



**“EXPLORING THE IMPACT OF ENTREPRENEURIAL INTENTIONS  
ON WOMEN'S BEHAVIORAL INTEGRITY.”**

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**Abstract:**

*Unemployment remains a global issue and tends to increase day by day. Various economists and researchers suggest business development, and entrepreneurship is only a reasonable solution to such issues. It is also seen that most of the individual's behavior is less diverted towards the entrepreneurship, and in such conditions fewer women are attracted and too less number of females tried to be entrepreneur. But now a days in the developed cities of the country women are also moving towards the initiation of entrepreneurial process. They face vast issues relating to their socio environment, family background, as well as their financial situation, that do not allow them to be entrepreneurs. The scholar in this research tries to explore the entrepreneurial intentions on the women behavior towards entrepreneurship. For this scholar collects the data from Sukkur city. The scholar concluded that, population living in the major and developed cities, are tending to be more attracted and inclined towards business development. It is because of various social and societal aspects, they are showing intentions to develop their own business setup. Further it is also observed that most of the females has started their startup by selling embroidery products, cloths selling, food items, jewelry items and so on. This inclination indicates that they are more diverted towards business opportunities, further, such intention and inclination can be better if they are provided some electronic trade or E-entrepreneurship education and training services.*

**Keywords:** *Entrepreneurial Intention, Behavioral integrity, Perceived Feasibility, Perceived desirability, Theory of Planned Behavior.*

**Introduction:**

Entrepreneurial intention is all about thinking for business. Individuals' strong intentions can lead and control their behavior. The development of entrepreneurial intentions proves a specific way towards business development. Individuals' start-up developments are too much

significant and important for their profitability, and societal growth, Krueger et al, (2000). Most of the business are developed and operated by the males, whereas, females are considered as passive resource, which attract a huge attention now a days. Female employees or female diversity is considered as important human resource throughout the world. Individual's strong intention leads towards practical work inclination as it is also proved by the theory of planned behavior. It is also detected that articulating of business intention or developing a business by an individual is not a result of his/her single behavior, but it is a mutual combination of various behavioral dimensions. Previous literature suggests that such a combination of behavior into a single component is termed as Behavioral integrity. Further, various dimensions of individual behavior become functional in combinations of other behaviors, so it can be predicated that an individual's actions are not the result of a specific single behavior (but a combination of multiple behaviors), and such combinations of behavior is termed as "behavioral integration". Further the, Yukl, (2013) also supported such arguments that, individuals' actions are results of consistency and uniformity of his/her behaviors, which is also supported by the theory of planned behavior, (Ajzen 1991). It can be assumed that the individual behavior which is shown, is not specific, but it is a mixture of different behavioral dimensions.

On the other hand, an individual's entrepreneurial intention is all about having a business intention and setting a business career onwards. Such strong and positive intentions plays a foundational role in the development of a specific business decision, because such an intention will lead to the development of a venture. Further, it is also assumed that the stronger the individual intention, the more will be chances of behavior diversion towards the successful business development, Entrialgo, M., & Iglesias, V. (2018). It is also assumed by the TPB that an individual entrepreneurial activity is a combination of specific behaviors that are always planned. Further, it is also assumed and empirically tested that, "Individual intentional process is such a process which leads towards the business creation, and followed by perceived desirability, perceived control, and perceived social norms".

According to previous literature, scholars assumed that "Individual behavior is such an instrument that can change his/her resources into a useful venture development and divert the mood of workforce towards the productivity. It means behavior designing or modifying the actual behavior to a specific dimension is too much useful for an individual to start the new venture. Further literature suggests that the diversifying and activating the behavior in the line of business development, will lead to the completion and success.

#### **Research Backgrounds/ Literature Review.**

In our socio-cultural or male-dominated society, women's diversion towards entrepreneurship is a new concept, but slowly it paves its roots now a days in the environment. Women as an entrepreneur face a lot of issues and barriers, (Iakovleva, Kolvereid, & Stephan, 2011). Most of the scholars' focused study is male individuals only, whereas females are considered as passive members of the society. Although women can be good entrepreneur as do males. It is also questioned and supported by the (Riaheen Farzana, 2018) that "why major portion of the females' population are not entrepreneur, but a little portion is".

According to the (Brush & Hisrich (1991), that entrepreneurship development and growth is greatly boosted by effective management skills, pre-experience, various personal factors (traditional practices) and specific business skills. further said that women socialization and

initial capital is greatly influence the type of business started by them. This description also signifies to a specific question, that how the women behavioral integrity diverts towards taking an initiative of a new venture. Here, the scholar assumes some of the specific issues which leads and motivates women to have their own ventures, such as raise of unemployment, for the sake of financial independency, social status, economically independency, and so on women can be motivated on the basis of these issues, and also faced by mostly women.

In this work the scholar intends to explore the impact of entrepreneurial intentions on women behaviors, which is also supported by vast literature, but the reality is seen different enough, because of the societal and cultural pressure most of the women don't express their intentions to start a business. Further it has been noticed that the environment of Pakistan especially rural areas of the county are not favorable for women entrepreneurship. In such conditions women tried from their side at a minimal level to start it, by doing embroidery work, tailoring work, parlor work and so on. Many women are also seen working on the preparation and development of various cultural products and they don't have access or ability to sale these products on a larger scale, or they don't have much financial resources to marketize it on a large scale. These arguments signaled that women possess a lot of entrepreneurial intentions, as well they also indicating their behavior modification towards business but confronted various issues.

Further Krueger & Brazeal (1994) suggested that "individual potential towards the entrepreneurship is vital because, such potential intentions lead individual behavior towards the business development. Further they wish to have more individual potential towards entrepreneurship, hence need more policies design to enhance the perceived desirability and feasibility of the individuals.

The scholar link and support this study through the (Ajzen, 1991), theory of planned behavior, which is about the decision or development of a specific intention and supported by a specific behavior. It is also observed that this theory is greatly used by various scholar for the behavior prediction. It is assumed from vast literature that in the region the women are less motivated to be entrepreneur, and women themselves also showing enough intentional behavior to become entrepreneur. It is also supported by the (Sohu, J. A., et al, 2022), that most of the scholars conducted research upon male entrepreneur, and less work upon the women entrepreneur nationwide. Women also possess a specific intention to become entrepreneur, but they are confronted by various issues, hence indicates less behavior. But those who are in such a condition to face such issues, they become entrepreneur. On the other hand, it has been observed by the literature that since last couple of the decades the women entrepreneur attain much more attention throughout the world. Because of huge potential and enough man power they capture the attention, (Riaheen Farzana, 2018).

**Perceived desirability**– an individual is keen to develop and run a business by him/herself is considered as perceived desirability, possession of keenness and strongly desire for entrepreneurship, (Schlaegel and Koenig 2014; Alferaih 2017). Previous literature also supports the arguments that an individual's strong desire to start a business will lead all of his combined behavior towards the business developments. It also indicates the degree of attraction for entrepreneurship. Further it is also concluded by the (Khuyen et al., 2023)

(Prihandani et al., 2024), that, perceived desirability indicates a strong relationship of an individual's intention towards to development of a specific business, it also indicates the inclination of individuals for entrepreneurship, by seeking specific skills and capabilities. As the scholar is trying to investigate that how entrepreneurial intention influence women over all behavior, hence it is also observed that most of the females now trying to learn specific skills and related education, further their families also indicating a willingness to have a business. It is also supported by (Siregar et al., 2024), that the families now creating supporting environment to enhance the entrepreneurial activities.

**Perceived feasibility:** It is all about a specific perception or a behavior, about the development and operating a business in a successful manner. Literature indicates a peak point of behavior to carry out business activities by oneself and enough feasibility or willing to have a specific business unit. (Alferaih 2017), researched that it is all about the individual confidence and capability of developing the new venture. It is observed from vast literature that whenever an individual think about a business development, and try hard for its success, he always diverts all of his/her energies as well as behavior towards developments and completion. It is all about the individual belief that they can develop a specific venture, such developed belief become more powerful while one possesses specific skills and resources relating to development of business. such belief is developed on the basis of entrepreneurial education and practices, which boost the intentions among the individuals, (Jabid et al., 2023). Further, theory developed by Ajzen (1991), explain that while one possesses strong intentions, then such intentions direct one behavior. Here previous literature also pointed out that, while female become educated, then, they always try to satisfy their needs. In such cases most of the women are motivated by their social connection as well as entrepreneurial education, which strengthen their belief towards business, which is also concluded by (Lopes et al., 2023), that, entrepreneurial intention among females is greatly induced through perceived feasibility.

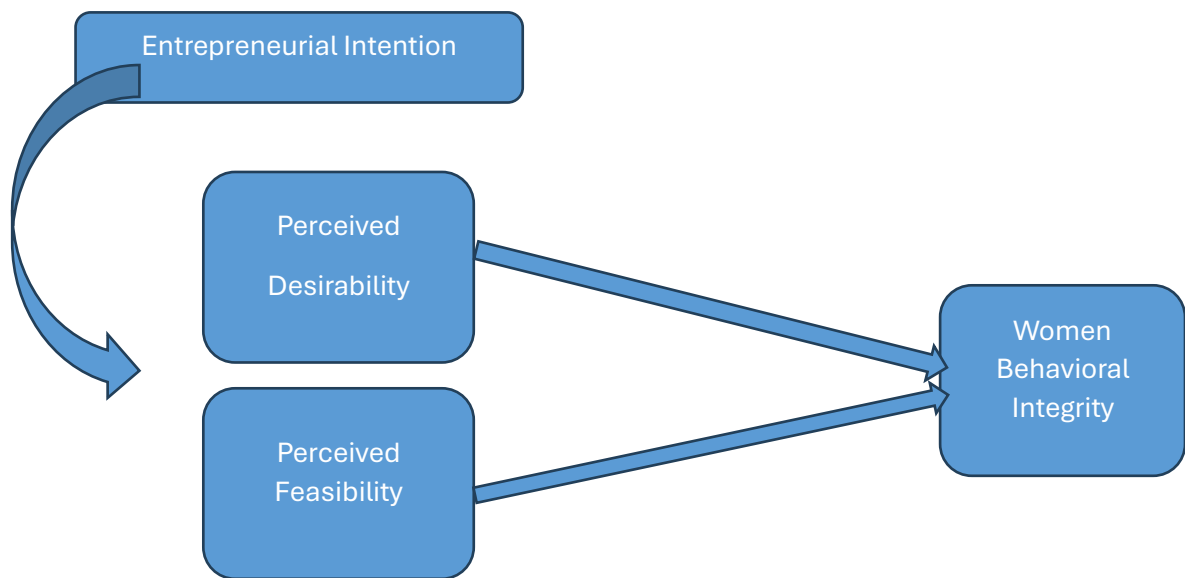
**Theory of planned behavior:** The theory developed by Ajzen (1991), explained that while an individual intention directs the behavior to do something, is mostly depends upon the three defined perceptions which are as; Self efficacy or perceived behavior, personal attraction and social norm. Social norm is considered as perceived social pressure to perform as specific behavior. further it also observed that the self-efficacy and personal attraction is same as given by the Shapero & Sokol as; perceived desirability and perceived feasibility, (Francisco Liñán & Francisco Javier Santos, 2007).

In our socio-cultural society most of the females also hide their entrepreneurial intentions because of perceived social pressure, which enforce them to remain limited, it is also because of the limited financial resources. But on the contrary side if the peoples think that other individuals in their society would agree and supportive to perform a specific behavior than it will be more beneficial and favorable. Further it is also concluded by the Ajzen (1991), that various studies conducted empirically to test the TPB and the regression coefficient for the “social pressure or social norm” indicates negative or not significant towards the intentions. It is also suggesting that these social pressures may impose influences directly over the perceived feasibility and desirability directly and not directly on intention, (Francisco Liñán & Francisco Javier Santos, 2007).

**Research Object:**

1. To recognize the entrepreneurial intentions of women (motivation, goals, ambition).
2. To Measure the level of behavioral integrity among women entrepreneurs (honesty, ethical decision-making, trustworthiness).
3. To judge the relationship between entrepreneurial intentions and behavioral integrity.

**Research Model**



**Hypothesis:**

**H1:** There is positive and significant impact of Entrepreneurial Intention on women behavioral integrity.

**H1a:** There is positive and significant impact of Perceived desirability on women behavioral integrity.

**H1b:** There is positive and significant impact of Perceived feasibility on women behavioral integrity.

**Methodology:** The scholar has used the research onion, for the data collection and analysis.

**Philosophy:** The scholar has used the positivism philosophy, by which all result are considered as positive and get confirmed after the data analysis.

**Data collection and analysis.** The data for this work was collected from the Girls/females of the Sukkur city. Those girls/females were included in the survey who intended to start their own business, or having it at low level and want to upgrade it. It has been observed that most of the girls intended to have a business, but because of Business skills, education, financial, their family issues, as well as different traditional restrictions, they can't start it. Further, those girls/females who have small or limited ventures, but are limited from upgrading it because of defined restrictions.

**Scale:** The scholar has used the adopted scale, which is also used by various scholar in their research work.

**Respondent profile.**

**Table 01. Age of the respondents**

Age Range	Frequency	Percentage
18–25 years	40	20
26–35 years	85	42.5
36–45 years	50	25
46 years and above	25	12.5

Table 01, indicates the age profile of the respondents, and the majority of respondents (42.5%) were between the ages of 26–35, representing a youthful, active, and potentially growth-oriented entrepreneurial segment.

**Table 02, Education of the respondents**

Education Level	Frequency	Percentage
High School	28	14
Diploma/Associate Degree	42	21
Bachelor's Degree	88	44
Postgraduate Degree	42	21

The table 02, indicates the education profile of the respondents, which indicates a significant portion (44%) of respondents held a **Bachelor's degree or higher**, suggesting a highly educated sample with potential access to entrepreneurial resources and information.

**Table 03, Marital Status of the respondents**

Marital Status	Frequency	Percentage
Single	78	39
Married	100	50
Divorced/Widowed	22	11

Table 03, Indicates the marital status of the respondents, which is quite clear that half of the participants were **married**, which may influence both perceived feasibility and support systems related to entrepreneurship, because it is also considered that married females feel more protective as compared to unmarried.

**Table 04, Employment Status**

Employment Status	Frequency	Percentage
Employed (Full-time)	92	46
Employed (Part-time)	36	18
Self-employed	48	24
Unemployed/Searching	24	12

Table 04, Indicates the Employment status of the respondents, which indicates Notably, **24% were self-employed**, aligning well with the study's entrepreneurial context. Where as other 46% were also showing keenness towards entrepreneurship, though they were fully employed.

**Table 05, Entrepreneurship experience.**

Experience Level	Frequency	Percentage
No experience	64	32
1–3 years	76	38
4–6 years	38	19
Over 6 years	22	11

Table 05, Indicates the Entrepreneurship experience status of the respondents, which indicates Most of the respondents had **1–3 years** of entrepreneurial experience, indicating early-stage involvement with potential for growth and learning.

**Table 06, Reliability Analysis**

Scale	No. of Items	Cronbach’s Alpha
Perceived Feasibility	6	0.78
Perceived Desirability	6	0.73
Women’s Behavioral Integrity	8	0.79

Table 06, indicates that all of the scales variables had alpha values greater than 0.70, indicating acceptable internal consistency.

**Table 07, Correlation Analysis**

Variables	1	2	3
1.Perceived Feasibility	1		
Sig (2-Tailed)	0.001		
N	200		
2.Perceived Desirability	0.53**	1	
Sig (2-Tailed)	0.007		
N	200	200	
3.Women Behavioural Integrity	0.42**	0.49**	1
Sig (2-Tailed)	0.000	0.001	0.007
N	200	200	200

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Both Perceived Feasibility and Perceived Desirability showed significant positive correlations with Women's Behavioural Integrity

**Table 08, Model Summary**

Model	R	R-Square	Adjusted R-squa	Std-Error
1	0.58	0.34	0.33	0.60

The model explained **34% of the variance** in Entrepreneurial Intention and Women's Behavioural Integrity ( $R^2 = 0.34$ ), which is considered a moderate effect.

**Table 09, ANOVA**

Model	Sum of Squares	Df	Mean Square	F	Sig.
1	39.12	2	19.56	54.29	0.000



The regression model was statistically significant,  $F(2,197) = 54.29, p < 0.001$ .

**Table 10, Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig
	B	Std. Error	Beta		
(Constant)	1.25	0.26	—	4.81	0.000
Perceived Feasibility	0.31	0.09	0.27	3.44	0.001
Perceived Desirability	0.42	0.08	0.38	5.40	0.000

Both predictors had a significant positive impact on Women's Behavioral Integrity. Perceived Desirability ( $\beta = 0.38, p < 0.001$ ) had a slightly stronger effect than Perceived Feasibility ( $\beta = 0.27, p = 0.001$ ).

### Conclusion

This study provides empirical evidence supporting the hypothesis that entrepreneurial intentions, particularly as mediated by perceived desirability and perceived feasibility, have a significant and positive influence on women's behavioral integrity in Sukkur. The findings indicate that when women perceive entrepreneurship as both desirable and feasible, they are more likely to demonstrate consistent, value-aligned behavior in their entrepreneurial pursuits. These dimensions not only strengthen their intent to engage in entrepreneurship but also reinforce ethical conduct, transparency, and trustworthiness, key components of behavioral integrity.

Within the socio-cultural context of Sukkur, where women may encounter unique structural and societal challenges, the role of perceived feasibility becomes particularly critical. Women who believe they have the resources, support, and capability to pursue entrepreneurial goals exhibit a higher level of integrity in both decision-making and professional interactions. Similarly, perceived desirability driven by personal values, social recognition, and opportunity perception acts as a motivational catalyst for maintaining consistent ethical behaviour.

The study highlights the importance of fostering both the desirability and feasibility of entrepreneurship among women in Sukkur to not only enhance their entrepreneurial participation but also to cultivate a foundation of behavioural integrity that can sustain long-term success. Policymakers, educators, and local entrepreneurship programs should incorporate these insights into capacity-building efforts, ensuring that aspiring women entrepreneurs are empowered not only with skills and resources but also with the ethical grounding essential for responsible enterprise development.

Future research may benefit from exploring additional moderating factors such as cultural expectations, family support, and institutional infrastructure to further understand the dynamics influencing women's entrepreneurial behaviour in similar socio-economic contexts.

### Future recommendations.

Women who actually own businesses are less likely to grow their businesses and are more willing to shut down because of a lack of financing. In addition to this, it has been suggested that government and policy maker needs to work on increasing women enrollment in postsecondary, and entrepreneurship education, as well as increasing access to financial loans to women entrepreneurs and single window clearances, tax breaks and other measures to promote women entrepreneurship in the country (Mastercard Index of Women Entrepreneurs [MIWE],2018, MIWE Report).



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