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A Multivariate Analysis of the Development of Online Women Entrepreneurship in Bangladesh

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Abstract

In recent years, a good number of women entrepreneurs of Bangladesh are doing their businesses online. The reasons can be attributed by the development of IT infrastructure and the internet support facilities in the country. The number of internet subscribers in Bangladesh is 86 million out of 170 million people of Bangladesh which is more than 50% of the total population. The rate of tele-density in Bangladesh is 91%. With the use of modern information technology and ease of internet, small and medium enterprises (SMEs) have made its way in online business which is expanding the e-commerce business of the country. It is popularly opined that the online business is the business of women entrepreneurs in Bangladesh. Studies show that the majority of the owners of these online SMEs are women and the number is continuously increasing in this sector. Hence, this paper aims at identifying the factors that led to the development of online women entrepreneurship in Bangladesh. A survey was conducted among 200online women entrepreneurs of Bangladesh who are primarily involved in clothing, beauty care products, fashion and accessories and musical instruments businesses. Factor analysis was conducted to identify the factors related to the development of online women entrepreneurs in Bangladesh. Regression analysis was carried out to examine the impact of influencing factors on the overall development of online women entrepreneurs in Bangladesh. Results show that the factors concerned with the expansion of online women entrepreneurship in Bangladesh are government incentives, business experience of the entrepreneurs, market demand, management capability of the entrepreneur, tax and other government charges for doing online business, tastes and preferences of the people of the country, support from husband and family members of the women entrepreneurs. If the policymakers can address these factors, the development of online women entrepreneurship in Bangladesh will be excelled.

Keywords: Online Women Entrepreneurs, government incentives, E-commerce, Tastes and Preferences, SME Entrepreneurs.

1. Background

Presently, women entrepreneurs of Bangladesh are involved in business and economic activities of the country especially in the SME (Small and Medium Enterprises) businesses.

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Women entrepreneurs constitute above ten percent of the total number of entrepreneurs in Bangladesh. According to the Economic Census 2013. the number of female headed establishments in Bangladesh was 0.56 million (Mujeri, 2019). In reality, many women have surpassed their male counterparts in small and cottage industries especially the handicrafts sector, while many courageous entrepreneurs have excelled in Small and Medium Enterprises (SMEs) in the country[1]. In Bangladesh a population of 165 million with 33% mobile internet user, the E-commerce market is by all means considerably potential in up and coming days[2].Currently, the following four types of e-Commerce are popular in Bangladesh[3] such as, (i) Business-to-Business (B2B) (ii) Business-to-Consumer (B2C) (iii) Consumer-to-Consumer (C2C) and (iv) Business-to-Employees (B2E). These involvements are playing a vital role to enhancement of the economy of Bangladesh. Research shows that the development of SME is one of the key reasons for growing the economy of Bangladesh. Entrepreneurial success depends on the effectiveness of the entrepreneur's personal and social network, including relationships with bankers, customers, suppliers and others in a position to influence the development of the new venture (Buttner, Rosen. 1988).But it is still unclear that what factors are responsible to create online women entrepreneurship in Bangladesh. Therefore, this study aims at identifying the factors affecting the development of online women entrepreneurs in Bangladesh.

2. Literature Review

Today, entrepreneurship has become an important profession among the women of Bangladesh at various levels of the society, both in the urban and the rural areas. The reason for the interest varies according to the different classes of the society. Where women of the poorer sections of the society, especially of the rural areas, due to poverty, have been forced into off-house income through entrepreneurship for economic solvency, the women of the middle class families, who have always lived restricted lives, have today, ventured into this profession as a challenge and an adventure into a new world of economic activity. On the other hand, many women have taken up entrepreneurship and become business women not necessarily to earn and survive and raise the living standards, but to form their careers and become professionals in order to establish their rights through the development of a sector and thereby contribute towards the progress of the society and the nation. Women all over the world have now participated in various entrepreneurial sectors(Nasima & Naznin, 2014). It is observed that women can establish business units in those areas where they have core competency. Women have proved their core competency in the areas of Information

[1]https://www.google.com/search?sxsrf=ACYBGNRxPv6ifVcj1UeZM4O-lptNsBGXvw%3A1571560539487&ei=WxysXZyvHcKFyAO3m5noDA&q=number+of+Online+Women+Entrepreneurship+in+Bangladesh+statistics&oq=number+of+Online+Women+Entrepreneurship+in+Bangladesh+statistics&gs_l=psy-ab.3...5051.14931..15128...0.0..0.163.2960.0j21.....0....1..gws-wiz.dNYKHgJzIzI&ved=0ahUKEwjcyMudt6rlAhXCAnIKHbdNBs0Q4dUDCAs&uact=5

[2]https://brainstation-23.com/e-commerce-business-scenario-in-bangladesh-2006-to-2018/

[3]https://www.google.com/search?sxsrf=ACYBGNTbsVb98PmfBrpOmJCjRDR2MUccog%3A1571479390774&ei=Xt-qXezzLojcvAS7zYPADA&q=Online+business+Entrepreneurs+in+Bangladesh+statistics&oq=Online+business+Entrepreneurs+in+Bangladesh+statistics&gs_l=psy-ab.3..3412.6089..6594...0.2..0.136.1150.0j9.....0....1..gws-wiz.....0i71j35i39j33i10.QlcMPJI_ZpE&ved=0ahUKEwjsmu_2iKjlAhUILo8KHbvmAMgQ4dUDCAs&uact=5

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Technology (IT), management, personal care services and health care services. Women are encouraged in these areas of business as they have core-competency. Besides the above areas, women entrepreneurs have emerged in the new areas like data base management, designing and multi-media services(Khadilkar Sujay 2016). In another study(Goffee and Scase, 1999) identified four types of female entrepreneurs such as: i) Conventional entrepreneurs; (ii) Innovative entrepreneurs, (iii) Domestic entrepreneurs and (iv) Radical entrepreneurs. In spite of women taking entrepreneurship in many challenging fields, the present women entrepreneurial activities in Bangladesh is not very satisfactory (Islam & Ahmed,2016) There are a number of constraints faced by women entrepreneurs in Bangladesh as summarized in following categories: Gender specific constrains, access to finance, access to financial institutions, lack of awareness of facilities and support services, lack of institutional support facilities, and lack of social capital (Abu Jahed, 2011). Zhang et al. [69] and Shin [56] state that in the case of online businesses, those involved are deliberately seeking to leverage the flexibility of the online environment to provide novel value to their customers, often through lower cost, enhanced choice, rapid fulfillment, increased socialization or combinations of these. Daniel et al. [15] and Di Domenico et al. [18] state that those operating their online businesses from home are additionally seeking to provide value whilst maintaining very low operating costs, requiring them to find creative ways to leverage and combine limited capitals. Study (Rahman, 2008) stated that the technological advancement in terms of ICT is the solution of the female entrepreneurs. According to a study on women entrepreneurship in online clothing sector of Dhaka, some other problems have been identified such as: lack of acknowledgement, lack of Facebook page security and genuine customers and fierce competition with the cheaper imported products (Albina Amin, 2018). Different types of organizations provide either direct or indirect supports to women entrepreneurs besides the government. Among various supporting organizations, the financial institutions are considered most important. A list of supporting organizations is given : (a) Bangladesh Small and Cottage Industries Corporation (BSCIC) (b) Bangladesh Bank (c) State and private commercial banks (d) Financial institutions (e) Bangladesh Rural Development Board (BRDB) (f) Bangladesh Management Development Institute (BMDI) (g) Directorate of Women Affairs (DWA) (h) Development of Youth Development (DYD) (i) Bangladesh Manpower Training Bureau (BMTB) (j) Micro-industries Development and Assistance Services (MIDAS) (k) Job Opportunities and Business Support (JOBS) (l) NGO-MFIs MSME program (Lovely Parvin and JiaJinrong, 2012). The active participation of Bangladesh government, NGOs and other agencies in helping to create ways for women to emerge in entrepreneurial development has also been seen over the recent years. These institutions have provided opportunities to promote entrepreneurial skill among women. Such as, Income generating activities, credit facilities, skill training, market opportunities (Mohammed Abu Jahed, 2011). Systematic reforms have also been taken across all the sectors throughout Bangladesh over the last decade. Emphasizing on initiatives to increase participation of women in the economic sector by providing and establishing-laws, international conventions, and affirmative action's to meet quotas to ensure women's participation (Groundwork, 2002). The factor analysis part of the study regarding the development of women entrepreneurship in Bangladesh has found out eleven factors that are the determinants for developing women entrepreneurship in Bangladesh. The factors are: dynamism and luck of the entrepreneurs followed by financial support, negotiation and bargaining skills, family support, management of sales, support of the educational and incubator organizations, personnel management skills, self-awareness, effective marketing skills, long-term involvement in business, and training on business. The most important

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factor for the development of women entrepreneurship in this regard is dynamism and luck of the entrepreneurs followed by financial support, negotiation and bargaining skills, family support, management of sales, support of the educational and incubator organizations, personnel management skills, self-awareness, effective marketing skills, long-term involvement in business, and training on business (Nazrul and Rizvi,2016). In another study by Sandip and Mollika eight factors have been found which are contributing to success of women entrepreneurs. Those are access to technology, Interpersonal Skill, Business Feature, Training and Motivation, Social security and freedom, Assistance and easy regulation, quality assurance and Risk encountering (Sandeep and Mollika, 2014). A study (Aktaruddin, 1999) showed that personal attributes are key factors for entrepreneurial success or failure. Among personal attributes the entrepreneurial intention has seemed great importance among entrepreneurs as well as researchers. The stronger the intention the more the actions will likely be. However, such entrepreneurial intention depends on the overall evaluation of and outcomes of an entrepreneurial drive on certain opportunities (Kabir & Haque, 2017). Personal qualities such as hard work and perseverance, management and marketing skills, support provided by their spouses or family are seemed to be the main reasons behind the success of the women entrepreneurs (Afroze, et.al., 2015). Hence, the emergence and development of entrepreneurship largely depends on the supporting conditions of different factors such as economic, social, cultural, and psychological. Based on institutional theory, these factors can also be divided into regulative, normative and cognitive factors. Regulative factors refer to the rules and regulations of Government and other institutions that influence women entrepreneurship development in rural Bangladesh (Nawaz, 2009). Hence, online women entrepreneurs are concerned with some important factors. The important issues related to online women entrepreneurship are shown in Table 1.

Table 1 Review of Literature

Author (Year)	Risk Taking Ability	Government Policies	Interpersonal skills	Creativity & Skills	Financing Access	Regulation	Business feature	Training	Social Factors	Market Condition	Family Support
(Kemkar& Sharma, 2016)	✓			✓		✓			✓		
(Sarkar & Palit,2014)		✓	✓	✓			✓	✓	✓	✓	✓
(Nasima&Alam, 2010)			✓				✓				✓
(Islam, Mustafi& Bose, 2018)	✓	✓		✓		✓		✓	✓	✓	
(Rahman, 2012)		✓			✓	✓		✓		✓	
(Islam & Ahmed,2016)			✓		✓		✓	✓			✓
(Islam & Arefin,2018)				✓	✓		✓				
(Amin,2018)			✓			✓	✓		✓	✓	✓
(Jahed, Kulsom& Akhter2011)					✓	✓	✓		✓		
(Ahmed & Huq,2013)		✓	✓	✓	✓		✓	✓		✓	✓

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(Reza &Gazi, 2014)		✓			✓	✓		✓		✓	
(Siddique, 2015)	✓	✓			✓	✓		✓	✓	✓	
(Kabir, Haque&Sarwar, 2017)	✓		✓	✓							
(Madhukar,2015)	✓		✓		✓	✓			✓		✓

3. Research Methods

This section describes the respondents' profiles and procedures, questionnaire design and test of reliability, determination of sample size, data collection, analytical tools and test of reliability, etc.

3.1 Respondents Profiles

Table 2 shows that 45.50% of the respondents are at the age of 24-29 years followed by 44% at the age of 1823 years, 8.50% at the age of 30-35 years, 1.50% at the age of 36-41 years and 0.50% at the age of 41 years and above.

Table 2 Age Distribution of the Respondent Women Entrepreneurs

Age of the Respondents	Frequency	Percent	Valid Percent	Cumulative Percent
18 to 23	88	44.0	44.0	44.0
24 to 29	91	45.5	45.5	89.5
30-35	17	8.5	8.5	98.0
36-41	3	1.5	1.5	99.5
41 and above	1	.5	.5	100.0
Total	200	100.0	100.0	

The majority of the respondent women entrepreneurs were unmarried (65.50%) and 34.50% were married (Table 3).

Table 3 Marital Status of the Respondent Women Entrepreneurs

Marital Status	Frequency	Percent	Valid Percent	Cumulative Percent
Married	69	34.5	34.5	34.5
Unmarried	131	65.5	65.5	100.0
Total	200	100.0	100.0	

Educational background of the respondents shows that the majority of them have bachelor and higher degrees (60.50%) followed by HSC and equivalent (38%) and SSC and equivalent (1.50%) (Table 4).

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Table 4 Educational Qualifications of the Respondent Women Entrepreneurs

Educational Qualifications	Frequency	Percent	Valid Percent	Cumulative Percent
SSC and Equivalent	3	1.5	1.5	1.5
HSC and Equivalent	76	38.0	38.0	39.5
Bachelor and Above	121	60.5	60.5	100.0
Total	200	100.0	100.0	

Business experience of the sample respondents shows that 43.5% respondents have 1-3 years followed by 33% have less than 1 year, 17% have 4-6 years, 5.5%% have 7-9 years, and 1% have more than 10 years (Table 5).

Table 5 Years of Involvement in Businessof Women Entrepreneurs

Years	Frequency	Percent	Valid Percent	Cumulative Percent
<1 Year	66	33.0	33.0	33.0
1 to 3 Years	87	43.5	43.5	76.5
4 to 6 Years	34	17.0	17.0	93.5
7 to 9 Years	11	5.5	5.5	99.0
>10 Years	2	1.0	1.0	100.0
Total	200	100.0	100.0	

3.2 Sample Design and Determination of Sample Size

There are nine public banks in Bangladesh. Among these banks, three are specialized banks that are currently operating their services beside of six public commercial banks. It was opined by the experts that there are more than one million female headed establishments in Bangladesh and of which 10% are online women entrepreneurs i.e., 1,00,000.

The sample size of this study was determined by using the following formula suggested by Yamane (1967).

$$n = \frac{N}{1 + N(e)^2}$$

Where, n is the sample size, N is the population size, and e is the level of precision. For this study, level of precision is presumed as 0.08 and the population size is 1,00,000. Putting these values in the above equation, the required number of sample size becomes approximately 156. This study interviewed 200online women entrepreneurs who are engaged in small and medium entrepreneurial businesses. This figure is well above the critical sample size of 200 for employing multivariate analysis (Hair et al., 1998). Taking the accessibility and willingness of the employees to respond to this study into account, Convenience Sampling Method was used to draw the sampling units (Malhotra, 2007).

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3.3 Questionnaire Design

The structured questionnaire developed by Dabholkar (1996) was used in this research to collect information from the literature review on the factors that influence the development of online women entrepreneurs in Bangladesh. Responses to all the statements in the questionnaire were measured on a five-point scale ranging from 1 to 5 with 1 indicating strongly disagree and 5 indicating strongly agree. One of the relative advantages of using this scale is its suitability for the applications of multifarious statistical tools used in marketing and social research study (Malhotra, 1999). The collected data were statistically processed subsequently to get the useful information. The reliability statistics show that the internal consistency of the questionnaire is under the acceptable limit (Nunnally, 1978). The reliability statistics are at the acceptable level (Table 6).

Table 6 Reliability Statistics

Cronbach's Alpha	N of Items
0.942	33

3.4 Data Collection & Analysis

Data were collected from both primary and secondary sources. Primary data were used for identification of the factors that influence the development of online women entrepreneurs in Bangladesh. The survey was conducted among the online women entrepreneurs of Bangladesh. The survey was conducted in 2019. The interviewers were properly trained on the items included in the questionnaire for data collection before commencing the interview. Along with descriptive statistics[4], inferential statistical[5] techniques such as, Factor Analysis and Multiple Regression Analysis were used to analyze the data. A Principal Component Analysis (PCA) with an Orthogonal Rotation (Varimax)[6] using the SPSS (Statistical Package for Social Sciences) was performed on the survey data. Multiple Regression Analysis[7] such as, Multiple Regression was conducted by using SPSS to identify the relationships between the dependent and independent variables and the significant factors**.**

4. Analysis and Interpretations

4.1 Results of Factor Analysis

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[4] Descriptive statistics includes statistical procedures that we use to describe the population we are studying. The data could be collected from either a sample or a population, but the results help us organize and describe data. Descriptive statistics can only be used to describe the group that is being studying. That is, the results cannot be generalized to any larger group.

[5] Inferential statistics is concerned with making predictions or inferences about a population from observations and analyses of a sample. That is, we can take the results of an analysis using a sample and can generalize it to the larger population that the sample represents.

[6] Varimax rotation is an orthogonal rotation of the factor axes to maximize the variance of the squared loadings of a factor (column) on all the variables (rows) in a factor matrix, which has the effect of differentiating the original variables by extracted factor. Each factor will tend to have either large or small loadings of any particular variable. A varimax solution yields results which make it as easy as possible to identify each variable with a single factor. This is the most common rotation option.

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The results of exploratory factor analysis show that all the variables concerning the influence on the online women entrepreneurship development in Bangladesh have high communalities indicating the variables are important in this study (Table 7).

Table 7 Communalities of the Variables

Variables	Extraction
1. Government policy regarding IT business	.573
2. Incentives provided by government to the IT entrepreneurs	.697
3. Assistance from supportive agencies	.618
4. IT education of the entrepreneur	.679
5. Access to information	.679
6. Access to training in IT	.641
7. Availability of information and information technology	.586
8. Working capital for doing business	.514
9. Tax on entrepreneurial businesses	.805
10. Licensing policy of the government	.759
11. Support of husband and family members	.618
12. Availability of financial agency for sourcing finance	.666
13. Collateral security	.588
14. Leadership qualities of the entrepreneur	.725
15. Management capability of the entrepreneur	.801
16. Credit management efficiency	.686
17. High earnings potentiality of the business	.566
18. Adequate infrastructural facilities in the country	.562
19. Political stability	.594
20. Market demand of the IT services	.548
21. Technical knowledge of the entrepreneur	.598
22. Business experience of the entrepreneur	.751
23. Promotional effort of the entrepreneur	.584
24. Business feasibility study report	.707
25. Marketing of the IT services	.722
26. Law relating to IT use and IT business	.593
27. Availability of venture capital/venture capital firm	.689
28. Scope for raising of capital from capital markets	.539
29. Comprehensive business plan	.547
30. Innovation in IT sector	.690
31. Expansion of IT education in the country	.696
32. Change in taste and preferences of the people	.678
33. Overall IT infrastructure of the country	.540

Extraction Method: Principal Component Analysis.

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This study identified seven factors related to the development of online women entrepreneurship development in Bangladesh. This eight together explained 64.36% of the variance of the data set. Factor analysis identified seven factors for the development of online women entrepreneurship in Bangladesh. The factors are concerned with government incentives, business experience of the entrepreneur, market demand, management capability of the entrepreneur, tax and other government charges, taste and preference of the people, husband and family support (Table 8).

Table 8 Total Variance Explained

Factors	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
1. Government Incentives	11.946	36.199	36.199
2. Business Experience of the Entrepreneur	2.854	8.649	44.847
3. Market Demand	1.789	5.422	50.269
4. Management Capability of the Entrepreneur	1.337	4.052	54.321
5. Tax and Other Government Charges	1.119	3.391	57.712
6. Taste and Preference of the People	1.113	3.372	61.084
7. Husband and Family Support	1.081	3.276	64.360

Extraction Method: Principal Component Analysis.

Table 9 shows the factor loadings of the variables constituted seven factors are very high. It shows that the factor loadings of all the variables are high indicating that the variables constituted the factor(s) have higher level of relationships with them.

Table 9 Rotated Component Matrix[a]

Factors/Variables	Component						
	1	2	3	4	5	6	7
Factor 1Government Incentives							
Incentives provided by government to the IT entrepreneurs	.800						
Assistance from supportive agencies	.709						
IT education of the entrepreneur	.679						
Access to information	.672						
Government policy regarding IT business	.669						
Access to training in IT	.647						
Availability of information and information technology	.548						
Availability of financial agency for sourcing finance	.507						
Overall IT infrastructure of the country	.426						
Factor 2 Business Experience of the Entrepreneur							
Business experience of the entrepreneur		.786					

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Business feasibility study report		.761					
Promotional effort of the entrepreneur		.607					
Marketing of the IT services		.599					
Law relating to IT use and IT business		.494					
Technical knowledge of the entrepreneur		.490					
High earnings potentiality of the business		.465					
Factor 3 Market Demand							
Market demand of the IT services			.664				
Political stability			.566				
Working capital for doing business			.551				
Adequate infrastructural facilities in the country			.501				
Availability of venture capital/venture capital firm			.494				
Comprehensive business plan			.481				
Scope for raising of capital from capital markets			.472				
Innovation in IT sector			.460				
Factor 4 Management Capability of the Entrepreneur							
Management capability of the entrepreneur				.817			
Leadership qualities of the entrepreneur				.762			
Credit management efficiency				.701			
Factor 5 Tax and Other Government Charges							
Tax on entrepreneurial businesses					.874		
Licensing policy of the government					.800		
Collateral security					.470		
Factor 6 Taste and Preference of the People							
Change in taste and preferences of the people						.716	
Expansion of IT education in the country						.578	
Factor 7 Husband and Family Support							
Support of husband and family members							.671

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 11 iterations.

4.2 Results of Multiple Regression Analysis

Model summary shows that the R square value of the model is 0.371 (Table 10).

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Table 10 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.609[a]	.371	.348	.713

a. Predictors: (Constant), REGR factor score 7 for analysis 1, REGR factor score 6 for analysis 1, REGR factor score 5 for analysis 1, REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1

ANOVA shows that all the seven factors together significantly related to the overall development of online women entrepreneurship in Bangladesh (Table 11).

Table 11 ANOVA[b]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	57.461	7	8.209	16.155	.000[a]
Residual	97.559	192	.508		
Total	155.020	199			

a. Predictors: (Constant), REGR factor score 7 for analysis 1, REGR factor score 6 for analysis 1, REGR factor score 5 for analysis 1, REGR factor score 4 for analysis 1, REGR factor score 3 for analysis 1, REGR factor score 2 for analysis 1, REGR factor score 1 for analysis 1

b. Dependent Variable: The above mentioned all the factors influence the development of online women entrepreneurs in Bangladesh.

This study identified seven factors related to the development of online women entrepreneurs in Bangladesh such as, government incentives, business experience of the entrepreneur, market demand, management capability of the entrepreneur, tax and other government charges, taste and preference of the people, husband and family support. Individual factor relationships show that the factor like government incentives, business experience of the entrepreneur, market demand, entrepreneur'smanagement capability, taste and preference of the peopleare significant and factors named tax and other government charges and husband and family supportare not significant in this study (Table 12).

Table 12 Coefficients[a]

Factor	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.930	.050		77.970	.000
1. Government Incentives	*.263*	*.051*	*.298*	*5.213*	*.000*
2. Business Experience of the Entrepreneur	*.303*	*.051*	*.343*	*5.999*	*.000*
3. Market Demand	*.220*	*.051*	*.249*	*4.349*	*.000*
4. Management Capability of the Entrepreneur	*.196*	*.051*	*.222*	*3.871*	*.000*

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5. Tax and Other Government Charges	-.013	.051	-.014	-.251	.802
6. Taste and Preference of the People	*.193*	*.051*	*.219*	*3.822*	*.000*
7. Husband and Family Support	.059	.051	.067	1.167	.244

a. Dependent Variable: The above mentioned all the factors influence the development of online women entrepreneurs in Bangladesh.

5. Conclusions and Recommendations

This study identified seven factors related to the development of online women entrepreneurs in Bangladesh. The factors are: government incentives, business experience of the entrepreneurs, market demand, management capability of the entrepreneur, tax and other government charges for doing online business, tastes and preferences of the people of the country, support from husband and family members of the women entrepreneurs. All the factors together are significantly related to the overall development of online women entrepreneurship in Bangladesh. This means that if these supports are extended by the government and non-government organizations to the online women entrepreneurs in Bangladesh there will be a positive impact in this sector of business. Individual factor relationships show that the factor such as, government incentives, business experience of the entrepreneur, market demand, management capability of the entrepreneur, tastes and preferences of the people are significant factors for the development of online women entrepreneurship in Bangladesh. The factors named tax and other government charges and support of husband and family members are not significant in this study. However, there is an ample scope to conduct further study on this very important industry and the entrepreneurs by taking more samples into consideration that can result in some different useful conclusions in future.

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