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Behind Her, She is Herself: Demographic Differences in the Entrepreneurial Intention and Mindset of Women

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Currently, entrepreneurship is a widely discussed area. Business start-up programs play a vital role to inspire the youth entrepreneurial mindset. Specifically, it is critical to understand those factors that have an impact upon such intentions of especially women to start-up any sort of business. In common, some key demographic variables that influence entrepreneurial intention and an entrepreneurial mindset are Age, family/parental background, marital status, income, and qualifications. The purpose of this research is to empirically explain the influences of demographic factors on the entrepreneurial intention and entrepreneurial mindset of women. The study seeks to answer the following question:

Does women entrepreneurship intention and mindset differ on the basis of marital status, family structure, age, qualification and income?

This research is a survey-based, explanatory, and quantitative study which is conducted among the women living in Karachi, Pakistan. The data is collected from 326 women, and to investigate this data, SPSS software was used, and for testing the hypotheses, the one way-Anova and T-test analysis techniques are used. The results show that women's entrepreneurial intention and mindset are differed by their marital status and income, whereas age and family structure do not cause any difference in the intention and mindset of women when it comes to business. The study is prefaced to understand how women with different demographic characteristics differ in the intention to open up their business and lead. This research will also help policymakers to influence positive change in the intentions of women at different stages of their life.