



Studying the effect of push and pull theories on the adoption of online home businesses by mampreneurs

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Digital Object Identifier (DOI) : <https://doi.org/10.5281/zenodo.22229870>

Abstract

The study aims to identify the motivational determinants of mampreneurs who create and manage online home-based businesses in Morocco. A qualitative approach was used for 15 in-depth interviews with Moroccan women owners and managers of online home-based businesses. The motivations of mampreneurs were categorized into push and pull factors. The study results show that mothers' motivational factors are numerous and concomitant, notably the desire for independence, the search for work-family balance, job dissatisfaction, lack of flexibility, and the crucial entrepreneurial motivators behind the creation of online home-based businesses by mampreneurs. This paper contributes to the paucity of knowledge on mampreneurs as well as online home-based businesses in Morocco, which can provide better insights rooted in an under-investigated context. In addition, this paper may be relevant to researchers in the field of female digital entrepreneurship.

Keywords: Female entrepreneurship, Push/pull factors, Mampreneurs, Entrepreneurial motivations, Online home business.

Introduction

From the early 1990s onwards, a new trend began to take shape - that of stay-at-home mothers who set up their online home businesses to generate a profit while fulfilling their family role, also known as "mampreneurs". Mampreneurship combines mothers and entrepreneurs, adding a new dimension to women's entrepreneurship. Indicators relating to mampreneurs are still modest worldwide, except the 2018 report, which states that in the United States, one-third of all women-owned businesses are owned by mothers (4 million). Yet traditional forms of entrepreneurship can prevent mothers from pursuing their activities and looking after their children.

Home-based businesses enjoy a craze among women, especially in Arab countries, so that working from home is a great professional opportunity for them (Chen et al.,1999; Surangi,2016; Mathew,2010; Thompson et al.,2009). The internet and digital tools have had a crucial impact on the emergence and growth of online home-based entrepreneurship (Clarke & Douglas,2011; Daniel et al., 2014). Mandal (2015) argues that home-based businesses are small and medium-sized enterprises, contributing significantly to reducing unemployment rates (Mason et al.,2011) and creating economic growth at local and regional levels (Walker & Webster,2004).

In the Moroccan context, 15% of businesses are run by women, and 25.5% have the profile of active self-entrepreneurs (HCP, 2023). On the other hand, there is a lack of representation of mampreneurs on the market, and a lack of interest in the creation of online home-based businesses by mothers as a nascent element of the community likely to affect the country's overall economic dynamic. In an attempt to find a solution to this problem, this study aims to better understand mompreneurs' motivations for creating online home-based businesses in the Moroccan context. This led us to use Gilad and Levine's (1986) theory of push and pull factors to explain why mampreneurs in Morocco create online home-based businesses.

Female entrepreneurship in Morocco

Entrepreneurship is identifying and exploiting potential business opportunities by recombining existing resources or creating new ones to develop and market new products and services (Elia et al., 2023). A review of the literature on women's entrepreneurship shows that women play a very important role in the local economy. Yet in the MENA region, studies in the field of

women's entrepreneurship have been little explored. The report by the African Development Bank Group in Morocco indicates that men are more likely to engage in entrepreneurship than women: they make up 59 % and more than three-quarters of entrepreneurs, while among women, the entrepreneurship rate is 16.4 %, with only 3.9% established entrepreneurs. In terms of youth entrepreneurship, only 22% of women are entrepreneurs, 44% of whom are under 35. Demographic and institutional factors affect the entrepreneurial act and its growth. Women in Morocco are more attracted to the informal sector. This is due to several obstacles, such as problems of access to financing, tax burdens, and administrative complexities. Moreover, female entrepreneurship in Morocco is evolving, but there are still several challenges to be met. There are many reasons for this low level of female involvement in entrepreneurship, the most notable of which is that most Moroccan women believe that a mother's main task is to look after her children. In Moroccan society, women are best described as mothers and wives (Henry, 2001). Another cause is that during maternity leave, mothers risk losing their jobs, so they have to choose between being a mother and a salaried employee (Kreyenfeld, 2010). Despite the challenges encountered, women's entrepreneurship in Morocco combines both a vector of empowerment and a pillar of economic and social growth.

Motivation

Entrepreneurial motivations have attracted the interest of several researchers for their importance as key foundations for entrepreneurial success (Carter, 2000a; 2000b), designating the process that motivates an entrepreneur to develop efforts to achieve entrepreneurial goals. Gilad and Levine (1986) accept two inseparable explanations for entrepreneurial motivation, namely the pull-push theory (Verheul et al., 2006), i.e., every action we take is motivated either to achieve a desired goal (pull) or to escape an unfavorable outcome (push). According to Jones-Evans (1995), the combination of the two push-pull factors determines the path taken by an entrepreneurial act. The "push" theory states that negative external forces such as unemployment, redundancy, job dissatisfaction, lack of flexible working hours, economic necessity or lack of career prospects (Gódány et al., 2021) drive people towards entrepreneurship to escape the conflict between the current situation and the desired scenario (Shapero 1975). Whereas, the "pull" theory is linked to opportunities and choices for improvement (McCelland et al., 2005, p. 92). Orhan & Scott (2001) indicate that pull factors include the desire for independence, autonomy, the desire for self-fulfilment, job satisfaction, the desire for wealth, flexibility, and entrepreneurship. In a study by Foley et al (2018) on mompreneurs' experiences of independence, independence was a necessity to reconcile between

motherhood and work. Entrepreneurship, self-employment, and digitalization come together in many similarities, so this leads us to think of digital entrepreneurship as a relevant solution for combining family roles and work.

Table 1. Motivational factors for women's entrepreneurship

Motivation Factors

Push factors	Pull factors
Unemployment	The desire for independence
Termination of employment	Autonomy
Job dissatisfaction	The desire for fulfillment
Lack of flexible working hours	Self-actualization
Economic necessity	Job satisfaction
Lack of professional perspective	The desire for wealth
	Flexibility and entrepreneurship

Source: created by us

Mampreneuriat

Research on women's entrepreneurial motivations has identified a diversity of motivations influencing the entrepreneurial act, including work-family balance (Brush, 1992; Hughes, 2003). In addition, many authors have stated that there is a dearth of research on the issue of the fusion between motherhood and entrepreneurship (Carniol, 2008; Krueger, 2015). Women entrepreneurs with children are initiating the new concept "mampreneurship," perceived as a new experience of female entrepreneurship moderated by the context of motherhood and difficult to study (Surangi and Ranwala, 2018). The emergence of the "mampreneurs" concept was coined in 1990 by Patricia Cobe and Ellen Parlapiano, two mothers practicing home-based entrepreneurship while caring for their children. Given the remarkable attention paid to this phenomenon, definitions vary according to each author's point of view. In the following table, we present a synthesis of existing definitions.

Table 2. Summary of mampreneur definitions

Authors	Definitions
<i>Korsgaard (2007)</i>	Mompreneur: female business owners actively balancing the roles of mothers and entrepreneurs.
<i>Harris et al.(2008)</i>	Mumpreneur: "a woman who moves from traditional employment to owning and operating new ventures, either to better fit with their role as mothers, or motivated by opportunities identified by the experience of pregnancy or having children"
<i>Lewis (2010)</i>	Mumpreneur: 'not (...) a quirky label or play on words, but (...) an emerging identity with specific attributes within the enterprise discourses'.
<i>Ho et al (2010)</i>	Mumpreneur:' mothers who balance family and starting and managing a business'.
<i>Nel et al (2010)</i>	Mumpreneurship: "a new emerging trend that takes on the concept of entrepreneurship into family businesses" [and] "it is a part of female entrepreneurship"
<i>Jean and Forbes (2011)</i>	Mumpreneurs: "a woman who had at least one child at the time of business startup and who is the owner of at least 50% of a business".
<i>Ekinsmyth (2011)</i>	Mumpreneurship: a "form of entrepreneurship driven largely by the desire to achieve 'work-life harmony' through an identity orientation that blurs the boundary between the roles of 'mother' and 'businesswoman'"
<i>Duberley & Carrigan (2012)</i>	Mumpreneurs: a subset of women entrepreneurs who set up a business to enable them to both work and care for young children. (...) They reflect current discourses on lifestyle entrepreneurship and a new approach to 'having it all'.

Source: created by us

From the above definitions, we conclude that mampreneurship has three characteristics: the motivation to reconcile a career with the needs of one's own family, the identity that grapples with the role of mother and entrepreneur, and the identification of opportunity through the experience of pregnancy or having a child. Thus, mampreneurship is the creation of a business by a woman who identifies herself as a mother and entrepreneur, to reconcile work and family by seizing opportunities linked to her experiences. However, mampreneurship is perceived by

some as a continuity between the different stages of the mompreneur's life (Durah,2016), yet for others, intrinsic needs such as independence, self-confidence, and autonomy remain attractive to continue her entrepreneurial adventure (Ettl and Welter,2010; Ekinsmyth, 2011; Jean and Forbes,2012; Duberley and Carrigan, 2012; Lewis et al., 2015).

Technological advances have reshaped methods of engaging in the entrepreneurial act in such a way that they bring new ways of creating and managing one's business (Wamuyu,2015; Kraus et al.,2019). According to Richomme-Huett and Vial (2015), the internet and social media encourage mothers' entrepreneurial spirit and promote the identification of business opportunities.

Home-based business and women

The home remains a beneficial option for every individual wishing to set up their own business, as well as for teleworkers (Mason et al., 2011; Furry, 1992; Priestnitz, 1989; Jurik, 1998), since they use it as a headquarters for their entrepreneurial operations. Like the concept of entrepreneurship, home-based businesses are exposed to a definitional dilemma due to the confusion between a home-based business and a home-based commercial activity, which complicates their interpretation (Deschamps et al., 1998). Mason et al (2013) define a home-based business as a commercial entity selling products or services on the market, operated by an independent person, with or without employees, using the family home as a substitute for business premises. The emergence of information and communication technologies is initiating the shift from a traditional home-based structure to a more innovative and sophisticated one called "online home-based businesses", using the Internet as a key mechanism for serving customers (Gelderen et al.,2008). The acronym SMILES, developed by Gelderen et al (2008), describes the characteristics of online home-based businesses using five elements, namely: Speed, Multiple-income, Inexpensive, Lean, and Smart. Speed refers to the speed with which these businesses can be set up and run. Multiple income refers to the multiplicity of revenues generated by home-based entrepreneurs, guaranteeing the sustainability of their projects. The creation of home-based businesses is financially accessible. The term "Lean" refers to the small size of these businesses, generally founded and managed virtually exclusively by a single person. Finally, the term "Smart" combines the choice of creative means to achieve objectives at low cost, while guaranteeing flexible working hours. Several studies are examining the reasons that drive individuals towards online home-based entrepreneurship.

Based on the results of Peacock's study (2000), the desire for independence, to be one's own boss, and to change one's lifestyle were found to be the main reasons for home-based entrepreneurship. The desire for flexibility and family responsibilities remains important in explaining women's entrepreneurial orientation (Bruin et al., 2007), so they use this control over their own time to reconcile domestic tasks with work (Loscocco, 1997).

Methodology

Research approach

The present study aims to understand better the motivations of mampreneurs to own and manage online home-based businesses. In the field of entrepreneurship and gender, it remains more judicious to adopt a qualitative methodology through case studies, biographies, discourse analysis...(Henry et al.,2025), allowing to give a more complete and diversified idea of the studied subject (Fernandez et al.,2021).In our context, a qualitative methodology based on in-depth interviews was used to explore and deepen the understanding of the personal experiences and motivational factors of our sample.

Sample and data collection

Putting together Duberley & Carrigan's (2012) definition of mampreneurs and Gelderen et al.'s (2008) definition of online home-based businesses, the participants in this study are women entrepreneurs who create a business in the family home to be able to both work and care for their children, using the internet as a key mechanism for serving customers.

In the process of selecting our sample, we built up a database of home-based, digital-only mom entrepreneurs, obtained from Moroccan entrepreneur groups on social networks. Data collection was carried out via semi-structured telephone interviews with the mom entrepreneurs, which enabled a rich human exchange. They were asked to explain the motivations behind the creation of their businesses. With the interviewees' permission, the interviews were recorded to facilitate data collection, then transcribed for analysis. The interviews were conducted in Moroccan Arabic dialect and French. In qualitative studies, it remains difficult to define sample size in advance, so the process continues until theoretical saturation is reached. According to Glaser and Strauss (1967), the point of theoretical saturation occurs when data collection does not concretely contribute anything new to the conceptualization of the study.

Table 3. Profile of online entrepreneurs and home-based businesses

	Personal profile			Home-based online business profile		
	Age	Marital status	Educational background	Sector	Age of	Number of employees
A	30	Married with two children	University (Bac+2)	Sale of women's clothing	6 months	1
B	28	Married with two children	Bachelor's degree	Bakery	2 years	1
C	35	Married with three children	Bachelor's degree	Sewing	4 years	1
D	30	Married with two children	Diploma in nursing	Bakery	3 years	1
E	31	Married with one child	Master degree	Sewing	1 year	2
F	30	Married with one child	Diploma in nursing	Parapharmacy	5 years	1
G	28	Married with two children	University (Bac+2)	Cosmetic	1 year	1
H	27	Married with one child	Master degree	Event planner	2 years	2
I	26	Married with two children	University (Bac+2)	Catering	3 months	1
J	22	Married with one child	Bachelor's degree	Ciergerie	2 years	1
K	21	Married with one child	University (Bac+2)	E-commerce	1 year	1
L	26	Married with one child	Bachelor's degree	Education	2 years	1

M	47	Married with three childrens	Bachelor's degree	Hand Craft	5 years	1
N	32	Married with two children	Master degree	Bakery	3 years	1
O	26	Married with one child	University (Bac+2)	Cosmetics	4 years	1

Source: created by us

Table 3 provides a detailed summary of the respondents' demographic information, as well as the characteristics of the online home business profile.

Data analysis

Systematic content analysis was used to ensure detailed data analysis. Data collection and analysis were carried out simultaneously, making comparisons between interviews. Data analysis was carried out in three stages: open coding, axial coding and selective coding (Strauss and Corbin, 1990) on 15 interviews. Firstly, the coding consisted in rereading the transcripts of all the interviews, identifying the conceptual categories and coding them. Then, axial coding is used to compare codes, remove repeated categories, and integrate smaller ones into more general categories. Finally, the "push-pull" theory developed by A. Shapero (1975), D.S. Watkins (1976), P. Johnson and A. Darnell (1976), K.H. Vesper (1980), B. Gilad and P. Levine (1986), was used to link the data to the literature and the theoretical explanation of the results. As a result, motivations that refer to negative experiences, such as job dissatisfaction, are classified in the "push factors" subcategory, while other motivations relating to material or non-material benefits, such as the desire for independence, are classified in the "pull factors" subcategory.

Results

The following section presents the results of the systematic content analysis of in-depth interviews on the motivations behind the creation of online home-based businesses by mampreneurs. Axial coding of the narratives generated seven motivations, namely "the desire for independence", "the search for satisfaction", "the search for balance between work and family", "personal fulfillment", "seizing opportunities", "job dissatisfaction", "financial needs"

and "insufficient flexible hours". Taking into account their nature, these motivations were divided into two groups: push and pull.

Demographically, the results show that the mampreneurs have a remarkable profile: young, aged between 20-35, married with small children, and with an advanced level of education. They all had previous professional experience. This is an interesting finding, especially when compared with other female entrepreneurs, who are older, less educated, and have less professional experience.

Push motivations

- Lack of flexible working hours

Analysis of the interviews revealed that working moms suffered from inflexible working hours, often spending less time with their families. Case D declared: *"With two children, the demands of the imposed timetable became uncontrollable, and this caused me problems with my husband, so I resorted to entrepreneurship to enable me to alternate between the two hats"*.

- Job dissatisfaction

However, it's worth noting that some of the mumpreneurs in our sample also mentioned prejudicial motivations when explaining the entrepreneurial act. Dissatisfaction as a salaried worker, discrimination, lack of consideration, and contempt were the main reasons for choosing home-based entrepreneurship. *I worked as a salaried employee for 7 years, during which time I wasn't happy, and I'm still aiming to set up my own business.* Case F, who worked for 4 years in the nursing field, said: *"The dissatisfaction in my old job was due to the lack of recognition, I felt that my work would not be properly valued by my superiors"*.

- Financial requirements

All the participants in the study highlighted financial issues as an important motivation. As a result of problems arising from their family situation, mothers turn to online home-based entrepreneurship to overcome their financial difficulties (Dzisi 2008). Case B declared: *"I was living on the bare minimum as my husband's salary barely subsidizes our basic needs, so I got out my sewing machine and started my little project at home, taking advantage of my presence on Facebook to look for customers"*.

Pull motivations

- Balancing work and family

Content analysis of the interviews with the mumpreneurs in our sample reveals that the search for balance between work and family was the major reason behind the creation of an online home business. By nature, every mother shares a very strong bond with her baby and wants to spend more time with her, so the online home business opens up a space of freedom for her. What's more, the online home-based business guarantees flexible working hours (Gelderen et al., 2008). Case E, who has had an exemplary career for 7 years, announced: *"Being a salaried employee prevents me from being present with my children when they need me. Today, I work from home on my phone, so I can always be close to my children and manage my time as I see fit"*.

Wage-earning commitments hinder the perfect reconciliation of family and work, which is why mothers find online home-based entrepreneurship a relevant option for finding a balance between the two worlds, using the Internet in this way.

- Intrinsic needs: the desire for independence, autonomy

For many mamapreneurs, it's imperative to run their own business independently and autonomously. Many stay-at-home mothers experience a sense of emptiness and monotony. Creating an online home-based business strengthens their independence and self-esteem, and revitalizes their daily lives. McCelland et al. assert that a woman's social recognition and independence are enhanced by reconciling the role of mother and entrepreneur. Case A announced: *"I always thought that creating my project would enable me to live with dignity without being dependent on my husband, and to have effective power in our family"*.

- Personal fulfillment

Like women entrepreneurs, mumpreneurs are influenced by their intrinsic needs, such as the quest for fulfillment, both in motherhood and in their professional lives as business leaders or freelancers. Case C declared: *"I took the initiative to become an entrepreneur to prove to myself and those around me that I am useful and that my role is not limited to household chores"*.

- Seizing an opportunity

Maternity is a new stage in life when women turn to new baby-related markets. As a result, the experience of motherhood can be converted into a business opportunity that ends with the creation of a company in a related field. Talking about her entrepreneurial experience, Case E says: *"My business school training forged my ability to take entrepreneurial risks and seize opportunities, so I took advantage of motherhood to develop my online boutique specializing in*

baby products".

Discussion

According to the majority of the mumpreneurs we interviewed, the idea of entrepreneurship was born after the arrival of their first baby, and for many others, while raising their children. A significant majority of them resigned from their jobs to start their own business. In online home-based entrepreneurship, they found a judicious opportunity to combine work and family, and to benefit from the advantages of digitalization. The support of spouses and parents, either financially or morally, was necessary for the realization of their projects. The desire for independence, work-family balance, and flexibility is a frequent motivation behind moms' launch into online home-based entrepreneurship. This shows that mumpreneurs are mostly motivated by an inseparable combination of push and pull motivations in their personal and social aspects. For mumpreneurs, financial gain is not a motivation in itself, but a way of overcoming a family problem. Push factors stemming from difficult situations, such as financial need and job dissatisfaction, have been decisive in the entrepreneurial act.

On a theoretical level, we believe that push and pull factors are relevant to the study of mumpreneurs' motivations behind the creation of online home-based businesses. Employed for the first time in the context of the creation of online home-based businesses by mumpreneurs, the approach we adopted enabled us to interpret entrepreneurial motivations based on two factors: push and pull, each associated with a set of motivations. These two factors are inextricably linked, providing a better understanding of this new entrepreneurial profile. Similarly, the characteristics of online home-based businesses encourage mumpreneurs to take advantage of the speed, affordability, as well as capability of this business model to combine all the gains sought in entrepreneurship, including flexibility.

Because of this, mumpreneurs are women who seek to balance motherhood and their professional lives through entrepreneurship. These findings are consistent with those of Harris et al (2008), Duberley & Carrigan (2012) and Ekinsmyth (2011), who assert that balancing work and family is crucial for mumpreneurs, and with those of Bruin et al (2007), who stress that the desire for flexibility and family responsibilities remain important in explaining women's entrepreneurial orientation. Peacock (2000) adds that the desire for independence, to be one's boss, and to change one's lifestyle are the main reasons for home-based entrepreneurship. However, it is the combination of push and pull factors that determines the entrepreneurial act among mumpreneurs. Based on these results, we can propose a model of entrepreneurial motivation among mumpreneurs, incorporating contextual dimensions.

Conclusion

This study aims to explore the motivations of mampreneurs for online home business creation through the theories of push and pull factors. The study uses a qualitative method to collect and analyze online data. The study focused on 15 nascent mampreneurs and used in-depth interviews to collect data. The content of the interviews was processed in three stages: open coding, axial coding and sele, and selective coding, followed by a more in-depth analysis to check that the results were in line with the literature.

Theoretically, the results show that the main objective of mampreneurs is to strengthen their family involvement and satisfy their own intrinsic needs, rather than financial gain. It's worth noting that the desire for independence, the search for balance between work and family, job dissatisfaction, and lack of flexibility have a significant influence on mampreneurs' intention to start a home-based business. Personal fulfillment, financial need, and seizing opportunities have a relative influence on mampreneurs. In short, it remains very difficult to distinguish between push and pull factors, while the study allows us to deduce that the psychological and social factors of mampreneurs influenced their motivation to create their online home business. Finally, demographic data do not regulate the effect of push and pull motivations on mampreneurs' intention.

From an academic point of view, our article presents a new line of thought concerning an unexplored entrepreneurial profile, namely mampreneurs, and its application in the context of online home entrepreneurship. Furthermore, relevant studies can be carried out by integrating new cultural dimensions, demographic characteristics, or psychological concepts to carry out beneficial research on the subject . In addition, including demographic characteristics such as age, marital status or level of education, as well as the type of industry in which the business develops, enables beneficial out.

Our research also has managerial implications. Our results highlight Moroccan women's desire to change the traditional perception of Moroccan women through self-realization. As a result, it is advisable to exploit the information from our study to offer support and training designed to develop the entrepreneurial and managerial skills of mampreneurs, enabling on the one hand to forge the independence and personal fulfillment of mampreneurs and on the other hand, to reconcile the role of mother and entrepreneur. Public policy support for mampreneurs will enable them to develop their home-based businesses on a larger scale, thereby boosting Morocco's entrepreneurial ecosystem.

The limitations of our research lie in the paucity of previous studies on mampreneurship in Morocco in general, and their relationship with online home-based businesses was undeniably a constraint on the design of the literature review. Another identified limitation lies in the method of data collection, namely in-depth interviews, which can lead to subjective interpretations and are sometimes difficult to standardize.

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