

To what extent can the perceived success of Turkish female entrepreneurs, when compared to other female ethnic minority entrepreneurs in the Netherlands, be explained by their Turkish cultural heritage?



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Executive summary

A recent study by the Chamber of Commerce stated that the number of female ethnic entrepreneurs has been rising over the years. In particular, the Turkish female entrepreneurs are ahead. However, the reason why these numbers are increasing has not been given. Therefore this research paper will examine: *To what extent can the perceived success of Turkish female entrepreneurs, when compared to other female ethnic minority entrepreneurs in the Netherlands, be explained by their Turkish cultural heritage?*

The Turkish female entrepreneurs will be compared to the Moroccan and the Surinamese female entrepreneurs, as they are the largest ethnic groups in The Netherlands. To measure the perceived success of the female entrepreneurs, different interviews will be conducted with female ethnic entrepreneurs (Turkish, Moroccan , Surinamese), two experts and a survey. This research is necessary due to the lack of information dedicated to female ethnic entrepreneurship.

Furthermore, an existing model of Choenni that measures the differences between ethnic entrepreneurial behavior will be used as a guideline, to develop a new model that can explain the perceived success factors of the Turkish female entrepreneurs in The Netherlands.

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1.Introduction

The Hague is an international and bustling city with an economic climate that can be considered as favourable for many small businesses. The city that has grown into a home for citizens with different backgrounds and cultures. The main reason for the different faces and ethnicity is a result of guest workers that arrived and now eventually permanently reside in the city. After the guest workers were no longer required they had to find other occupations to survive, some of them decided to open their own shops.

An example are the Turkish entrepreneurs, many Turkish men opened small groceries, which started approximately 20 years ago. Today, two decades later, the Turkish male entrepreneurs are still there but share the area now with female Turkish entrepreneurs.

Entering the heart of The Hague one can immediately notice many small shops owned by Turkish women. It may also seem that they are ahead compared to other female, ethnic entrepreneurs. Does this imply that the Turkish culture encourages entrepreneurial behavior, compared to other ethnic minorities? If not, then what motivates them?

This thesis will attempt to address the extent that cultural attributions of different ethnic groups affect entrepreneurial behavior, with the focus on Turkish female entrepreneurs. This will lead to a better understanding of the interaction between culture and entrepreneurship. Therefore the following research question will be used:

To what extent can the perceived success of Turkish female entrepreneurs, when compared to other female ethnic minority entrepreneurs in the Netherlands, be explained by their Turkish cultural heritage?

1.1 Problem analysis

Problem analysis

The purpose of this research is to determine the (perceived) success of Turkish female entrepreneurs compared to other female entrepreneurs with ethnical backgrounds, such as Moroccan and Surinam.

A recent study revealed that the number of female Turkish entrepreneurs has been increasing over the past 5 years in comparison with other ethnic groups (Kamer Van Koophandel, 2014). However, an explanation has not been given regarding why the entrepreneurial behaviour and the numbers of entrepreneurship increased. This research will therefore provide information to give a greater understanding on 'why' the numbers of entrepreneurship are increasing and their level of success will be measured. Following this, the extent of the influence of Turkish culture on their entrepreneurial behaviours will also be investigated.

1.2 Sub questions

This research has been divided into three chapters, thus three sub questions that will provide support to answer the research question. The following sub questions are:

1. How has Turkish entrepreneurship developed in The Netherlands since the arrival of the first immigrants?

This sub-question has been divided in two parts to give the reader a clear view about the given information. The first part contains detailed information on the immigration motives of the Turks, followed by a short description about their development on the labour market.

The second part will provide more information on how the first generation went from guest workers to entrepreneurs. Furthermore, how the second generation developed and profiled themselves within the Dutch Society will be explored. An important point in the second part is to determine, whether the second generation resembles the same entrepreneurial behaviour as the first generation.

The conclusion of this chapter will determine the core of their entrepreneurial behaviour.

2. What are the perceived success factors of Turkish female entrepreneurs compared to other ethnic entrepreneurs?

The aim of this chapter is to determine whether the Turkish women are successful compared to other female entrepreneurs with an ethnic background. If so, then what can be considered as their 'keyfactors' to success? To measure their success a perceived success model has been developed to give a more profound insight.

The conclusion of this chapter will give a deeper understanding whether Turkish women are or are not more successful to other ethnic entrepreneurs.

Introduction

This chapter contains information on why certain methodologies were chosen and their relevance to the chosen research topic. To provide a clear view this chapter is divided into three sections:

- Research methods;
- Validity and reliability;
- Scope.

Research methods

The purpose of this research is to measure the success of Turkish female entrepreneurs and the extent their culture has influenced entrepreneurial behaviour. Furthermore, to formulate a reliable answer, two general methods will be used: a quantitative and qualitative method. In the book of Verschuren & Doorewaard, *Designing a research project*, there are 5 types of research approaches. Three of these research approaches will be used due to their relevance for chapters three and four.

1. Survey-study;
2. Theoretical research;
3. Desk-research.

Survey study

Questionnaire

The survey study consists of a questionnaire that will be conducted among randomly selected citizens with ethnical and non-ethnical backgrounds. To obtain reliable results a representative sample of the population is required. Furthermore, the aim of the questionnaire is to get the public perception on female Turkish entrepreneurship and their perceived success.

However, this method contains both advantages and disadvantages. Possible advantages include the practicality and the large quantity of information that can be collected within a short time period (Verschuren & Doorewaard, 2007).

Whereas the disadvantages may be the level of reliability achieved by a questionnaire, as it is not possible to measure the accuracy of a respondents answer. The final result, the collective responses, may also lack depth thus resulting in the method being considered inadequate.

Interview

Following the questionnaire, eight interviews will be conducted among experts within the field of ethnic entrepreneurship and female ethnic entrepreneurs. The interviews will allow a deeper insight into the issue of ethnic entrepreneurs from a professional point of view. However, this methodology will also contain both advantages and disadvantages. The obtained information about opinions, perceptions and feelings will be detailed, as follow up questions needed to assess the situation further are a possibility. This is an advantage, as a detailed insight into the reasons certain responses were given will be achieved. Nonetheless, this methodology may be considered biased if not supported with further research, to ensure the responses received during the interview process are not solely opinionated.

Theoretical research

The purpose of conducting theoretical research is to gather abstract concepts. These concepts will be analyzed in order to help define the perceived success, which will be explained in chapter 4. The following information will be used as a guideline to develop the factors that may have led to the success of Turkish female entrepreneurs and other ethnic female entrepreneurs. This theory will be a fundamental aspect during the analysis of the Turkish, Moroccan and Surinamese culture. It can help determine the extent that the Turkish culture influences entrepreneurial behavior.

Cultural dimensions of Hofstede

The first theory describes the differences between individualism and collectivism. According to Hofstede, *“Individualism on the one side versus its opposite, collectivism, is the degree to which individuals are integrated into groups. On the individualist side we find societies in which the ties between individuals are loose: everyone is expected to look after her/himself and her/his immediate family. On the collectivist side, we find societies in which people from birth onwards are integrated into strong, cohesive in-groups, often extended families (with uncles, aunts and*

grandparents) which continue protecting them in exchange for unquestioning loyalty. The word collectivism in this sense has no political meaning: it refers to the group, not to the state. Again, the issue addressed by this dimension is an extremely fundamental one, regarding all societies in the world. (Hofstede, 2001)”.

Integrated model of entrepreneurship participation of Choenni

The second theory will provide information about the possible factors that stimulate entrepreneurial behavior among ethnic groups. These factors may be relevant for chapter 4

According to Choenni, ethnic entrepreneurship is equal to an incorporation process. In his book, *Varied Assortment, Immigrant Entrepreneurship as Incorporation Traject*, he explains that ethnic entrepreneurship plays a role in improving one's social position (Choenni, 1997). Choenni also pointed out that the average incorporation process takes three generations until it reaches social mobility (Choenni, 1997). The process requires an entrepreneurship with a strong focus on the general market, therefore the maintenance of the ethnic character remains important to compete with non-ethnic entrepreneurs (Choenni, 1997). Additionally, Choenni developed a model that can give a possible explanation on the entrepreneurial behavior of ethnic groups: the integrated model of entrepreneurship participation. The model consist of 4 factors that influences entrepreneurial behavior in ethnic groups ^{(See appendix 1):}

1. Immigrant type:

The reason for Immigration will allow a deeper understanding on the background of immigrant. For example, Turkish and Moroccan guest workers came to seek work for a better future (Vijf eeuwen migratie, 2012). Choenni believes that the purpose of immigration in general has caused a drive for entrepreneurial behavior.

2. Chances of employment;

Chances on the labor market are a crucial factor. Some immigrants choose entrepreneurship due to small chances on the labor marker. According to recent research by Roolvink (2009) (Roolvink, 2009), a lack of language skills and education, non-valid diplomas and discrimination can act as an instigator for migrants to enter entrepreneurship (Roolvink, 2009).

3. Consolidation opportunities;

Choenni mentioned that the consolidation opportunities allow certain avenues to enter the dominant market. It is more likely to enter the avenue of entrepreneurship by merging with existing small businesses, owned by family migrants. (Choenni, 1997)

4. Support of community/financial resources;

One of the most important factors Choenni describes is financial resources and the support of the community to maintain a solid base. (Choenni, 1997)

Furthermore, Choenni proclaims that it is important to understand individual motives, in order to wholly understand *why* and *what* motivates ethnic entrepreneurs. Throughout the book, *Varied Assortment, Immigrant Entrepreneurship as Incorporation Traject* Choenni notes:

- Personal characteristics;

Based on their personal characteristics, Choenni divides entrepreneurs into two categories: *Type A* and *Type B*. Personal characteristics are the decisive factors for *type A entrepreneurs*, the entrepreneurial characteristics are highly dominant, suggesting that starting a business is inevitable. In other words, entrepreneurship is an intrinsic decision regardless of the earlier mentioned factors. The other factors influence the approach of entrepreneur type A.

The second type, *entrepreneur type B*, chooses entrepreneurship not because of an intrinsic drive but rather as a result of their circumstances. These circumstances can be negative or positive but in this case, both lead to entrepreneurship.

Locus of control theory by Rotter

The locus of control theory was developed by Julian Rotter and this theory is relevant for chapter 4. Comparably, Choenni uses the locus of control theory to define a person's *personal characteristics*. Thus this theory is essential whilst undertaking an analysis of the success of Turkish female entrepreneurs.

The theory can be divided into two categories *internal and external locus of control*.

The Internal locus of control is 'the degree to which persons expect that a reinforcement or an outcome of their behavior is contingent on their own behavior or personal characteristics'

Whilst External locus of control refers to the degree to which persons expect that the reinforcement or outcome is a function of chance, luck, or fate, is under the control of powerful others, or is simply unpredictable (Locus of control).

The role of gender and ethnical background in the Netherlands study of C. Essers

The third theory, describes the role of gender and ethnical background within the Netherlands. This theory reveals that both gender and ethnical background determine the success of an entrepreneur. This theory is also applicable for chapter 4 and 5.

The author, Dr.C.Essers, conducted research on the success of Turkish and Moroccan female entrepreneurs in The Netherlands. After the completion of 20 interviews and desk research Dr.C.Essers proclaimed that: “Gender and ethnical background are two important aspects that can determine the level of success of entrepreneurships” (NICIS, 2008). The author concluded, “Being women, ethnic and entrepreneur can be considered as complex combination in the Dutch Society (NICIS, 2008).”

She explains that the complexity arises from the Dutch media, who highlights specific cultural symbols (e.g. headscarves or arranged marriages) to show that ‘they’ are not ‘emancipated’ enough to fit in the Dutch society (NICIS, 2008).

According to the researcher herself everyone has different conceptions of entrepreneurs that are based on stigma and assumptions (NICIS, 2008). The table below reviews the assumptions the Dutch Society has of entrepreneurs.

White, Western, man	<i>This image fits to the conception that society has of entrepreneurs.</i>
White, Western, Woman	<i>This image fits but is not usual.</i>
Ethnic, Not-Western, Woman	<i>Does not fit at all – there are even separate awards for female ethnic entrepreneurs</i>

(NICIS, 2008)

Desk research

As pointed out earlier, desk research will be used to gather information about the Turkish community, their history and their culture. The information about their background will be written

in chapter 3. Furthermore desk research was necessary to encounter information regarding the numbers of female entrepreneurs with ethnic backgrounds.

Validity and reliability

Validity

To guarantee the validation in this research, two experts in the field of ethnic entrepreneurship will be interviewed in order to obtain a neutral perspective. Additionally, 6 interviews will be conducted among female entrepreneurs with an ethnic background. The chosen interviewees are 2 Turkish, 2 Moroccan and 2 Surinamese female entrepreneurs. These interviewees have been deliberately chosen to compare the Turkish female entrepreneurs with the Moroccan and Surinamese entrepreneurs, because following the Turkish community they are the largest ethnic groups in the Netherlands. Another reason why they will be interviewed is to determine the different opinions they may or may not have about the Turkish female entrepreneurs in general. Thus providing more information to compare and also analyse. Lastly a questionnaire will be held randomly among Dutch citizens in order to obtain a public viewpoint.

Reliability

The amount of research dedicated to the study of ethnic female entrepreneurship is limited. Therefore the existent theory about ethnic entrepreneurship by Choenni was investigated and used as a framework. Furthermore, as this research paper aims to obtain the *perceived success* of Turkish entrepreneurs, the survey conducted among 52 respondents, the interviews and the theoretical research will be compared and analysed in order to ensure valid results.

Scope

Due to the given amount of time only 52 surveys can be conducted instead of 100 surveys. However, the purpose of this research is to give an indication about the perceived success factors of female entrepreneurs, therefore the 52 respondents can be considered as reliable. Next to this, the model of Choenni might be obsolete and not entirely applicable, based on his model, interviews and a questionnaire another model will be developed. This model merely reviews the possible success factors perceived.

3 the development of the Dutch-Turks

How has the Turkish entrepreneurs developed in The Netherlands since the arrival of the first immigrants?

This chapter will describe the development process of the Dutch-Turks over the years. The sub-question has been divided in two parts to give a clear view about the given information. The first part contains detailed information on the immigration motives of the Turks, followed by a short description about their development on the Dutch labour market. The second part will provide more information about their development on the following areas:

- Academically;
- Development on the labour market;
- Progression of Turkish women.

By conducting this investigation, the differences between the first generation and the second generation will be measured.

3.1 The guest workers of Turkey in The Netherlands

In the 60's The Netherlands and Turkey signed a formal treaty. This treaty would allow temporary workers through recruitment from Turkey to The Netherlands (Vijf eeuwenmigratie, 2012). This was necessary since there were many unfulfilled jobs that did not compliment the interests of Dutch citizens. Therefore, companies started to recruit employees in the Turkish city of Ankara, where they first recruited educated Turkish men. On a longer term, they began to recruit more men inland, these men were often less educated. Maintaining the stability of the economy took priority over the relevance of education (Vijf eeuwenmigratie, 2012).

The first guest workers arrived on October 25 1963 (Vijf eeuwenmigratie, 2011). Many initially signed contracts with the company Ford, but not long after many other companies followed suit. The companies took responsibility for their residence, for example, the Dutch Dok en Scheepsbouw build a district in the 70's which was centred in North-Amsterdam. The district was called after Turkey's first president, Atatürk and was sufficient to house 270 guest workers (Vijf eeuwenmigratie, 2011). This was not always a suitable option for a guest worker thus some chose to live in with a family and paid monthly rent.

Also, Integration was not considered of great importance because the government expected them to leave after they accomplished their jobs. During the year 1960, there were 22 guest workers with Turkish decent who obtained a permanent residence permit. This number increased rapidly within the next 5 years, The Netherlands counted 9.000 Turkish workers with a permanent residence permit (Vijf eeuwemigratie, 2011). This new government initiative led to family reunification, many men flew to The Netherlands for their families and to start a new life together. This initiated the first generation of Turkish people, known as the Dutch-Turkish society.

3.2 .The second generation

When the services within the fabrics were no longer required, the guest workers, who decided to stay, needed to find a different occupation. This did not always go effortlessly since many encountered difficulties and got rejected for various reasons. Reasons included a lack of language skills, a lack of education or no valid diplomas but also discrimination (Roolvink, 2009). Due to these circumstances they were forced to consider other methods of earning an income and some choose to start an entrepreneurship (Roolvink, 2009). They started small businesses in the catering sector and opened cafes, mainly because it was not risky in comparison to starting other businesses, such as an ICT-company. The industry of small businesses was mostly run by men, only 20% of the Turkish entrepreneurs were women (Etnoselect, 2013). In 2004 it slightly increased from 20% to 30% but this eventually decreased. Researches assume that the global economic crisis was the main cause (Etnoselect, 2013).

The second generation deviate remarkably from the first generation, making a strong progress on the following areas:

- Academic progress
- The position on the labour market.
- Progression of Turkish women.

Academic progress

Research in 2009 has shown that there were fewer entrepreneurs, mainly because they were more highly educated (Roolvink, 2009). Through their higher education it became possible to experience different occupations in a variety of branches instead of running a small business

(Huisman, 2009). However the number of female entrepreneurs in 2009 did not change, still being 20% (Etnoselect, 2013).

Development on the labour market

The years that followed changed the attitude towards entrepreneurship, because recent research in 2013 revealed that the number of Turkish entrepreneurs is on the rise (figure 2). Not only men but also Turkish women are becoming more active as entrepreneurs.

Progress of Turkish women

The stereotype of Turkish women is fading due to the second generation. This is not entirely surprising, since most of them are born and raised within The Netherlands. They integrated better which lead to higher education benefiting them on the labour market. The Turkish female are revealed to developed themselves better than the Turkish men. This matter has been proven in a research, the number of Turkish women with a bachelor degree being higher than men. In 2008-2009 there were 545 women with a bachelor against 354 men. The number of women with a master degree was 182 against 125 men (Lokum, 2011). When reflecting back on the first generation, this is a tremendous change, as the first generation Turkish females, mostly sat home with their children (Management Support, 2006).

Their development is continual as more Turkish women begin to follow in their father's footsteps, opening their own businesses. Another research from 2014 revealed that the number of Turkish women is increasing again, but into different branches. There is a vast majority of women working as hairdressers or beauty/make-up artist (5600), culture and recreation (4500), photography, exhibitions (4.000), economic services (3,100) and non-food retailing occupations (1100) (Kamer Van Koophandel, 2014).

In conclusion, the second generation Turkish people made a strong progress compared to the first generation. They are often more highly educated, leading to many possibilities, apart from being an entrepreneur. In 2013 this seemed to change, the number of Turkish entrepreneurs increased again, this time the growth was among men and women.

4. Success factors of the Turkish female entrepreneurs

How successful are Turkish female entrepreneurs compared to other female ethnic entrepreneurs?

The aim of this chapter is to determine whether the Turkish women are successful compared to other female entrepreneurs with an ethnic background. If so, then what can be considered as their 'key factors' to success?

The comparison will be made among Moroccan and Surinamese women as they are considered to be the two largest ethnic groups following the Turkish society (CBS, 2014).

After extensive desk research it was clear that there were not many researches dedicated to the development of Turkish female entrepreneurs or other ethnic female entrepreneurs. The information available merely indicates the number ethnic female entrepreneurs in general. In other words, there are no exact numbers of Turkish female entrepreneurs or any other ethnic female entrepreneurs. Therefore, it was necessary to commence field-research to obtain information. To determine the perceived success and success factors of Turkish female entrepreneurs, interviews have been conducted with professional experts and ethnic female entrepreneurs. Furthermore, a questionnaire has been conducted among 54 respondents.

4.1 Interview and questionnaire results

In this sub paragraph the outcomes of the interviews and the questionnaires will be described. Their answers will indicate the perceived success of Turkish female entrepreneurs.

Interviews with ethnic female entrepreneurs

Six interviews were conducted among female ethnic entrepreneurs: Turkish, Moroccan and Surinamese. The main reason to interview Turkish female entrepreneurs was to gain insight information, to understand more about their culture and motives for starting a business. The other two groups were necessary to make a comparison with the Turkish female entrepreneurs.

Turkish female entrepreneurs

The Turkish interviewees were both familiar with entrepreneurship because they had one or more families with small businesses. A notable point was that they both had the support of their parents, however, one admitted that her parents were not thrilled by the branch she had

chosen, jewellery. They were mostly afraid of the unknown since she was the first in her family with her own jewellery shop. After she achieved financial success, her parents supported her fully. It appeared that the Turkish female entrepreneurs did not encounter threshold in their personal environment.

Moroccan female entrepreneurs

The Moroccan female entrepreneurs differ tremendously from the Turkish women. Both of them experienced a difficult period with their family after their decision.

The traditional Moroccan culture interfered with their dream to become an entrepreneur. It is not common for women to have a 'public' role, this was also concluded by the researcher C.Esser.

Furthermore, both have been brought up religiously and were expected to get married and fulfil the role of a housewife. What helped them to pursue their dreams was convincing their parents that the spouse of their prophet was a saleswoman with her own merchandise. This was, in both cases, the decisive factor that helped them to start their own entrepreneurship.

During the last question of the interview they had been asked, which ethnic group could be considered as most successful. Both felt that the Turkish female entrepreneurs are the most successful, not because of their capability but because of the solid support of the Turkish community.

Surinamese female entrepreneurs

The Surinamese female entrepreneurs are similar to the Turkish and the Moroccan female entrepreneurs. Parental support did not occur because their parents wanted academic results. One of them mentioned that the social position in their community had to remain high. After their degree, they were free in every choice. However, one of the interviewees confirmed that her family had been entrepreneurs for years, therefore, it was not an unexpected choice to become an entrepreneur.

Furthermore I also asked the Surinamese female entrepreneurs which ethnic group had the most potential. One of the entrepreneurs was not quite sure but the second proclaimed that the Turkish female entrepreneurs were the most successful.

Interviews with experts

To obtain a more neutral view on the perceived success of Turkish female entrepreneurs an interview was conducted with two anthropologists of Surinam. Dr.F.Khodabux and Dr. M.Williams, who currently dedicates a study to “*new cultures in Surinam*” explained that the Dutch-Turks are conquering the Suriname market along with the Chinese-Surinamese.

Dr.Khodabux, explained that the Turks have a *high collectivistic culture*, she continued that a reason for starting their own entrepreneurship has to do with providing (financially) for their family. Also, Dr,Khodabux mentioned that for the Turkish society it is easier to start an entrepreneurship than for example an Indian-Surinamese because of their family support. She continues that if they start, they have a strong financial capital which helps them to compete on the dominant market.

Lastly Dr. Khodabux mentioned “ *Their collectivistic culture might help them to grow in numbers but yet in my opinion I believe that this is what holds them back. They keep regulating in familiar areas and not many reaches the top, because individual goals are always put aside*”.

Furthermore Dr.M.Williams claimed their entrepreneurial behaviour is strongly influenced through their personal characteristics. To confirm her personal view she recited the outcomes a study: “ *an earlier study stated that business students with the intention to start their own business tend to have a higher intern locus control*”. She believes that the Turkish entrepreneurs have a high intern locus control as well.

Questionnaire

To obtain the perceived success of Turkish women a sample has been executed. The number of respondents were 52, which consist of 27 Dutch citizens, 12 Dutch-Surinamese citizen, 7 Dutch-Moroccan citizen and 7 Dutch-Turks citizen. The questionnaire consist of **12 questions** (appendix 3), the first 5 questions were merely to understand the respondents perspective about entrepreneurship and how that fits in their environment and culture. The questions that followed are focused on Turkish entrepreneurship and the Turkish female entrepreneurs.

From the 27 Dutch respondents there were 10 male, 8 of them were convinced that the Turkish culture influences their entrepreneurial behaviour the remaining 2 disagreed. Furthermore 6 Dutch men believed that their perceived success factors were pure luck and a strong network. However 4 of them choose a strong network and the support of their family (appendix 4.2 & 4.4) The final question were the respondents were asked, which ethnic group can be considered

more successful, 7 respondents believed it was the Dutch-Surinamese against 3 who believed it were the Dutch-Turks^(appendix 4.3) .

The remaining 17 respondents were female, 15 of the Dutch women believed that the Turkish culture influences their entrepreneurial behaviour, only 2 of them disagreed . Next to this, 14 Dutch female respondents, believed that that their perceived success factors were: the support of family and academic degrees, the remain 3 believed it was pure luck ^(appendix 4.2 & 4.4). When asked which ethnic group was more successful 13 women believed that it were the Turkish-Dutch women, the remaining 4 women choose the Surinamese women ^(appendix 4.3) .

Furthermore the 12 Dutch-Surinamese female respondents , 11 believed that the Turkish culture influences their entrepreneurial behaviour , only one respondent disagreed. The perceived success factors of the Turkish entrepreneurs were their entrepreneurial behaviour, strong network and the support of their families. The remaining 1 believed that the success factors of Turkish entrepreneurs are their entrepreneurial behaviour. strong network. The final question were the respondents were asked, which ethnic group can be considered more successful, 10 respondents answered the Turkish female entrepreneurs. The remaining 2 mentioned the Surinamese female entrepreneurs^(appendix 4.3) .

Furthermore, the 7 Dutch-Moroccan female respondents, believed Turkish culture influences their entrepreneurial behaviour. The perceived success factors of the Turkish female entrepreneurs are: a strong network and the support of family^(appendix 4.2 & 4.4) . When asked which ethnic group was more successful they all proclaimed the Turkish female Turkish entrepreneurs ^(appendix 4.3) ..

Lastly, the 7 Dutch-Turks female respondents, believed that Turkish culture influences their entrepreneurial characteristics. The perceived success factors of the Turkish society were: entrepreneurial behaviour and family support^(appendix 4.2 & 4.4) .. When asked which group can be considered as more successful, they all proclaimed that it was the Turkish society^(appendix 4.3) .

4.2.the perceived success factors

Success factors are known as critical success factors (CFS), which implies: “the essential areas of activity that must be performed well if you are to achieve the mission, objectives or goals for your business or project” (University of Washington, 2014).

To determine the perceived success of Turkish female entrepreneurs and other ethnic groups, the success factors of Choenni will be used as a guideline^{(appendix 1):}

Socio-cultural factors

- Personal characteristics (Entrepreneur type A or B)

External factors

- Immigrant type;
- Chances of employment;
- Consolidation opportunities;
- Support of community/financial resources.

As mentioned earlier, Choenni explained that the matter of success among ethnic groups depends on ‘personal characteristic’: intrinsic or extrinsic. Based on the characteristic, the *type of entrepreneur* will be determined. Choenni divides two types of entrepreneurs: Type A and Type B. Personal characteristics are the decisive factors for *entrepreneurs type A*, the entrepreneurial characteristics are highly dominant that starting a business is inevitable. In other words, entrepreneurship is an intrinsic decision regardless of the other factors. The other factors influences the approach of entrepreneur type A.

The second type, *entrepreneur type B*, chooses entrepreneurship not because of an intrinsic drive, but also due to circumstances. These circumstances can be negative or positive, but both lead to entrepreneurship in this case.

Furthermore, Choenni developed a model that can give a possible explanation on entrepreneurial behavior of ethnic groups: the integrated model of entrepreneurship participation. The model consists of 4 factors that influence entrepreneurial behavior in ethnic group

1. *Immigrant type:*

The reason for Immigration will allow a deeper understanding on the background of immigrant. For example, Turkish and Moroccan guest workers came to seek work for a better future (Vijf eeuwenmigratie, 2012). Choenni believes that the purpose of immigration in general has caused a drive for entrepreneurial behavior.

2. *Chances of employment;*

Chances on the labor market are a crucial factor. Some immigrants choose entrepreneurship due to small chances on the labor marker. According to recent research by Roolvink (2009) (Roolvink, 2009), a lack of language skills and education, non valid diplomas and discrimination can act as an instigator for migrants to enter entrepreneurship (Roolvink, 2009).

3. *Consolidation opportunities;*

Choenni mentioned that the consolidation opportunities are certain avenues to enter the dominant market. If it is easier to enter a market by merging with existing small business owned by family migrants are more likely to enter the avenue of entrepreneurship. (Choenni, 1997)

4. *Support of community/financial resources;*

One of the most important factors Choenni describes is financial resources and the support of the community to maintain a solid base. (Choenni, 1997)

In chapter 5, the analysis of this method will allow the understanding of whether Choenni's model is applicable.

5. Analysis

The purpose of this chapter is to analyse the results of the interviews, questionnaire and the integrated model of Choenni. This will allow us to determine the apparent success of female entrepreneurship.

5.1 Interview analyses

During the interviews with ethnic female entrepreneurs a strong point came forward, the Moroccan and Surinamese female entrepreneurs assumed that the Turkish female entrepreneurs are more successful than their selves or than other female entrepreneurs of their own community. Another point is that the Turkish women had more support and experience about entrepreneurship than the Moroccan and the Surinamese female entrepreneurs. Also, the Moroccan and Surinamese women often experienced their family as an obstacle Therefore; this might be a reason why the Moroccan and the Surinamese entrepreneurs consider the Turkish women as more successful.

Furthermore, Dr. M. Williams explained during an interview that Turkish society have a collectivistic culture and entrepreneurial behaviour lies in their culture. Their culture might be a possible reason why the Turkish society have a supportive character towards each other. Dr.,M. Williams continued that the Turkish entrepreneurs also have a strong *internal locus of control*, intrinsic motives were also a success factor of Choenni. However, Dr. Williams continued that their collectivistic culture might be an obstacle for many individuals, who want to live and work on their own terms.

5.2 Questionnaire analyses

The results of the respondents revealed that a majority believed that the Turkish culture influences entrepreneurial behaviour. The Dutch-citizen often believed that the Surinamese entrepreneurs were more successful; specifically the Dutch men. Furthermore, another notable point was that the Dutch (male and female) believed that Turkish female entrepreneurs start an entrepreneurship due to the poor chances on the labour market. However, the Surinamese and Moroccan respondents claimed that it has to do with gaining a higher position in their own society. This is an interesting outcome as the perceptions of the ethnic groups differ dramatically from the non-ethnic groups.

Finally, another striking point which came out of the questionnaire was, that a large majority of the ethnic and non-ethnic respondents were convinced that the Turkish female entrepreneurs were more successful than other ethnic groups.^(appendix 4.4)

A possible explanation might be due to their culture. Appendix 4.1 reviews that large majority is convinced that the Turkish entrepreneurial behaviour arises from their culture.

5.3 Integrated model of Choenni analyses

To analyse the perceived success the integrated model of Choenni has been used ^(appendix 1) (Choenni, 1997). Choenni explains in his integrated model that there are 4 factors that have influence on ethnic entrepreneurship. Next to these 4 factors, Choenni also proclaims that the individual characteristics are essential as well (Choenni, 1997). One can assume that there are 5 important criteria's for understanding ethnic entrepreneurship.

1. Type of immigrant;
2. Chances on the labour market;
3. Consolidation opportunities;
4. Support of community/financial.
5. Personal characteristics (entrepreneur type A or B).

However, the first three factors are difficult to measure since there is no access to such information yet. A reason for this is there is no hard evidence yet, about ethnic women and their chances on the labour market. Next to this some factors are not relevant, such as: type of immigrant, the reason for migration was not entirely relevant since they are born as the second generation Turks. This was perhaps applicable on the first generation immigrants. Furthermore the information about consolidation opportunities did not apply because there is also no access to such information.

Therefore, the remaining factors: support of family/ financial resources and personal characteristics are being used to measure the perceived success of Turkish female entrepreneurs compared to other female ethnic entrepreneurs.

Support of the community financial resources.

According to Choenni, the support of families/ financial resources can create a solid base for an entrepreneurship. Furthermore, Dr. F. Khodabux, believes it is the financial support of family

that makes the Turkish entrepreneurships grow. During the interviewees the Turkish female entrepreneurs stated that they are being supported by their family. This was not the case for the Surinamese and the Moroccan entrepreneurs. Their families interfering made it just harder for them to pursue their dream as an entrepreneur. Therefore the support of their community/family is considered as a perceived success-factor by the other ethnic female entrepreneurs. Furthermore, the respondents also believed that family support and a strong network was a perceived success factor.

Personal characteristics.

According to Choenni, the personal characteristics which determine the matter of success for many ethnic entrepreneurs. He divided the motives of entrepreneurs in two, intrinsic (entrepreneur type A) and extrinsic (entrepreneur type B) motives. During the interviews with the entrepreneurs, intrinsic motives came strongly forward. They were all driven by their personal urge to undertake and start their own business. According to Dr. M. Williams, the Turkish have a high internal focus of control. In sum, one can state that they are entrepreneurs type B. However, the majority of the respondents believed that the Turkish female entrepreneurs are starting their entrepreneurship because of the low chances on the labour market. According to Choenni this is an extrinsic motive.

5.4. Perceived success-factor model of ethnic female entrepreneurs

Based on Choenni's integrated model, a new model has been developed that explains the possible perceived success factors. The reason for this is that Choenni model might be obsolete and not applicable for female ethnic entrepreneurs. There are three factors that had a strong impact on the Turkish female entrepreneurship, these factors are also based on the outcomes of the questionnaire, interviews with the entrepreneurs and experts and on the theory of Dr. C. Essers.

- Type of culture;
- Personal characteristics;
- Support of family.

Type of culture

The type of culture has a strong impact on the entrepreneurial behaviour of ethnic groups, especially the for the Turkish community. This was confirmed by Dr. F. Khodabux and Dr. M.

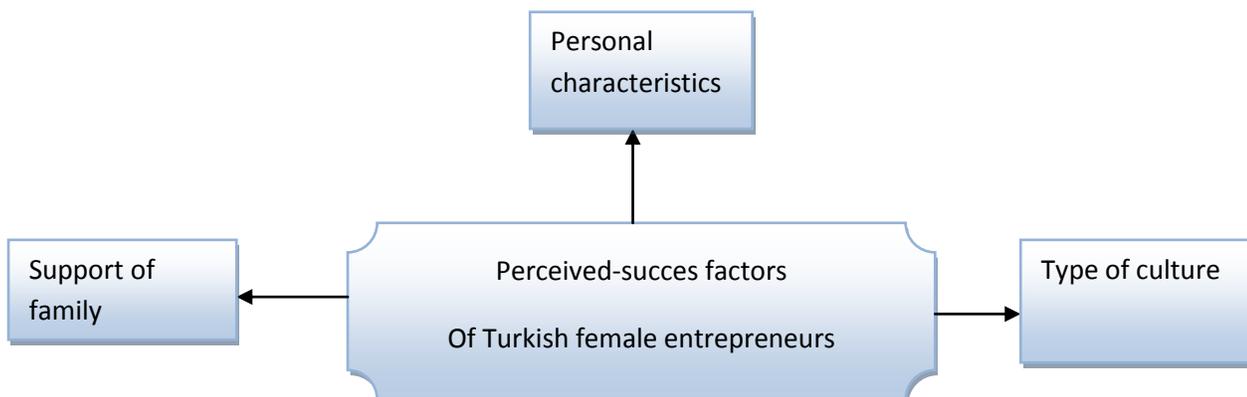
Williams, but also the respondents believed that culture can influence entrepreneurial behaviour. However, the type of culture can have a negative impact as well. In a research of C.Essers, it was confirmed that some cultures female entrepreneurship can be difficult. She explains due to cultural symbolism (e.g. headscarf) it can be hard to recognize a female as an entrepreneur. Also, within some cultures it is not appropriate to have a public position. Therefore the type of culture can be considered as a perceived success-factor.

Personal characteristics

As mentioned earlier, intrinsic and extrinsic motives are important, especially intrinsic motives. Dr. M. Williams, believed that entrepreneurs with intrinsic motives are more driven. The ethnic interviewees all utilised intrinsic motives to start their entrepreneurship. Therefore, personal characteristics can be considered as a perceived success-factor.

Support of family

This last factor, which can be considered as the most important perceived success factor of the Turkish female entrepreneurs is the support of family. This outcome came strongly forward in the questionnaire, when a possible success factor of Turkish female entrepreneurs was asked to be identified. Furthermore, the Turkish interviewees claimed that the support of their family had helped them to pursue their dream, whereas the Surinamese and the Moroccan interviewees had a difficult time with their family. Therefore, this can be considered as a perceived success factor of Turkish female entrepreneurs.



6. Conclusion

The purpose of this research was to determine *'To what extent can the perceived success of Turkish female entrepreneurs, when compared to other female ethnic minority entrepreneurs in the Netherlands, be explained by their Turkish cultural heritage?'*

After conducting a variety of interviews and surveys, it can be concluded that there are three important perceived success factors that determine the perceived success of Turkish women:

- Type of culture
- Personal characteristics
- Support of family

The type of culture and the support of family can be considered as crucial factors in terms of perceived success of ethnic female entrepreneurs. Due to the Turkish culture that stimulates entrepreneurial behaviour, the female Turkish entrepreneurs can get their benefits out of it. Furthermore, Turkish female entrepreneurs are often being more supported by their family. This is the exact factor which the Surinamese and Moroccan female entrepreneurs lack.

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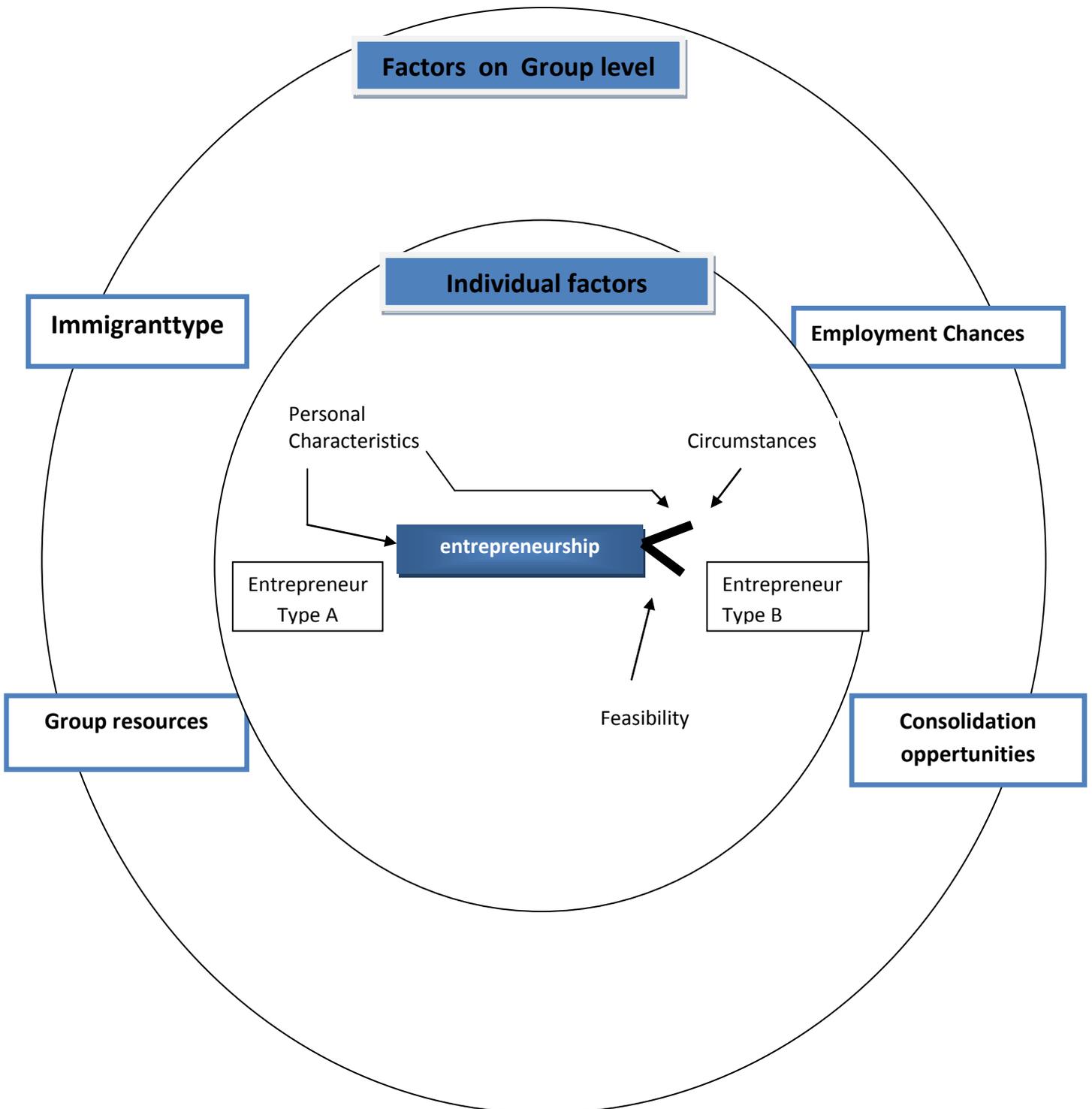
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Appendices



Appendix 2.

Personal information

Name (optional): Ebru
Age: 28
City: Zoetermeer
Degree in: Bachelor in Health
Birthplace: The Hague
Birthplace of parents: Ankara, Turkey
Religion: Muslim
Marital status: Married

Interview questions:

1. What type of product or service do you offer?

My company provide services around skincare. We offer facial treatments, waxing and also apply make-up. The typical things a beauty salon offers.

1. Who is your target group?

Women of all ages.

2. Can you describe what motivated you to start your own entrepreneurship?

What motivated me were my parents, my father once owned a barbershop which now belongs to my brother. I never imagined that I would own my own beauty salon, back then I was still in school studying for becoming a pharmacist assistant. Next to that there were not lots of female Turkish entrepreneurs, so it did not feel like a common occupation for me.

One day my mother asked me to make a good facial mask (off course based on natural ingredients !) her friend was planning to visit and she wanted her to try one of my masks. My dad overheard us and joked 'maybe you should start your own beauty salon!'

From that day on his words kept repeating in my head and not much longer I applied for bachelor of health. My biggest motivation was my father, he kept on pushing me and helped me through the process.

**3. Do you believe that your cultural background influenced your decision
If yes to what content ?**

Yes, being an entrepreneur as a Turk is a common job, maybe not for every Turkish woman but for the regular Turk it is. But I do believe in it because our society really support each other when we decide to start our own entrepreneurship.

4. Were your parents(or husband/partner) supportive when you decided to start your own entrepreneurship?

Like mentioned before my parents were very supportive and my husband was the same. Sure it was not a common thing most Turkish women did, but it made me happy and they noticed how important it was for me.

5. In some ethnic groups the approval of parents(or husbands) is important without their consent some women cannot start an entrepreneurship. Do you recognize this and can you give your view on why their consent is so important?

Yes, unfortunately I do recognise this even in my own Society, I do know that there are Turkish families that are 'old-fashioned'. Were women are seen as vulnerable and that they have to carry the burden to keep the family honour high. My opinion on why their consent is so important has to do with respect, tradition and honour. We have a tight community and social status is important in the Turkish circles. We are thought to accept the wishes of our elders and husband, because they are our 'care-takers'. Some take this very strictly.

6. Are you the only entrepreneur in your family ? if not in which branches are they active?

No, my family consist of many entrepreneurs, most of them are my uncles who started small supermarkets. Although I have to admit that my cousin, who ones her own clothing store, are one of the first female entrepreneurs.

7. Recent research, of the chamber of commerce, confirmed that the number of ethnic female entrepreneurs is increasing, especially the Turkish, Moroccan and the Surinamese entrepreneurs. Which ethnic group can be considered as more successful? And why?

Personally I think it is my own community who are more successful. Not because I am Turkish but I think it is really in our blood if I compare it to the other ethnic groups. Next to this we all support each other really tight, whether it is financially or in a other way. I don't know if the Moroccans or the Surinamese have such a solid foundation like we have.

Personal information

Name (optional): Didem
Age: 27
City: Zwijndrecht
Degree in: Bachelor in human resources
Birthplace: The Hague
Birthplace of parents: Istanbul, Turkey
Religion: Muslim
Marital status: Not married (yet)

Interview questions:

1. What type of product or service do you offer?

The product that we sell is (bridal) jewellery

2. Who is your target group?

Mostly women but men as well.

3. Can you describe what motivated you to start your own entrepreneurship?

I always had a thing for shiny objects, pretty necklaces, bracelets and earrings. I have always loved them. My love for jewellery was my motivation. I just wanted to try it and see for myself how this would work out and I am glad I did.

4. Do you believe that your cultural background influenced this decision?

If yes to what content ?

Good question, I honestly don't know, maybe it has.

5. Were your parents(or husband/partner) supportive when you decided to start your own entrepreneurship?

My parents were not amused, I guess you can say they were afraid of the unknown . We do have entrepreneurs in our family but no one has their own jewellery shop. This was new for them and they did not know what to expect from it. Although it seemed scary they supported me and the rest of my family followed. So they were not entirely supportive at the beginning.

- 6. In some ethnic groups the approval of parents(or husbands) is important without their consent some women cannot start an entrepreneurship. Do you recognize this and can you give your view on why their consent is so important?**

Yes, I recognize it but not in my social circle but I have heard stories about it. It has to do with the social standards some Turkish women have to live up to. One mistake can bring the entire family to disgrace, perhaps you can call this a matter of maintaining the family honour high. I think that some girls are obligated to ask permission, so that the chances of 'messing' things up reduces.

- **You mentioned 'messing' things up? What exactly do mean by that?**

Well like explained before some women need to live up to their family expectation, men as well, but somehow the rules are more strict for us, women. The boys can get away with stupid mistakes but women cannot, so basically that is what I meant with messing things up.

- 7. Are you the only entrepreneur in your family ? if not in which branches are they active?**

No, here in The Netherlands I have uncles who have their own butchers shop in The Netherlands and in Istanbul I have a cousin who owns two hair salons in Istanbul.

- 8. Recent research, of the chamber of commerce, confirmed that the number of ethnic female entrepreneurs is increasing, especially the Turkish, Moroccan and the Surinamese entrepreneurs. Which ethnic group can be considered as more successful? And why?**

I think the Turkish community is one step ahead because if you look around in the big cities such as : The Hague, Rotterdam or Amsterdam, you will see lots of small businesses owned by Turkish-Dutch citizens. I guess it is what we do best, that does not imply that the other group are less capable. But I think we are more successful because we are one of the largest groups in The Netherlands and next to this we stick to each other. In good and bad times.

Personal information

Name (optional): Raja

Age: 31

City: Nootdorp

Degree in: Intermediate vocational education, Fashion design

Birthplace: The Hague

Birthplace of parents: Tanger, Marocco

Religion: Muslim

Marital status: Not married

Interview questions:

Interview questions:

1. What type of product or service do you offer?

We offer custom made, traditional Moroccan (bridal) dresses.

2. Who is your target group?

Moroccan women.

3. Can you describe what motivated you to start your own entrepreneurship?

Too be honest, traditional dresses are expensive and for my family it was really hard to afford them. Next to that I had 4 sisters as well, so whenever we had a Moroccan wedding we would rent dresses. I was tired to rent them so i tried to make a simple kaftan (dress, with wide sleeves) and it turned out ok. So I kept on practicing and making my own pieces and before I knew it I was designing dresses for my sisters. That gave me confidence and I started to make pieces on orders. Now I own a small atelier in Rotterdam.

4. Do you believe that your cultural background influenced this decision?

If yes to what content ?

No, it definitely was not my cultural background that influenced me. In my personal opinion, female entrepreneurship is not encourage.

5. Were your parents(or husband/partner) supportive when you decided to start your own entrepreneurship?

No, it was ok when I made my dresses at home, but when I wanted my own atelier my parents were not happy. " it is not good for women to work much outside' is what they gave as reason, but why it was not good they never explained. I think they were more afraid what people would think of me and that I would not find a suitable husband.

I stopped for a year but then I decided to pursue my dream and I explained them that wife of our prophet was an entrepreneur as well. "if she can do it, why can't I? ", through this argument I convinced them because my parents are very religious.

6. In some ethnic groups the approval of parents(or husbands) is important without their consent some women cannot start an entrepreneurship. Do you recognize this and can you give your view on why their consent is so important?

Yes, this is a common within the Moroccan culture, we maintained our traditions and most of them are based on the Islam. Their consent is important because they are entitled to have a saying about my life and if I get married my husband will be entitled. I don't know why, but it has always been like this.

7. Are you the only entrepreneur in your family ? if not in which branches are they active?

Yes, i am the only one in my family.

8. Recent research, of the chamber of commerce, confirmed that the number of ethnic female entrepreneurs is increasing, especially the Turkish, Moroccan and the Surinamese entrepreneurs. Which ethnic group can be considered as more successful? And why?

From my point of view, I think the Turkish group because they are everywhere. They own lots of small business and it is really a family thing I think were women are allowed to participate as well. With the support of their families I think the Turkish women are doing it better than Surinamese and Moroccan women, because of the strong support.

Personal information

Name (optional): Keltoum

Age: 26

City: Rijswijk

Degree in: Bachelor of commerce

Birthplace: The Hague

Birthplace of parents: Rabat, Morocco

Religion: Muslim

Marital status: Married

Interview questions:

1. What type of product or service do you offer?

I am a caterer, I prepare traditional food for different occasions such as: birthday's, weddings, house warmings etc.

2. Who is your target group?

Everyone who is interested in authentic Moroccan food.

3. Can you describe what motivated you to start your own entrepreneurship?

I don't have a great, inspirational story but I was unemployed and we could not only live on my husband's salary. So I decided to do something I loved to do: cooking. My husband was a great support and through lots of mouth-to-mouth advertising I finally got a order. It was a birthday of a acquaintance and this was a success. Seeing people who enjoyed my own food was priceless and a extra motivation.

4. Do you believe that your cultural background influenced this decision?

If yes to what content ?

No, it definitely was not my cultural background that influenced me. In my personal opinion, female entrepreneurship is not encourage.

5. Were your parents(or husband/partner) supportive when you decided to start your own entrepreneurship?

No, it was ok when I made my dresses at home, but when I wanted my own atelier my parents were not happy. " it is not good for women to work much outside' is what they

gave as reason, but why it was not good they never explained. I think they were more afraid what people would think of me and that I would not find a suitable husband.

I stopped for a year but then I decided to pursue my dream and I explained them that wife of our prophet was an entrepreneur as well. "if she can do it, why can't I? ", through this argument I convinced them because my parents are very religious.

- 6. In some ethnic groups the approval of parents(or husbands) is important without their consent some women cannot start an entrepreneurship. Do you recognize this and can you give your view on why their consent is so important?**

Yes, this is a common within the Moroccan culture, we maintained our traditions and most of them are based on the Islam. Their consent is important because they are entitled to have a saying about my life and if I get married my husband will be entitled. I don't know why, but it has always been like this.

- 7. Are you the only entrepreneur in your family ? if not in which branches are they active?**

Yes, i am the only one in my family.

- 8. Recent research, of the chamber of commerce, confirmed that the number of ethnic female entrepreneurs is increasing, especially the Turkish, Moroccan and the Surinamese entrepreneurs. Which ethnic group can be considered as more successful? And why?**

From my point of view, I think the Turkish group because they are everywhere. They own lots of small business and it is really a family thing I think were women are allowed to participate as well. With the support of their families I think the Turkish women are doing it better than Surinamese and Moroccan women, because of the strong support.

Personal information

Name (optional): Rania

Age: 27

City: Den Haag

Degree in: MBA

Birthplace: The Hague

Birthplace of parents: Paramaribo, Suriname

Religion: Hindu

Marital status: Not married

Interview questions:

1. What type of product or service do you offer?

We offer Suriname food, which is basically a fusion of Indonesian, Indian & Chinese food.

2. Who is your target group?

Everyone who loves the Surinamese cuisine.

3. Can you describe what motivated you to start your own entrepreneurship?

My passion for food was actually my biggest motivation

4. Do you believe that your cultural background influenced this decision?

If yes to what content ?

No, in our culture entrepreneurship is rare, it is not a common occupation.

5. Were your parents(or husband/partner) supportive when you decided to start your own entrepreneurship?

No not at all, they believed it was too much of a risk because there are many Surinamese restaurants already. I held my foot still and we made a compromise, I would finish my Master degree and then I was free to open whatever I want.

- So you were only allowed to open your own business after a master degree, why is that?

Having a master degree in our community is a priority, it gives you a high social status. My parents wanted to maintain a high social status within our family and community.

- **How do you feel about that ?**

I don't care about my position in our society, high or low, who decides that anyway.

However, back then I felt a strong pressure, it was definitely not the happiest moment in my life.

6. In some ethnic groups the approval of parents(or husbands) is important without their consent some women cannot start an entrepreneurship. Do you recognize this and can you give your view on why their consent is so important?

Yes, I can relate to that, I don't know how to explain it but we respect our elders very much. Going against them is like committing a crime, I don't know why but that's just the way it is.

7. Are you the only entrepreneur in your family ? if not in which branches are they active?

No, I have an uncle who has his own travel agency, but I am the only woman in my family with her own entrepreneurship.

8. Recent research, of the chamber of commerce, confirmed that the number of ethnic female entrepreneurs is increasing, especially the Turkish, Moroccan and the Surinamese entrepreneurs. Which ethnic group can be considered as more successful? And why?

I don't think the Surinamese entrepreneurs because in my opinion they are to driven and focused on bachelor and master degrees. I honestly think the Turkish community is one step ahead, because it feels like they are more driven to start a small business or even take over a family business.

Personal information

Name (optional): Ashana

Age: 35

City: Den Haag

Degree in: Master International business management

Birthplace: The Hague

Birthplace of parents: Paramaribo, Suriname

Religion: Hindu

Marital status: Not married

Interview questions:

1. What type of product or service do you offer?

We offer transportation and logistics services in Surinam.

2. Who is your target group?

Anyone who wants to export to Surinam.

3. Can you describe what motivated you to start your own entrepreneurship?

It is a family business and after my father's retirement I took over. I always knew that one of my brothers or sisters needed to take it over so in a way that was my motivation.

4. Do you believe that your cultural background influenced this decision?

If yes to what content ?

No, I don't believe that. I took this company over because it was my grandfathers, this is his legacy I think that is the main reason why I am doing this.

5. Were your parents(or husband/partner) supportive when you decided to start your own entrepreneurship?

Yes, they were thrilled, our family business continues to exists.

- 6. In some ethnic groups the approval of parents(or husbands) is important without their consent some women cannot start an entrepreneurship. Do you recognize this and can you give your view on why their consent is so important?**

I do recognize it not that I have experienced it in my close environment. I think it has to do with the respect we are thought to have for our parents and our elders next to our parents. You don't go against your parents' wishes, that is just not done.

- 7. Are you the only entrepreneur in your family ? if not in which branches are they active?**

No, I have a few cousins who are entrepreneurs as well.

- 8. Recent research, of the chamber of commerce, confirmed that the number of ethnic female entrepreneurs is increasing, especially the Turkish, Moroccan and the Surinamese entrepreneurs. Which ethnic group can be considered as more successful? And why?**

I think the Moroccan or the Turkish entrepreneurs, because their communities seem solid, it feels like they will not let each other down. In my opinion the support of family and friends is important.

Questionnaire

Thank you for your time to participate to answers the survey questions.

The purpose of this survey is to gain information which will give a deep understanding to the entrepreneurial behaviour, among female entrepreneurs with an ethnic background. Next to this it will help to understand to which content cultural values and community influences their decision. Lastly, this survey is confidential every respondent remains anonymous.

1. What is your gender?

Woman

Male

2. What is your age?

18-20

21-26

27 or older

3. Could you specify your ethnicity?

Turkish

Moroccan

Surinam

Dutch Antilles

other, namely:

4. Assume you would start your own entrepreneurship today, would your parents/family react supportive? If "yes" continue to question 8.

Yes

No

I don't know

5. What would be the reason for not supporting your choice? (multiple answerers are possible)

- They expect high academic achievements
- It is a risky job and does not offer security
- In my community it is not a suitable career path for women, therefore my parents would not accept it.
- Other, namely:
.....

6. Is it also common for a woman to start a entrepreneurship?

- Yes
- No

7. According to research the number of Turkish entrepreneurs in general has increased, do you think that their culture influenced their entrepreneurial behaviour? If no, continue to 9.

- Yes
- No

8. What do you think that drives them?

- Money
- to obtain a high position in their own society
- low chances on the labour market
- Their obligation to their families.
- Nothing.

9. According to another research ethnic female entrepreneurship has increased as well, which group do you think has grown rapidly?

- Turkish women
- Surinamese women
- Moroccan Women
- Dutch-Antilles Women
- Other, namely.....

10. Do you believe that the female entrepreneurs, who share the same ethnic background as yours, own successful businesses? If “yes” continue to question 11

- Yes
- No

I don't know

11. What is their 'success factor' according to you (more answers possible)

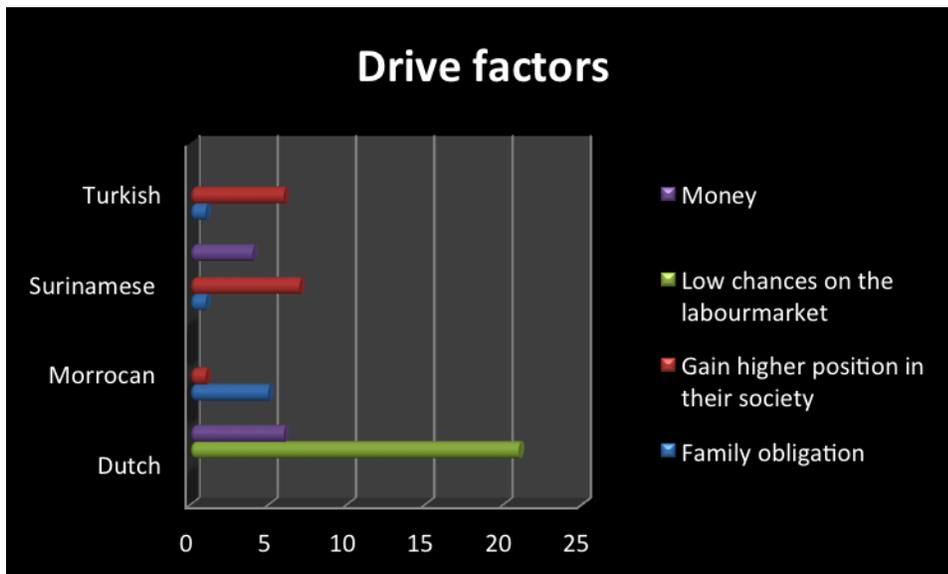
- Strong network
- Support of family
- Their entrepreneurial characteristics
- Academic degrees
- Pure luck
- Other, namely:.....
.....

12. According to recent research the number of female entrepreneurs increased, especially among the Turkish, Moroccan and Suriname women. Which group is according to your own opinion the most successful?

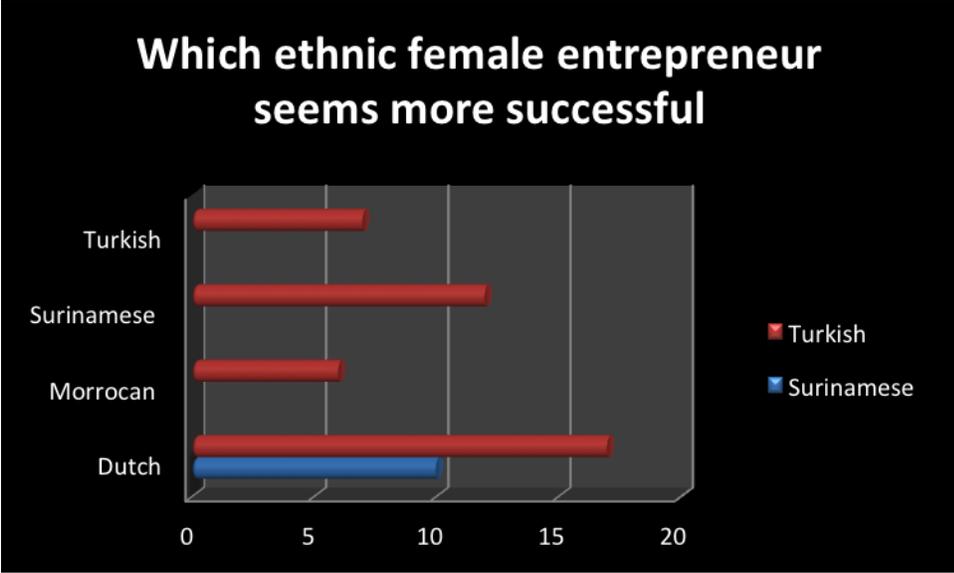
- Turkish entrepreneurs
- Surinam entrepreneurs
- Moroccan entrepreneurs
- None



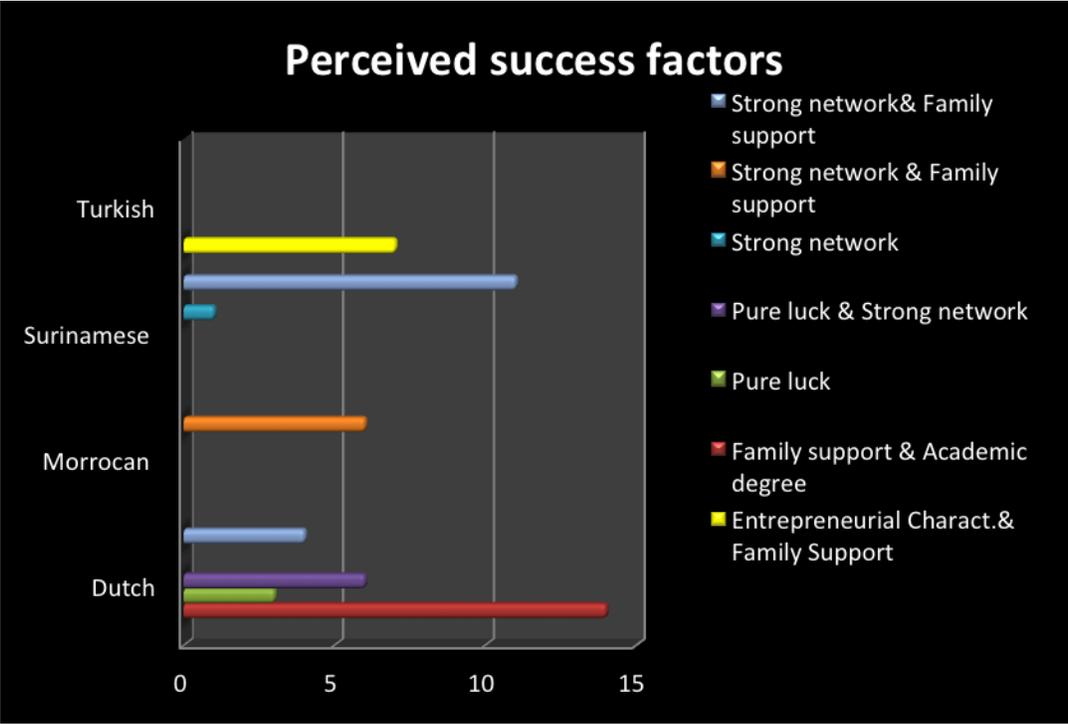
Appendix 4.1



Appendix 4.2



Appendix 4.3.



Appendix 4.4