pull factor for female entrepreneurs, as women start a business because they want a challenge (Orhan and Scott, 2001; Fakhir *et al*, 2012). Through entrepreneurship, women have the opportunity to stretch their skills and experience the freedom to determine their destiny (Fakhir *et al*, 2012). This is consistent with the notion that women deliberately choose self-employment, rather than be forced into it through necessity (Orhan and Scott, 2001; Verwey, 2005).

Push factors are those which force an individual to start a business out of necessity or where a woman is forced into pursuing her business idea. Such factors are economic necessity, redundancy, personal circumstance, unemployment, job dissatisfaction, career frustration, the inspiration of friends, parents or and the work/life balance (Verwey, 2005; Nchimbi, 2003; Nchimbi and Chijoriga, 2009). It has been found that one of the strongest motives for women to start a business in developing countries is the pressure to meet basic economic needs (Rutashobya, 1999; 2000). Women are mostly found in informal, micro level and low-growth sectors, where they encounter stiff competition while earning subsistence incomes (UDEP, 2002). Sospeter *et al* (2014) found that in a small number of cases women set up a business to combat male dominance. Orhan and Scott (2001) support this idea as they suggest that women enter self-employment due to a combination of male domination and push factors. In cases like this, self-employment may be the last option for many women (Fakhir *et al*, 2012). The literature further revealed that, the number of women who choose entrepreneurship because of negative pushes from their former jobs is significant, and that push factors have played a greater role in women's decisions to start a business today than in previous generations (Mattis, 2004). Women's desire to ensure the financial security of their families has been reported as one of the motivational factors for starting a business (Fakhir *et al*, 2012). Sospeter *et al* (2014) found that women with domestic responsibilities believed that business ownership appeared to be the only way they could make a sustainable living around other family commitments.

While the mentioned studies have not specifically addressed the issue of motives for WEIC, it is a good starting point to understand the motivational factors for women to starting and developing business in the construction industry in Tanzania. According to Kapp and Hunter (2008), much is known about women entrepreneurs in their traditional industries in relation to entry barriers, progress, functions, motivation, perceptions, sources and types of opportunities and ways to leverage resources, but less is known regarding women entrepreneurs' participation in the construction industry where their representation has been limited. There is a need to explore the motives within African context and Tanzania in particular. In this paper a model is developed to explore WEIC motivations for starting and developing businesses in the TCI. The subsequent sections of the paper are research methodology, research findings and conclusion and implications of the findings.

RESEARCH METHODOLOGY

The case study research method was used in this research. The case study approach provided the possibility of gaining insights into the experiences of WEIC (Yin, 1994; 2009; Stake, 2006). Six cases of WEIC were conducted. The use of multiple cases allowed the key themes from recurring concepts, relationships and explanations to be tested in several different situations. Information about WEIC was obtained from the CRB data base to establish the number and profile of the

targeted firms before embarking on the case study. Dar es Salaam was chosen firstly to serve as a standard because of the availability of many WECI, as 54 out of 137 WECI are in Dar es Salaam (CRB, 2015). Secondly, there are more opportunities for expansion of construction activities than in other towns. Thirdly, it was convenient and cost effective to do repeated interviews in Dar es Salaam. This is to say, it was possible for the researcher to follow projects developments through repeated social interactions with WECI, which in turn facilitated direct observation.

The firms whose owners are women (major shareholders) were considered as a potential target for case studies. The criteria set were that: the firms must be registered, be owned by a woman, make key decisions, have more than 31/2 years' experience as per (GEM, 2012; ILO, 2003) suggestion, have undertaken more than 2 projects of not less than TAS 200 million in value and also have upgraded/grown from one class to another (i.e. from a lower to a higher class). Interested respondents were selected and interviewed. WECI who expressed their perceptions, experiences and opinions on the experiences of women entrepreneurs in the construction industry were purposively selected. The cases chosen appeared to qualify based on the initial interviews and the criteria set. The interviews were conducted first with WECI and then key informants in the same firm, such as project managers, engineers and other staff members involved in the business were interviewed. The interviews were extended to outside the firm's key informants, including representatives of the CRB, and consultants, contractors and major clients who had worked with WECI. It was necessary to involve them in the study in order to get different views and gather detailed information. In addition, the use of multiple sources of evidence in case studies allowed the researcher to address a broad range of historical and behavioural issues exhibited by the WECI.

Data was analyzed by organizing the data into categories on the basis of the themes and concepts, after which the relationship between the concepts was then analyzed and finally linked in a sequence (Creswell, 2009; Neumann, 2006). In the process, raw data was categorized into conceptual categories to generate themes and concepts. Thus, data coding had two concurrent activities, namely mechanically reducing data into manageable chunks and analytically categorizing the data. Good thematic coding led to easier analysis, presentation and interpretation of the data (Chetty, 1966). The tools of analysis explained above were applied within the case and across the case analyses. Within-case analysis is when the analytical tools focus on the phenomenon in one case. Across-case analysis is when the analytical tools target comparisons of phenomenon between two or more cases. In within-case analysis detailed case studies are written up of the represented cases. Thematic case analysis followed and formed the basis for the analysis. Through writing up the cases emergent themes were identified as presented and analysed in section 4 before generalizing the patterns to the other cases. The write-ups also formed the basis for across-case comparisons. Across-case analysis was undertaken as a means of extending external validity or *transferability* by looking at multiple actors in multiple settings. This was seen as further enabling generalizability (Denzin and Lincoln, 1994; Yin, 2009). The key themes, relationships and explanations were tested in several different cases. Each case was then seen as a replication of the questions under study. Multiple cases also assisted in the identification of themes, relationships and explanations that apply in some settings but not in others (Creswell, 2009). In searching for patterns, the results were compared with patterns predicted from theory or the literature. The themes from the interviews were used to form common patterns to answer the research question.

RESEARCH FINDINGS

Cases presentations:

This section provides a profile of each of the six cases participants and the current status of their enterprises. The focal data are presented in a composite table for each case. The presentation are considered by the researcher to be fundamental themes.

CASE 1: EGRA (A Contractor):

Egra is a WECI with both technical education and immense experience in the construction industry. She is a wife and the mother of 4 children. She is the fourth born, in a family of six children. Egra holds a Bachelor of Science in Electrical Engineering (BSc-ElecEng) from the University of Dar es Salaam and has been employed as a senior technician for 22 years. Her employer was COMPANY ONE a state owned corporation. Although she was not promoted throughout her employment at COMPANY ONE, she benefited from exposure and accumulated working experience and had the opportunity to interact with various personnel within and outside her professional arena. Lifetime working in same post and position and lack of internal promotion to any managerial position aggravated her. Being taken as interfering in man's occupational roles and male counterparts maintained societal negative attitude to females constantly discouraged her. Consequently, Egra was also motivated by meagre salary that did not meet basic family needs. She also had deep feeling of something amiss after the influence of longstanding acquaintance. Being satisfied with and highly motivated by adequate technical knowledge, industry experience she had acquired, leadership skills increased her self-confident. Ultimately, in 2000, she established her own electrical engineering firm. This was meant in order to fulfil her potential and fully exploit her professional competencies. In 2005 she established and registered two companies, one specializing in building construction and the other specializing in civil engineering works. The former constitutes the focus of this study. The two companies today are categorised as class 3 and 5, respectively, by the CRB.

CASE 2: BESTINA (B Contractor):

Bestina is a WECI with an outstanding work experience but lacks technical education in the construction industry. She is a wife and the mother of 4 children. She is the seventh born in a farmer's family of 10. Upon graduating with a Bachelor of Commerce-BCom (Finance) degree from one of the higher learning institutions in Tanzania she secured employment as a company secretary at the COMPANY TWO where she worked for 6 years. In 1998 she transferred to the COMPANY THREE in the same secretarial post where she works to date. Through employment at both COMPANY TWO and COMPANY THREE, she accrued vast experience of what is happening on ground and the exposure she had helped her develop a number of contacts. In similar lines, available work to be undertaken together with self confidence accrued from knowledge and skills motivated her to start a business. Influence of longstanding acquaintance from friends lead to strategic option for accumulating wealth. In 2006 she aimed to fulfil her potential and exploit her talents, and so she decided to establish her own private construction company which got registered as class 7. She has managed to upgrade her company to class 6 and is happy with her achievements.

CASE 3: VANNESSA (C Contractor)

Vannessa is a woman entrepreneur with both technical education and industrial experience in the construction industry. She is a wife and the mother of 6 children. She is the third born out of 5 children in a civil servant family. She is an electrical engineer by profession. She started her electrical engineering firm in 1984, while she was then employed by COMPANY FOUR. She kept working in her electrical engineering firm on a part-time basis undertaking small maintenance jobs. In 1989 she engaged full time in the business. From childhood, Vannessa had passion for construction activities and had a vision to excel in the engineering field. The technical education and adequate electrical skills strengthen her self-confidence to opt for finding greener pastures. Moreover, conducive investment environment paused more opportunities and fewer companies during that time motivated her to start a business. As time went by, ways of doing things changed in the system and in the process there were new reforms which changed the system. Supported and encouraged by husband and for the sake of equitably supplementing each firm for sustainability and the need to increase chances of winning tenders she complied with new reforms for the better within her capacity jurisdiction. This change in business was due to favourable law reforms which required specialized firms to tender through the main contractor for any electrical work available. In 1993, Vannessa started a building and civil engineering company and simultaneously succeeded in upgrading them. Today her building and civil engineering companies are in class 1 and 3, respectively.

CASE 4: NAOMI (D Contractor):

Naomi is a WECI who lacks technical education but has work experience in the construction industry. She is a widow and a mother of 4. She has only received ordinary level secondary education. She was earlier privileged to work in her brother's construction company as an assistant supervisor from 1986 to 2006. Her engagement in her brother's enterprise gave her vast experience of and exposure to the construction industry. Intrinsically, Naomi wanted to be among successful women within a male-dominated industry. Industry being a high growth potential with opportunities she wanted to explore whether or not women thrived and survived in the industry. Working for a long time in a brother's firm enhanced the level of self-confidence relating to knowledge and skills needed to start a business. Husband passed away leaving her single handed. Disagreement over salary increases and poor salary that could not meet basic family needs motivated her to opt for wealth accumulation by starting her own venture. Ultimately in 2006, to fulfil her potential and holistically exploit her talents, she decided to establish her own construction company. Since then she has been able to upgrade her company's status to class 6 and she is pleased with its achievements. She confirmed she was old and so would not want her company to grow further. According to her, it would become too big for her to manage effectively, given her limited education and as she is a single parent.

CASE 5: MARLIZE (E Contractor):

Marlize is a WECI with neither technical education nor experience in the construction industry. She is divorced, now remarried and a mother of 3. Before engaging in the construction industry, she had a business, the General Supplies Company (GSC), which specialized in designing and supplying fashionable goods. Her speciality was designing and tailoring dresses. However, due to stiff competition she found little satisfaction and was not guaranteed customers. She had the desire that one day she would become one of the few known WECI. According to Marlize, this had been her dream for quite long time she wanted to compete with men for success in life. Marlize wanted to venture where women contemporaries run away from and compete with and surpass men in their own territory. She also eagerly wanted to accumulate wealth, enhance life quality and create employment opportunities for others. According to her, dress designing was a female occupation with few rewards as opposed to the construction industry which is a male-dominated and high growth industry, which could offer her challenge that was good for success in life and accumulating wealth. She registered her construction company in 2000 in class 7. Her company has now upgraded to class four.

CASE 6: SEZIA (F Contractor):

Sezia is a WECEI with experience in the construction industry. She is a widow and the mother of five children. She has a diploma in marketing. Before marriage she worked informally for 3 years in what later came to be her husband's firm. Her husband was a technician by profession. After marriage they agreed to formalize their business. In agreement, they both registered their company in 1996 in the 7th class of registration. They worked together and in 2000 their company was upgraded to class 5. After another four years of hard work, in 2004 their company entered class 3 and in 2008 their firm was upgraded to class 1 where it stands to date. She recalls that it was her husband who motivated her to fully engage in the construction industry. Sezia married to a keen businessman. Husband invited her to accompany him on his business trips. She slowly developed a personal interest in construction and enjoys learning new skills to keep herself up-to-date. It was a process under husband's influence that developed gradually and later on she enjoyed working in the industry.

DISCUSSION AND ANALYSIS**Across the cases analysis**

This section attempts therefore to analyze all the six cases that were studied and presented. It highlights what seems to be working for further recommendations. The idea is to capture a better understanding of women's experience in terms of motivations for the best practices of WECEI in the construction industry. The section begins by matching common themes that emerged from each of the studied cases. These themes emanated from field data rather than the reviewed literature.

Matching Common Motivation Factors for WECEI

The six case studies revealed some common significant factors that motivated WECEI to engage in the construction industry. However, these factors varied from one WECEI to another according to whether an individual encountered pull or push factors, as indicated in Table: 1 below

Table1: Matching Common Motivation Factors for WECEI

Factors	Cases					
	Egra	Bestina	Vannessa	Naomi	Marlize	Sezia
Pull factors	X	X	X	X	X	X
Need for freedom	√	X	X	X	X	X
Passion for the sector	√	X	√	√	X	√
Economic prosperity	√	X	√	√	√	√
Technical education and experience	√	√	√	√	X	X
Opportunity pull	X	√	X	√	X	X
Self-confidence	X	√	X	X	X	X
The need to assist others	X	X	√	X	√	X
Conducive investment & Law reforms	X	X	√	X	X	X
The need to be her own boss	X	X	√	√	X	X
Identity among known WECEI	X	X	X	X	√	X
Push factors						
Career frustration	√	X	X	X	X	X
Economic necessity	√	√	X	X	X	X
Lack of inspiration from co-workers	√	X	X	X	X	X
Inspiration from friends	√	√	X	X	X	X
Law reforms changed the situation	X	X	√	X	X	X
Need for substitute work	X	X	X	√	X	X
Supporting husband	X	X	X	X	X	√

Note: From Table 1, √ means the factor applies to a case while **X** does not apply to a case. From Table 1, the major common motivating factors are passion for the sector, economic prosperity, technical education and experience, opportunity pull, economic necessity and inspiration from friends. The differences are due to personal context for example

those who have technical education and experience are more likely to have a high level of socialization, business network, confidence and passion for the sector which are motivation factors to start and develop business in construction industry. Their differences emanate from level of education, growth level, industrial work experience as well access, use and control over resources.

Discussion of the Motivating Factors for Starting a Business

From the six cases studies as indicated in Table 1, it was evident that, although women's motives for starting up a new business varied, the bottom line was that every woman, regardless of her status, had the potential to become an effective entrepreneur. The driving force within individuals to become entrepreneurs could be better explained in terms of pull and push factors, whereby push factors represent elements of necessity such as insufficient family income, dissatisfaction with a salaried job, difficulty in finding work, the need for a flexible work schedule, inspiration from friends and death of the husband. Pull factors, as reflected in Table 1, related to passion for the sector, technical education, need for freedom, professionalism, identity, entrepreneurial drive and the desire to accumulate wealth (economic propensity).

It is important to note that, despite WECI differences in education level, growth level and work experience, all six cases studied shared common motivational factors for venturing into the construction industry. As revealed in this study, WECI were not necessarily moved to start a business merely out of necessity. As revealed in the case studies, women basically chose to start their business in the construction industry, motivated primarily by the pull factors. The main motivation factor for WECI was economic propensity. Thus they desired to receive equitable rewards for working hard while contributing to the economic development of their family units and the nation as a whole. This finding complements the *need for achievement theory* advocated by McClelland (1961) and the expectancy theory (Vroom, 1964) by suggesting that need for achievement is necessary for developing successful businesses. Similarly, it falls in line with other studies, which found out that motivation factors were what caused the starting up of new businesses (Rosa, 2013; Verwey, 2005; Ericson and Luther-Rune, 2012).

Technical knowledge and experience of what and where an individual want to invest or venture was an essential motivational factor (Jung, 2010; Aylward, 2009). This study's findings indicated that most WECI started business ventures had prior technical knowledge and those with neither technical education nor experience relied mainly on learning by doing at construction sites during the construction process. Due to the importance of technical knowledge, registration requirements also stipulate that one of the company Directors must have a formal technical education (CRB, 2010). The case study findings, however, contradict other studies by (GEM, 2010; Pines and Schwartz, 2007; Wangle, 2009), which indicated that women entrepreneurs did not consider prior education when they made their decision to start their new business ventures.

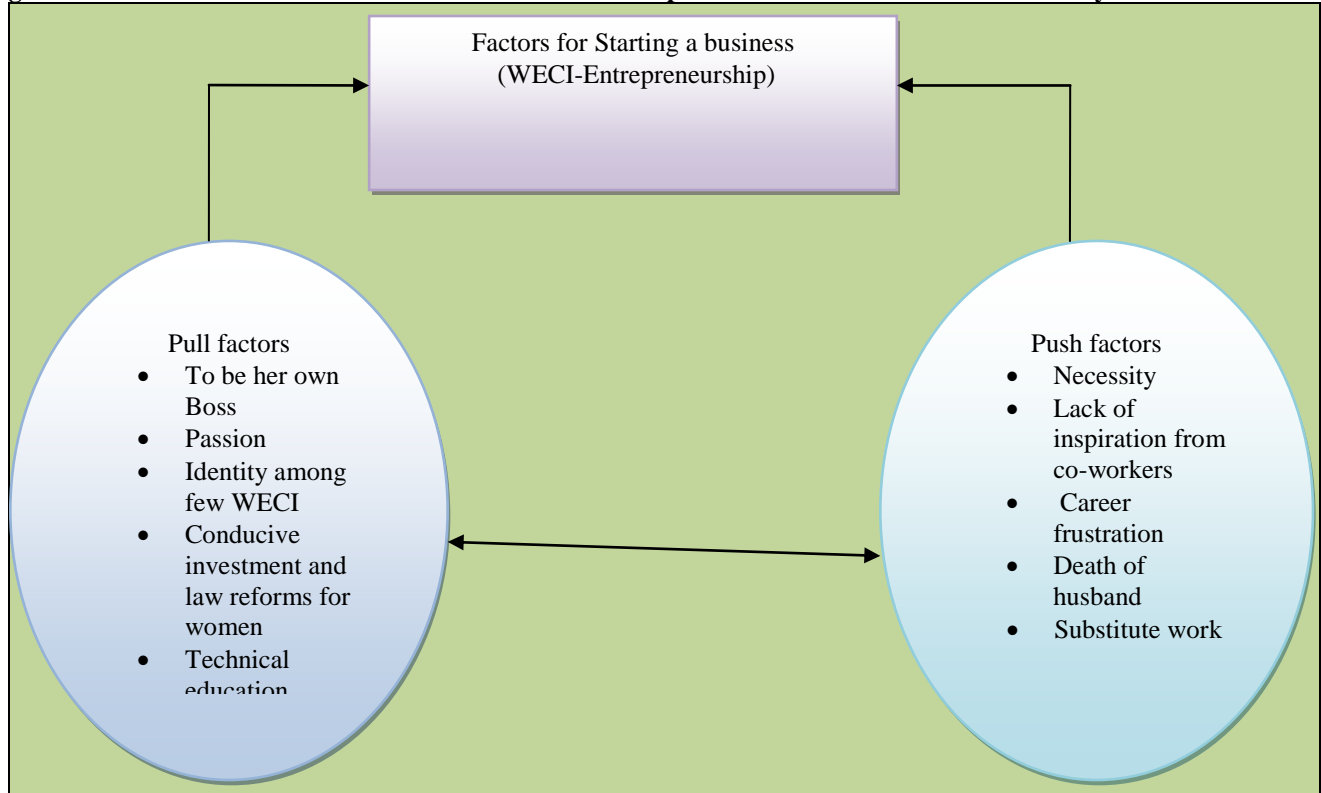
Other motivating factors such as; passion for the sector, the need for autonomy and confidence were also found to be paramount factors for WECI starting a business in the construction industry. Studies by Hakala (2008), Nchimbi and Chijoriga (2009), Aylward (2007) show that women entered traditional industries in large numbers because of ease of entry and lack of confidence to penetrate the construction industry. In the study, it was observed that WECI had passion and needed freedom to run a business in the construction industry. In so doing, women enjoyed having projects, handling and managing them to completion with great delight as WECI. Correspondingly, WECI with a favourable background in terms of technical education and experience owned and managed more than one firm in the construction industry as opposed to those with a less favourable background. WECI indicated in one way or another that, apart from the pull factors they had been greatly influenced by friends, family members and peer groups to venture into the construction industry. This finding supports the socio-learning theory (Bandura, 1977), which maintains that people will learn more by seeing/doing, through having a role model, such as looking at what others did, and from their environment. Similarly, the study's finding were consistent with the study by Dainty *et al* (2007) and that of Aylward (2009), which indicated that influences and similar business experience had an impact on the performance of the entrepreneur.

Conversely, having felt anger and frustration at their organization without having a voice, WECI were motivated to try on their own business ventures. This led most WECI to quit formal employment and start their own companies. Moreover, the death of husbands meant that women had to care for children single-handedly. It was apparent that WECI had to sustain the business they had already established in the construction industry in order to meet basic needs. The researcher is of the view that most WECI possessed characteristics such as persistence, determination, innovativeness and growth seeking which helped them succeed. Studies by Watkins (1982) and Aylward (2009) indicate that persistence, determination, risk-taking and innovativeness qualities needed for successful entrepreneurship, in most cases are lacking in the female population. Affirming the same, Lincoln (2010) points out that when women display such characteristics as aggressiveness, persistence and determination, which are fundamental for any successful business, they become unattractive and so compromise their femininity.

In contrast, the findings indicate that women who successfully start and developed their construction business mostly associated themselves with masculine traits, irrespective of whether or not, by doing so, they compromised their femininity. For most WECI, the

outcome in terms of success of the business and being respected by the community was their main concern. This study's findings indicate that women who displayed masculine traits had greater intentions to start and grow successful businesses in male-dominated industries than those who associated themselves with feminine traits (Gupta *et al.*, 2005). These motivational factors are summarized in matrix form below (Figure: 1).

Figure 1: Motivational factors for WECI to start and develop ventures in the construction industry in Tanzania



Analysis of the Motivational Factors for Women to Start and Develop Business Ventures

The above discussion dwells on matching the identical factors found in the cases in order to develop a better understanding of the motives of women to start and develop businesses in the construction industry in Tanzania. The case study findings have revealed that both push and pull factors were motivators for WECI to venture on their own. Apart from the fact that WECI were motivated by a combination of both factors, pull factors constituted the primary motives as opposed to the existing literature. The literature review indicated that most studies suggest that women were being forced into entrepreneurship as they lacked other sources of income or other income-earning options (Pines and Schwartz, 2008; Nchimbi, 2003; Rutashobya, 2000; Nchimbi and Chijoriga, 2009). Consequently, the few WECI who moved out of necessity (push factors) still had the desire to be independent, needed freedom and had a passion for construction work, which are pull factors.

The researcher is therefore of the opinion that when a pull factor is combined with a push factor it becomes a strong motivation factor for WECI to start and develop a business. From Table 1 and discussion above, the results show that women-related aspects as regards motives for starting a business are push factors. The women-related motivational factors were economic necessity, career frustration, lack of inspiration from co-workers and identity. In all cases, the support of the husband had a great influence on WECI starting and developing businesses even though both pull and push factors were present. The stronger the level of motivation of WECI, the more likely they were to succeed in developing their business ventures. Table 2 below presents the summary of research findings versus research objective and emergent factors in the Tanzanian construction industry.

Table 2: Summary of Research Findings versus Research Objective and **Issues (motivational factors) which are consistent with literature and the emerging factors in italics**

Encountered Motivational Factors (Pull factors)	Encountered Motivational Factors (Push factors)
Self-confidence (Hakala, 2008; Aylward, 2009) Female role models • <i>Economic prosperity</i> , Technical education and work experience (Lincoln, 2010; Ayward, 2009) Need for freedom (Mattis, 2004) • <i>Identity and purpose</i> Passion for the sector (Rosa, 2013; Hasson, 2009) Opportunity pull (Verwey, 2005; Fakhri <i>et al.</i> , 2012) • <i>Conducive investment and Law reforms for women</i>	• <i>To be among few women in the industry</i> Inspiration from friends (Hasson, 2009) Economic necessity, Career frustration (Verwey, 2005; Kapp and Hunter, 2008) • <i>Lack of inspiration from co-workers</i> • <i>Death of husband</i> Support of husband • <i>Substitute work</i>

CONCLUSION AND IMPLICATION OF THE FINDINGS

The paper sheds light for understanding entrepreneurial motivations for WECI. Unlike women in traditional industries, pull factors constituted the primary motives for women to start a business in the construction industry while push factors were secondary reasons. Findings further indicate that education increases motivation and the confidence to start and develop a business in the construction industry in Tanzania. Thus, women with technical education and past working experience in the sector had accumulated industrial experience which helped them to start a business. Those who did not have technical education and industrial experience were unsure if the industry was the right choice for them. They did not have a good understanding of the industry and therefore pointed out the need for it. It is therefore concluded that technical education and industrial experience were viewed as key motivating factors for WECI prior to starting a business.

The government needs to reform the education system and use it to promote women entrepreneurship more than it is currently doing. Efforts should be made to foster greater awareness of the benefits of entrepreneurship among women to build a strong economy and, to acknowledge and promote the positive impact of WECI involvement in improving the living conditions of their families and the nation as a whole. The education system needs also to make it flexible to accommodate females in technical education in order to allow more emerging WECI. The government needs to take a lead in promoting an entrepreneurial, risk-taking spirit as well as providing support structures for these emerging women entrepreneurs. Consequently, successful female role models should be at the forefront to encourage others to consider becoming entrepreneurs and, to build self-confidence. This could be effectively achieved through setting up seminars and conferences where entrepreneurial topics could be articulated.

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