

The Motivations of women entrepreneurs, in the municipality of León, Nicaragua

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Abstract

The creation of women-led enterprises has recently been the subject of great interest, due to their increasing number and recognized dynamism in economic activity. This paper analyzes the following questions: [1] what personal motivation influence or affect women entrepreneurs; [2] what are the motivations that led the woman to become an entrepreneur? [3] What role do motivations play as opportunities mechanisms? [4] How do these women entrepreneurs measure risk factors in their decision to start a business? In addition [5] if women's business motivation. Is related to success in their own businesses. The results show the internal consistency of the scales evaluated by the Cronbach Alpha coefficient showed high reliability, above the established minimum 0.852, the adjustment indices showed significant values. The results of this study show that the motivational scales possess satisfactory properties of construct validity and internal consistencies.

Entrepreneurship women, personal motivations and business motivations

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Introduction

Women's entrepreneurship has consolidated as an engine of economic growth, increasing the Entrepreneurial Activity Rate [TEA] among women in 61 economies worldwide in just two years [Global Entrepreneurship Monitor-GEM]. Governments and international economic organizations, the OECD, the World Bank, the United States Agency for International Development (USAID) and the International Monetary Fund (IMF) have addressed policies and programs aimed at favoring initiatives led by women in business, in order to understand and foster entrepreneurship in developing countries (Minnit, 2012).

The literature considers different meanings about motivation to explain entrepreneurial behavior (Buttner & Moore, 1997), and very few studies focus on the aspects applied to theories that explain entrepreneurship initiatives. On the other hand, business performance is usually to measure from the economic perspectives of growth in sales or employees, and / or the increase in profits (Barba & Atienza, 2012). In this context, certain motivational factors that explain the behavior of the entrepreneur have received some attention. As Kantis (2004) states, at the Latin American level, a line of research have been developed in recent years, framed in new ventures and entrepreneurs. At the international level, the contributions of the Global Entrepreneurship Monitor [GEM] (Acs & Amorós, 2008) stand out.

High levels of need for achievement will make business behavior a positive influence on economic growth and development (Kantis, Angelelli, & Moori, 2004).

In this paper, we present an integrative model that allows us to have an overall view of the influence that motivations have on the entrepreneurial woman.

The contrasting hypotheses will allow us to analyze [1] the complementarity between personal motivations, [2] motivational mechanisms, [3] opportunities, creativity and innovation and [4] risk propensity to drive the implementation of a company.

In relation to the factors studied, several papers deal with the influence of the motives that influence the creation and consolidation of businesses; however, we do not find work that incorporates the four factors.

Literature review

Motivations to undertake

In the literature on business dynamics, several studies has been carried out that attempt to explain, their nature associated to the entrepreneurial capacity to visualize new business opportunities (Baron, 2006; Chen et al., 1998)

However, the knowledge of what is and how the success of the female entrepreneurship is determined, is related to the motivations, the expectations and the personal objectives that have an impact on the business conduct (Nussbaum, 2011; Rábago, DAnnunzio, & Monserrat, 2004).

This influence is also verified in the field of entrepreneurship, highlighting the motivational factors such as: need for achievement, independence and desires for wealth are determining factors in the understanding of differences in individual behavior (Brandstätter, 2011), however, are scarce The empirical studies that address the reasons why they incite women to start businesses (Buttner & Moore, 1997).

The field of female entrepreneurship emerged in the late 1980s with a variety of disciplines (Hisrich & Brush, 1983). Although initially it focused mainly on the problems of financing and access to capital faced by women (Minniti & Naudé, 2010). It has recently evolved to a knowledge of the main motives for women to undertake in relation to individual goals and their desire to seek a balance between work and family (Buttner & Moore 1997, Daeren 2000, Gibb and Ritchie 1982) .

As Kantis, Ishida, and Komori (2002) point out, the emergence of entrepreneurs by necessity represents an increasingly common category in Latin America over other more developed regions.

Recent studies confirm that in the last two years, the increase in new models of entrepreneurship in Latin America reveals competitive deficiencies (Lederman, Messina, Pienknagura, & Rigolini, 2014), the vast majority of new businesses lack innovation and transformation (Acs & Amorós, 2008), create little employment and do not contribute to economic growth (Scott Shane, 2009).

On the other hand, some studies have tried to establish a model of entrepreneurship in small and medium enterprises (Brandstätter, 2011; Shane & Venkataraman, 2000).

One of the models to which reference is made is the GEM's entrepreneurial process (Acs & Amorós, 2008; Alvarez, Urbano, & Amorós, 2012). Recent studies confirm that during the last two decades, the emergence of new business models has allowed the development of new technologies, which has contributed to economic performance and potentiate competitive rivalry (Acs & Amorós, 2008).

However, the competitive impact of these entrepreneurial efforts differs from country to country at the same level of development (Carree, Van Stel, Thurik, & Wennekers, 2002), between countries at different stages of development (Wennekers, Stel, Thurik, Reynolds, 2005) and also between regions of a single country. On the other hand, from the psychological point of view, entrepreneurship depends largely on the willingness and willingness of individuals to start an independent business, the skills of women involved and the efforts for the necessary successful implementation (Kantis et al. 2004).

In this sense, we can consider that there are different models and / or theories, applying the literature multiple criteria to explain the entrepreneurial initiatives among women, why they found their own businesses and their behavior, demonstrating that the motivation to achieve, excels in the entrepreneurial profile Feminine (Barba & Atienza, 2012; Belwal, Belwal, & Al Saidi, 2014).

Motivation of the Entrepreneurial Woman

Numerous studies have highlighted the importance of deepening the understanding of the role of women in entrepreneurship and development (Bruni, Gherardi, & Poggio, 2004).

The main literature on women's entrepreneurship deals with how women are able to cope with social demands, given their ability to survive in a hostile environment and their valuable naturalized female skills (Bruni et al., 2004). On the other hand, Veciana (2005) affirms that women with a motivation, preparation and adequate skills for decision-making is related to the success of the companies created by them. However, new businesses are not created by chance, but a great deal of effort and time is needed to finally crystallize the business (Carter & Ram, 2003).

In this sense, it is important to include the study of motivations in the female entrepreneurial process.

a] The need for achievement: McClelland (1961) was one of the pioneers who studied the need for achievement, indicated a desire to perform tasks well, not so much seeking recognition or social prestige, but trying to achieve an internal feeling of personal achievement, Its hypothesis is that this factor is partly responsible for economic growth (Liñán & Santos, 2007, p.462).

Urban and Veciana (2001) consider that there is evidence that the need for the institutional environment in each region or country will be decisive in terms of available opportunities [business or not], the perception of them, Skills development, the abilities to take advantage of them and all this can be considered as part of the motivations for the enterprise. McClelland [1965] found that one of the main characteristics that the entrepreneur must have is "personality", as the force behind entrepreneurial activities to be a successful entrepreneur. (Veciana, 2005) Those with a well-developed personality in In this sense, they take better the opportunities that the market offers, better than other members of society (Shane, 2000).

Similarly, other empirical studies have emphasized the importance of the need for achievement as a characteristic of entrepreneurs and their relationship with the success of the companies created by them (Barba & Atienza, 2012).

b] The need for independence: the pioneering work was done by Collin and Moore [1964], where the characteristics that stand out most in the motivation of female entrepreneurship, refers to the desire and the need for independence by women (Liñán & Santos, 2007).

Other motivational constructs such as the favorable environment can influence business success through the development of its internal characteristics (Ismail, Husin, Rahim, Kamal, & Mat, 2016).

There is evidence that self-employment can provide women with precious gender independence and the possibility of starting a business to balance work and family, to have greater flexibility in the use of time (Kirkwood, 2004; , Merigo, & Urbano, 2015) and adjust the number of hours to reconcile dedication to family needs (Castiblanco, 2016).

c] Need for Economic Income: The search for opportunities is one of the reasons to have your own business in the field of entrepreneurship (Pérez & Avilés, 2016).

In this sense, aspects related to the discovery of opportunities as a central focus, the welfare of the community, the care and prosperity of the family and the desire for wealth (Sasu & Sasu, 2015) and their performance behavior (Amorós, Guerra, Pizarro, & Poblete, 2006), and to the extent that it can be explained by the nature of the business (Barba & Atienza, 2012). One of the stereotypes about the figure of the entrepreneur is that his actions are guided by making a lot of money, however, there is ample evidence in the literature that this is not the main motivation of entrepreneurs (Carter & Ram 2003, Sánchez, Fernández, Díaz, & Hernández, 2012)

d] Mechanisms of Motivation:

The conditions of the environment are a very cited component and analyzed in the entrepreneurship literature. Environmental conditions are defined as components outside the enterprise, but they influence their birth and development (Rauch & Frese, 2000).

According to Kantis (2004), in societies with cultures favorable to entrepreneurship, it is more feasible for people to undertake to gain social recognition. It is the predictor of the image of entrepreneurship in society, as an aspect that influences the perception of desirability and viability of creating the company (Marulanda, Montoya, & Velez 2014).

Considering the impact of the motivation mechanisms, the first reasons that moved women to create their company prevailed over the desire for recognition by society (EM Sánchez & Hernández, 2011), because of the fact that the ultimate goal of the entrepreneur is not the appropriation of the value created, but the creation of social value (Moya, Sánchez, & Taboada, 2015). This fact also seems to be found in the case of women entrepreneurs in Malaysia (Ismail et al., 2016), placing greater emphasis on non-wage components, based on the expected results for them and their families, by (Sánchez & Hernández, 2011) Example the support of your family.

e] Opportunity: The existence of business opportunities are those decisions to exploit opportunities for the creation of companies, is a necessary condition for entrepreneurship (Shane, 2000).

Amorós (2011) believes that it is important for countries to have people who can recognize valuable business opportunities and who perceive in themselves the skills required to exploit those opportunities. Not all potential entrepreneurs will exploit opportunities with the same expected value (Lee, Florida, & Acs, 2004).

E] Motivations related to scientific knowledge: Creativity is defined as "the ability" to produce work that is new, that is, original unexpected and appropriate.

According to the definition, entrepreneurship is a form of creativity and can be labeled as a company or creativity because new businesses are often original and useful (Lee et al., 2004).

In this sense, Schumpeter [1934] considers that the economies that operate in a constant state of imbalance, the motivations of the individual act as drivers of business conduct, lies in the technological, political, social, regulatory and other changes that offer A continuous supply of new information on different ways of using resources to improve wealth (Shane & Venkataraman, 2000).

According to Drucker (1985) creativity and innovation are the specific instrument of entrepreneurs, the way in which they exploit change as a previously non-existent opportunity. New market opportunities are strongly influenced by technological developments and local government regulations (Verheul & Thurik, 2001).

For Carter and Ram (2003), this factor is innovation, and includes in it an individual's intention to create something new, developing product / service ideas, skills to find solutions to their needs, desires and to continue learning.

The entrepreneur is characterized by having a spirit of risk to exploit opportunities. Other characteristics, which he considers (McClelland, 1961), the individual in his role of entrepreneur, influences the personality trait is not necessarily innate, but can be developed. That is, in any entrepreneurial process, risk is always present, the search for an opportunity leads the entrepreneur to some new and uncertain place, where risk is inevitable.

Assumption of Hypothesis

As for personal motivations, it is pertinent to cite the findings of Autio and Kauranen (1994), investigated through the personal motivations referred to in this model include the need for achievement, independence and the desire for wealth, which can be decisive in the determination to become an entrepreneur. However, results Collins, Hanges, and Locke (2004), showed that personal motivations correlate significantly with career choice and business performance.

Hypothesis 1: The personal motivations will be positively associated with the probability of creating companies. We also hope that personal motivations are positively associated with motivational mechanisms in the decision to become an entrepreneur. According to Kantis (2004), he considers that "in societies with cultures favorable to entrepreneurship it is more feasible for people to undertake to gain social recognition. It is the predictor of the image of entrepreneurship in society as an aspect that influences the perception of desirability and viability of creating the company (Marulanda et al., 2014).

Hypothesis 2: Motivation mechanisms will be positively associated with business performance. With regard to the entrepreneur's opportunities, although it is possible to argue that the exploitation of opportunities depends fundamentally on personal characteristics (Graña, 2002), there is a trend of researchers who emphasize that opportunities also depend on factors external to the entrepreneur (Ozaralli & Rivenburgh, 2016) and, therefore, it is necessary for the entrepreneur to discover the opportunity to recognize the value and meaning of the new information once it is received, in order to take advantage of the opportunity (S. Shane, 2000).

Hypothesis 3: The role that motivations play as an opportunity, positively influence personality and external factors entrepreneurial women. On the other hand, what is evident in this context, the motivations related to knowledge and risk. Starting from the idea that the entrepreneur is the center of entrepreneurship (Low & MacMillan, 1988), the study of entrepreneurs' distinctive attributes (Baron, Markman, & Hirska, 2001), it is necessary for the potentially entrepreneurial individual to have certain Entrepreneurial skills: motivation and skills (Anna, Chandler, Jansen, & Mero, 2000).

On the other hand, if we consider that the attributes tend to flow in the start-up of a company and in its success: the propensity to take risks and the inexistence of fear of the failure of the entrepreneurial women cause that they perceive less risks associated to the creation, and development of a company than other individuals and show less fear of corporate failure (Baron, 2004).

They lead us to formulate the fourth and last Hypothesis:

Hypothesis 4: Women entrepreneurs measure factors related to scientific knowledge and risk in their decision to create a company.

Methodology

The study population is made up of women entrepreneurs from the municipality of León, Nicaragua.

Target population	Employments of women [<1 year]
Size of the population:	187 women
Geographical study:	Department of León, municipality León [Nicaragua] 101 women
Sample size	
Sampling unit	Enterprise Sampling error [confidence level]: 0.5% [95%] The respondents:

Table 1 Empirical Research Sheet
Source: self made

From the biblioGraphic review of the most important research in the field and the variables defined for the present study, four Hypothesis summarized in the theoretical model presented in Figure 1.

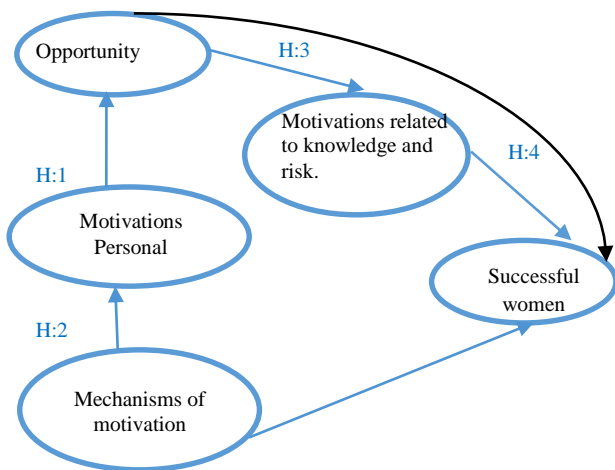


Figure 1 Theoretical model
Source: self made

To test the Hypothesis above, a field study was conducted through a personal survey, using a self-administered questionnaire addressed to the owners of the company as support. In order to approach the convergent validity we perform a factorial analysis with the items of each one of the variables, eliminating those that do not saturate in the factor.

Finally, the discriminant validity is contrasted by performing a factorial analysis with all the items that satisfy the rest of the conditions of reliability and validity. Thus, we can verify that the items of different scales do not weigh in the same factor or dimension, as characteristic of the existence of discriminant validity. Thus, if they saturate in the proposed dimension and the analysis presents an adequate goodness, we will be able to affirm that there is discriminant validity.

Table 1 shows the items used to measure the different variables that make up the model once the scales have been cleared, regardless of those items that do not meet the minimum criteria indicated. It also includes the descriptive results of a first grouping of variables and analysis of main components that influence the motivations for the development of the entrepreneurial activity.

Entrepreneurial women will assess whether motivation is conditioned by the lack of culture, on average the main reasons to become entrepreneurs, are related to personal factors for a higher quality and job satisfaction, having a direct relationship by the existence of an opportunity business. According to the results of the reasons related to the decision to become entrepreneur, the opportunity and continuity of the company have significant values at $p < 0.05$ or with levels of significance at 90%.

It can be seen that the variable related to the capacity of the woman to assume risk is probably the best predictor for the motivations of the Municipality of León.

But beyond the detection of an opportunity this plays a fundamental role in the motivational cycle proposed by McClelland, according to this theorist, in the process of motivation not only intervene stimuli, incentives, motives, but also opportunities, however.

There are other factors that motivate the entrepreneurial initiative in the municipality of León. Thus, we can point out the three most important variables that we will consider will be; the mechanisms of motivation, creativity and innovation and propensity to risk, as a mechanism to manage their business.

The results show that women entrepreneurs in the municipality of León, in situation of personal motivations, are aspects that are not highly conditioned in relation to the opportunities to undertake.

Table 1 presents in the third column communalities where the value of the extraction is observed and in all cases, since it has high values, they indicate that there is enough relation between variables to perform a principal components analysis (Hair, Anderson, Tatham, & Black, 2001).

Table 1 presents the rotated component matrix. The extraction method has been the principal components analysis and the Varimax rotation method with normalization (Kaiser, 1970).

Thus, the first component explains 23.49% of the model of personal motivations and the sum of the variances of the first 4 components reaches 68.44%, which indicates that we can be in the presence of an explanatory model of personal motivations. Analyzing the results, we group the variables with high extraction values, which correspond to personal motivations, where women entrepreneurs express that if personal motivations [need for achievement, need for independence, need for economic independence] is essential for Entrepreneurship and the latter for economic development, it could be said that it is necessary to promote this motive more in people if it is to achieve economic development in societies, to facilitate with greater success their entrepreneurship; And even prevent its closure.

In the second component, which affects the motivation mechanisms of female entrepreneurs, environmental conditions constitute a component for decision making, as an aspect that influences the perception of desirability and viability of creating the company.

The third component, reflected in motivations for opportunity, indicates that this result can be explained by what McClelland establishes as to why people with high motivation are entrepreneurs, possess behaviors that are characteristic and necessary for entrepreneurship

The fourth component refers to Creativity and Innovation, where it is convenient to highlight "the skills" to find solutions to their needs and desires.

Finally, the fifth component is the risk propensity, in this sense the entrepreneurial women of the municipality of León, is characterized by having a spirit of risk to exploit opportunities. Other characteristics of women in their entrepreneurial role influence the personality trait, although it is not necessarily innate, but can be developed.

Using the SPSS software, the KMO [Kaiser, Meyer and Olkin] test of sampling adequacy was performed, which correlates the correlation coefficients observed among the variables. The closer to 1 has the value obtained from the KMO test, it implies that the relationship between the variables is high. Thus, a value of 0.63 was obtained which means a high relation between the variables. As for the Bartlett sphericity test that evaluates the applicability of the factorial analysis of the studied variables, in the study the Sig result is less than 0.05, so it is appropriate to study the grouping of variables with the factorial analysis (Hair et al., 2001).

The Cronbach Alpha was applied to the 31 items, obtaining a value of 0.852, which guarantees the reliability of the measurement scale used. The mean values of each of the GPA factors are also calculated, being high for five of the seven factors except for the Motivation Mechanisms and risk propensity, where one of the variables warns us that family support is a A fundamental pillar to solve the difficulties that arise through the generation of new ideas [little adaptation and inefficiency in its management].

Variables and factors found ACP.	Me	Dv.	Com.	F ₁	F ₂	F ₃	F ₄	F ₅	F ₆	F ₇
Need for Achievement										
Desire to test one's own skill in creating a new company	4.73	2.76	0.71	0.84						
Desire to develop own ideas	6.25	1.71	0.63	0.79						
Need for Independence										
Greater flexibility in the use of time	5.40	2.47	0.53		0.68					
Insufficient perspectives of work	4.23	2.87	0.64		0.80					
The desire to test one's own skill in creating a new company.	5.39	2.47	0.55		0.74					
Need for income										
Have a livelihood	6.51	1.52	0.58			0.76				
Get high income	6.00	1.92	0.77			0.88				
Improvement of the personal work environment [Work environment]	6.10	1.92	0.64			0.80				
Motivation Mechanisms										
Successful women entrepreneurs enjoy great recognition and social prestige	4.62	2.64	0.68				0.16			
Difficulties perceived in the previous professional career	2.37	2.37	0.69				0.82			
Family support	5.46	2.48	0.69				0.26			
For obstacles found in the promotion	2.35	2.31	0.71				0.83			
For precarious contracting conditions	2.37	2.36	0.68				0.75			
Opportunity										
I have the ability to solve the difficulties presented to me through the generation of new ideas.	6.05	1.81	0.76					0.87		
I believe I have the ability to generate new initiatives when I work in a collective.	5.90	2.05	0.78					0.88		
Creativity and innovation										
Women with the ability to generate ideas usually are related to greater creative talent.	6.26	1.75	0.63						0.76	
I have innovative ideas	6.54	1.14	0.72						0.54	
Ability to find through creative processes solutions to your needs and desires	6.12	1.76	0.78						0.87	
The discovery of a new product / service	5.50	2.38	0.69						0.72	
The development of a new method of production	4.12	2.80	0.73						0.56	
Risk Propensity										
Women's ability to take risk	5.52	2.31	0.97							0.10
Fear of economic risk	3.29	2.62	0.62							0.76
Fear of failure	3.08	2.60	0.80							0.89
Tolerance to uncertainty	3.21	2.64	0.81							0.90
Fear of not being accepted	3.19	2.75	0.58							0.76
Mean of each component [Me (Fact.)]				5.49	5.006	6.20	3.43	5.97	5.70	3.65
Variance Explained for each factor:				23.49	12.56	10.74	6.95	5.34	4.04	4.42
Total Variance:	68.44%									

Table 2 Descriptive and exploratory factorial analysis

Logistic and Binary regression analysis

This paper examines whether women's entrepreneurial motivation.

Is related to success in their own businesses. For this, we propose: [1] three linear regressions [J = 1,2,3] with Likert type variables [values 1 to 7]; And [2] a fourth binary logistic regression [H = 1] with dummy variable [0,1] that discriminates the acceptance or not of a professional tutor. Table 4 presents the detail of the dependent variables and their descriptives. Table 3 Regression Model Binary Logistics: Motivational factors associated with the entrepreneurship of women

Descriptive Statistics Me Dv. Med. Mo	Me	Dv.	Med	M o
J = 1; "Family Parent Model".	5,38	2,51	7	7
J = 2; "Continue with a family tradition".	5,01	2,55	7	7
J = 3; "Business culture in the region".	4,85	2,24	5,50	7
H = 1; "Considers it necessary to have the help of a professional tutor".	0,63	0,48	1	1

Table 3 Dependent Variables

The dependent variables related to the characteristics of women associated with the condition of "entrepreneurs", raised by the entrepreneurship literature, will allow us to verify if the motivations of the entrepreneurial women are close to that of the entrepreneur in general. The variables that we evaluate in this sense are presented below:

- The models of parents, continue with a family tradition, business culture in the Region, were measured through a Likert-type variable [values 1 to 7]; [Being the most representative value with fashion = 7], and the acceptance of a tutor that provides knowledge as business support. Women entrepreneurs value very positively the help of a professional tutor, who could eliminate their lack of knowledge related to business success.

Table 4 presents the contrast results of the four Hypothesis formulated in point 3 with their corresponding association of measures. First, statistically, this relationship is significant, low and directly proportional to the fact that it is the highest value in t for creativity and innovation. The summary table of the ANOVA reports that there is a significant 99% relationship between independent and dependent variables, and Snedecor's F statistic rejects the Hypothesis null that R is zero through analysis of variance with a factor [ANOVA]. In the three regressions this statistic indicates that the data of the sample fall in the critical region [with Sig. = 0.000], therefore, there is a linear relationship between the independent variables, rejecting the Hypothesis null that the population value of R is zero , Stating that the regression equations fit the data; Therefore, personal motivations are linearly related to the predominant factor of risk propensity.

As can be seen in the results of the three regressions presented, a positive and significant incidence of the first Hypothesis "Need to achieve" in the dependent variables [0.18 [β11] [β11] is shown; 0.19 [β12]; 0.18 [β13] and p <0.01]. This first evidence suggests that it is advisable, in the previous and nascent stage of the entrepreneurs, to direct the training towards issues that reinforce the personal development of their abilities and abilities; Being these in turn the most notorious results, and, that are associated in an important way [t with high value] as well as that they propitiate the self-knowledge and the cultivation of some virtues of the character. The predictive equation in the three cases obtains determination coefficients [R-Adjusted1 = 0.103; R-Adjusted2 = 0.109; R-Adjusted3 = 0.122] which indicates a fit of the data to the model with four factors.

The results show that independence, [Hypothesis H2], inversely influences risk propensity [0.44 [β21], p <0.01]; Which is consistent with S. Shane (2003), claim that independence implies having responsibility for using one's own judgment, (Carter & Ram, 2003) includes aspects such as the yearning for an individual to plan their work and take their Own decisions.

In general, in the contrast of the third Hypothesis [H3] we observe that there is a clear and univocal dependence on the economic necessity, however, the results of the 2nd Regression [j = 2] indicate that greater business motivations, oriented towards a tradition Family, causes motivations to influence positively to the extent that these can be achieved and have an impact on higher aspirations of personal and professional growth. [0.32 [β32], p <0.01], if there is a positive and significant relationship that can help personal motivations. Therefore, we can accept it as valid the formulation of the Hypothesis where culture influences in a satisfactory way, when proposing the help of a professional tutor.

Predictive Variables.	1ª Regression [j=1]		2ª Regression [j=2]		3ª Regression [j=3]	
	Standardized Coefficient [Sig.]	Test T [Sig.]	Standardized Coefficient [Sig.]	Test T [Sig.]	Standardized Coefficient [Sig.]	Test T [Sig.]
	[Beta, β _{1j}]	[t]	[Beta, β _{2j}]	[t]	[Beta, β _{3j}]	[t]
[Constant]		60,87 ^a		111,72 ^a		74,38 ^a
H1; Need Achievement	0.18 [β ₁₁]	1.904 ^b	0.19	1.99 ^a	0.18	1.92 ^a
H2; Need for independence	0.44	0.65 ^c	0.19	2.04 ^a	0.26	2.80 ^a
H 3; Need for Economic Income	0.37	4.12 ^a	0.32	3.55 ^a	0.21	2.24 ^a
H4; Motivation Mechanism	0.15	1.60 ^c	0.36	4.03 ^a	0.36	4.08 ^a
H5; Opportunity	0.30	3.24 ^a	0.28	3.03 ^a	0.36	3.94 ^a
H6; Creativity and innovation	0.48	5.65 ^a	0.28	3.02 ^a	0.19	2.08 ^a
H7; Risk Propensity	0.00	-0.03 ^c	-0.08	-0.81 ^b	0.08	0.82 ^c
Sig: p <0.01a; P <0.05b, p <0.1c						
R [determination coefficients: R, R ₂ , and R corrected or adjusted];	1st Regression		2ª Regression		3ª Regression	
	R = 0.34; R ₂ = 0.112; Adjusted R = 0.103		R = 0.34; R ₂ = 0.118; Adjusted R = 0.109		R = 0.36; R ₂ = 0.131; Adjusted R = 0.122	
Durbin-Watson statistic [DW1]	Durbin-Watson statistic [DW1] = 1.614		Durbin-Watson Statistic [DW2] = 1.69		Durbin-Watson statistic [DW3] = 2.106	

Table 4 Hypothesis contrast results from the three linear regressions

The Durbin-Watson statistic of the three estimates [DW j = 1,2,3], two of which are less than 2 [DW1] = 1.614; [DW2] = 1.69; [DW3] = 2.106], then it can be assumed that the residues are independent.

In another sense, we observed that risk propensity as a factor or component formulated through its characterization would significantly influence the attitude of women entrepreneurs, however in this regard we have obtained an inverse relationship and highly significant, [-0.08 [B41], $p < 0.01$]. The dependent variable [H = 1] serves to establish a classification proposal with the Binary Logistic Regression (RLB) method that studies the association of the four factors of the GPA and the predisposition to accept a professional as a tutor.

The Table 4 of variables included in the equation, shows the estimates of the coefficients of the model and the data to evaluate it. The Table of classification indicates that the model is good to predict in the future, since if the classification is applied to the already known observations, a success rate of 89% is obtained. The Wald statistic [Sig = 0.000] that contrasts the Hypothesis with whether the regression coefficients are equal to zero, presents a significant value [p-value < 0.05]. Cox R2 [value = 0.241] and Snell and Nagelkerke [value = 0.489] indicates good fit of the model to the data.

Parameter Estimates	B	Wald	Exp [B]
HLB-1: Mechanisms of motivation	-1.178	3.448	.308
HLB-2: Propensity at Risk	1.152	4.250	3.165 ^b
HLB-3: Need for Achievement	-2.236	6.438	.107 ^c
[Constant]	-1.168	1.529	.311

Table 5 Model of binary logistic regression [rlb]

Source: self made. Where: Sig.: $p < 0.05a$; $P < 0.03b$, $p < 0.01c$

Since the coefficients [B] are expressed in the original metric of the variables, we notice that the aspects related to the motivation mechanisms, the main factor that makes the difference is the risk propensity, [HLB-1: -1.178 [β], $P < 0.01$], [HLB-2: 1,152 [β], $p < 0.01$], as well as the need for attainment to [HLB-3: -2.236 [β], $p < 0.01$], prediction of motivations For the creation of business in the municipality, according to the binary logistic regression analysis, indicated that the variable with significant influence to consolidate the entrepreneurial women's businesses were risk propensity.

In this sense, the values of Exp [B] are higher and the Wald statistic is significant. However, there is no significant statistical evidence that the parameter on the motivation mechanism of female entrepreneurs is negative, indicating that an increase in the value of motivation mechanisms in the municipality of León, will cause a decrease in The consolidation of microenterprise. This factor not only relates to the family, but also to gain social recognition, be independent and do what others have done in relation to entrepreneurship; In this case, covers the culture of the municipality of Leon.

However, the Need for Achievement of entrepreneurial women has a significant influence [HLB-4: -2.236 [β], $p < 0.05$] on less willingness to accept as non-economic help a professional as a tutor.

In the preliminary analyzes, if the internal motivations that led the women to undertake, are characterized by desire for autonomy and a motive of achievement that is evident in the fact that they are always oriented towards achieving goals and goals.

The motivations of women entrepreneurs, the main criteria of personal motivations and the problems of motivation mechanisms with which they are found, have an important influence on the innovation measures subsequently adopted by the environment, and significantly, if they are positioned in A zone or territory with a high rate of business creation and, above all, if they receive assistance from the Administration. For this reason, the findings can be useful for local authorities and representative and labor associations, promoting entrepreneurship in territories that are accompanied by territorial measures of local development.

The results obtained suggest the existence of a significant influence of several variables of the sociological approach, as well as of the cultural approach in the probability of creating a company. In relation to cultural values, against the traditional view of literature that highlights the relevance of individual values on the start-up of the company. On the other hand, we find that there is a significant negative influence of personal motivations.

Conclusions

Recognizing the role of entrepreneurship, especially associated with women, different meanings have been considered about the motivation to explain their entrepreneurial behavior.

On the other hand, business performance is usually measured from certain motivational factors that explain the behavior of entrepreneurial women.

As for the motivations that led the entrepreneurial women to become entrepreneurs, it was found that of the seven factors evaluated, the one related to the personal aspects is the most influential and within it, those that are part of the motivation of achievement, the Desire to develop their own ideas with the aim of increasing their personal growth, autonomy and independence and in the economic aspect is to obtain high income. In integrating this result with the support of the family, he warns us that family support is a fundamental pillar to solve the difficulties that arise through the generation of new ideas [little adaptation and inefficiency in their management]. Equally, it is important to note that it has been proven that for women entrepreneurs in the municipality of León, Nicaragua, the results indicate that the enterprises created by women are enterprises of necessity, the personal satisfaction that this activity offers them. Advantages such as: The risk propensity as a factor that through its characterization significantly influences the attitude of female entrepreneurs, however in this regard we have obtained an inverse relationship and highly significant, [-0.08 [β 41], $p < 0.01$].

For this reason, one of the determinants motivated by opportunity goes beyond subsistence, it is strongly influenced by the economic situation of women in the management of uncertainty, risk management capacity, a strong motivation for opportunity, means having certain (Acs & Amorós, 2008; Block & Koellinger, 2009), consider that the need for autonomy originates in the exploitation of an opportunity, it achieves the growth of employment. The latter does not generate much impact on the economies of the countries and is not associated with innovation.

Finally, the motivations of women entrepreneurs, indicate as a result of aspects related to needs to achievement, needs for independence and needs of economic income, shows that women entrepreneurs is based, lack of knowledge and attitudes that allow them to use their motivation And ability to determine business opportunities. This characteristic makes it possible to verify that the need to seek greater personal and family compatibility is a predominant factor in the entrepreneurial dynamic.

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