

Market Barriers and Knowledge Barriers, a Quantitative Study on Entrepreneurial Intention among Female in Yemen

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***Abstract--**The study is to unfold the barriers holding back women in Yemen from setting up a new business by examining the factors of market barriers and knowledge barriers. The data collected of this study through self-administrated and survey question naire,a total of 120 respondents have participated. The study went through descriptive, frequency and correlation analysis found that there was a significant relation of all the predictive toward entrepreneurial intentions among women in Yemen.*

***Keywords--**Entrepreneurial Intentions, Market Barriers, Knowledge Barriers*

I. INTRODUCTION

Entrepreneurship has been regarded as the main influences that positively affect the developments of nations' economies and the welfare of communities (Van Praag & Versloot, 2007; Simon Parker, 2018). Amanamah et al. (2018)stated that entrepreneurship is the fastest way to resolve the alarming rate of unemployment and economy problems. This is also previous studies from Thurik and Wennekers (2004), and Albiol-Sanchez, and Van Stel (2016). One of these studies conducted by Frederick and Dzisi (2008)found that activities of entrepreneurs of local females from African has contributed to poverty reduction. Another study by Nawaser et al. (2011), and García et al. (2015) indicated that a positive relationship existed among poverty decrease and entrepreneurship. Scholars also found that entrepreneurship growth considers has been positively reconditioned within economic and employment growths (Mojica et al., 2010; Roundy, 2018).

Yemen is experiencing the weakest economy development countries among the Arab world (United Nations Development Programme, 2019). According to Ahmad and Xavier (2011) there are numerous barriers hindering Yemeni female entrepreneurs to be becoming successful entrepreneurs, such as poor accessing to capital, lack of knowledge, lack access to the new potential market and the limitation of the business experience, lack of possibilities for continuous support services and training, limited of the business networking, and lack of the financial marketing/management skills. Therefore, this study is conducted the unfold the predictors that contribute to the slow development of the entrepreneurship among women in Yemen.

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II. REVIEW FROM PREVIOUS STUDIES

2.1 Entrepreneurial intentions

Entrepreneurial intentions (EI) referring to the state that can guide and provide guides for people towards the formulation of the new commercial concepts (Bird, 1988; Yıldırım et al., 2016). Several studies were conducted on entrepreneurial intention. For instance, Lüthje and Franke(2003) have examined the influenced of planned behaviour and education on entrepreneurial intentions among students, likewise, Ali et al. (2010) and Mahmoud et al. (2015) examine the external factors that may influenced entrepreneurial intentions. A study conducted in France revealed that the external entrepreneurial environments and entrepreneurial education have affected the attitude of individuals toward a new project invention (Klapper & Léger-Jarniou, 2006; Packham et al., 2010). Similarly, some studies found interest in woman entrepreneurship and encouraged several of relevant studies in the MENA region, with most studies founded on the determination of the characteristics of entrepreneurs with the challenges faced (Welsh et al., 2014; Methtap et al., 2015).

2.2. Barriers to entrepreneurial intention

Barriers are defined also bstacle which preventing access or movement, where the barriers to entrepreneurial intention as a factor that hinders or discourages the entrepreneur from implementing the entrepreneurial project (Giacomin et al., 2011). Ahmed et al.,(2019), and Buccino (2019)as curtained that a person's entrepreneurial intentions would be formed through his/her insights of the barriers to the environment, morals of the cultural, and start-up the business in which he/she is situated.

Shinnar et al. (2015), and Pruett et al. (2009) pointed that the culture issue is the solid forecaster of entrepreneurial intention barriers. According to Shapero and Sokol (1982), and Amanamah et al. (2018), stated that, people with a high entrepreneurial intention might not be acted on their intentions because of assured barriers that might exist. Besides, barriers might include the government assistance, regulations, laws, culture and policies that negatively affect the entrepreneurship intention.

2.3 Market Barriers

Market barriers refers to the uncertainty about market size, entrench monopolise and policy barriers on the new market participants, the difficulty of converting social benefits to privatising profits and mismatches among the time horizons of benefits and costs (Hoogendoorn et al., 2019). The market barriers may contain the threatening of large firms who dominate the market, lack of business networks or absence of information (Chowdhury, 2007;Pruett et al., 2009; Zamberi, 2012). Furthermore, lack of the business network within the business women in Arab countries becomes barrier for the growth of female entrepreneur within the market. Entrepreneurial business that is managed by female absences the kind of the network compare to men and reduces the access to critically resources the investment, expansion of the business market, information and support activities which are required for successfully manage and start an entrepreneurial company (Bastian et al., 2018). Individuals show a low tendency to become entrepreneurs where the market doesn't have enough opportunities and when different barriers deter them from participating the market(Turker and Selcuk, 2009; Amanamah et al.,2018). Market barriers also affect youth

male and female entrepreneurship. The youth entrepreneurs faced “discrimination” in the product markets with clients who would be sceptics of the reliability of their goods or services (Setti, 2017). The prevails social issues challenged women the activity of entrepreneurial in the Middle East and North Africa region. The Middle East considers politically, religiously and socially dominated via men, where women facing several obstacles (for example, accessing markets and networks and acquiring financial supports via banks) for establishing their own companies (Al-Alak et al., 2010;Methtap et al., 2015). Many past studies found important relationship between lack of market and entrepreneurial intentions (Chowdhury, 2007; Pruett et al., 2009; Zamberi, 2012).

2.4 Knowledge Barriers

Commercial experience and knowledge are important in new business start-up to success since knowledge has a strong relationship with the entrepreneurial (Pruett et al., 2009). Prior studies found that absence of knowledge in term of the absence of dexterity, skill and entrepreneurship capabilities (Robertson et al., 2003; Pruett et al., 2009; Sitaridis & Kitsios, 2019). Explained incapability to the prediction of demands (Chowdhury, 2007), the incapability for managing individuals and maintaining accounting and commercial record, and the absence of marketing and commercial knowledge(Zamberi, 2012). In addition, examining for commercial degrees is common between Arab women, which has connection between commercial education and entrepreneurial intentions (Rialti et al., 2017).The lack of access into information and the system of communication among females in Middle East nations being a critical point. The company survival in this highly competitive period appropriate information and communication are required from and to all decision-makers (Mathew, 2010). There are challenges facing by entrepreneurs among females in Saudi Arabia like the absence of the tertiary education, discrimination, lacked access to funding and absence business experience, similarity to women entrepreneurs in other Gulf Cooperation Council (GCC), for instance, in United Arab Emirates, Oman, Bahrain, and Yemen (Anwar & Rashid, 2012; Nik Azman & Kassim, 2019). Past studies found that knowledge barriers are positively associated with intention for starting-up entrepreneurial respondents, believe, and activities that business knowledge and experience have been essential for the success of a start-up new project (Robertson et al., 2003; Chowdhury, 2007; Pruett et al., 2009; Zamberi, 2012).

III. METHODOLOGY

The objective of the study is to examine the relation between market barriers and knowledge barriers toward entrepreneurial intentions of women in Yemen. This study is a quantitative study which gathered primary data through self-administered survey questionnaire. The unit of analysis was individual consist of 120 respondents. All respondents are female living in Yemen. Items for the survey questionnaire were adopted from Kebaili et al., (2017), and measured using a Likert scale ranging from (1= strongly disagree) to (5= strongly agree). Data gathered was analysed by SPSS through the descriptive analysis, frequency analysis and correlation analysis.

IV. RESULTS

From demographic analysis out of 120 respondents, on age group, most of them are in the age group of 20 to 29 years old denoted by 82.5%. On marital status majority of respondents were singles with 75%. Where education background 75% of responders was undergraduate degree qualification. On monthly income majority of the

respondents obtained income between RY11,000 to RY15,000 with 41.7%. The findings from correlation analysis for this study is illustrated Table 1.0below. The correlation results showed that market barriers and knowledge barriers possess the correlation coefficient “r” score of 0.976 and 0.963 respectively. Market barriers explain entrepreneurial intentions by 97.6% which is higher than knowledge barriers with 96.3%.Bothpredictorspositively correlated.

Table 1.0: Pearson's Correlation analysis Correlations		
		Entrepreneurial intentions
Market barriers	Pearson Correlation	.976**
	Sig. (2-tailed)	.000
	N	120
Knowledge barriers	Pearson Correlation	.963**
	Sig. (2-tailed)	.000
	N	120
Entrepreneurial intentions	Pearson Correlation	1
	Sig. (2-tailed)	
	N	120
**Correlation is significant at the 0.01 level (2-tailed).		

V. DISCUSSION

The findings showed that the respondents who have intentions to start-up market are less likely to be an entrepreneur. The results, also, showed that the knowledge barriers is positive and strong related to entrepreneurial intentions among women in Yemen. From total of 120 respondents, majority of them were youth, which they fall in the group of age between 20 to 29 years old, and they were single also their monthly income from RY11,000 to RY15,000. The correlation coefficient value for market barriers and knowledge barriers are (0.976, p=0.000) and (0.963, p=0.000) indicated that market barriers and knowledge barriers are significantly and positively correlated with entrepreneurial intentions. That gives a specific character to the Yemeni local culture, government of Yemen should promote an attractive culture to minimize the negative effect of barriers on females in Yemen, and the educational institutions play a significant role in reducing the barriers associated with entrepreneurial risk as well as assisting by knowledge of entrepreneurial deeply, and how to start a successful business. Equally important, Yemeni government should promote a healthy culture of the market that will encourage entrepreneurs as well as promote entrepreneurial which can achieve through involving particular entrepreneurial lessons into the curriculum of students as an early stage

VI. CONCLUSION

This study has been conducted within Yemen context. The economy also the cultural environment of Yemen is unlike another context in the Middle East or globally. As variances may participate in the present literature

concerning entrepreneurial in Arab countries. Therefore, similar study should be conducted. Other examine the entrepreneurial in a different area to have different perspective on the outcome.

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