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Impact of Agents of Socialization and Ascribed Status on the Entrepreneurial Intention of Female in the Context of Pakistan

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Abstract:

The concept of female entrepreneurship is not new even in Pakistan and accepted as an important instrument for achieving sustainable economic growth. While entrepreneurial intention of females in Pakistan is low due to low self-confidence and stereotyped images which is conferred by traditional culture and society. The main objective of this study was to investigate the impact of agents of socialization and ascribed status on the entrepreneurial intention of female in the context of Pakistan. For this purpose, relevant data was collected from 100 female respondents belonging to three social classes with different demographic characteristics. To test the model, regression analysis was carried out with the help of SPSS which found that there is strong and negative relationship between agents of socialization and entrepreneurial intention of female. It is also found that ascribed status have also strong and negative relationship with entrepreneurial intention of female. However, ascribed status acts as an influencer which extra perform their negative role to change the direction of female intention toward entrepreneurship as compared with agents of socialization. Final conclusion of this study is that agents of socialization and ascribed status have strong and negative influence on the entrepreneurial intention of females in Pakistan. However, family background has significant aspect which holds and controls the influences of various socializers on the entrepreneurial intention of female. Therefore, agents of socialization act differently in different social classes. Outcomes of this study will be beneficial for regulatory bodies and policy makers to implement good and flexible policies which encourage and upturn the entrepreneurial intention in females enabling them to contribute their expected role in Pakistan.

Keywords: *Entrepreneurial intention of female, Agents of Socialization, Ascribed Status, Theory of Planned Behavior.*

1. Introduction

Female entrepreneurship is one of the most effective and positive force for convalescing economic condition around the globe (Reynolds, Hay, Bygrave, Camp, & Autio, 2000). The significance of female entrepreneurship cannot be ruled out because it not only cause to generate revenue but also lend a hand in fighting with poverty alleviation and diminution in unemployment (Misango & Ongiti, 2013). Thus importance of female entrepreneurship is acknowledged as the wide-ranging driver of economic growth and social welfare all over the world and females as entrepreneurs are getting increasing importance as a member of the entrepreneurial family (Acs, 2006).

The concept of female entrepreneurship is not new even in Pakistan and accepted as an important instrument for achieving sustainable economic growth (Tambunan, 2009). The low rate of female entrepreneurs in Pakistan illustrates disregard to the importance of female entrepreneurship which is essential for economic steps forward. Usually, culture of Pakistan is prevailing in the male dominant society and females are assumed to be housewives and powerless, which perimeter their entrepreneurial intention to begin with businesses as a career and bound to live their lives confined to homes in restricted social and cultural environment (Roomi & Parrott, 2008). These are main causes for which the females in Pakistan are incapable to play their expected role and contribute the welfare of economy. In current situation of Pakistan, females are not interested to enter into new ventures but give more preference to start their career in the stable employment (Ahl, 2006). This existing condition reflected that various socializers are involved in blocking the direction of Pakistani females' mind-set toward starting new ventures and prevent them to create entrepreneurial intention which ultimately leads to increase the unemployment rate and lazy economic activities.

To address the above issues, the study is focused on the main problem that to what extent the agents of socialization and ascribed statuses have impact on the entrepreneurial intention of females in the context of Pakistan. Entrepreneurial intention in females may be differing from society to society. In our society, the lack of entrepreneurial intention in females is showing that attitudes and behaviours of females are continuously affected and pressurized by different socializers (Singh Sandhu, Fahmi Sidique, & Riaz, 2011). The reasons behind are that Pakistan is an Islamic country having population majority of Muslims, who live their life according to the Islamic rules and regulations (Abbott, 1968) but in reality the problem started when they perceived code of Islam in different perspectives according to their knowledge. According to their different approaches regarding Islamic codes, they have made

perception that women are born for household activities and if they work beyond their traditional roles like doing businesses then it will be against the Islamic rules and regulations (Syed, Burke, Pinar Acar, & Syed, 2010). It is an irrefutable truth that Islamic rules and regulations are not against the entrepreneurship of Muslims females even Prophet Mohammad (PBUH) himself motivated females in various occupation related activities and example of His own wife Hazrat Khadija is the greatest for us (Ullah, Mahmud, & Yousuf, 2013). Our society is embedded with self-made values, norms and beliefs satisfying males' desires in which male and female are not treated equally. However, in depth analysis reveals that males are scared about their dominant position and presume that females will leave males dependency for their needs if they start their own businesses. For these reasons, the males in our society take every step in two categories not only to pressurize but also to block the entrepreneurial intention of females to start their own businesses. In one category, the attitudes and behaviours of female are influenced through interaction within societal, cultural and religious values and beliefs. In the second category, females are made to understand their role dominated by birth and starts controlling their mind-set from the time of childhood and mentally pressurize them to perform their confined roles and duties, according to traditional images, family and social class values (Roomi, 2013). For this purpose, the impact of agents of socialization and ascribed status on entrepreneurial intention of female will be separately analyzed. Finally, it will also be analyzed that how impact of these variables change the perceptive direction of females toward entrepreneurial intention.

Previously, a series of studies on agents of socialization, ascribed status and entrepreneurial intention of female were done by various scholars. In these studies, researchers' focused on impact of various agents of socialization on entrepreneurial intention of female (Durand, 2008; Foreman-Peck & Zhou, 2014; Ismail, Ahmad, Gadar, & Yunus, 2012; Moschis & Churchill Jr, 1978). Cultural effects on entrepreneurial intention of female (Chamlee-Wright, 2002; Mueller, 2004; Welter, 2004). Effects of religion on entrepreneurial intention of female (Audretsch, Boente, & Tamvada, 2007; Kristiansen & Indarti, 2004; Nga & Shamuganathan, 2010). Impacts of Gender role, Social classes, family and peers on the entrepreneurial intention of female (Anderson & Miller, 2003; Gupta, Turban, & Bhawe, 2008; Gupta, Turban, Wasti, & Sikdar, 2009; Shinnar, Giacomini, & Janssen, 2012).

It is observed that the variables used in this study have not earlier been discussed together. In the earlier studies, impact of various ascribed statuses of females was analyzed inside the variable of agents of socialization. Therefore, the agents of socialization and ascribed statuses are separated in this study to separately analyze the impact of agents of socialization and ascribed statuses on the entrepreneurial intention of female in the context of Pakistan. For this purpose, we have interconnected all these variables in a way to find out how agents of socialization and ascribed statuses impact and change the direction of females towards entrepreneurial intention.

This study reflected practical implications for regulatory bodies and policy makers to develop brilliant policies for endorsing female entrepreneurship environment, provide them good atmosphere and facilities and create awareness through introducing female role models of Muslim world to encourage and promote entrepreneurial intention of females in Pakistan.

To the best of our knowledge, this study is first of its nature. We have introduced the new concept by taking the three variables together in the context of Pakistan. Results of this study enhanced and supported to the existing literature.

Results of this study will be beneficial for regulatory bodies and policy makers to implement good and flexible policies which encourage and upturn the entrepreneurial intention of females in Pakistan.

While continuing with the study, we have critically examined the literature and then discussed theoretical framework and formulated hypotheses. Next, we have discussed research methodology and data analysis. Finally, we have discussed the results and concluded with some implications.

2. Literature Review

Entrepreneurship is a derivative of the French word "entrepreneur". It can be defined as "a dynamic process of creating wealth by individuals who organizes and manages any enterprise usually with considerable initiative and risk by infused the necessary skills and resources" (Gumpert & Stevenson, 1985). Richard Cantillon first brought it into light in the 18th century. He considered entrepreneurs as the drivers of trade and economy (Murphy, 1987). The major role of entrepreneurship in the economy motivated the individuals towards entrepreneurship (Klofsten, 2000).

Female entrepreneurship is not a new concept. Female entrepreneurs can be defined as "a female who have the skills and initiative necessary to take good new ideas to market and make the right decisions to make the idea profitable". Role of female entrepreneurs has been proved as a significant instrument in the development of economy and its growth (Davidsson, 1995). This has focused the attention paid to the prospective role of female entrepreneurs (Krueger & Brazeal, 1994). Entrepreneurial intention is vital in persuading a female to become a part of entrepreneurship family. Entrepreneurial intention can be defined as "direction and desire of an individual to start a business rather to do a job" (Bird, 1988). Entrepreneurial intentional process presents a state of mind which directs an individual's attention toward achieving an explicit purpose (Bird, 1988). Entrepreneurial intention, certainly is planned actions directing an predictable outcome (Ajzen, 1991). In a study of Mathews & Moser, exploring differences in male and female attitudes and behaviours toward entrepreneurial intention (Mathews & Moser, 1995) have found that males have stronger intentions than female. Entrepreneurial intention of females in Pakistan is low due to low self-confidence and stereotyped images which is conferred by traditional culture and society (Anwar ul Haq, Usman, Hussain, & Anjum, 2014)

Agents of socialization shape the individual's attitudes towards adopting entrepreneurship and can be defined as social experiences influencing an individual's approach and behavioural and other directions toward life. However male and female always respond differently to different agents of socialization (Sohn, Joo, Grable, Lee, & Kim, 2012). Agents of socialization influence the attitude and behaviour of female entrepreneur through course of socialization (Friebus, 1977). Various researcher have used the word "socialization" to refer the process through which an individual learn the norms, values, customs and beliefs of its society and makes

himself capable to interact within the society (Rogoff, 1981). Agents of socialization may be any person or organization internal and external that helps an individual to participate with society and adjust his behaviour to match social structure (Giddens, Duneier, Appelbaum, & Carr, 2000). With respect to female entrepreneur, these socializers divided into internal and external, both drive her in adopting the social structure. Internal socializers include people most close to her and therefore have very important position in determining her behaviours and decisions. External socializers on the other hand comprise those bodies or places which influence her to find her place within the society (Moschis & Churchill Jr, 1978). Therefore, it can be said that agents of socialization instils the social direction in the life of a female and shape the way she responds to choose entrepreneurship as career.

The concept of ascribed status describes the social position either hereditary to an individual or forced to him without their will and control. In ascribed status, individual does not choose its status with his own intention (Foladare, 1969). Ascribed status therefore can be defined as "A social position assigned to a person by birth in his society due to factors such as age, sex or race" (Albonetti & Hepburn, 1996). Ascribed status influences the social status of an individual and covers most aspects of life including recognition according to its family background, social class and its gender role. This is attached to an individual by birth and the society strictly rank its social status according to the inherited background (Lin, 1999). Therefore, it can be said that the ascribed status of female explains her social position which assigned by birth and influences her attitudes and behavior to choose entrepreneurship as a career.

According to several researchers, entrepreneurship environment is affected by various socializers which influences on the entrepreneurial intention of female (Boyd & Vozikis, 1994; Cliff, 1998; Davidsson, 1995; Zhao, Seibert, & Hills, 2005). It is observed by Giddens et al. that four major socializers strongly impact on the intention of female through the process of socialization viz. family; schools; peers, and media (Giddens et al., 2000). Findings of Henderson & Robertson shows that Family, gender role and social class are closely interrelated and have control on the children from the time of birth and these are specific socializers which induces the cultural norms and values to uphold them how to behave in the society and select career option (Henderson & Robertson, 2000). Family is considered to be a key socializer which influences children from the time of birth and entrench norms, beliefs and values that are appropriated with their culture values (Dryler, 1998). When children are borne, the parents start controlling the attitudes and behaviours of their children according to the gender roles and thus self-concept of females is affected by handling them in a different way (Shinnar et al., 2012). It is observed by Arnett that normally females obey their families' values amiably because these are emotionally attached with their parents and desire warm positive reaction from them. For that reason, family has major effect on decision making process of female for choosing entrepreneurship as a career (Arnett, 1995). Entrepreneurial intention of females is also affected by socialization within the schools from early education because schools are second place through which children learn the social norms, values and beliefs of their society (Berger, 2009). So schools are other important place which shapes the attitudes and behaviours of children for career option (Arnett, 1995). School based peers is also important socializers in modelling the behavior of children and considered as social motivators for building mind-set of an individual to make intention toward entrepreneurial activities (Gaviria & Raphael, 2001). Media is considered special socializer which transmits the social values and norms of any society to its viewers by conveying the messages and imagery communication (Díaz-García & Jiménez-Moreno, 2010). Various studies show that media has significant impact on the entrepreneurial intention of female by showing stereotyped images and social life (de Janasz, de Pillis, & Reardon, 2007; Gupta et al., 2008; Gupta et al., 2009; Kristiansen & Indarti, 2004). Stereotype representations of gender consign to social beliefs about the characteristics and attributes linked with each gender category. Traditionally the gender specific roles are taken as important interpreter of entrepreneurial intentions creating the for gender roles. The society opines that feelings behaviour is different in each gender (Dato-on & Mueller, 2008). A female's social class can be one of the most important predictor of her career choice (Anderson & Miller, 2003). Research has shown that those females who belong to wealthy and financially sound background are most likely to become self-employed rather than those who belonged to the social class lacking financially (Kim, Aldrich, & Keister, 2003). According to several studies, cultural values influence the entrepreneurial behavior (Busenitz, 1996; Davidsson, 1995; Krueger & Brazeal, 1994; Mueller & Thomas, 2001). Hofstede treat value as part of culture and observes that values are characteristics of individuals and that individual values are derived from culture. The cultural values may, however, vary within nations and may also partly cover between nations (Hofstede, 1984). It is observed by Markus & Kitayama that cultural values are significant predictor and playing important role in determining individual strategy and sense which consequently act as controlling and form favourable or unfavourable perception toward entrepreneurial intention (Markus & Kitayama, 1994). Thus, any individual who have no resources and opportunity to start a business, there will be no entrepreneurship intention even positive attitudes and behavior is prevailing (Davidsson, 1995). It is argued by Weber that entrepreneurial intention can be explained by cultural and religious factors (Weber, 1904). Every religion has its own norms, values and beliefs which provides complete framework of life: what to eat, where and how to behave in a society as per gender role which is reflected by an individual's life style (Swidler, 1986). Various studies showed that religious affiliation has strong influence on entrepreneurial intention (Krueger, 2007; Krueger, Reilly, & Carsrud, 2000; Liñán & Santos, 2007; Mair & Noboa, 2003).

After literature review, I have concluded the idea that deep work has been done on the impact of agents of socialization on entrepreneurial intention of female but the gap is identified that the earlier studies analyzed impact of various ascribed statuses of females inside the variable of agents of socialization but the ascribed status is assigned to females by birth. Researchers has not separately analysed its impact on female entrepreneurship. Therefore I have chosen this research topic to work on this important aspect.

3. Theoretical Framework

In this proposed model, theory of planned behaviour is applied because it clarifies the human behaviour toward intention. According to this theory, intention can be determined by three contemplations: behavioural beliefs, control beliefs and normative beliefs (Conner & Sparks, 1996). Behavioural beliefs build up attitude toward the behavior, normative beliefs produce subjective norm, and control beliefs generate perceived behavioural controls. Behavioural beliefs explain the attitude toward the behavior positively or negatively. Subjective norms look the social pressures on an individual to perform or not perform the behaviour. Perceived behavioural control determines others' approval or disapproval of the behavior. These beliefs interconnect on the clarification of an intention. Intention may be positive or negative (Aizen, 2010)

In earlier studies, it is observed that entrepreneurial intention is affected by the process of socialization (Carr & Sequeira, 2007; Rodriguez & Santos, 2009; Scherer, Adams, & Wiebe, 1989). Socialization interaction provides learning to an individual about values, norms and beliefs of its society and culture. Society and culture are bound together by the norms, beliefs and values of a particular religion. Religion is considered to be the hub which embeds the values in an individual. And the individuals living together at one place have commonly shared values construct a society which develops the culture according to their common shared values and beliefs. Therefore, society, culture and religion importantly influence to change the attitudes and behaviour and attitude is a good predictor of intentional process to start a new business. According to theory of planned behavior, attitude is a key predictor toward intention such as entrepreneurial intention. Females' mind-set is started to be controlled by their families according to their cultural values since they are born. This is done because their families want to change the attitudes of females and take responsibility to change their behaviour. First learning of females starts within the home that how they should behave and interact in society. After earlier stage, when females enter into socialization process then subjective norms start the control on intention of female by social forces to change their behavior according to social, cultural and religious values and beliefs. These social forces are called agents of socialization and influence the desire and direction of entrepreneurial intention in females to start a new business. These socializers influence the behaviour of females differently under the different cultural context. Female entrepreneurial intention is mostly affected by their family, social class and gender role. The social status is assigned to females by birth in the society which is called ascribed status. According to perceived behavioural control, family is the biggest influencer for the social development in females which controls the entrepreneurial intention by approval or disapproval toward behaviour for entering into new ventures. In the context of Pakistan, entrepreneurial intention of female can be negatively influenced by agents of socialization and ascribed status.

According to this model, it is proposed that the agents of socialization and ascribed status have significant impact on entrepreneurial intention of female. Following is the framework for the study:

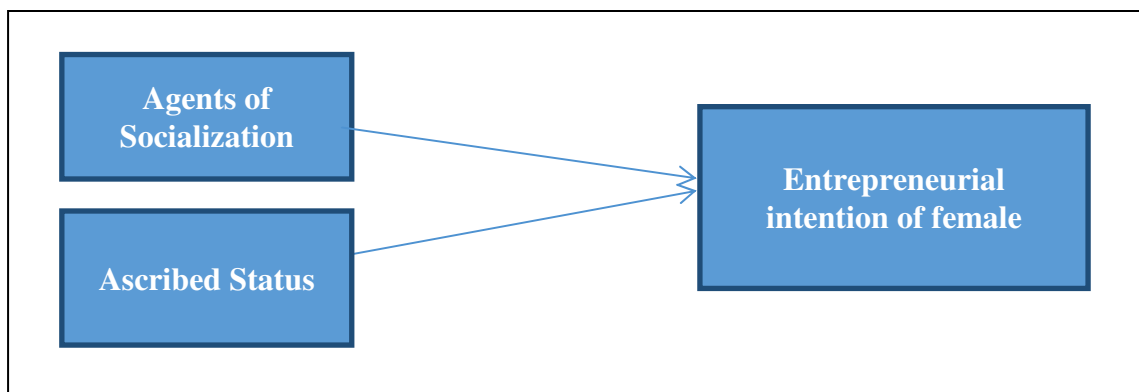


Figure 1

3.1. Hypothesis

Agents of socialization shape the females' attitudes and behaviours by approving or disapproving toward entrepreneurial intention (Tkachev & Kolvereid, 1999). However agents of socialization influence males and females differently (Gupta et al., 2009). Society, culture and religion are most important agents of socialization which in depth influence the attitudes and behaviours of females toward entrepreneurial intention. In this hypothesis, it is proposed that the agents of socialization have significant impact on entrepreneurial intention of females.

- Hypothesis₁= Agents of socialization have significant impact on entrepreneurial intention of females. Ascribed status is assigned to females by birth (Kohlberg, 1969). Therefore, family, social class and gender role are considered to be the biggest influencers for the social steps forward in females and the entrepreneurial intention (Bowen & Hisrich, 1986; Crant, 1996; Gupta et al., 2008). In this hypothesis, it is proposed that ascribed status have significant impact on entrepreneurial intention of females.
- Hypothesis₂= Ascribed statuses have significant impact on entrepreneurial intention of females. Females are affected by agents of socialization and ascribed status which outline the attitudes and behaviours toward entrepreneurial intention. In this hypothesis, it is proposed that agents of socialization and ascribed status have significant impact on entrepreneurial intention of females.
- Hypothesis₃= Agents of socialization and ascribed statuses have significant impact on entrepreneurial intention of females.

4. Research Methodology

4.1. Sample and Procedure

In this study, we have used primary data for analysis. Primary data is collected from women from three social classes living in Pakistan viz. lower, middle and upper. For this study, we have used the Questionnaire based on Likert scale ranging from 1-5. In which 1= strongly disagree and 5= strongly agree. The sampling frame for the study consisted upon 100 respondents. Respondents belonging to different demographic groups in terms of gender, age, education, geographical location, and marital status in each social class are considered in the study. Total number of respondents requested to fill in the questionnaire are 100 and responses received 100 (100 per cent).

4.2. Measurement

Variables in this study are well used in previous studies so there was no difficulty to select instruments from such sources hence we used earlier developed instruments for this study. The survey instrument comprised over 20 statements which were asked from the 100 respondents to indicate their level of personal acceptance on a five-point Likert scale. To measure agents of socialization, we took five items out of questionnaire guidelines from (Mungai, 2013). For ascribed status measurement, we have used questionnaire guidelines from (Maziku, Majenga, & Mashenene, 2014) and took five items. To measure entrepreneurial intention of female, we have used questionnaire guidelines from (Liñán & Chen, 2006) and took ten items.

4.3. Statistical Data Analysis

In this segment, we have discussed data analysis to explain the relationship between independent variables (agents of socialization and ascribed status) and dependent variable entrepreneurial intention of female in the context of Pakistan.

Multiple regressions have been used to test the proposed model with the help of SPSS. In this study, we have performed missing value analysis. Further demographic analysis of respondents has also been carried out to know the demographic characteristics of our sample. We have analyzed the data through significance of hypothesis. Significance value less than .05 will guide to accept null hypothesis and to reject alternate hypothesis. Greater value of R square shows significance of the study.

4.4. Missing value analysis

During missing value analysis, we have found no missing value in the data. The reason of no missing value is because that we have intensely collected the data from respondents

4.5. Regressions Analysis

We have used regression analysis for testing of the proposed model. Regression analysis is a statistical procedure for assessing the relationships between variables. It emphasized over the relationship between a dependent variable and one or more independent variables. More precisely, regression analysis helps one realize that how typical value of the dependent variable changes when any one of the independent variables is changed.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.435 ^a	.189	.146	1.35843
2	.915 ^b	.837	.827	.61146

Table 1

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.435 ^a	.189	.146	1.35843
2	.916 ^b	.840	.830	.60687

Table 2

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.435 ^a	.189	.146	1.35843
2	.925 ^b	.856	.845	.57784

Table 3

Models	Standardized Coefficients beta
Model summary_1 Agents of Socialization and entrepreneurial intention of female	-.930
Model summary_2 Ascribed Status and entrepreneurial intention of female	-.989
Model summary_3 Agents of Socialization and Ascribed Status and entrepreneurial intention of female	-.987

Table 4: Coefficients

5. Results and interpretation

For data analysis of our study, we have performed the regression to check the direct effect of agents of socialization on entrepreneurial intention of female. Results found in table-1 above, the R Square value is 18.9% which shows that demographic variables are controlled. The R square value in model-2 of table-1 shows that agents of socialization predict 83.7% change on entrepreneurial intention of female. Results of ANOVA show significance value which is less than 0.05. Standardized co-efficient beta in table-4 above is (.930) which shows the negative strong association between agents of socialization and entrepreneurial intention of female. Results found in table-2 above are similar to model-1 that the R Square value is 18.9% showing that demographic variables are controlled. The R square value in model-2 of table-2 shows that ascribed status predicts the change 84.0% on entrepreneurial intention of female. Standardized co-efficient beta in table-4 is (.989) which shows the negative but strong association between ascribed status and entrepreneurial intention of female. Again, we have performed the regression analysis to check the joint impact of agents of socialization and ascribed status on entrepreneurial intention of female. In table-3 above, the value of R Square value is same as in table-1 viz. 18.9% which shows that demographic variables are controlled. The R square value in model-2 of table-3 shows that agents of socialization and ascribed status jointly predicts the change of 85.6% on entrepreneurial intention of female. Outcomes of ANOVA show significance value. Standardized co-efficient beta as per table-4 above is (.987) which shows negative and strong impact of agents of socialization and ascribed status on entrepreneurial intention of female.

Overall results of our study show that the agents of socialization and ascribed status have separately and jointly influence encompassing the ability to negatively change direction and desire of entrepreneurial intention of females in Pakistan.

6. Discussion and Conclusion

Key objective of this study was to examine that how agents of socialization and ascribed status separately and jointly impact on females' entrepreneurial intention and change the direction and desire in the context of Pakistan. In this section, the results of this study are discussed below:

Firstly, this study shows that agents of socialization have strong impact on entrepreneurial intention of female and negatively influences their approach, track and desire toward entrepreneurship. Findings of this study highlight that there is lack of entrepreneurial intention in females due to strong influence of specific socializers which are leading and changing their attitude and behaviour according to the expectations of socializers. In present position of Pakistan, females are getting more and more education but not entirely involved in building intention to start their own business and prefer highest to enter into stable employment. Because the socializers are continuously giving education to females since their birth that how they should behave in the society and their cultural values initiated from the religious norms and beliefs. It is a fact, religion has embedded the norms and beliefs into an individual and those individuals who have common beliefs build a society and shaped a culture which reflected in their lifestyle. In our society, the mind-set of female has received pressure by social, cultural and religious values through their socializers. On the other side, our religion, rules and regulations are not against doing business of Muslim females. These are the grounds which make the negative association between agents of socialization and entrepreneurial intention in the context of Pakistan.

Secondly, result found that ascribe status have strong and extra influence on the entrepreneurial intention of females as compared with agents of socialization. Finding of this result illustrate that low rate of female entrepreneurs is the proof that importance of female entrepreneurship in Pakistan is overlooked. Actually, when Allah give the daughter to a family then parents start her training according to its gender role appearances and begin to realize her that she is a female different from men by birth and she should perform the responsibilities according to her gender role in future. Family also begins to convince them from the time of childhood that our religion is defining the rights, status and responsibilities of a female. It is also made them to realize that they are born for household activities not for other outside activities and that their right place is within their home boundaries where they have to

perform their expected duties including taking care of her husband and children. This ascribed status negatively influenced the attitude and behaviours of female to develop the approach toward entrepreneurial intention in Pakistan.

Thirdly, results found that agents of socialization and ascribed status have strong influence on the entrepreneurial intention of females. While these socializers and influencers negatively change the direction and desire of females in Pakistan for becoming an entrepreneur. Upshots of this study reveal that ascribed status have made additional influence on female as compared with agents of socialization. Because the agents of socialization perform their influencer role according to the different social classes background of females. Social class is attached with females by birth and gap between different social classes work as mirror which shows that how these socializers influences the entrepreneurial intention of female differently in the existence of ascribed status.

Finally, we have concluded the results that agents of socialization and ascribed status strongly and negatively influence on the entrepreneurial intention of females while the ascribed status has strong influence as compared with socializers. Therefore, family background has significant role which hold and control the influence of various socializers on the entrepreneurial intention of female because these socializers act differently in different social classes. As a result, entrepreneurial intention of female is negatively influenced by agents of socialization and ascribed status in Pakistan.

6.1. Limitations of the Study

We have carried out cross sectional study due to paucity of available time. Longitudinal study could have been undertaken if longer time would have been allowed.

6.2. Future research directions

Although abundance of work has already been done, yet there is need to further explore this topic in the context of Pakistan. We have done my study with limited sample size of 100 female respondents belonging to three social classes with different demographic characteristics. Further research can be conducted by other researchers by increasing the sample size and focusing target on other ascribed statuses of females such as race, ethnicity and cast etc. In that way the researcher can better sketch the belief and perceptions of socializers and influencers on the subject of entrepreneurial intention on females in Pakistan. Study outcomes of those researchers may be different from my study in the backdrop of specific variables.

6.3. Significance of Study

Findings of this study will be beneficial for regulatory bodies and policy makers to implement good and flexible policies which encourage and upturn the entrepreneurial intention of females in Pakistan.

6.4. Contribution

As to our knowledge, this study is first of its nature. In this study we have taken three variables viz agents of socialization, ascribed status and entrepreneurial intention of female together which in the previous studies were discussed separately. We have introduced the new concept by taking the three variables, together in the context of Pakistan. Results of this study enhanced and supported to the existing literature.

6.5. Practical Implication

This study reflected practical implications for regulatory bodies and policy makers to develop brilliant policies for endorsing female entrepreneurship environment, provide them good atmosphere and facilities and create awareness through introducing female role models of Muslim world to encourage and promote entrepreneurial intention of females in Pakistan.

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