



LEVEL/ LEFEL 7

Assignment Title:

**Empirical Study of Women's Entrepreneurial Intention and
Its Influencing Factors in China**

Module Title: **LCDB7001 Entrepreneurial Perspectives**

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Abstract

With the vigorous development of women's entrepreneurial activities, their status and role in the economy and society become more and more prominent. In China, the government has adopted a series of policies and measures to support women's entrepreneurship due to the impact of international women's entrepreneurship trends and an increasingly mature entrepreneurial environment. However, for many women potential entrepreneurs, when they start their entrepreneurial intention, they have to bear multiple pressures and constraints from family, society and themselves, and some women have to abandon the idea of starting a business.

Therefore, this study takes Chinese women's entrepreneurial intention as the research object to explore the influencing factors and degree of Chinese women's entrepreneurial intention, so as to enhance Chinese women's entrepreneurial intention and provide theoretical support and practical guidance for more women to participate in entrepreneurship.

On the basis of consulting and sorting out the relevant literatures, the research plan will investigate the influence of four factors and their dimensions on Chinese women's entrepreneurial intention. The four factors are gender role, personal traits, entrepreneurial environment and interpersonal network. Under the guidance of planned behavior theory, gender theory, social network theory and classic entrepreneurial intention models, this research uses hypothesis deduction method to establish its own research model. In addition, this study will also use questionnaire survey to conduct empirical research on women who work and study in the business incubation center and base of JiuJiang city, China.

The contribution of this study is to propose targeted suggestions for changing gender role stereotypes, improving women's entrepreneurial enthusiasm and expanding and using the ability of interpersonal networks, so as to provide more practical guidance for women's entrepreneurship and related research.

Keywords: women, entrepreneurial intention, influencing factors, empirical research

1 Introduction

1.1 Research background

As a vital approach for individuals to achieve their self-worth and development, entrepreneurship is one of the important sources of social wealth accumulation and also an important driving force to accelerate economic growth and promote social progress (Weihan, 2019). Since the 1970s, with the progress of science and technology and economic globalization, many developed countries are aware that traditional large-scale enterprises have been unable to solve the employment problem of a large number of people. Therefore, entrepreneurship, as an important business activity, is developing rapidly in the world.

However, in China, where entrepreneurial activities start late and unemployment rate is high, the reform and opening-up policy and broad market potential have greatly promoted the development of entrepreneurial activities, especially in 2020. China is now in the era of "mass entrepreneurship and innovation" women entrepreneurs are growing both in quantity and quality, the government and society have given great attention and support to women's entrepreneurship (Yiying, 2015). In such an entrepreneurial environment, with the awakening of women's self-awareness and the establishment of gender equality concept, more and more women are actively participating in the vigorous entrepreneurial activities. They are gradually breaking the glass ceiling effect in the workplace and becoming the main force in entrepreneurial activities (Baoshan and Haiyan, 2014). It can be said that although women's entrepreneurship in China started late, it developed rapidly (Jianhe, 2011). Entrepreneurship is a good choice for women to earn income, reduce unemployment and eliminate poverty (Azhu, 2013). More importantly, women's entrepreneurship can effectively promote the stable development of China's economy and society and relieve employment pressure.

In "Chinese Women's Entrepreneurship Report (2018)", it is pointed out that

women entrepreneurs have a stronger sense of crisis, but face greater challenges than men in some aspects (SoHu, 2018). Moreover, the report data also reflects the rapid development trend of Chinese women's entrepreneurship. In 1980, the proportion of companies registered by women in China was 10%; today, the proportion is more than 30%. Therefore, it can be seen from the proportion of women starting enterprises that it not only enriches the diversity of China's economic development, but also highlights the improvement of women's economic status (Weiham, 2019).

However, although China strongly encourages and supports women's entrepreneurial activities, and has actively formulated many policies and initiatives for women's entrepreneurship, there are still many women who give up the idea of entrepreneurship due to various reasons, such as internal family, external society and even their own restrictions. For women, they tend to see entrepreneurship as a solution that balances family and work relationships (Stanley, 1987).

Therefore, to investigate the influencing factors of Chinese women's entrepreneurial intention and their impact on entrepreneurial intention has aroused the author's in-depth thinking, hoping to provide theoretical reference and practical guidance for strengthening women's entrepreneurial intention, encouraging more women to join entrepreneurship, and increasing women's entrepreneurial behavior.

1.2 Research questions

The research questions of this study are:

- ① What factors have influenced Chinese women's entrepreneurial intention?
- ② What's the relationship between these factors and Chinese women's entrepreneurial intention?
- ③ How do these factors affect Chinese women's entrepreneurial intention?

1.3 Research aim and objectives

The aim of this study is to investigate the influencing factors and the extent of their effects on Chinese women's entrepreneurial intention, so as to change the stereotype of

gender roles, increase the support and publicity for women's entrepreneurship, improve women's enthusiasm and ability to expand and apply interpersonal networks, and therefore provide targeted recommendations for women's entrepreneurship. The research objectives are as follows:

- ① On the basis of collating and researching the previous literature on entrepreneurial intention and factors influencing women's entrepreneurial intention, the research gaps are identified.
- ② Under the guidance of previous relevant literature and theoretical models, this study has initially determined the influencing factors, dimensions and research assumptions of Chinese women's entrepreneurial intention, so as to establish a research model that affects Chinese women's entrepreneurial intention.
- ③ To test the impact of factors and dimensions on Chinese women's entrepreneurial intention.
- ④ To propose more targeted recommendations for Chinese women's entrepreneurial intention.

2 Key literature and research gaps

This part is to sort out and review key literature to clarify the influencing factors variables and dimensions that affect women's entrepreneurial intention, and prepare for the subsequent research. Moreover, it helps to identify research gaps.

2.1 Literature review

2.1.1 Entrepreneurial intention

Entrepreneurial intention is a subjective attitude and idea of potential entrepreneurs before the start of entrepreneurial behavior, and it is the best prediction of the real occurrence of entrepreneurial behavior (Liang and Lina, 2010). Because the decision to start a new business can be regarded as a planned personal behavior. Therefore, it can

be said that the individual's entrepreneurial intention has a significant impact on entrepreneurial behavior (Yonghong, 2007).

The first to propose and study entrepreneurial intention is American scholar Bird. He believes that entrepreneurial intention includes two aspects, one is the entrepreneur's own internal ideas and motivation, which will promote him to form and generate entrepreneurial intention. The other is that the entrepreneur has formed the idea that he wants to seize business opportunities and make profits through analysis and judgment of market business opportunities. It should be noted that entrepreneurial intention is different from entrepreneurial behavior, it is a potential idea and trend that occurs before entrepreneurial behavior (Bird, 1988).

According to Nie Ji and Chen Wu, different from entrepreneurial behavior, entrepreneurial intention is a potential entrepreneurial idea and preference generated in the embryonic stage, which plays a guiding role in behavior (Ji and Wu, 2016).

Therefore, entrepreneurial intention mentioned in this study means the initial stage of the formation of women's entrepreneurial consciousness, which is the idea and motivation to stimulate women's entrepreneurship.

2.1.2 Influencing factors of entrepreneurial intention

Through collating the literature on the influencing factors of entrepreneurial intention, it is found that there are many influencing factors of individual entrepreneurial intention.

According to Shook, the psychological characteristics, personal traits and cognitive level of entrepreneurs directly affect entrepreneurial intention (Shook, Priem and McGee, 2003). Liñán and Chen also pointed out that gender roles affect entrepreneurial intention (Liñán and Chen, 2009). Sükrü believes that personal traits and attitudes affect entrepreneurial intentions and behaviors of entrepreneurs, especially those with strong innovation and positive entrepreneurial attitudes will lead to higher entrepreneurial intention (Gedik, Miman and Kesici, 2015).

Kristiansen studied the entrepreneurial intention of college students and found that demographic variables and personal background did not affect entrepreneurial intention,

while personal traits, gender roles, and environment played a role in entrepreneurial intention (Kristiansen, 2004).

Gu Haijie believes that marriage and family influence women's entrepreneurial intention. Entrepreneurship funds and the support of loved ones and relatives are the guarantees for entrepreneurial intention. In addition, many women's entrepreneurial intention is to obtain freedom and space, meet personal challenges and satisfaction, so as to get rid of marriage and family constraints on women and change the gender roles of the family (Haijie, 2015).

Therefore, the above scholars believe that the focus of the influencing factors of entrepreneurial intention mainly comes from the entrepreneurs themselves, whose personal traits and gender roles are more mentioned.

However, some scholars believe that the impact of entrepreneurial intention also involves other aspects, such as external environment, personal social network, government policies, culture, etc.

For entrepreneurs, when planning to start a business, the influence of some external factors cannot be ignored (Krueger, Reilly and Carsrud, 2000). Naffziger and others also believe that external factors including government policies, market infrastructure as well as culture affect entrepreneurial intention (Naffziger, Hornsby and Kuratko, 1994).

Lau and Busenitz believe that interpersonal network can affect entrepreneurial intention. Specifically, it reduces perceived environmental variability and uncertainty by influencing entrepreneurs' cognition and grasp of opportunities (Lau and Busenitz, 2001). According to Gnyawali and Fogel, government policies and external entrepreneurial environment affect the generation of personal entrepreneurial intention (Gnyawali and Fogel, 1994).

In summary, in the previous literature on the influencing factors of entrepreneurial intention, the four influencing factors of gender roles, personal traits, entrepreneurial environment and interpersonal network were mentioned more in the literature. Therefore, this study will select these four influencing factors as the dimensions of

influencing factors for measuring women's entrepreneurial intention. The following will conduct a more detailed literature review of the above four influencing factors in the research on the influencing factors of women's entrepreneurial intention.

2.1.3 Influencing factors of women's entrepreneurial intention

① Research on the impact of gender role on women's entrepreneurial intention

As a unique social label, gender role means that different genders will be given gender related characteristics in society (Unger, 1979). Although gender roles are constantly evolving, the social division of labor for women is still affected by the traditional inherent thinking. Stevenson pointed out that compared with men, there are certain differences in women's physiology and thinking. This inborn gender difference will make women more inclined to the quality of life when planning life, and they also think that they should have more responsibilities to ensure family life happiness, etc. Therefore, influenced by this traditional concept, gender identity faces some special difficulties and problems in the process of women's entrepreneurial intention (Stevenson, 1986).

Yan Shumin and Zhou Yiwen show that the role composition of modern women is basically composed of family role and social role. The traditional division of responsibilities, such as child care, household care and family stability, has suppressed women's entrepreneurial intention in terms of moral public opinion and energy (Shumin and Yiwen, 2017).

In summary, it can be said that gender roles are one of the independent variables that affect women's entrepreneurial intention. Moreover, family role and gender identity will be studied as two dimensions of gender roles.

② Research on the impact of personal traits on women's entrepreneurial intention

Personal traits have become one of the key indicators of entrepreneurial intention, and also one of the important variables in related research models (Yiying, 2015).

Boden and Nucci proposed that individual achievement orientation is the most

concerned factor of individual entrepreneurial intention, because it can make individuals obtain a sense of psychological satisfaction and greatly promote the occurrence of entrepreneurial behavior (Boden and Nucci, 1997).

Schwartz first studied women's entrepreneurial intentions. He found that women are more in pursuit of job satisfaction and economic independence, which has a lot in common with male entrepreneurs (Azhu, 2013). Qian Yonghong also believes that women's idea of starting their own business is to pursue the life they want and arrange their own life stages. Therefore, autonomy in women's personal traits is a key factor influencing women's entrepreneurial intention (Yonghong, 2007; Haiyan, 2013).

Luo Jianhe pointed out that Chinese female entrepreneurs tend to show the characteristics of longing for success, never giving up, daring to take risks, full of high self-confidence and initiative, and decisive in doing things (Jianhe, 2011).

In summary, it can be said that personal traits are one of the independent variables that affect women's entrepreneurial intention. In addition, autonomy and achievement orientation will be studied as two dimensions of personal traits.

③ Research on the impact of entrepreneurial environment on women's entrepreneurial intention

Entrepreneurial environment mainly includes financial environment, policy support, social norms, culture and other factors (Azhu, 2013). According to Nie Ji and Chen Wu, there are two main aspects of China's social environment that are attractive to entrepreneurs and those with entrepreneurial intention. Firstly, the government encourages entrepreneurship, and the society supports entrepreneurship. "Mass entrepreneurship and innovation" has become a national development strategy, and entrepreneurship has become a trend, which is sought after by everyone. Secondly, with the rapid development of network technology, there are various forms of entrepreneurship (Ji and Wu, 2016).

Luo Jianhe pointed out that the relevant policies issued by the Chinese government on promoting the development of women and increasing the training of female talents have provided certain policy support for female entrepreneurs and broadened the

channels of female entrepreneurship (Jianhe, 2011).

Qian Yonghong believes that four dimensions of entrepreneurial environment, namely economic situation, policy support, social norms and social culture have an impact on the formation of women's entrepreneurial intention (Yonghong, 2007).

In summary, it can be said that entrepreneurial environment is one of the independent variables that affect women's entrepreneurial intention. Moreover, macro policies and social norms will be selected to carry out the study.

④ Research on the influence of interpersonal network on women's entrepreneurial intention

In recent years, interpersonal network has become a new research hotspot in entrepreneurship research. Parker pointed out that interpersonal network affects entrepreneurship and entrepreneurial intention, because entrepreneurship is not only based on one's own power, but also requires others to cooperate with entrepreneurs in resource processing and integration (Parker, 2008). Therefore, by actively establishing and maintaining interpersonal networks, individuals can gain more entrepreneurial information and accelerate the formation of entrepreneurial intention.

Jiang Haiyan pointed out that the more complete the women's interpersonal network is, the stronger the communication skills and abilities they must have in starting a business. The growth of these aspects will contribute to the enhancement of women's entrepreneurial intention (Haiyan, 2013; Xiue, Peihua and Guilian, 2014).

Shane believes that the diverse information obtained by individuals from interpersonal network affect generating entrepreneurial intention. Moreover, for most women entrepreneurs, the application of interpersonal network is a bridge to find opportunities and obtain external resources. Therefore, the flexible use of interpersonal network can help enhance women's entrepreneurial intention (Shane and S.Venkataraman, 2000).

In summary, it can be said that interpersonal network is one of the independent variables that affect women's entrepreneurial intention. Moreover, interpersonal skills and network application will be studied as two dimensions of interpersonal network.

2.2 Research gaps

- ① Most of the previous empirical research results on the influencing factors of women's entrepreneurial intention come from developed countries, and rarely from developing countries. This research extends the research background to developing countries (China) to fill the research gap.
- ② Although four influencing factors in this study have been mentioned by different scholars, it is a new attempt to focus on these four influencing factors as the measurement variables of women's entrepreneurial intention.
- ③ The former research object of entrepreneurial intention is mainly female college students or social individuals. This paper takes female groups as the research object to measure their entrepreneurial intention and provide suggestions and support for entrepreneurship, which is an innovative point of this research.

3 Theoretical frameworks

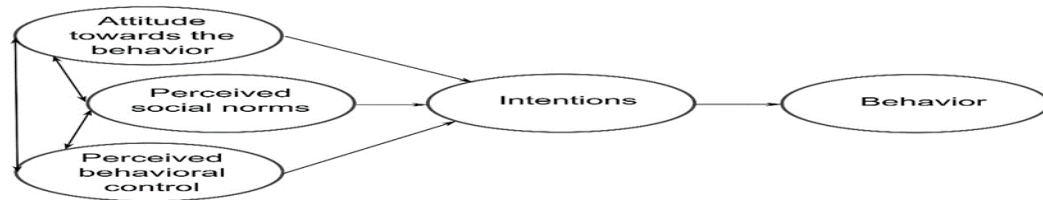
On the basis of relevant theories and models, the author establishes the research model of this study.

3.1 Relevant theories

3.1.1 Theory of planned behavior

The theory of planned behavior originated from the theory of reasoned action first put forward by Fishbein & Ajzen in 1975 (Dan *et al.*, 2008). Reasoned action theory holds that behavior is completely controlled by individual rationality and intention, which is limited because human behavior is not only controlled by rationality and intention, but also influenced by objective environment. In order to produce the expected behavior, it shows that people have the ability of self-control (Ajzen, 1991). Therefore, Ajzen added the variables of perceptual behavior control to expand the theory of reasoned action, so

that the theory of planned behavior came into being. Meanwhile, he believes that any behavior that needs to be planned can be predicted by personal behavioral intention (Ajzen, 1991). In addition, the intentions are mainly affected by three factors. They are attitude, perceived social norms, and perceived behavioral control (Ajzen, 1991).



(Fig1. Theory of planned behavior)

In conclusion, considering that intention can lead to behavior. Attitude, social norms and perceptual behavior control are three dimensions of intention generation. Therefore, the planned behavior theory can be used as a theoretical basis to guide the research on women's entrepreneurial intention.

3.1.2 Gender theory

Gender theory divides human gender into biological gender (sex) and social gender (gender). The former refers to the physiological difference between men and women, which is determined by biological characteristics; the latter refers to the social expectation of the two genders and their relationship (Yiping, 2001).

As an academic term, "gender" was first proposed by American scholar Gayle Rubin in 1975. Subsequently, American scholar Joan W. Scott made a comprehensive explanation and definition for gender. In his view, gender based on differences is an important part of social relations and a basic way to measure gender rights. Men and women are influenced by social culture and therefore play different gender roles. However, this character role can be changed (Scott, 1986).

In conclusion, considering that this research is from the perspective of women, and women are greatly affected by gender roles in entrepreneurial activities compared to men, so gender theory is also one of the theoretical foundations of the study.

3.1.3 Social network theory

The concept of "social network" was first put forward by R. Brown in his book "The structure and function of primitive society". The more mature definition of social network was proposed by Wellman in 1988. Social network is defined as a relatively stable system of interpersonal social relations (Yiying, 2015). The theory of social network consists of three core theories: the strength of weak ties, structural hole theory and social capital theory.

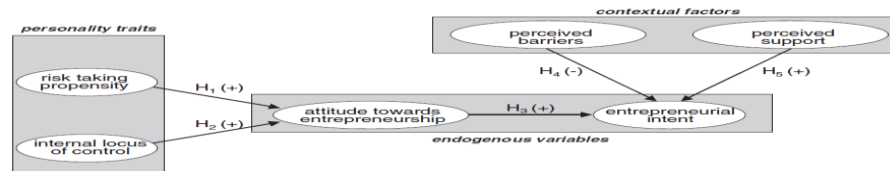
In conclusion, considering whether men or women, entrepreneurship is inseparable from the integration of resources in cooperation with others. Therefore, the social network theory is also the theoretical basis of this study, which can guide the study of women's entrepreneurial intention.

3.2 Relevant entrepreneurial intention models

Based on the previous research results, this part reviews the classic research models that have been verified by empirical research, and finally puts forward the research model of Chinese women's entrepreneurial intention.

3.2.1 Structural model of entrepreneurial intent

Lüthje and Frank proposed a structural model of entrepreneurial intent (as shown in Fig.1). Personal traits and environment are believed to have an impact on personal entrepreneurial intention (Lüthje and Franke, 2003).



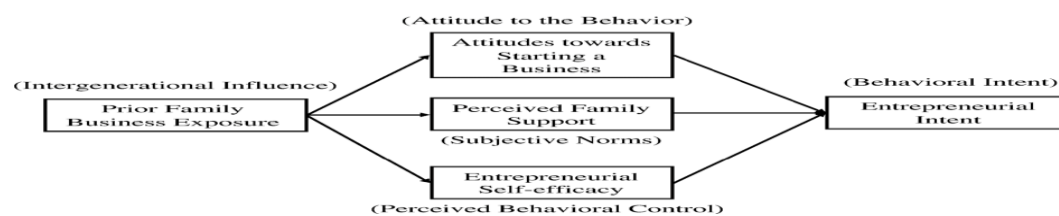
(Fig. 1 Structural model of entrepreneurial intent)

In summary, the model design of this study will draw on the design method of the above model, especially in the aspects of personality traits including risk-taking personality

and internal control, as well as contextual factors, including two dimensions of perceived obstacles and perceived support. In the specific design, the author will further adjust and improve according to the research situation and China's national conditions.

3.2.2 Model of prior family business exposure and entrepreneurial intent

Carr and Jennifer put forward the model of prior family business exposure and entrepreneurial intent (as shown in Fig.2). This model is developed from the theoretical model of planned behavior, and its content has been adjusted (Carr and Sequeira, 2007) .



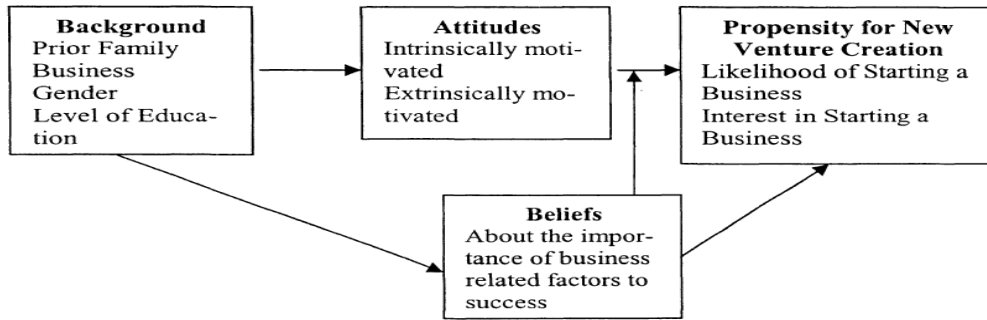
(Fig.2 Model of prior family business exposure and entrepreneurial intent)

In summary, the model emphasizes the influence of family background on values, attitudes and behaviors in the study of entrepreneurial intention. Therefore, in the model design, the author will draw on the influence of family factors on entrepreneurial intention, combined with previous literature review, and comprehensively consider the research of family factors, attitude, subjective norms and perceived behavior control on Chinese women's entrepreneurial intention.

3.2.3 Model of entrepreneurial propensity

Phan pointed out that previous research on successful entrepreneurs mainly focused on resource acquisition and value creation, and few researchers explored the premise and trend of entrepreneurship (Phan, Wong and Wang, 2002).

Therefore, he proposed the model of entrepreneurial propensity, which mainly studies individual background factors and personal attitude on entrepreneurial intention. Moreover, the model takes "belief" as the intermediary factor (as shown in Fig.3).

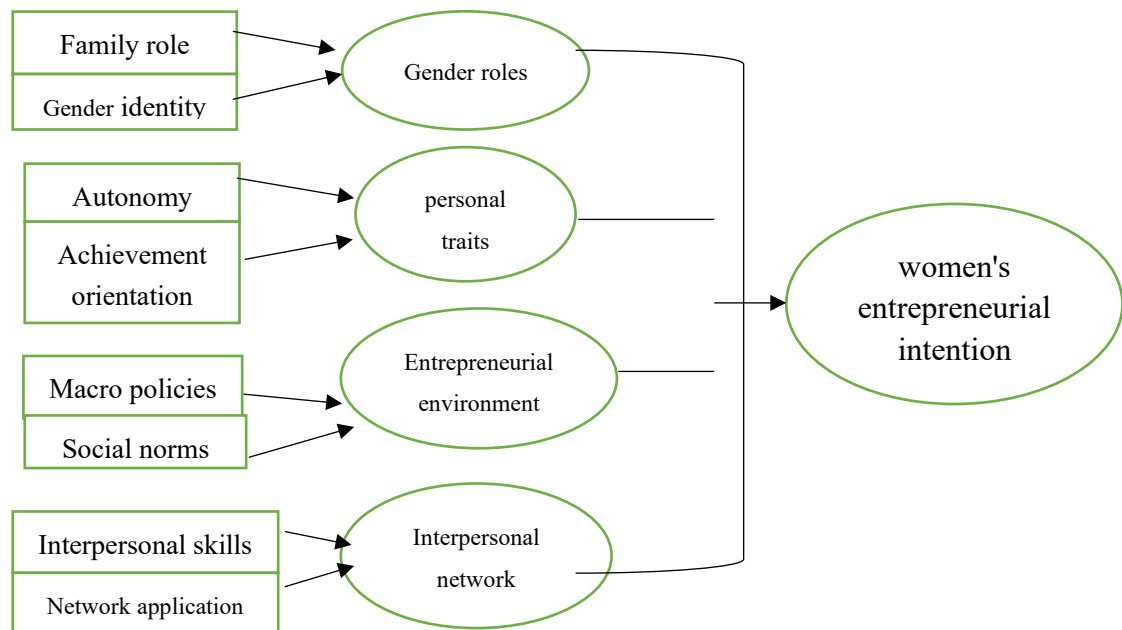


(Fig. 3 Model of entrepreneurial propensity)

In summary, in the model design, this study will draw on the influence of personal background, attitude and belief factors involved in the above model on women's entrepreneurship, and at the same time, it will further modify and adjust the dimensions of the model in combination with the current research situation of entrepreneurial intention, so as to make it more suitable for this study.

3.3 Research model

After referring to and sorting out the previous literature and models, the author proposes a research model based on the perspective of women in this study (as shown in Fig.4).



(Fig.4 Influencing factors model of women's entrepreneurial intention)

4 Proposed methodology

4.1 Data and sample

4.1.1 Sample selection and data source

In order to investigate the influencing factors and degree of Chinese women's entrepreneurial intention scientifically, the author referred to the previous research literature, and finally decided to use the research strategy of questionnaire survey to carry out this study. Due to the limitations of the survey conditions, this study will take women working and studying in various entrepreneurial incubation centers and bases in JiuJiang city, China as the target investigators to carry out a questionnaire survey. In addition, before the distribution of large sample data survey, this study will first do a small-scale pilot study, the purpose is to further adjust and improve the questionnaire, to avoid unclear or misleading items. Finally, considering the validity and credibility of the survey results, this study will adopt simple random sampling to collect questionnaire data.

4.1.2 Data collection procedures

Taking into account the time-consuming issue of questionnaires on site and the low recovery rate, this study will use online and offline methods to collect data. On the one hand, the author will conduct an online survey of some female entrepreneurs in JiuJiang city, China, through online questionnaires. On the other hand, the author will go to the incubation centers and entrepreneurial bases of various female entrepreneurship talents in JiuJiang city, China, to distribute field questionnaires, and carry out data collection work through these two ways.

4.1.3 Data analysis techniques

① Descriptive statistical analysis

In order to fully and accurately understand the basic information of women interviewees, it is necessary to make a descriptive analysis of the data samples, including age, education background, entrepreneurial experience, marital status and children's situation. This will help to grasp the current situation of Chinese female entrepreneurs and provide practical evidence for the interpretation of the subsequent analysis results.

② Reliability and validity of scales

1) Considering the differences of samples and sampling methods, the research results are easy to have errors with the mature scale results tested by empirical research.

Therefore, in order to measure the consistency of items contained in the variables, the method used in the study is to measure the Cronbach's alpha coefficient. If the coefficient reaches 0.7 or above, it indicates that the consistency of the items in the scale is high; if it is lower than 0.7, it shows that the consistency of the items in the scale is low, and the items in the questionnaire need to be modified or deleted.

2) This study will focus on the study of structural validity, and measure the validity of the questionnaire by collecting effective data for exploratory factor analysis. Generally speaking, exploratory factor analysis has two steps. Step 1: The value of KMO is greater than 0.7 and the significance of Bartlett's sphericity test is less than 0.05. Only when both of these conditions are met at the same time means that exploratory factor analysis can be carried out. Step 2: Conducting factor analysis mainly includes principal component extraction, variance rotation and factor score calculation. It is worth mentioning that calculating the factor scores of the five variables is a key step, because they are the basis for later correlation analysis and regression analysis.

③ Correlation analysis

This study needs to clarify the relationship between these influencing factors and Chinese women's entrepreneurial intentions. In this study, it is the relationship between the four main influencing factors: gender roles, personal characteristics, entrepreneurial environment, interpersonal network and Chinese women's entrepreneurial intention. Therefore, it can be seen that correlation analysis is very necessary to apply in the

analysis of this study. In addition, this study can also test the correlation between the dimensions of these influencing factors and women's entrepreneurial intention, so as to deepen the research results.

④ Regression analysis

This research needs to further analyze how these influencing factors have an impact on Chinese women's entrepreneurial intention. Therefore, based on correlation analysis, this study will further carry out regression analysis. It describes and reflects the influence relationship between variables through regression equations, so as to effectively reflect the degree of influence of independent variables (these four influencing factors) on dependent variable (women's entrepreneurial intention), so that the research results are more scientific and accurate. Therefore, it can be said that regression analysis is suitable for this study and since this study involves many variables, multiple linear regression will be used for analysis.

4.1.4 Statistical analysis software

The data analysis of this study will be completed by SPSS 24.0 software, and the data analysis results will be output in different forms according to the needs.

4.2 Design of the questionnaire

Taking into account the reliability and validity of the questionnaire, the questionnaire design steps are as follows:

- ① The questionnaire items draws on the mature scale which is relatively authoritative and has been tested by empirical research. Meanwhile, the scale was integrated and revised in light of China's national conditions to form the first draft of the questionnaire design.
- ② The influencing factors involved in this study do not cover all the factors affecting Chinese women's entrepreneurial intention. Thus, an open question will be added in the final part of the questionnaire design, hoping that the respondents can add other different answers to the influencing factors of Chinese women's entrepreneurial

intention, so as to conduct more in-depth investigation and research in the future.

③ A small-scale pilot study will be conducted before the formal investigation. After inquiring and observing the questionnaire and conducting preliminary inspection and analysis on the recovered data, ensure that the questionnaire does not have unclear and misunderstood items.

In summary, the questionnaire consists of four parts. The first part is mainly the basic information of the women respondents including age, education background, entrepreneurial experience, marital status and children's situation. The second part is a survey of four major influencing factors on Chinese women's entrepreneurial intention. The content mainly involves the relationship between gender roles, personal traits, entrepreneurial environment, and interpersonal network on women's entrepreneurial intention. The third part is a survey of the subjective tendencies of Chinese women's entrepreneurial intention. The fourth part sets up an open question, with the hope that the interviewees add to other influencing factors that may lead to female entrepreneurial intentions.

4.2.1 Measurement of variables

In this study, the question items set in the questionnaire refer to the mature questionnaire based on the maturity scale and integrated with China's national conditions (as shown in Table 1). The five-point Likert scale is used to test the response scores of all items in the questionnaire to ensure the accuracy of data analysis.

Table 1 Summary of scales used in the questionnaire

Variables	Items/Questions	Scale sources
Gender roles	Q1: I am willing to give all I have for my family, including time, money, energy, etc. Q2: I think family is more important than work or career. Q3: I am willing to give up or sacrifice my work or career for my children. Q4: As a woman, we should pay more attention to our family.	(Yonghong, 2007) (Yiying, 2015)

	Q5: I think it is more women's responsibility to maintain family harmony and happiness.	
Personal traits	Q1: In order to make my life more substantial, I often take the initiative to seek change. Q2: I like a relatively challenging environment or life. Q3: My life goals and values are up to me. Q4: My life goals and values are up to me. Q5: I want to try to get what people think is valuable.	(Baoshan and Kan, 2010)
Entrepreneurial environment	Q1: The State encourages women to participate in entrepreneurship, which I think is conducive to entrepreneurship. Q2: Some preferential policies issued by the government to encourage women's entrepreneurship make me think that they are conducive to entrepreneurship. Q3: My parents or other elders have successful cases of entrepreneurship. Q4: My classmates, friends or colleagues have successful cases of entrepreneurship. Q5: I know through the news media that there are many successful cases of entrepreneurship.	(Haiyan, 2013)
Interpersonal network	Q1: I like to actively build friendship with others. Q2: I think I can fit into all kinds of social situations. Q3: I usually communicate with others to satisfy both sides. Q4: I'm constantly expanding my circle of friends. Q5: I often interact with others online or offline.	(Haiyan, 2013) (Baoshan and Kan, 2010) (Yiying, 2015)
Entrepreneurial intention	Q1: I've considered industries or products for future startups. Q2: I've thought about setting up an entrepreneurial team. Q3: I took the initiative to understand the detailed process of entrepreneurship. Q4: I'm willing to give everything to start a business. Q5: I have thought about my own business plan or business plan.	(Xian and Jianwen, 2009)

4.3 Research hypotheses

On the basis of summarizing the previous research results, combined with the observation of Chinese women's entrepreneurial ability and entrepreneurial

phenomenon, the author puts forward the research hypothesis among the variables. That is to say, four influencing factors and their dimensions and the hypothesis of the relationship between Chinese women's entrepreneurial intention.

① Hypotheses of gender role's influence on women's entrepreneurial intention

H1: Gender role affects women's entrepreneurial intention.

H1a: Family role affects women's entrepreneurial intention.

H1b: Gender identity affects women's entrepreneurial intention.

② Hypotheses of the influence of personal traits on women's entrepreneurial intention

H2: Personal traits affect women's entrepreneurial intention.

H2a: Autonomy affects women's entrepreneurial intention.

H2b: Achievement motivation affects women's entrepreneurial intention.

③ Hypotheses of the impact of entrepreneurial environment on women's entrepreneurial intention

H3: Entrepreneurial environment affects women's entrepreneurial intention.

H3a: Macro policies affect women's entrepreneurial intention.

H3b: Social norms affect women's entrepreneurial intention.

④ Hypotheses of the influence of interpersonal network on women's entrepreneurial intention

H4: Interpersonal networks affect women's entrepreneurial intention.

H4a: Interpersonal skills affect women's entrepreneurial intention.

H4b: The application of interpersonal network affects women's entrepreneurial intention.

5 Facilities, access to required data and resources available for the investigation

This study mainly investigates women who study and work in various entrepreneurial incubation centers and bases in JiuJiang city, China. As a native of JiuJiang city, the

author has some unique resources and conditions. For example, some students and friends work in the business incubation base in JiuJiang city. Therefore, the author can enter the incubation base in this way to distribute the questionnaire. Secondly, the author works in JiuJiang University of China, which has a business incubation base with rich entrepreneurial resources for alumni. Meanwhile, the entrepreneurial resources of female graduates accumulated by the author over the years can also be used as an important source of online data collection. In addition, the author can also use the interpersonal network of family members and relatives, expand the channels of questionnaire distribution and collection, and constantly enrich the sample size, so that the collected data has more reference and research value.

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