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### RESEARCH ARTICLE

## INTERGENERATIONAL MOTIVATIONS OF WOMEN ENTREPRENEURS: A CASE STUDY IN BENIN IN WEST AFRICA.

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### Abstract

Women's entrepreneurship has been widely studied in recent years. Recent research has shown that women can be motivated like their male counterparts by both pull and push factors, depending on the context and environment in which they find themselves. In this paper, under the assumption that the nature of motivational factors may differ depending on the level of entrepreneurial generation to which the woman belongs, responses are continued through a case study of a sample of ten (10) innovative entrepreneurs in the agri-food sector in Benin in West Africa. Based on the data from this study, it was identified in the specific case of women, similarities and differences in motivating factors in entrepreneurial activity between first-generation and second-generation entrepreneurs. The reasons that motivate women to undertake are more the factors of attraction (need for self-realization / autonomy, passion, the discovery of opportunity, the need for recognition) than for necessity (unemployment, Flexibility / reconciling family and working life). It emerged that the entrepreneurial decision of the woman is determined by very specific reasons related to her condition as well as to her career.

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### Introduction:-

It is now recognized worldwide that there can be no sustainable development without involvement, without women's participation or without considering the role and place of women (Rwenge, 2013). However, despite the progress made in recent decades worldwide, the gap between men and women in economic and social outlook remains significant (Stéphanie, 2011). This discrepancy has prompted international organizations such as the UN, the World Bank and the OECD to place women's issues among the central issues in the fight against poverty. To that end, one of the Millennium Development Goals has set 2015 to "Promote gender equality and women's empowerment" and specifically addresses economic empowerment. The United Nations identifies three dimensions of women's economic empowerment, each of which can be accompanied or implemented through concrete measures. The first dimension is that of the economic opportunities that can be fostered by actions to increase women's entrepreneurship by creating an enabling business climate and equipping women with management and management skills. Promoting the economic empowerment of women is above all to promote the full participation of women in the future of their societies and to foster their sustainable development. The involvement of women in entrepreneurship is indeed a beneficial element and would explain the growth gap between countries (GEM, 2012).

Women in particular are important players in the microenterprise sector in African countries. Some research shows that there are more entrepreneurs in developing countries than in developed countries (Minniti et al., 2006). They own and manage a high percentage of micro and small enterprises, particularly at the informal microenterprise level. According to ILO (2014), women now manage one-third of all enterprises in the formal economy around the world. However, most of those operating in developing and transition economies are very small or micro-enterprises with limited growth potential. In fact, in absolute numbers, they represent a substantial contribution to job creation, sustainable family support, and poverty reduction. Notwithstanding their numerical inadequacy, women's enterprises, mostly small and medium-sized enterprises (SMEs), also have a positive impact on trade.

In most of the countries in sub-Saharan Africa, the relationship between the country's economic development and women's entrepreneurship (ILO, 2014, UNIDO, 2013) including its contribution to the reduction of poverty and inequality through job creation (Tchaoussi, 2003, ILO, 2010). Studies have also focused on the determinants of female entrepreneurship and their influence on the characteristics of women-owned enterprises (Rwenge, 2013). However, little attention has been given to the reasons why women opt for business creation (Onana, 2009), particularly those working in innovative sectors.

Women entrepreneurship has a special representation in Benin as in most African countries. According to data from the second general census of enterprises (GGE 2, 2008), women represent 49.99% of entrepreneurs and operate in various sectors, with a predominance in trade and crafts. Recent research shows that female entrepreneurship in Africa is mostly found in unstructured sectors, while women entrepreneurs and entrepreneurs are nevertheless identifiable in various sectors (Tchaoussi, 2003; Hence the difficulty of obtaining reliable statistical data on this subject. Exploratory studies reveal that many are self-employed in small retail shops, purchases and resales of agricultural or manufacturing products, or in very small units of artisanal food processing. Some women are organized into groups around the processing or production of agricultural products to improve access to the market for their products. However, they are less likely to intervene in high value-added sectors.

The recurring question is the reasons why some women opt for self-employment, while creating innovative companies that are active, other than those traditionally recognized by women. In other words, the effect of the generational factor on the motivations of these women. Is the learning effect or the reference model a factor favorable to female entrepreneurship? If so, at what level of the environment is this reference model? Family environment? Or out of family? It is important to support these questions through a case study selected for this purpose. Based on the typology of Kirkwood (2009), the hypothesis to be tested concerns the nature of the factors of motivation, pull or push, in Beninese entrepreneurs belonging to two generations of distinct entrepreneurs. Based on this motivational dichotomy "Push" and "Pull", this work identifies the factors of opportunity or necessity that induced women to create their company in relation to their generation.

The implications of this study are both theoretical and managerial. Indeed, the literature in the field of entrepreneurship specific to Benin does not provide answers to questions concerning the entrepreneurial motivations of women. Existing research focuses on the determinants of women's entrepreneurship and women's satisfaction with various economic and sociological constraints specific to them (Doubogan, 2016, Djodjo et al., 2016, 2016, Onibon and Odon, 2015). On the other hand, the contributions of several researchers have dealt with issues relating to the motivations of women entrepreneurs in a global framework of African countries (Rwege, Jean-Robert, NjeriKinyanjui, and Maina Lucy, 2013; TaoufikYatribi and Said Balhadj, 2016; RaphaëlNkakleu, 2016), without, however, addressing the generational aspect in the entrepreneurial decision.

The interest shown in the generational aspect rests on the fact that some studies have revealed the transmission of entrepreneurial skills due to the micro environment of the individual through progressive initiation (Doubogan, 2016, Onibon and Odon, 2015, Fayolle, 1994, Arocena et al 1983). In addition, exploratory investigations have shown that women who undertake have one or two parents who have undertaken. It is therefore useful to know whether this transmission is a determining factor for women's entrepreneurship in this context. To carry out this research in the long term, it is first of all necessary to consider the theoretical foundations and previous work, secondly the methodology necessary for the case study and finally the results and their discussion.

#### **Theoretical and empirical framework:-**

Motivation is in fact according to Onana (2011), a set of conscious and unconscious factors that act on behaviors and are the basis of everything that drives the individual to action. It therefore has an abstract character. In the study

of motivations according to the same author, two theoretical orientations are given. There is the theory of contents which seeks to explain "by which one is motivated" while the procedural theory of motivations explains rather "how one is motivated". A mixed approach is adopted here, which consists of rallying the first to the second in the logic developed by Muchielli (2001) for the behavioral approach to motivations. Three conceptions relate to this theoretical framework: the innate conception, the empiricist conception and the situational conception of the motivations. This work is positioned in the last logic.

Thus, the motivations can be like signals of rupture according to Muchielli (2001) on the motivations called situational. They prove to be signals marking moments of rupture of the life trajectory of individuals. They are forces that act as triggers or stimulants in their immediate or personal environment that act and cause the individual to deviate from the trajectory (Onana, 2011). This conforms to what Lacasse (1990) designates as discontinuities or displacements which are precipitating events according to Emin (2003). These elements may be negative or positive. Indeed, the desire to apply knowledge gained to one's advantage, to exploit a business opportunity are factors that can trigger the desire to undertake and are motivations with positive connotations or displacements. This helps to understand the classifications of push and pull motivations commonly used in the literature. This motivational model has the advantage of presenting entrepreneurs in two types.

#### **Typology of motivation factors:-**

Previous research on entrepreneurial motivation considers that the creation of a company can be either a choice (at will) or a constraint. According to this perspective, research on entrepreneurial motivation is divided into two main theoretical bodies called "push" and "pull" (Gilad & Levine, 1986, Schjoedt & Shaver, 2007). In the logic of this theory, two motivational orientations are distinguished: "opportunity" in the case of pull theory and "necessity" in the case of push theory (Acs et al., 2005, Reynolds & Al., 2002). The opportunity refers to the discovery of a business opportunity, whereas necessity corresponds to an absence of alternatives (McMullen et al., 2008).

D'Andria and Gabarret (2016), in their literature review on the thirty years of research into women's entrepreneurial motivation, identify in the specific case of women three typical ideals that appear regularly: women who undertake by necessity, Entrepreneurs (in transition) and women who undertake at the time of maternity (mampreneurs). Other authors (Carrier, Julien & Menvielle, 2006) report that women enter businesses because they seek "autonomy and flexibility", "personal achievement", "profitability", "Possibility of becoming one's own boss". Then come the "recognition of the outside world", the "seizure of an opportunity" and the "influence of the family". In her research on the determinants of female entrepreneurship in Benin, D'Andria (2016) identifies marital status, educational attainment, place of residence (urban or rural) and economic status Factors that affect the entrepreneurial capacity of women. Beyond these intrinsic factors, there are many other factors that can influence entrepreneurial decision-making.

#### **Models of reference to generations of entrepreneurs (push / pull):-**

Two considerations relate to the orientation of motivations in generations of entrepreneurs. On the one hand, there is generation in terms of age; Neider (1987), classifies the motivations of generations of entrepreneurs according to age group membership. He observed in his research that women over the age of 50 had created as a result of personal crises (divorce, death of the spouse, etc.) and those aged under 50 had Desire for personal satisfaction. He explained these results with the advent of a second generation of entrepreneurs (D'Andria & Gabarret, 2016).

On the other hand, the notion of entrepreneurial generation stems from the consideration of an entrepreneurial model known as the reference model (Giacomin, 2007; Wagner, 2005). In this study, the generational aspect put forward focuses on this second logic; That is, the order of entry into the entrepreneurial activity of the woman in relation to one of the members in the family circle of direct influence (father, mother, spouse). The following definitions are used:

A first-generation entrepreneur is one whose decision to start a business is not influenced by an entrepreneurial entourage. It can be the spontaneous discovery of a business opportunity or the birth of a business idea or other constraints that drives it to create;

A second-generation entrepreneur is someone who has been initiated and / or whose decision to start a business is influenced by the entrepreneurial experience of a close or distant relative and who therefore has a minimum of one-Ability to deal with new business.

In the logic of the reference models (Giacomin et al., 2007, Wagner, 2005), we can distinguish, as stated above, the entry into activity of women due to the contacts they had with other entrepreneurs. For Morales-Gualdron and Roig (2005), the prior knowledge of an entrepreneur is decisive for the decision to enter into activity. These reference models influence the nature of the creations following push and pull differently. Indeed, these models can be distinguished at two levels. Either they are from the immediate environment or they are out of immediate environment. The immediate environment aims at enhancing the model of family or parental occupation and takes into account the parents (father and mother) and the spouse according to the entrepreneurial status (first generation entrepreneur). It is crucial for the motivational orientation of women (second-generation entrepreneurs). Morales-Gualdron and Roig (2005) distinguish a significant effect for both types of entrepreneurs only that these effects are no different. For Wagner (2005), pull contractors are generally those with family reference models whereas this role is not determinative for push entrepreneurs. These findings reinforce the idea of Amit and Muller (1995) that push entrepreneurs are those who do not often value the activity of their parent. They are neutral to the entrepreneurial attitude of their parents while pull entrepreneurs are attracted by the entrepreneurial facts of parents and are the ones that parents encourage to become entrepreneurs.

Indeed, according to Fayolle (1994), quoted by Tchaoussi (2005), it is an essential point in the process of entrepreneurial awakening during which the individual is gradually sensitized, consciously or not, to the creation of enterprises and entrepreneurship. Parents, brothers, spouses, family members, friends and the associative fabric with local or national entrepreneurs are involved in this process. This is the logic of this work to identify the motivational orientation of women entrepreneurs in the agri-food sector according to their generation. The following lines present the methodological elements of this study.

#### **Case Study Methodology:-**

The case study is presented as an empirical study (Yin, 1984; Collette, 1997). The authors: Yin (1984); Eisenhardt (1989); Smeltzer and Zener (1992) also point out that the case study is particularly useful in situations where we want to clarify how and why phenomena occur in situations where researchers have little or no control. Information on the phenomena studied, and in situations where attention is directed towards contemporary phenomena in a context of real life. Collette (1997), based on Yin (1984), explains that the case study is appropriate when one is more interested in the links in time that unite elements, frequencies or impacts, and Especially when the links are too complex for survey strategies or experimental strategies. In view of this justification, we found it useful to choose the case study to conduct our empirical investigations. The logic is to be able to study thoroughly the reasons for going into activity. As noted by many authors, this requires a face-to-face interview at substantial time.

In this study, the motivations of women are studied through multiple case studies, highlighting the different specificities and the impact on the entrepreneurial journey of these women. The cases of women working in agri-food innovation were selected through processing and marketing activities of primary sector products. Indeed, companies that can add value to local products are driving the development of the country. These are the reasons why we are interested in the motivations of these women who decide to embark on innovative entrepreneurship. Innovation is also one of the key criteria for distinguishing modern and traditional women's enterprises (Moore, 1990).

This study, with a comprehensive and interpretative aim, is based on a qualitative method. As Kirkwood (2009) points out, qualitative methods are better suited to capturing the complexity of entrepreneurial motivation. It is based on an in-depth analysis of a sample of ten (10) Beninese entrepreneurs. The choice of the sample size was made according to the saturation point principle. The case studies are decided when they no longer bring new elements to the research. Yatribi and Balhadj, (2016); Gabarret and Vedel, (2012) also worked with similar samples to describe the entrepreneurial motivations of certain socio-professional categories.

The choice of the interviewed individuals was made in a non-random manner after a work of identification and selection of the profiles which seem interesting to conduct the study. This non-random sampling method is useful when seeking an understanding of a phenomenon on which little information is available. In the absence of any form of statistical representativeness, criteria were selected to ensure that individuals respected similar characteristics to be included in the sample. It is :

1. the individual promotes an innovative company in the agri-food sector;
2. the company currently exists and is in operation;

3. the individual belongs to a first or second generation of entrepreneur (ie, he or she has a relative in his or her family circle who has undertaken or is the first to undertake in his / her family circle of direct influence) . In the case of an entrepreneur parent, it may be a takeover of the parent's business or the creation of another independent business;
4. the individual self-employed or not in the company.

Data collection was done through semi-structured interviews using a maintenance guide; The focus of the case study focuses on the entrepreneurial motivations of women and is categorized into three main themes. These include:

1. characteristics of entrepreneurs and their family background in entrepreneurship;
2. the reasons and motivations that motivated them to undertake; And
3. characteristics of the economic and family environment of women entrepreneurs.

The study was conducted in Benin; Precisely in the northern region, which represents an important pole of agricultural products in the country and thus offers a very favorable entrepreneurial potential for the agri-food sector. It was conducted in a sample of ten (10) entrepreneurs (FEn with n = 1, 2, 3 ... 10) in the agri-food sector. The profile of women interviewed is as follows:

**Table 1:-** Characterization of the sample

Codification of Women Entrepreneurs	Age	Years of Experience	Entrepreneurial activity	Traits	Basic training
FE1	52	22	Food processing (juice and syrup)	1 <sup>st</sup> Generation Entrepreneur	Secretary in typing
FE2	37	8	Food processing (Beer, juice, soybean meal; hotels and restaurants)	1 <sup>st</sup> Generation Entrepreneur	Master in Accounting Management
FE3	29	2	Distribution company for local products	2nd Generation Entrepreneur	Bachelor of Business Administration
FE4	44	20	Processing cow's milk into cheese	1 <sup>st</sup> Generation Entrepreneur	Businesswoman
FE5	41	4	Soy and Ginger Processing	1 <sup>st</sup> Generation Entrepreneur	Seamstress
FE6	27	4	Market gardening and processing of Néré powder into juice	2nd Generation Entrepreneur	Agricultural engineer
FE7	24	2	Processing of soybeans	1 <sup>st</sup> Generation Entrepreneur	Engineer Agro Nutritionist
FE8	24	4	Food processing	2nd Generation Entrepreneur	Bachelor in Accounting and Management
FE9	23	4	Food processing	2nd Generation Entrepreneur	Business woman
FE10	50	25	Food processing	1 <sup>st</sup> Generation Entrepreneur	Business woman

Finally, the interviews took place in various places depending on the availability of the respondent. They lasted an average of forty minutes and were recorded (Thietart, 1999) in full and then transcribed, content analysis (Evrard Y. & al. (2003), before the data were used. The objective is to see the effect of the generation on the nature of the factors of entrepreneurial motivations as well as on the efficiency of the management of the activity. The data collected was processed by speech analysis for the presentation of cases and analyzes.

#### **Results of the study:-**

The presentation of the results of the study will be based on the three main themes addressed during the collection, with the key to the specific terms of the study, motivations and intergenerational aspects.

**The entrepreneurial motivations of Beninese women:-**

In the literature, there are two main reasons why people start their own business: they perceive a business opportunity, or they see entrepreneurship as the last resort. The motivations of Beninese women to go to entrepreneurship vary widely. Studies reveal that it may be the need for self-realization / autonomy, passion, the discovery of opportunity, the need for recognition, unemployment, the need for flexibility / reconciliation of family life and professional life. Although none of the motivational factors can be totally dissociated from others, they could still be developed independently.

However, the influence of the entourage makes it possible to make the classification of the entrepreneurs of first and second generation. It was also observed that there are common and specific motivators for these two categories of entrepreneurs. Most women interviewed have professional qualifications or have other alternatives to entrepreneurship.

**The factors of attraction:-****Self-realization and autonomy:-**

The first motivation for the entrepreneurial activity evoked by women is personal achievement in order to empower oneself. Indeed, women undertake above all to earn money and thus manage to independently meet their needs and those of their families. The autonomy of the woman is inseparable from her ability to earn money by herself; It must be able to live on the activity it carries out or to draw an income from it. Entrepreneurship is, however, seen by some as a source of income diversification and occupying leisure time. Since some women accumulate it with other salaried jobs. But with the development of entrepreneurial activity, they find themselves obliged to abandon the position in favor of the entrepreneurial activity because it seems to them more profitable and does not allow them enough time to devote themselves to another job.

**The Passion:-**

Passion is very often mentioned by women entrepreneurs interviewed to justify their choice of activity. They believe they have a predisposition to the activity in which they undertake, which motivates them to start. Extract from confirming:

FE3 "It's a passion for me, since I was younger I liked to do it, that's why I decided to set up my business"

Moreover, this passion guides some women in the choice of their training path which prepares them for the activity to which they wish to devote themselves.

Extract from confirming: FE7 "*Entrepreneurship has always been a passion for me and I do not foresee abandoning it for anything else. The training I received increased my level of knowledge in agricultural processing and business creation; Which helped me in my initiative*".

Others believe that the agri-food sector, especially agri-food processing, is a reserved sector and more suitable for women.

Extract from the confirmation: FE5 "*If I were a man, I would not do as well as I do now*".

**Discovery of opportunity:-**

Women also engage in business when they discover a proven market potential to seize. This confirms the risk aversion of women entrepreneurs that prevents them from ending up in high-value and high-risk sectors. They often end up practicing on small businesses that are almost like one another, because they have at least the certainty that it works, and if not, the risks taken are not important. They nevertheless have the flair and the dynamism to detect bargains.

Excerpt: FE6 "*I noticed around me food problems at the national level, that's what encouraged me in the choice of my training. And after that I started in vegetable production and the transformation of fruit into juice*".

*Need for recognition*

Women also undertake the need for social recognition.

Extract from confirming statement: FE1 "*I do this activity to be able to leave a name, an imprint and participate in the development of my country*"

Increasingly, women no longer want to remain in the shadow of their husbands; They need to express themselves by valuing their know-how and competence. Women's education plays a strong part in this change of state of mind. Indeed, among the women interviewed, many have a higher level of education and have chosen entrepreneurship as a career to realize themselves.

This means that they see themselves as actors in the development of the country and do not want to remain on the fringe.

Extract: FE6 *"I could participate in solving the food problems of my country"*.

#### **Factors of necessity:-**

##### **Unemployment:-**

One of the factors of constraint motivation mentioned by the women interviewed is unemployment. Indeed, the difficulties of insertion after the training push to seriously consider the self-employment as an alternative to get out.

Extract: FE2 *"After my studies, unemployment helping, I was trained in the production of fruit juice. I gave myself two years to work and earn money to put myself on my own."*

The ever-increasing unemployment rate in the country leaves no doubt as to the choice of vocational training which can make it possible to be more independent at the end of the training.

Excerpt: FE8 *"My main motivation in launching myself into entrepreneurship is to be able to employ myself at the end of my training"*.

This also raises the problem of the low employability of women compared to men.

*The need for flexibility / reconciliation of family and working life*

Excerpt: FE6 *"I thought that entrepreneurship would allow me to manage my time so that I could take care of my household and my other professional activities."*

These results raise the problem of flexibility in the possibility of managing the woman's time between her family and professional life. Wage employment is rather restrictive, and does not give the employee the opportunity to take care of his family as he would have liked. Many women undertake for this reason. They are even encouraged in their decision by their spouse to see the latter take care of the home more. This is sometimes limited to the opening of small shops in which the woman acts as manager. Freedom in time management is undoubtedly very important for a woman who, after a certain age, should face the problem of maternity and is therefore no longer willing to accept the hourly paid work.

As this statement confirms: FE3 *"I will not be able to accept a job for which I am obliged to come from morning to night. I'd rather be free to manage my time as it suits me"*.

Entrepreneurship is also perceived as likely to give more free time to the woman to ensure the education of the children by a better presence in their daily life.

##### **Intergeneration in entrepreneurship:-**

Business creation is an act that can be chosen or suffered, which leads to the entrepreneurial typology of necessity and opportunity indicated in the literature to explain entrepreneurial motivation. Indeed, it may be the birth of an idea following the discovery of an unexpected business opportunity or, on the contrary, of planning leading to a process that culminates in the creation of the company.

In discussions with women entrepreneurs, it emerged that there are some women who belong to a first generation of entrepreneurs and others who belong to a second generation. The main characteristic of the first-generation entrepreneurs faced is that they do not recognize in their immediate environment that they have worked with an entrepreneur to inspire them in their entrepreneurial spirit.

As confirmed by these remarks: FE1 *"the idea of creating my company came to me one day that I went to visit a friend. She used me the ginger syrup that I found interesting, hence the idea came to me to learn to do it. In addition,*

*at this time, the syrups were imported from Burkina Faso .... I then started this activity as a game until it gets so serious today"*

However, first-generation entrepreneurs may also have been indirectly influenced by other entrepreneurs who are not in their immediate family sphere, by taking them as references in society.

This is what these words highlight: FE2 *"When I was younger, I always noticed that it is the economic operators who command others, they live economically well. As a poor girl, you will not be angry with me for wanting to be like them"*. In this case, these are examples of social success that inspired the decision to undertake.

As for second-generation entrepreneurs, the study found that they directly link their decision to undertake to the influence of a relative in their family of direct influence, Or inherited the business of a parent. The fundamental characteristic of second-generation entrepreneurs is that they have lived in an environment that predisposes them to, or at least brings them closer to, entrepreneurial activity. To this end, one of the interviewed entrepreneurs tells us: FE3 *"Several members of my family have undertaken and represented a reference for me that leads me to self-employment. Through them, I have understood that it is easier to get away with enterprising and to be more financially comfortable. They are today a model for me but also a source of advice that allows me to evolve in my activity"*. Their choice of training and career are often guided by this influence and they have a more structured entrepreneurial journey.

#### **Characterization of the family and social environment of entrepreneurs:-**

The daily life of the entrepreneur is often the result of a permanent interaction between her professional life and her family life. Although flexibility in time management is more important when women work on their own account, it also requires a greater personal investment in the company's prosperity. This situation sometimes creates conflicts within the home.

Excerpt: FE2 *"My husband sometimes asks me to choose between my business and the home .... When I have important orders to deliver I work until late at night. So I can not fulfill my family duties properly, which is not often the taste of my husband"*.

In other words, unlike its male counterpart, the entrepreneur woman can not focus on her business; It must rely on the stakeholders, in particular with its spouse, to ensure the smooth running of its professional activity. As the statements of a woman entrepreneur (FE5) confirm: *"I have the support of my husband; If he was not there, I alone can not. He was sympathetic. It helps me keep the accounting of my business, since it is training accountant. He also helps me with transformation, he travels to my place when I am engaged in production to promote my products"*.

All the women interviewed acknowledge that the support of their spouses is essential for the prosperity of the company. Even if the degree of involvement or acceptance differs from one entrepreneur to another. He is sometimes obliged to consent to make this sacrifice, since he can not cope alone with the expenses of the household. Others, on the other hand, accompany the woman for her fulfillment in an activity that she likes to do and which, moreover, generates income for the household. The entrepreneur must therefore constantly strike a balance between her family and professional life in order not to favor one to the detriment of the other.

#### **Discussion:-**

The analysis of the results of the study makes it possible to make an initial synthesis on the motivations of the Beninese entrepreneurs to enter business. Indeed, it emerges that regardless of the level of entrepreneurial generation to which the woman belongs, the reasons which lead to undertake are very little variable. Whether it is a first- or second-generation entrepreneur, women opt for business creation for six basic reasons: the need for self-reliance / prospects for more money, passion, need for flexibility / reconciliation of family life and professional life, need for recognition, opportunity discovery, unemployment.

**Table 2:-** Summary of case study results

Factors	Motivations	Entrepreneurs	Generations	Conclusion
Pull	Autonomy	F1, F2, F3, F4, F5, F6, F8, F9, F10	1 <sup>ère</sup> (5) 2 <sup>ème</sup> (4)	Relates 1st and 2nd generation



	Passion	F1, F3, F5, F7	1 <sup>ère</sup> (2) 2 <sup>ème</sup> (2)	Relates 1st and 2nd generation
	Opportunity	F1, F3, F6, F8, F9	1 <sup>ère</sup> (1) 2 <sup>ème</sup> (4)	Relates more 2nd than 1st generation
	Recognition	F1, F5, F6	1 <sup>ère</sup> (2) 2 <sup>ème</sup> (1)	Relates 1st and 2nd generation
Push	unemployment	F2, F7	1 <sup>ère</sup> (2)	Relates only 1st generation
	Flexibility	F3, F6	2 <sup>ème</sup> (2)	Relates only 2nd generation

These results highlight the different orientations of women entrepreneurs according to whether they are 1st or 2nd generation. It appears that among the factors of opportunity, autonomy, passion and recognition are shared by both types of entrepreneurs; While, the opportunity discovery is more specific to 2nd generation entrepreneurs.

As for factors of necessity, first-generation entrepreneurs are more constrained to entrepreneurship by unemployment, while those of 2nd generation go there for needs of flexibility.

The motivational factors that have also been identified are more of a pull than a push. This finding is more pronounced for second-generation entrepreneurs. Indeed, more and more women want to assert themselves and create innovative companies, so as not to remain marginal in economic activities.

Moreover, the difficulties associated with the family and social environment are shared by all categories of entrepreneurs, as they are more linked to stereotypes and to the place that society places for women.

All women seek to be self-sufficient by having a minimum income that can enable them to meet their needs and be independent. This is one of the main reasons why women choose to start a business. In addition, Onana (2009) noted "community altruism" as the main motivation to enter into business for Cameroonian women. This aspect was not highlighted in the study as fundamental in the decision to undertake. The woman undertakes above all for her personal achievement, afterwards, her entourage and society could benefit from it; But this comes in second place. Similarly, Tchaoussi (2003) in the possibilities and limitations of female entrepreneurship in Cameroon based her contribution on the assumption that women, in order to avoid exclusion, must self-occupy themselves by creating at least one activity generating Income or social utility. In the absence of being capitalist enterprises, the enterprises created by Beninese women, operating in agri-food innovation and which have been the subject of this study, are oriented towards profit-seeking. Although the latter often have little control over their cost of production or pay poorly for their labor power.

By focusing on the creation of businesses as network businesses, Arocena et al. (1983) have shown, in the specific case of women, that they do not create "at random", that their creation of company is always located in a known field within the framework of a relational network and a "milieu Support ". According to Shane (2000), the fact of belonging to a family of entrepreneurs would seem to help in the development of an entrepreneurial spirit. This may explain why it has been observed that second-generation entrepreneurs are more motivated by the discovery of opportunities than those of the first generation. They are better at detecting and seizing these opportunities because they have better entrepreneurial skills.

Unemployment is also an important motivating factor that positively influences entrepreneurship. It guides the choice towards vocational training, in order not to be dependent on the labor market. Cowling & Bygrave (2003) even estimate that the number of entrepreneurs per need increases with rising unemployment.

It would also be wrong to omit the role of the family and social environment among the factors that influence women's entrepreneurial success. According to the global entrepreneurship monitor (GEM, 2012), women's entrepreneurship has a direct impact on the place of women in our society and in economic life, as well as gender equality. The support of the family is very decisive for the success of the woman entrepreneur; Especially that of the spouse. Recent work on women's entrepreneurship tends to show that the role of the spouse is even more important for women. Kirkwood (2009) reports that the woman consults her spouse before any decision of an entrepreneurial nature, specificity attested by other research (Brush, 1992). This point would be a feminine specificity, which, according to the latter author, approaches his professional work from a relational perspective. Anna & al. (2012) reveal that the nature and level of support the spouse brings to the entrepreneur woman can be predicted based on

adherence to the stereotypes (or ideology) that guide each of these two individuals in the distribution of roles according to the sexes. She shows in her works that the quality of the ties of the couple relationship is a determining factor in obtaining the support of the spouse and thus ensure the successful completion of the entrepreneurial approach.

In addition, some authors share the view that women in developing countries would be more necessarily oriented towards creation, as opposed to women in developed countries who are more inclined to create business opportunities (Langowitz and Minniti, 2007, Brush et al. Cooper, 2012). This trend is evolving with education and the various programs for the empowerment of women in developing countries. Some women are increasingly gaining autonomy and confidence in their skills and ability to build businesses that are equally successful, or even more so than men.

### Conclusion:-

The analysis of the cases conducted in this study reveals pull and push factors that motivate women's entrepreneurial decisions, depending on whether they belong to a first or second-generation entrepreneur. There are shared and specific factors for each category of entrepreneur. This study makes it possible to show that Beninese and second-generation entrepreneurs in particular, who embark on activities with medium or high added value are more motivated by factors of attraction than necessity. A specificity that is not reflected in previous research. Women see entrepreneurship as the best way out. The Beninese entrepreneurs are very active; But they are often handicapped in their approach by the need to reconcile their family life and that of the company. This explains their very low workforce at the head of very large companies.

The limitations of this study are related to the limited number of women entrepreneurs who took part; Which does not make it possible to highlight the specificities of each category in a convincing way. In future research, it would be interesting to consider a quantitative study with a substantial number of observations to further explore the subject.

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