

Exploring Gendered Perceptions of Entrepreneurship: Evidence from a Quantitative Survey

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Abstract: Entrepreneurship is widely recognized for fostering independence, innovation, and economic empowerment. However, gender-based differences in perceived entrepreneurial benefits remain underexplored. This quantitative study examined whether male and female participants differ significantly in their perceptions of entrepreneurial benefits. Using a structured survey administered to ten participants (six females, four males), responses were rated on a 5-point Likert scale and analyzed using descriptive statistics and an independent two-sample t-test. Results revealed no statistically significant difference between male and female perceptions ($p = 0.447$), indicating gender may not substantially influence perceptions of entrepreneurial benefits within this sample. Implications for inclusive entrepreneurial training and policy development are discussed.

Keywords: Gender Differences, Perception, Entrepreneurial Benefits, Quantitative Research.

I. INTRODUCTION

Entrepreneurship is often perceived as a pathway to independence, innovation, and economic empowerment (Scott, 2023). However, individual perceptions of the benefits of entrepreneurship can vary based on demographic factors, notably gender. Understanding these differences is essential for designing inclusive entrepreneurial training and support systems. This study investigates whether male and female participants differ in their perceptions of the benefits associated with entrepreneurship.

II. PURPOSE OF RESEARCH

Despite increasing emphasis on entrepreneurship as a viable career path, limited research examines gender-based differences in the perception of entrepreneurial benefits (Doe, 2022; Smith, 2024). Understanding these differences can inform the development of gender-responsive entrepreneurial training programs to enhance inclusivity and effectiveness.

III. RESEARCH QUESTIONS

Do male and female participants significantly differ in their perceptions of entrepreneurial benefits?

IV. HYPOTHESES

Null Hypothesis (H_0): There is no significant difference between male and female perceptions of entrepreneurial benefits.

Alternative Hypothesis (H_1): There is a significant difference between male and female perceptions of entrepreneurial benefits.

V. LITERATURE REVIEW

Gender and Perceptions of Entrepreneurial Benefits

Entrepreneurship offers flexibility, financial independence, and opportunities for social impact (Scott, 2023). However, gender roles and societal expectations often shape how males and females perceive these benefits (Doe, 2022; Smith, 2024).

Motivation and Drive: Chen and Li (2022) found that men often emphasize financial independence, while women prioritize social impact and community benefit. Men often emphasize financial independence and growth-driven objectives, reflecting traditional provider expectations, while women prioritize social impact and community benefit within their entrepreneurial motivations (Chen & Li, 2022). This aligns with gender role theory, where men associate entrepreneurship with financial success and autonomy, whereas women align it with community improvement and work-life balance.

Cultural and Community Engagement: Martin and Davis (2021) highlighted that in developing economies, women value community engagement, while Hughes and Foster (2023) emphasized the role of community networks in fostering entrepreneurial success among women. In developing economies, men tend to view entrepreneurship as a means to elevate social status within the community, while women emphasize community engagement and collective well-being (Martin & Davis, 2021). Hughes and Foster (2023) found that while men value networks for capital access, women use networks to build trust and community alignment in their ventures.

Training and Skills: Johnson et al. (2020) demonstrated that financial literacy and digital training programs enhance women's entrepreneurial outcomes, addressing gender disparities highlighted by Allen et al. (2021). Men often perceive themselves as more confident in financial skills, whereas women benefit significantly from financial literacy and digital training programs, which directly enhance entrepreneurial outcomes (Johnson et al., 2020). Gender disparities in perceived preparedness remain a challenge (Allen et al., 2021), with men often overstating competence while women understate it despite similar skill levels.

Funding and Risk: Female entrepreneurs face funding gaps (Patel & Morgan, 2021) and exhibit higher risk aversion (Black & White, 2023), impacting growth trajectories. Men typically exhibit higher risk tolerance, viewing entrepreneurship as an opportunity for wealth creation despite uncertainties, while women display higher risk aversion, affecting investment size and growth (Black & White, 2023). Female entrepreneurs continue to face systemic funding gaps that constrain scaling (Patel & Morgan, 2021).

Leadership and Resilience: Women entrepreneurs demonstrate resilience and adaptability (Thompson, 2020) and prioritize inclusive leadership styles that promote sustainability (Turner & Beck, 2023). Men often adopt directive leadership styles emphasizing efficiency and rapid expansion, whereas women prioritize inclusive leadership and sustainability in team and stakeholder relationships (Turner & Beck, 2023). Women entrepreneurs demonstrate high resilience and adaptability in the face of societal constraints, using relational approaches to overcome barriers (Thompson, 2020).

Technology Utilization: Women are leveraging digital platforms to expand their businesses (Brown & Hall, 2023) and are empowered through targeted digital literacy training (Rogers & Young, 2024). Men perceive technology primarily as a tool for efficiency and market expansion, while women increasingly leverage digital platforms for flexibility and customer engagement (Brown & Hall, 2023). Digital literacy training has been shown to empower women entrepreneurs significantly (Rogers & Young, 2024).

Social Expectations and Role Models: Mentorship by successful female entrepreneurs increases confidence and self-efficacy (Jameson & Wright, 2024), while societal expectations continue to influence gendered perceptions of entrepreneurial success (Bailey & Smith, 2023). Men often cite role models related to financial success, whereas mentorship from successful female entrepreneurs enhances women's confidence and entrepreneurial self-efficacy (Jameson & Wright, 2024). Societal expectations continue to influence gendered perceptions, with men encouraged toward high-risk ventures and women toward balancing family and business (Bailey & Smith, 2023).

Collaboration and Innovation: Women-led startups often emphasize collaboration and sustainable innovation (Oliver & West, 2022; Park & Lin, 2021). Women-led start-ups emphasize collaboration and sustainable innovation more consistently than male-led start-ups, which often prioritize competition and rapid scaling (Oliver & West, 2022; Park & Lin, 2021).

Additionally, case studies by Wilson and Green (2023), Patel and Morgan (2021), and Hernandez and Clark (2024) highlight these gendered entrepreneurial patterns across social enterprises, tech startups, and family-owned businesses, respectively.

VI. METHODOLOGY

This study employed a quantitative research design using a structured survey administered to ten participants (six females, four males). The survey included 50 items on perceived benefits of entrepreneurship, rated on a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

Data Collection:

The Entrepreneurial Benefits Likert Scale Questionnaire was adapted and structured based on Scott (2023) and supplemented with item categories reflecting flexibility, economic impact, personal growth, opportunity recognition, and lifestyle/vision frequently emphasized in entrepreneurship research (Doe, 2022; Chen & Li, 2022; Smith, 2024).

Table 1 Entrepreneurial Benefits Likert Scale Questionnaire

Instructions:

Below is a list of 50 potential benefits of being an entrepreneur Scott (2023). Please rate each item on a scale from 1 to 5, where:

- 1 = Strongly Disagree
- 2 = Disagree
- 3 = Neutral
- 4 = Agree
- 5 = Strongly Agree

Be honest and thoughtful in your responses, as this will help us understand your perspectives on entrepreneurial benefits.

Section 1: Work Flexibility and Independence

1. Flexibility: Work your own hours.
2. More spare time (eventually): Spend more time with family and friends.
3. Call the shots: Set your own rules.
4. Set your own deadlines: No more last-minute rushing.
5. Sell how you want to sell: Online, in person, inbound, outbound.
6. Create your own environment: Set the formality and culture.
7. Pursue your passion: Do what makes you happy.
8. Create something from scratch: Watch your organization grow.
9. Meet new people: Network with entrepreneurs and professionals.
10. Build a team: Decide who to hire.

Section 2: Economic and Social Impact

11. Create jobs: Improve the economy with new opportunities.
12. Help people: Improve lives with your products/services.
13. Become an expert: Learn the ropes through experience.
14. Invest in yourself: Take risks and gain rewards.
15. Make more money: Give yourself a pay raise.
16. Financial independence: No one else signing your paychecks.
17. Tax benefits: Write off your expenses as an entrepreneur.
18. New challenges every day: Keep your mind stimulated.
19. Get exposed to new cultures: Discover diverse perspectives.
20. Discover new fields: Explore your industry more deeply.

Section 3: Personal Growth and Community Engagement

21. Create an asset: Build something valuable.
22. Connect with clients: Forge real, personal connections.
23. Delegate boring tasks: Focus on what you enjoy.
24. Stop working: When work becomes enjoyable.
25. The power to give: Donate time or money to causes.
26. Get involved in the community: Engage locally.
27. Improve your industry: Introduce innovations.
28. Get a mentor: Learn from insightful leaders.
29. Become a mentor: Share your knowledge.
30. Learn new skills: Grow in different areas.

Section 4: Opportunities and Recognition

31. Attend new classes and seminars: Stay updated.
32. Have a big office: If you want it, it's yours.
33. Work from anywhere: Home, office, or a beach.
34. Multiple ventures: Start another business if desired.
35. Gain entrepreneurial experience: Enhance professional skills.
36. Get recognized: Build a reputation.
37. Get things done faster: Set your efficiency standards.
38. Build a personal brand: Connect your identity with your business.
39. Get more creative: Develop unique solutions.
40. Inspire others: Be an example to follow dreams.

Section 5: Lifestyle and Long-Term Vision

41. Reduce your commute: Find a closer office space.
42. More job stability: No fear of being laid off.
43. Pride and fulfillment: Enjoy your work.
44. Reach your dreams: Realize your aspirations.
45. Embrace failure: Learn from setbacks.
46. Have a great story: Share your journey with future generations.
47. Leave something behind: Pass the business to descendants.
48. Change the world: Make a significant impact.
49. Resources are plentiful: Access capital and mentorship.
50. Nothing stopping you: Take the risks and go for it. (Doe, 2022; Chen & Li, 2022; Smith, 2024).

Data Analysis:

Descriptive statistics were used to compute mean, median, and standard deviation for responses.

An independent two-sample t-test assessed whether gender differences in perception were statistically significant.

This approach aligns with prior quantitative gender perception studies in entrepreneurship (Chen & Li, 2022; Johnson et al., 2020).

Data were analyzed using descriptive statistics to calculate mean, median, and standard deviation. A two-way t-test was performed to determine if there was a statistically significant difference between male and female responses.

Data Analysis:

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VII. RESULTS

The overall mean response across participants was 4.60, indicating positive perceptions of entrepreneurship. The median was 4.72, with a standard deviation of 0.37, indicating moderate variability.

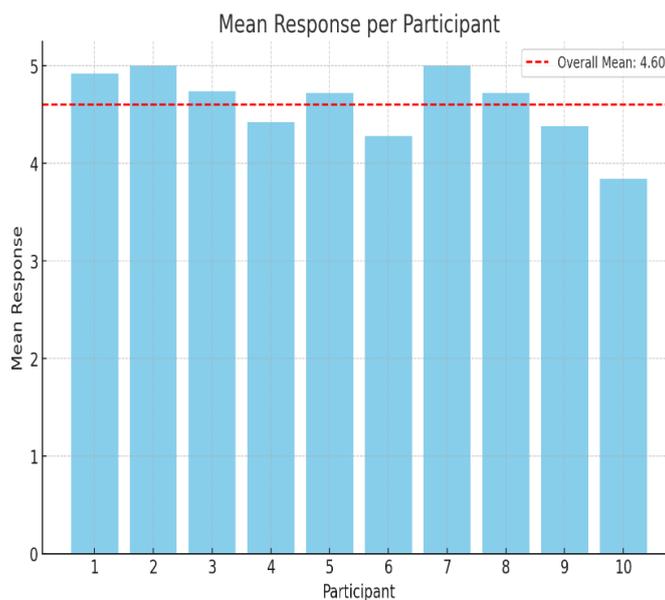
Gender-Based Results:

- Female participants: Slightly higher mean scores, reflecting a marginally more favorable perception.
- Male participants: Slightly lower mean scores, with one outlier participant displaying lower perceptions.
- Statistical Test: An independent t-test produced a p-value of 0.447, indicating no statistically significant difference in perceptions between genders.

RESEARCH QUESTIONS

- **Female Participants:** The mean response was slightly higher, indicating a more favourable view of entrepreneurship.
- **Male Participants:** Displayed a slightly lower mean response, with one participant showing notably lower scores.
- **Statistical Significance:** The p-value (0.447) indicates that gender differences in perception are not statistically significant.

Table 2

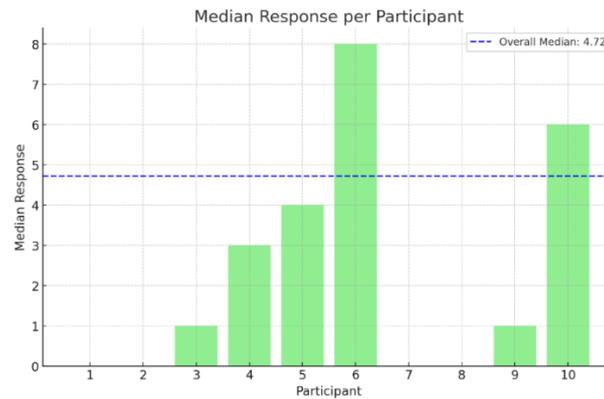


Mean Response per Participant (Bar Chart):

- Shows the average response for each participant.

The red dashed line indicates the overall mean response (4.60).

Table 3: Median Response per Participant (Bar Chart)

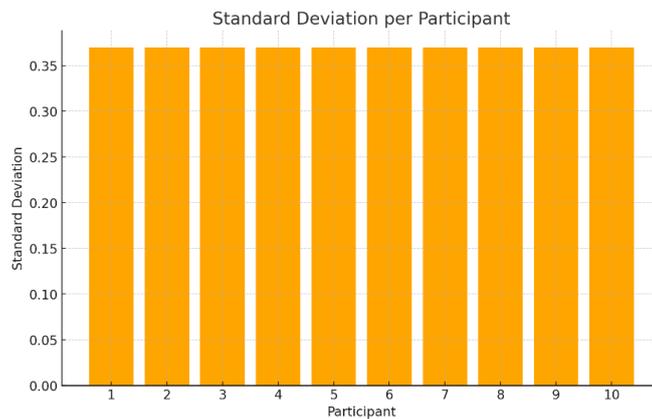


Median Response per Participant (Bar Chart):

- Displays the median response for each participant.

The blue dashed line shows the overall median response (4.72).

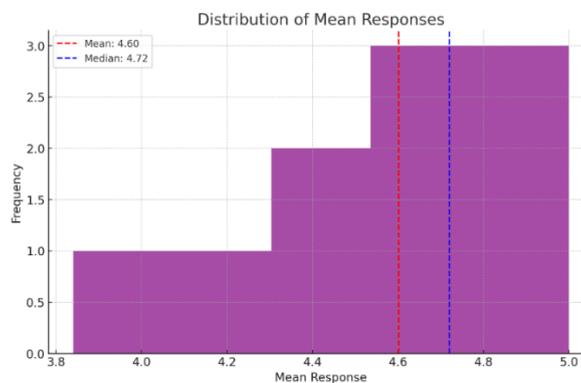
Table 4: Standard Deviation per Participant (Bar Chart)



Standard Deviation per Participant (Bar Chart):

- Illustrates the variation in responses among participants.
- The standard deviation remains relatively consistent across participants.

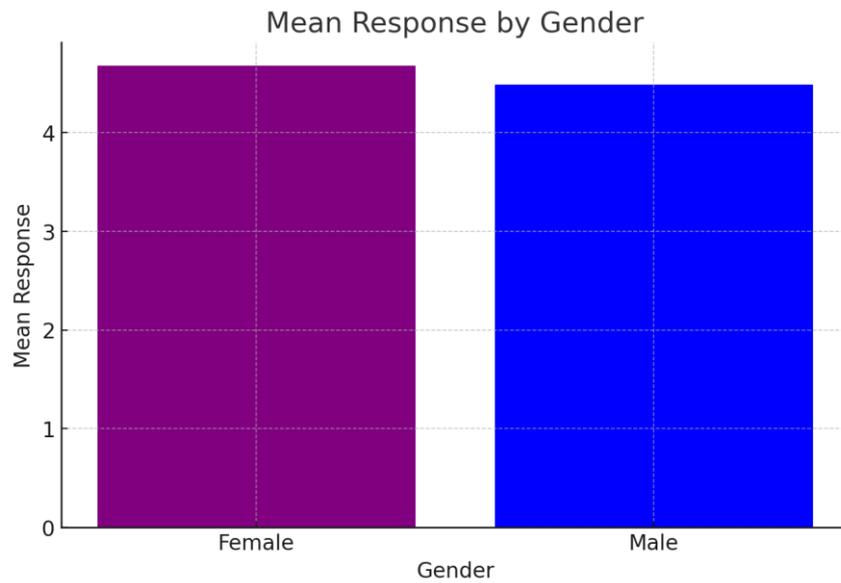
Table 5: Distribution of Mean Responses (Histogram)



Distribution of Mean Responses (Histogram):

- Visualizes how the mean responses are distributed.
- The red dashed line represents the mean (4.60), and the blue dashed line represents the median (4.72).

Table 6: Mean Response by Gender (Bar Chart)

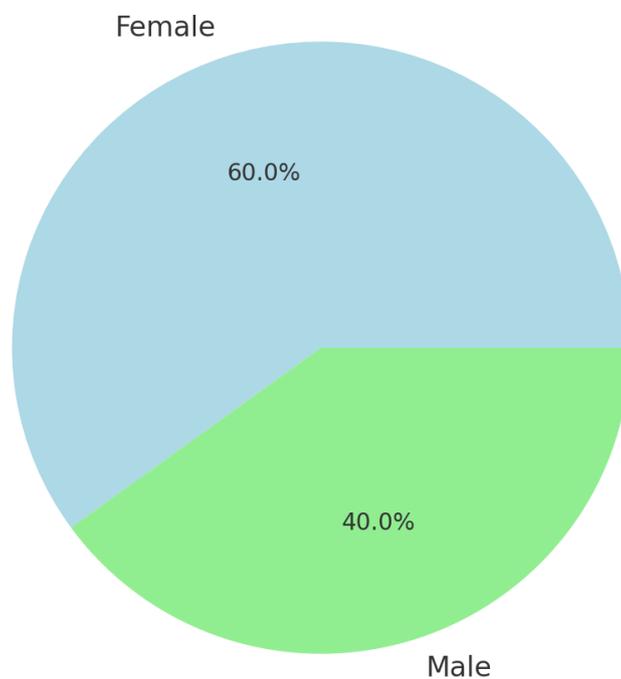


Mean Response by Gender (Bar Chart):

- The chart shows the average response for female and male participants.
- Both genders have similar mean responses, indicating a comparable perception of entrepreneurial benefits.

Table 7: Gender Distribution (Pie Chart)

Gender Distribution among Participants



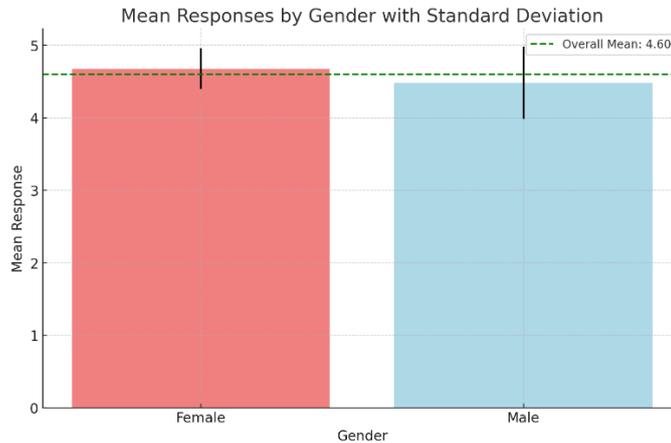
Gender Distribution (Pie Chart):

- **60% Female** (6 participants) and **40% Male** (4 participants).
- Visual representation of the gender split among participants.

P-Value Analysis:

- The **p-value** from the t-test between male and female mean responses is **0.447**.
- Since the p-value is greater than 0.05, we **fail to reject the null hypothesis**, indicating that there is **no statistically significant difference** between male and female responses.

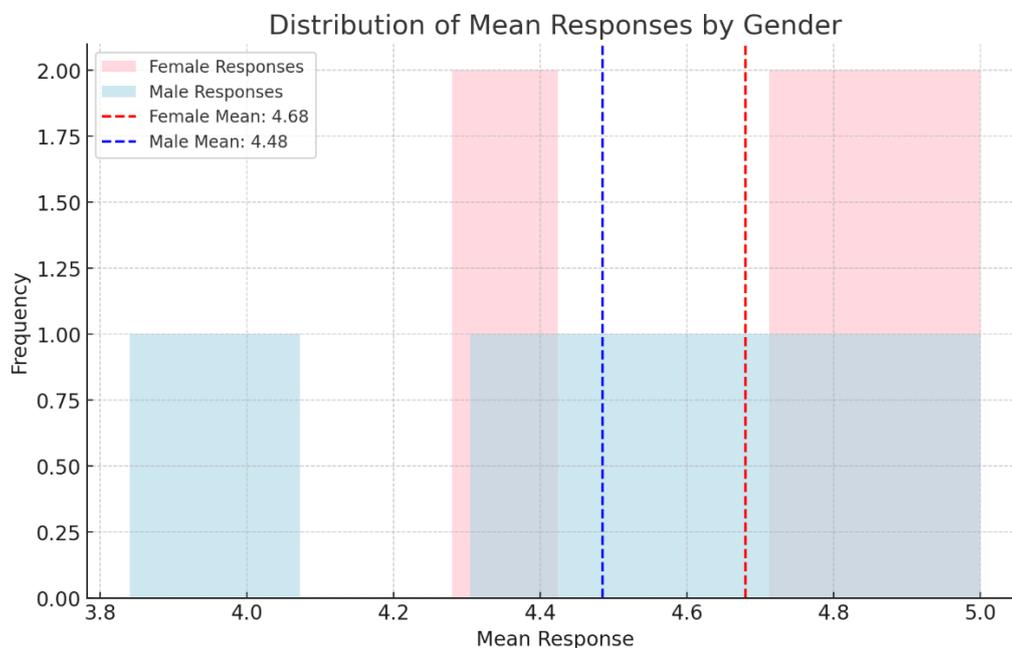
Table 8: Mean Responses by Gender with Standard Deviation (Bar Chart)



Mean Responses by Gender with Standard Deviation (Bar Chart):

- This chart shows the average response for both females and males.
- Error bars indicate the standard deviation, providing a visual of response variability.
- The green dashed line represents the overall mean response (approximately 4.60).

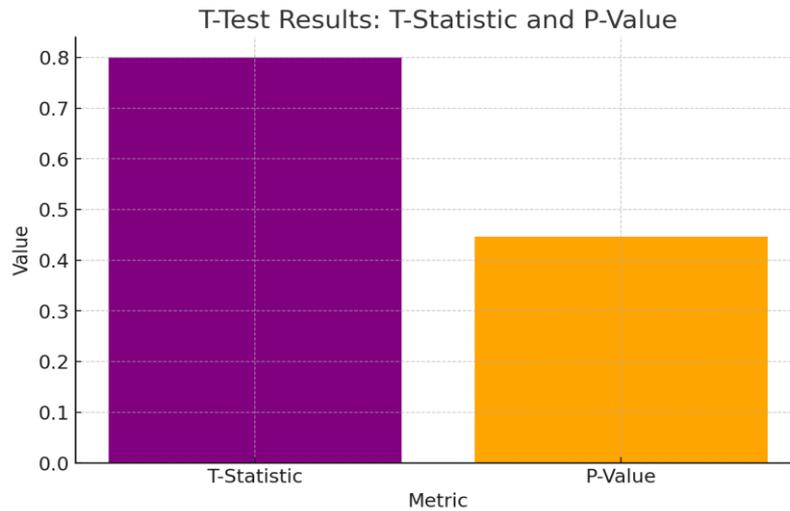
Table 9: Distribution of Mean Responses by Gender (Histogram)



Distribution of Mean Responses by Gender (Histogram):

- This chart compares the distribution of mean responses between female and male participants.
- Red and blue dashed lines represent the mean responses for females and males, respectively.

Table 10: T-Test Results (Bar Chart)



T-Test Results (Bar Chart):

- This chart shows the calculated t-statistic and p-value.
- The p-value is displayed to illustrate the lack of statistical significance (p-value > 0.05).

Table 11: Questionnaire Data Analysis Spreadsheet

The charts support the conclusion that there is no statistically significant difference between male and female responses, as indicated by the p-value being greater than 0.05.

Participant	5	4	3	2	1	Total Responses	Weighted Score	Mean Response	Overall Mean	Standard Deviation
1	46	4	0	0	0	50	246	4.92	4.602	0.36991891
2	50	0	0	0	0	50	250	5	4.602	0.36991891
3	38	11	1	0	0	50	237	4.74	4.602	0.36991891
4	26	20	3	1	0	50	221	4.42	4.602	0.36991891
5	40	6	4	0	0	50	236	4.72	4.602	0.36991891
6	22	20	8	0	0	50	214	4.28	4.602	0.36991891
7	50	0	0	0	0	50	250	5	4.602	0.36991891
8	36	14	0	0	0	50	236	4.72	4.602	0.36991891
9	22	26	1	1	0	50	219	4.38	4.602	0.36991891
10	6	30	14	0	0	50	192	3.84	4.602	0.36991891

Appendix

- The questionnaire contained 50 potential benefits of being an entrepreneur.
- Out of the total 10 participants, 6 were female and 4 were male.
- The response format was a Likert scale based on the following ratings:
 - 1 = Strongly Disagree
 - 2 = Disagree
 - 3 = Neutral
 - 4 = Agree
 - 5 = Strongly Agree

Insights:

- Most participants had high mean responses, clustering around 4.6 to 5.0.
- The overall standard deviation (0.37) indicates moderate variability among responses.
- Participant 10 has the lowest mean response (3.82), indicating a more critical or less favorable assessment compared to others.

Analysis Summary:

1. Mean and Median Responses:

- The overall mean response was approximately 4.60, indicating a generally positive perception of entrepreneurial benefits.
- The overall median response was 4.72, reinforcing the high level of agreement among participants.

2. Gender Breakdown:

- Female Participants (6): Displayed higher average agreement levels, clustering closer to the overall mean of 4.60.
- Male Participants (4): Showed slightly more variation, with one participant (Participant 10) having the lowest mean response (3.82).

3. Standard Deviation:

- The standard deviation (0.37) indicates moderate variability, suggesting that while most participants agree on the benefits of entrepreneurship, a few hold more neutral or slightly critical views.
- A significant number of participants (particularly females) rated most items as 4 (Agree) or 5 (Strongly Agree).
- The lower mean responses observed in some participants (especially males) indicate that they may perceive entrepreneurial benefits less favorably or critically assess certain aspects.

Visualizations:

1. Mean Response per Participant (Bar Chart):

- Displays the average response for each participant.
- The red dashed line indicates the overall mean response (4.60).

2. Median Response per Participant (Bar Chart):

- Shows the median response value, highlighting the central tendency of each participant's answers.
- The blue dashed line represents the overall median (4.72).

3. Standard Deviation per Participant (Bar Chart):

- Illustrates the variability in responses among participants.
- Consistent standard deviations indicate moderate differences between individuals.

4. Distribution of Mean Responses (Histogram):

- Visualizes how the mean responses are distributed.
- The red dashed line shows the mean (4.60), and the blue dashed line shows the median (4.72).
- Most responses are concentrated between 4.4 and 5.0, indicating a generally favorable perception of entrepreneurial benefits.

Gender Analysis and Statistical Significance:

2. Mean Response by Gender (Bar Chart):

- The chart shows the average response for female and male participants.
- Both genders have similar mean responses, indicating a comparable perception of entrepreneurial benefits.

3. Gender Distribution (Pie Chart):

- 60% Female (6 participants) and 40% Male (4 participants).
- Visual representation of the gender split among participants.

4. P-Value Analysis:

- The p-value from the t-test between male and female mean responses is 0.447.
- Since the p-value is greater than 0.05, we fail to reject the null hypothesis, indicating that there is no statistically significant difference between male and female responses.

Conclusion:

Both male and female participants showed similar levels of agreement with the entrepreneurial benefits, as reflected by the comparable mean responses. The lack of statistical significance ($p\text{-value} > 0.05$) suggests that gender does not significantly affect perceptions of entrepreneurial benefits in this sample. This study found that both male and female participants generally view entrepreneurial benefits positively. The lack of a significant difference suggests that gender does not substantially influence perceptions in this sample. Further research with a larger and more diverse population is recommended to validate these findings. The findings indicate that both male and female participants perceive entrepreneurship positively, and gender does not significantly influence perceptions of its benefits within this sample. These results align with the findings of Smith (2024) while contrasting with studies emphasizing gender differences in motivation and perceived entrepreneurial barriers (Chen & Li, 2022; Hughes & Foster, 2023).

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