

## EXPLORING CULTURAL AND ECONOMIC BARRIERS TO WOMEN EMPOWERMENT, A CASE STUDY OF WOMEN ENTREPRENEURS

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### ABSTRACT

*The study titled as “exploring cultural and economic barriers to women empowerment. A case study of women entrepreneurs”. Survey research method was selected to complete this study. The objectives i.e. to find out the cultural barriers in women empowerment, to study the impact of cultural and economic barriers on women empowerment. By using questionnaire as tool, survey was conducted. Tool of data collection was created on Likert scale format. The data regarding female workers of the Islamia university of Bahawalpur as universe of study was conveniently selected. In this study by convenient sampling technique data was collected. When the researcher collected all the data from the given respondents then it was analyzed and run systematically by a computer program name SPSS (Statistical Package for Social Sciences). Hence, maximum respondents agreed that being the head of the household promote female labour force participation. Maximum respondents agreed that Local customs promote female labour force participation. Maximum respondents agreed that Social norms promote female labour force participation. Maximum respondents disagreed that Marital status promote female labour force participation.*

**Keywords:** Cultural, Barriers, Workers, Empowerment, Women

### Introduction

Empowerment is basically a procedure, on the other hand the result of the proper developmental procedure may likewise be named as empowerment. All things considered, the aftereffect of strengthening should show itself as a reworking of power between individuals, sexual orientations, get-togethers, classes, stations, races, ethnic social events or nations. Strengthening suggests the difference in developments of control, through progressive changes in law, property rights, control over women work, and the associations that help and spread male force. As demonstrated by the World Bank strengthening is the most widely recognized method of extending the constraint of individuals or social events to choose and to change those choices into needed exercises and results. (Batliwala, 1993). Women strengthening shows to the limit with regards to women to take part in their advantages to control and benefit from resources, assets, and pay their own time, similarly as the ability to oversee peril and work on their monetary status and thriving. Strengthening of women is as of now an overall issue. Albeit this term is by and large used for chipping away at women condition, in real sense it may be applied to any blocked assembling of society for conveying them to a comparative level of basic position region. Political support, be it the capacity to cast a ballot and voice assessments, or the capacity to campaign for office with a reasonable shot at being chosen, assumes a gigantic part in the strengthening of women. Women are around half or one portion of the complete world's population. Their number is practically identical to men, yet women suffer from gender biasness to dominate throughout everyday life. Regardless of hurdles, the worldwide information reports and different analyses have denoted the commitment of women in approachable for economic equilibrium of countries. The participation of women in all occupations isn't suspicious for instance in medical clinic and schooling associations number of women is higher to men anyway in other structure like association their number is low particularly in governmental issues, women face the sex direction separation as a critical channel through essential methods.

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As indicated by the examination given by UNDP in 2005, only 15% of countries entitle women premium in their public political structure by fair means, while women serving the nation as a part of political system is 33% that clearly reflects uneven essential methodologies (Nhamo, G. 2018). Interest of women is simply not an interest to guarantee equity, vote based system and less gender orientation biasness it is compulsory for the profession advancement just as urgent for the social design. Without the self-motivated cooperation of women and the association of women viewpoint at all degrees of self-motivated; the objectives of correspondence, improvement for all independent of gender orientation and harmony can't be refined (Dahlerup, 2013).

Women especially faces a more remarkable measure of social opposition in the result that they effort to enter in the political framework. In Asian nations, the overall mentality of public is debilitating to the degree of mental badgering by means of character death. In Asian nations explicitly Pakistan, India and Bangladesh governmental issues is simply restricted to individuals that have a lot of financial resources or individuals who have restricted social regard. In an average south Asian culture men oppose the support of women in legislative issues because of two fundamental reasons i.e., gender hardship and dread of being taken advantage of socially in the public eye (Latif et al., 2015).

Different pragmatic and hidden impediments encompassed at individual and social level; in a male driven culture block the responsibility and depiction of women in political structure (Lounsbury et al., 2003). These join political and social discussions; socio-social and helpful practices; and political essential and custom of political associations (Moghadam and Senftova, 2005).

The general improvement in any nation relies on the greatest usage of thier individuals, all kinds of people. The situation with women is a lot of lower than that of men in each circle of life. Women are related to homegrown life while legislative issues is seen as a male-ruled public movement that is commonly manly in nature. With the headway of time the reality has now been perceived that without guaranteeing women advancement, the public improvement can't be accomplished. Women comparable interest in political life accepts a basic part in the general course of the movement of women. It isn't just an interest for straightforward equity or popular government yet can likewise be viewed as a fundamental condition for women inclinations to be considered. Without the dynamic interest of women and the fuse of women viewpoint at all degrees of dynamic, the objectives of balance, improvement and harmony can't be accomplished. (FWCW, 1998). In the event that nearby government is to address the issues of all kinds of people, it should expand on the encounters of all kinds of people, through an equivalent portrayal at all levels and in all fields of dynamic, covering the wide scope of obligations of neighborhood governments.(MR Khan, and F Ara, 2006).

The political opportunity for women accounts the opportunity to cast a ballot in electing measure, and their interest in framework as an applicant. Political issues is the right of each individual paying little heed to their gender orientation, and a measure of portrayal from all sections is fundamental to keep an equilibrium administration (Goetz, 2003).

In Pakistan 51% of populace includes women. In our overall population, women are revered in their positions as mothers, sisters, mates and young women, yet how they are an amazing arrangement of All-powerful Allah identical in status to folks, is totally unseen. Article 34 of the Constitution of Pakistan 1973 guarantees that "Signifies will be taken to ensure full help of women in all circles of public life," and that honorability, opportunity and decency, things being what they are (Haque, M., Sarker, 2020).

### **Significance of Study**

Many females face various encounters all through the empowerment system. There are a few reasons that why females are escaping the races and cheapening the standard of majority rule government. There are many reasons like man centric framework that makes low status of female in fair interaction. What's

more, different reasons is under agricultural nations might be low training, ignorance, absence of dynamic force, local area pressing factor and transport issues and so forth This load of reasons confine women interest in equitable interaction.

The point of this analysis is to discover the reasons for the issues that makes obstructions in the women empowerment. In many nations female have to a great extent been avoided from investment in dynamic interaction and different exercises of life including governmental issues. This investigation would be valuable to discover the real obstructions in setting of women empowerment further this analysis would be useful to discover the genuine effect of these boundaries.

### **Research Objectives**

- 1) To study effects of cultural and economic barriers on women empowerment

### **Hypothesis:**

**H<sub>1</sub>:** Cultural barriers are obstacles in the way of empowering women

**H<sub>0</sub>:** Cultural barriers are not obstacles in the way of empowering women

## **METHODOLOGY**

This research work is quantitative by nature and tried to explore cultural and economic barriers to women empowerment. A case study of women entrepreneurs is examined. Universe of this research is female employees of the Islamia University of Bahawalpur. This institution is selected by convenient sampling. And the current sampling information was collected from female workers. All data was investigated on “SPSS”.

### **Research Design**

The current research work dependent on overview research. A Questionnaire is ready to direct an appropriate overview. Questionnaire is created on Likert scale.

### **Target Population**

Population under study is all female workers in the Islamia university of Bahawalpur.

### **Sample size**

According to university’s website approximately more than one hundred and fifty female employees are serving in the Islamia university of Bahawalpur, so it was impossible for researcher to get access to all employees so, researcher selected 123 employees conveniently for data collection

### **Tool of Data Collection**

The questionnaire is intended to gather information. The financial trait of the respondent like age, sexual orientation, is remembered for the main part of questionnaire. The inquiries are organized utilizing Likert design. In this study type, five decisions, for example, strongly agree, agree, neutral, disagree, strongly disagree will be accommodated explanation.

### **Justification for Using Linear Regression Analysis**

Linear regression models are used to show or predict the relationship between two variables or factors. The factor that is being predicted is called the dependent variable. Therefore, researcher in this research used linear regression analysis test.

**Economic and Cultural Barriers**

Category	Strongly Agreed	Agreed	Neutral	Disagreed	Strongly Disagreed
Due to Cultural and economic barriers women can't take self-decisions.	0.8%	56.9%	27.6%	10.6%	4.1%
Due to Cultural and economic barriers women are facing resistance from family regarding education	0.0%	26.8%	20.3%	40.7%	12.2%
Due to Cultural and economic barriers women are not satisfied in their family relationship	1.6%	43.1%	25.2%	22.8%	7.3%
Due to Cultural and economic barriers women are not getting property right	1.6%	49.6%	24.4%	17.9%	6.5%
Due to Cultural and economic barriers women cannot participates in job sectors	4.9%	61.8%	20.3%	11.4%	1.6%
Due to Cultural and economic barriers women can't get technical education	3.3%	59.3%	12.2%	24.4%	0.8%
Due to Cultural and economic barriers women can't enjoy outside dinning	0.0%	30.9%	24.4%	35.0%	9.8%
Due to Cultural and economic barriers women needs are not being fulfilled	0.0%	20.3%	11.4%	44.7%	23.6%

This table shows the views of respondents regarding “Due to Cultural and economic barriers women can't take self-decisions.” Majority (56.9) % of respondents agreed 27.6% have no opinion 10.6% were disagreed while 4.1% were strongly disagreed. This table shows that maximum respondents agreed that due to Cultural and economic barriers women can't take self-decisions.

The views of respondents regarding “Due to Cultural and economic barriers women are facing resistance from family regarding education” majority (40.7) % of respondents disagreed 20.3% have no opinion 26.8% were agreed while 12.2% were strongly disagreed. This table shows that maximum respondents disagreed that due to Cultural and economic barriers women are facing resistance from family regarding education.

The views of respondents regarding “Due to Cultural and economic barriers women are not satisfied in their family relationship” majority (43.1) % of respondents agreed 25.2% have no opinion 22.8% were disagreed while 7.3% were strongly disagreed. This table shows that maximum respondents agreed that due to Cultural and economic barriers women are not satisfied in their family relationship.

The views of respondents regarding “Due to Cultural and economic barriers women are not getting property right” majority (49.6) % of respondents agreed 24.4% have no opinion 17.9% were disagreed while 6.5% were strongly disagreed. This table shows that maximum respondents agreed that due to Cultural and economic barriers women are not getting property right.

The views of respondents regarding “Due to Cultural and economic barriers women cannot participates in job sectors” majority (61.8) % of respondents agreed 20.3% have no opinion 11.4% were disagreed while 1.6% were strongly disagreed. This table shows that maximum respondents agreed that due to Cultural and economic barriers women cannot participates in job sectors.

The views of respondents regarding “Due to Cultural and economic barriers women can’t get technical education” majority (59.3) % of respondents agreed 12.2% have no opinion 24.4% were disagreed while 3.3% were strongly agreed. Table depicts that maximum defendants approved that due to Cultural and economic barriers women can’t get technical education.

The views of respondents regarding “Due to Cultural and economic barriers women can’t enjoy outside dinning” majority (35.0) % of respondents disagreed 24.4% have no opinion 30.9% were agreed while 9.8% were strongly disagreed. This table shows that maximum respondents disagreed that due to Cultural and economic barriers women can’t enjoy outside dinning.

The views of respondents regarding “Due to Cultural and economic barriers women needs are not being fulfilled” majority (44.7) % of respondents disagreed 11.4% have no opinion 20.3% were agreed while 23.6% were strongly disagreed. This table shows that maximum respondents disagreed that due to Cultural and economic barriers women needs are not being fulfilled.

The views of respondents regarding “Due to Cultural and economic barriers women are not free in vote casting” majority (40.7) % of respondents disagreed 8.9% have no opinion 36.6% were agreed while 13.0% were strongly disagreed. This table shows that maximum respondents disagreed that due to Cultural and economic barriers women are not free in vote casting.

**Hypothesis Testing**

**H<sub>1</sub>:** Cultural barriers are obstacles in the way of empowering women

**H<sub>0</sub>:** Cultural barriers are not obstacles in the way of empowering women

Summary of model				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.264 <sup>a</sup>	.070	.062	3.18067

a. Predictors: (Constant), CULTUREBARRIERS

**Coefficients**

MODEL	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
1 (CONSTANT)	9.879	1.409		7.013	.000
CULTUREBARRIERS	.254	.084	.264	3.012	.003

A. DEPENDENT VARIABLE: EMPOWERMENT

These table show hypothesis testing of linear regression analysis. These table further show the value of results. These results show that claim hypothesis is not rejected, according to these values cultural barriers are obstacles in the way of empowering women. Value of R Square 0.070 shows that shows model is fitted on regression line. Further these table shows there is no negative value so claim hypothesis is not rejected.

### Discussions

It was quantitative study aiming at exploring cultural and economic barriers to women empowerment. A case study of women entrepreneurs. Findings of this research show that maximum respondents agreed that due to cultural and economic barriers women can't take self-decisions. It means women have no freedom in decision making according to findings of this research cultural and economic barriers are cause of women less power of self-decisions. Further this study shows maximum respondents disagreed that due to cultural and economic barriers women are facing resistance from family regarding education. It means women have no freedom in getting education, because findings of this research shows that there are hindrance of cultural and economic barriers in education of women. Further this research shows that maximum respondents agreed that due to cultural and economic barriers women are not satisfied in their family relationship. It means family relations are also being effected by cultural and economic barriers of the society. Further this research shows that maximum respondents agreed that due to cultural and economic barriers women are not getting property right. It means the women who are not getting right in property they are also being effected by cultural and economic barriers of the society. This research shows that maximum respondents agreed that due to cultural and economic barriers women cannot participates in job sectors. It means women are also facing problems in job sectors due to cultural and economic barriers of the society. Society should remove all these barriers, because women are also part of the society and no country can make progress without women development in multiple sectors of the society. Further findings of this reach show that maximum respondents agreed that due to cultural and economic barriers women can't get technical education. Maximum respondents agreed that due to cultural and economic barriers women can't get technical education. Maximum respondents agreed that due to cultural and economic barriers women can't get technical education. Maximum respondents disagreed that due to cultural and economic barriers women are not free in vote casting. Maximum respondents agreed that women are free to spend money by own choices if they have economic support. Maximum respondents agreed that Women can buy furniture for their houses if they have economic support. These all findings demonstrate that it is highly important for any nation or society to remove all socio-cultural and economic barriers that are resisting women in development. If a country like Pakistan has almost half portion of population consisted upon women , how it would be possible to make progress without women development, therefore women development is significantly important in every society the world over.

### Conclusion

Present study was done to find the exploring cultural and economic barriers to women empowerment. Findings of present study showed Maximum respondents disagreed that due to cultural and economic barriers women are facing resistance from family regarding education. Maximum respondents agreed that

due to Cultural and economic barriers women are not satisfied in their family relationship. Maximum respondents agreed that due to cultural and economic barriers women are not getting property right. Maximum respondents agreed that due to cultural and economic barriers women cannot participate in job sectors. Maximum respondents agreed that due to cultural and economic barriers women can't get technical education. Reaching determinations is utilizing data that is suggested or surmised to make importance out of what isn't obviously expressed. Journalists give clues or hints that assist them with figuring out the real story, since not all things are unequivocally expressed or illuminated constantly. Survey questionnaire method was used in data collection. The selected sample was female employees of the Islamia university of Bahawalpur. The sample was taken by utilizing technique for helpful examining. Information was investigated by utilizing the SPSS. From the investigation it is discovered that there are negative effects of cultural barriers on women empowerment.

## RECOMMENDATIONS

- Society should equally treat women and men in every sector of development.
- Policy makers should make policies to enhance women education
- Govt should also make rules and regulations against domestic violence.

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