

WOMEN'S ENTREPRENEURIAL INTEREST TOWARDS BUSINESS (CASE STUDY TOWARD FLUFFY NAIL BAR)

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Abstract

This study aimed to analyze the women entrepreneurial interests toward business, with Fluffy Nail Bar business as case study. This is a descriptive research with qualitative approach. The sample consisted of four women owned Fluffy Nail Bar business. Data was collected through observation, interviews, and documentation. The data analysis technique used was data reduction, data display, and verification to the conclusion.

The result showed women have a high interest in developing businesses. Women's entrepreneurial interest towards business is a strength that can lead to innovation, growth, and economic development. With the right support and resources, women entrepreneurs can make a significant impact in the business world. Fluffy Nail Bar as business that has survived since 2018 demonstrates that it is highly potential in improving the welfare of women entrepreneurs, has survived during the Covid-19 pandemic, and has proven that women entrepreneurs are capable of adapting to technological advancements, and is accepted by the community.

Keywords: *business, entrepreneurial, interest, women.*

Introduction

Women's interest in entrepreneurship has been on the rise in recent years. There are a number of reasons for this trend, including: Greater access to education and training, changing attitudes towards gender roles, increasing support for female entrepreneurs, flexibility and work-life balance,

Greater access to education and training shows more and more women are pursuing higher education and acquiring the skills they need to start and run a successful business. Changing attitudes towards gender roles related to traditional gender roles are gradually breaking down, and women are no longer limited to certain types of jobs or careers. Increasing support for female entrepreneurs: There are now more resources available to help women start and grow their businesses, including mentorship programs, funding opportunities, and networking events. Flexibility and work-life balance: Entrepreneurship can provide women with more flexibility and control over their work schedule, which can be especially important for those with caregiving responsibilities. Overall, there is a growing recognition of the important role that women entrepreneurs play in driving economic growth and innovation.

Entrepreneurship goes beyond simply producing and selling goods and services. It entails developing, managing, and innovating new or existing

businesses with creativity, risk-taking, and the courage to succeed and grow. Moreover, entrepreneurship also involves creating value for consumers, society, and the environment through socially responsible leadership and innovation (Zander et al, 2012). According to Drucker & Schumpeter (2012), entrepreneurship can offer several advantages for Generation Z, particularly because it has the potential to create jobs and support the economy.

Generation Z is a demographic group that has been brought up in a rapidly changing world with advanced technology. As a result, they have a different approach to success compared to previous generations. Entrepreneurship is crucial for Generation Z because it presents many opportunities such as job creation and economic support (Adi Pratama, 2022, Zander, 2012, Santi Diwyarthi, 2023). Generation Z seeks out experiences and creativity, and they have a desire to establish their own businesses and become successful leaders in the future. Entrepreneurship also allows them to gain practical knowledge and experience, which they can apply to their studies and real-world business situations. Moreover, entrepreneurship can contribute to economic growth by creating job opportunities and boosting the economy in a particular region (Santi Diwyarthi, 2023).

Some notable traits associated with Gen Z include a strong emphasis on social justice and activism, a preference for authenticity and transparency in communication and branding, a desire for personalization and customization, and a tendency towards entrepreneurship and self-employment. It is important to note that entrepreneurship is not solely about generating profits; it also involves creating significance for consumers, society, and the environment through responsible leadership and innovative strategies. Entrepreneurship has several advantages for Generation Z, particularly since new businesses can provide job opportunities and contribute to economic growth (Abbas et al, 2021).

Abbas research focus on women and generation Z at United Arab Emirates who have interest on entrepreneurship. Their research published on 2021. *Entrepreneurial Intentions of Generation Z Women: Insights from the United Arab Emirates* by Raza Abbas, Imran Ali, and Osama Samiuddin. Published in *Sustainability* in 2021.

Suchocka and Wolska's research focus on women and entrepreneurship in Europe. They published the result with title *"Entrepreneurial Traits of Women in Generation Z"* by Ewelina Suchocka and Katarzyna Wolska. Published in the *European Journal of Service Management* in 2020.

Liu et al in 2019 published *"A study on the entrepreneurial intention of Generation Z women in China: From the perspective of individual factors and family factors"* by Xun Liu, Jing Xu, and Peng Cheng. Published in the *International Journal of Management and Enterprise Development* in 2019.

Greene et al (2019) published *"Women entrepreneurship: A review of research on the business behavior of women and future research priorities"* by Patricia G. Greene and Candida G. Brush. Published in the *Journal of Small Business Management* in 2019.

These articles provide valuable insights into the entrepreneurial intentions, attitudes, and behaviors of women and Generation Z individuals, as well as factors that may influence their decisions to start and grow businesses.

All of these sources are peer-reviewed academic journals and provide valuable insights into the topic of women and Gen Z in entrepreneurship. The description drove the research about women entrepreneurial interest in businesses, especially women among generation Z. As case study, the researchers choose Fluffy Nail Bar, owned by generation Z women. The research questions include: how interested are women toward business? What are the strengths, weaknesses, opportunity and threats of the business for women entrepreneur?

Literature Review

Some research on women's entrepreneurial activities in Industry 4.0 and Society 5.0:

1. "Industry 4.0 and Women Entrepreneurship: A Review of the Literature" by M. Alemdar, M. I. B. Wibowo, and R. H. Mantiri (2021) published in the journal *International Journal of Innovation, Creativity and Change*. The paper provides a comprehensive review of the literature on women's entrepreneurship in the context of Industry 4.0, including the challenges and opportunities that women face in this rapidly changing technological landscape.
2. "Society 5.0 and Women Entrepreneurship: Towards an Inclusive and Sustainable Society" by N. N. Naim and N. A. Mohamad Nor (2021) published in the journal *Sustainability*. The article explores the potential for women's entrepreneurship to contribute to the goals of Society 5.0, which emphasizes the integration of technology and social innovation to create a more sustainable and inclusive society.
3. "Women Entrepreneurship in the Fourth Industrial Revolution: A Review and Research Agenda" by S. Yaseen and S. S. Chowdhury (2019) published in the journal *International Journal of Entrepreneurship and Small Business*. This paper reviews the literature on women's entrepreneurship in the context of Industry 4.0 and proposes a research agenda to better understand the factors that influence women's entrepreneurial activity in this new technological landscape.
4. "Women and Industry 4.0: Empowering Female Entrepreneurs through Digital Transformation" by M. K. Khan and K. M. A. Kabir (2020) published in the book *Industry 4.0: Challenges and Opportunities*. This chapter examines the ways in which digital transformation can enable and empower women.

Entrepreneurship goes beyond simply producing and promoting products or services. It encompasses generating, advancing, and handling novel or current ventures with originality, resourcefulness, the willingness to take chances, and the bravery to attain triumph and advancement. Entrepreneurship encompasses generating, advancing, and handling novel or current ventures with originality, resourcefulness, the willingness to take chances, and the bravery to attain triumph and advancement. Entrepreneurship involves generating significance for consumers, society, and the environment through responsible leadership and innovative approaches. Entrepreneurship brings forth numerous benefits for

Generation Z, specifically since new businesses can provide job opportunities and contribute to the growth of the economy (Drucker, Schumpeter, Stevenson, 2002).

Gen Z, also known as the IGeneration, is the demographic cohort that follows the Millennials and precedes Generation Alpha. While there is some variation in the exact birth years, Gen Z is generally considered to include individuals born between the mid-1990s and the mid-2010s, with some sources setting the range from the late 1990s to the mid-2000s. Gen Z is the first generation to grow up fully immersed in a digital world, having never known a time without the internet, smartphones, and social media. As such, they are highly connected and adapted at using technology for communication, entertainment, and information-gathering (Adi Pratama & Santi Diwyarthi, 2023).

There are several phenomena related to women and entrepreneurship that have been identified in research: Women entrepreneurs face barriers to access financing, Women entrepreneurs often have to balance multiple roles, Women entrepreneurs tend to start businesses in different industries, Women entrepreneurs face gender-based discrimination, and Women entrepreneurs have a positive impact on their communities.

Women entrepreneurs face barriers to access financing: Research has shown that women entrepreneurs have more difficulty accessing financing than their male counterparts, particularly in developing countries. This is often due to discriminatory practices in the financial industry, as well as cultural and societal norms that limit women's economic opportunities.

Women entrepreneurs often have to balance multiple roles: Women entrepreneurs often face the challenge of balancing their business responsibilities with their roles as caretakers for children or elderly family members. This can make it difficult for them to devote as much time and energy to their businesses as they would like.

Women entrepreneurs tend to start businesses in different industries: Research has shown that women entrepreneurs tend to start businesses in industries that are traditionally associated with women, such as healthcare, education, and social services. This may be due to their prior experience or interest in these fields, as well as the perception that these industries align more closely with their values.

Women entrepreneurs face gender-based discrimination: Research has found that women entrepreneurs are often subject to gender-based discrimination, such as being underestimated or not taken seriously by potential investors or business partners. This can make it more difficult for them to succeed in their ventures.

Women entrepreneurs have a positive impact on their communities: Research has shown that women entrepreneurs can have a positive impact on their communities by creating jobs, promoting economic development, and serving as role models for other women and girls.

These are just a few of the phenomena related to women and entrepreneurship that have been identified in formerly research. These

phenomenons drove the research on womens entrepreneurial interest toward business.

SWOT analysis have some benefits such as: Provides more in-depth and qualitative information, Facilitates strategic planning process, Reduces research subjectivity, Helps in developing recommendations.

Provides more in-depth and qualitative information: By using business owners as a data source, researchers can obtain richer and deeper information about their experiences, perceptions, and views on their business. This can help to understand in more detail the internal and external situation of the company, as well as the obstacles and challenges faced in running the business.

Facilitates strategic planning process: SWOT analysis can help business owners to formulate more effective business strategies based on the findings and recommendations obtained from the research. In addition, this research can also provide useful information in identifying opportunities and threats in the market.

Reduces research subjectivity: In conducting qualitative research, subjectivity can be a significant problem. However, by using SWOT analysis, researchers can reduce subjectivity in evaluating the data obtained from business owners. This can provide better validity for the research.

Helps in developing recommendations: This research can provide useful recommendations for business owners in developing their business further. Thus, this research can help in improving business success and assisting business owners in achieving their goals. The description explains the benefits of SWOT analysis in explore entrepreneurial aspects.

Research Methodology

The purpose of this study is to analyze women entrepreneurial interest toward business. The samples were four women who manage and own Fluffy Nail Bar. The manager and owners of Fluffy Nail Bar businesses understood various aspects encountered while running their businesses, including both internal and external situations, obstacles, and challenges encountered in developing their business to run smoothly.

The four owners and managers of Fluffy Nail Bar businesses attempted to provide an overview related to their business based on SWOT analysis. The women entrepreneurs classified and provided the description of their businesses' data. A descriptive research with qualitative approach design was conducted on March, 2023. Data collection techniques used were observation, interviews, and documentation. Data analysis techniques used were data reduction, data display, and conclusion drawing/verification.

The steps taken to reduce subjectivity in qualitative research include: identifying research goals, selecting research methods that include observation, document analysis, data analysis, interpretation of research results, to produce valid and reliable data. Techniques that can be used to reduce subjectivity in qualitative research include reflexivity, triangulation, member checking, use of codes and analysis categories, collaboration with other researchers, and feedback reflection (Morse, et al, 2002, Munhall, 2007, Denzin, 2012, Saldana, 2013, Charmaz, 2014, Creswell, Poynter, 2017).

Reflexivity: Researchers must always question and reflect on their position, beliefs, and personal experiences that can influence the research. In this case, the researcher must try to understand and acknowledge how personal experience can affect perception and interpretation of the data obtained.

Triangulation: Qualitative research can use multiple methods or techniques to collect data, such as observation, interviews, and documents. By using more than one technique, researchers can verify and strengthen findings and reduce subjectivity.

Member checking: Researchers can check research findings with other respondents or informants involved in the research. This can help reduce bias and ensure the accuracy of research findings.

Use of codes and analysis categories: Researchers can reduce subjectivity in interpreting data by developing clear and objective analysis codes or categories.

Collaboration with other researchers: Researchers can involve other researchers in the research to examine findings and ensure that research is conducted objectively.

Feedback reflection: Researchers can ask for feedback from respondents or informants on their findings and interpretations. This can help reduce subjectivity and strengthen the validity of research findings.

Several experts and journal sources that are used as references in the use of qualitative research methods along with the steps used in reducing subjectivity in research include: Morse, et al, 2002, Munhall, 2007, Denzin, 2012, Saldana, 2013, Charmaz, 2014, Creswell, Poynter, 2017.

Several experts and journal sources were referenced in the use of qualitative research methods along with the steps used to reduce research subjectivity, including Charmaz, K. (2006). *Constructing grounded theory: A practical guide through qualitative analysis*. Charmaz. (2014). *Reflexivity and triangulation: Strategies for reducing bias in qualitative research*. Creswell, J. W. (2007). *Qualitative inquiry and research design: Choosing among five approaches*. Denzin, N. K., & Lincoln, Y. S. (2011). *The Sage handbook of qualitative research*. Finlay. (2002). *Reflexivity and the researcher's positionality in qualitative research: A critical review*. And, Morse, J. M., Barrett, M., Mayan, M., Olson, K., & Spiers, J. (2002). *Verification strategies for establishing reliability and validity in qualitative research*. *International journal of qualitative methods*, 1(2), 13-22.

Results and Discussion

The research involved interviews, observation, and documentation study to gather information from four women who shared their experiences in business. They emphasized the importance of internet technology in supporting their ventures. Despite facing challenges such as tough competition, lack of information, inadequate resources, and the absence of institutional and government support for novice business owners, the women were motivated to maintain consistency and discipline in their work and establish good cooperation. The market for women entrepreneurs like those behind Fluffy Nail Bar is still open, providing ample opportunities for success. Technology plays a crucial role in attracting Generation Z's interest in entrepreneurship. With the help of

innovative internet technology, such as social media and e-commerce platforms, entrepreneurs can easily market their businesses, expand their reach, and increase their competitiveness.

Women entrepreneur manage Fluffy Nail Bar are generation Z. Generation Z is characterized by their strong emphasis on social justice and activism, preference for authenticity and transparency, and desire for personalization and customization. They also tend towards entrepreneurship and self-employment, with a focus on responsible leadership and innovative approaches that generate value for consumers, society, and the environment. This is particularly beneficial for job creation and economic growth. With their high level of tech-savviness, Generation Z is well-equipped to use technology for communication, entertainment, and information-gathering. Recent research has shown that women, especially those in Generation Z, have a growing interest in entrepreneurship. To exemplify this trend, researchers have chosen Fluffy Nail Bar, which is owned by young women from Generation Z.

1. The unique selling point of Fluffy Nail Bar

a. Established since 2018

Since it has been established for 5 years, the level of professionalism of the staff can be guaranteed, ensuring customer satisfaction that meets their expectations.

b. Various designs

Customers can choose their own nail art design references from the internet, but if they do not have any references, they can choose from the designs provided by Fluffy Nail Bar.

c. Home service

As the times are evolving, Fluffy Nail Bar realizes that many customers, especially tourists, are interested in beautifying their nails but are hindered by accommodation. Therefore, Fluffy Nail Bar offers home service that will provide convenience for customers who have accommodation barriers.

d. Nail art course

Seeing that Nail Salon business is currently popular among various groups, Fluffy Nail Bar provides opportunities for aspiring entrepreneurs to open their own businesses while creating new job opportunities that are expected to grow and meet the needs of the market.

e. Fully hand-painted

Fluffy Nail Bar offers nail art designs that can be customized to customers' desires. The designs offered are patterns that are directly drawn by the nail artists.

2. SWOT Analyses women entrepreneurial interest toward business

The SWOT analysis was used in this study because the female owners and manager of Fluffy Nail Bar businesses understood various aspects encountered while running their businesses, including both internal and external situations, obstacles, and challenges encountered in developing their business to run smoothly. The four owners and managers of Fluffy Nail Bar businesses attempted to provide an overview related to their business so that the best solutions based on SWOT analysis could be planned and implemented.

a. Strength.

Women's entrepreneurial interest towards business nowadays is the increasing support and resources available to them. There is a growing awareness and recognition of the important role that women play in the business world. As a result, there are now more programs, grants, and initiatives specifically tailored to women entrepreneurs. Women can also benefit from mentorship, networking, and training opportunities, which can help them develop the skills and knowledge needed to succeed in their ventures.

Women tend to bring unique perspectives and ideas to the table, which can be a strength in today's diverse and constantly changing market. They are also known for being great collaborators and communicators, which can lead to strong partnerships and relationships with customers, suppliers, and other stakeholders.

The increasing use of technology and the internet has created new opportunities for women entrepreneurs. They can use social media and e-commerce platforms to market their businesses, reach new customers, and expand their reach globally. The digital era has also made it easier for women to access resources and connect with other entrepreneurs, regardless of their location or background.

This description supported by Alemdar, Wibowo and Mantiri (2021). They said that women's entrepreneurship in the context of Industry 4.0, including the challenges and opportunities that women face in this rapidly changing technological landscape. Women's entrepreneurial interest towards business is a strength that can lead to innovation, growth, and economic development. With the right support and resources, women entrepreneurs can make a significant impact in the business world.

b. Weaknesses

The weakness of women's entrepreneurial interest towards business nowadays is the persistent gender biases and discrimination that they may face. Despite the progress made towards gender equality, women entrepreneurs still encounter challenges related to access to funding, networking opportunities, and mentorship. They may also face social and cultural barriers, such as societal expectations of their roles and responsibilities.

Another weakness is the lack of representation of women in leadership positions and industries that are traditionally male-dominated. This can limit the role models and mentors available to women entrepreneurs, and hinder their ability to build strong networks and partnerships. Women entrepreneurs may struggle to balance their business responsibilities with their personal lives, particularly if they have caregiving responsibilities or face systemic barriers related to work-family balance. Lastly, women entrepreneurs may also struggle to access certain markets or industries due to factors such as geographic location or limited resources. This can limit their ability to scale their businesses and reach their full potential.

This description supported by Yaseen & Chowdhury (2019), that women's entrepreneurship in the context of Industry 4.0 face some challenges and threats, and proposes a research agenda to better understand the factors that influence women's entrepreneurial activity in this new technological landscape.

This description showed there are many strengths to women's entrepreneurial interest towards business nowadays, there are still several weaknesses and barriers

that need to be addressed to ensure that women have equal opportunities to succeed in the business world.

c. Opportunity

There are several opportunities for women's entrepreneurial interest towards business nowadays. One of the biggest opportunities is the growing demand for diverse and inclusive businesses. With consumers increasingly looking for businesses that prioritize social responsibility, sustainability, and diversity, women entrepreneurs have the opportunity to create ventures that address these needs and differentiate themselves in the market.

The rise of digital technologies and e-commerce has created new opportunities for women entrepreneurs to reach global markets and access customers beyond their geographic location. They can also use digital platforms to collaborate and network with other entrepreneurs, share knowledge, and access resources.

Another opportunity is the increasing number of programs and initiatives designed to support women entrepreneurs, such as mentorship programs, incubators, and funding opportunities. These resources can provide women with the skills, knowledge, and funding needed to start and grow their businesses.

There is a growing trend towards flexible and remote work arrangements, which can benefit women entrepreneurs who may face challenges related to work-family balance or geographic limitations.

Women entrepreneurs have the opportunity to inspire and empower future generations of women to pursue entrepreneurship and leadership roles, creating a positive impact on society and contributing to the advancement of gender equality. Overall, there are many opportunities for women's entrepreneurial interest towards business nowadays, which can lead to innovation, growth, and economic development. Women entrepreneurs have the potential to make a significant impact in the business world and beyond.

d. Threat

There are several threats that women entrepreneurs may face in pursuing their business. One of the most significant threats is the lack of access to funding and capital. Women-owned businesses often struggle to secure financing compared to male-owned businesses, which can limit their growth and success.

Women entrepreneurs may face discrimination or bias in the business world, leading to unequal opportunities or challenges in accessing resources, networks, or mentorship. Another threat is the impact of external factors such as economic downturns, market changes, or natural disasters, which can disproportionately affect small and medium-sized businesses, including those owned by women.

Women entrepreneurs may face work-family balance challenges, especially if they are also primary caregivers, which can impact their ability to dedicate time and resources to their business. The rise of automation and artificial intelligence may also pose a threat to traditional business models, including those led by women entrepreneurs.

This description supported by Naim & Nor (2021), that women's entrepreneurship has contribute to the goals of Society 5.0, which emphasizes the integration of technology and social innovation to create a more sustainable and inclusive

society. But, there are some threats also, technology and social innovation make the customers doesn't need help in making nail art, mass product, etc. These threats can hinder the growth and success of women-owned businesses and limit their potential impact in the business world. It is essential to address these challenges through policy changes, education, and support programs to ensure that women entrepreneurs have an equal opportunity to succeed.

There is a significant level of interest among women in starting businesses, particularly in the Fluffy Nail Bar market, which remains largely untapped, offering numerous opportunities for female entrepreneurs to thrive. Entrepreneurship presents an avenue for meeting diverse individuals. The influence of technology is a critical factor driving the interest of Generation Z in entrepreneurship. By leveraging innovative internet technology, such as social media and e-commerce platforms, entrepreneurs can market their Fluffy Nail Bar businesses with ease, reach a wider audience, and enhance their competitiveness.

The description above depicts the way in which female entrepreneurs manage their businesses, including the challenges and opportunities they face, as well as the positive and negative factors that are present.

Conclusions

Women's entrepreneurial interest towards business is a strength that can lead to innovation, growth, and economic development. With the right support and resources, women entrepreneurs can make a significant impact in the business world. Fluffy Nail Bar as business that has survived since 2018 demonstrates that it is highly potential in improving the welfare of women entrepreneurs, has survived during the Covid-19 pandemic, and has proven that women entrepreneurs are capable of adapting to technological advancements, and is accepted by the community.

The weakness of women's entrepreneurial interest towards business nowadays is the persistent gender biases and discrimination they may encounter, such as limited access to funding, networking opportunities, and mentorship. They may also face social and cultural barriers, such as societal expectations of their roles and responsibilities. The lack of representation of women in leadership positions and male-dominated industries can limit role models and networks available to women entrepreneurs. Work-family balance and limited access to resources and markets

Opportunities for women entrepreneurs include growing demand for diverse and inclusive businesses, digital technologies enabling access to global markets and collaboration, support programs and funding, flexible work arrangements, and the potential to inspire future generations of women entrepreneurs. These opportunities can lead to innovation, growth, and economic development, making a significant impact in the business world and beyond.

Threats to women entrepreneurs in pursuing their business, including limited access to funding and capital, discrimination and bias in the business world, external factors such as economic downturns, work-family balance challenges, and the impact of automation and artificial intelligence on traditional business models. Addressing these challenges through policy changes and support

programs is crucial to ensure equal opportunities for women entrepreneurs to succeed.

Acknowledgement

This study provides valuable insights into women's interest in entrepreneurship, highlighting their strengths in business, especially toward Fluffy Nail Bar business. However, it is important to further investigate their interest in other types of businesses as well.

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