

Beyond Survival: Assessing the Long-Term Aspirations and Growth Trajectories of Street Entrepreneurs in India

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Abstract

This research presents an empirical investigation into the diverse incentives driving Indian street entrepreneurs within their distinct socioeconomic context, where street vending holds significant importance in the informal sector and urban life. The conventional categorization of entrepreneurial motives as either push (necessity-driven) or pull (opportunity-driven) is challenged, as a deeper understanding of these motivations is essential for shaping effective policies and promoting inclusive urban development.

Based on data collected from 326 respondents, a more nuanced theoretical framework is proposed, which moves beyond the traditional binary perspective by highlighting the coexistence and temporal fluidity of these motivations. This understanding is crucial for designing successful regulations and support systems that cater to the evolving needs of street vendors. The findings contribute to a richer comprehension of the motivations underlying Indian street entrepreneurship, challenging the conventional push-pull dichotomy. This study not only enriches academic discourse but also offers valuable insights for policymakers aiming to empower the informal sector within India's urban landscape.

Keywords: Entrepreneurship, Entrepreneurial Motivation, Street Vendors, Motivation Factors, Entrepreneurial Barriers.

1. Introduction

Street entrepreneurship, a vital component of the informal economy, serves as a lifeline for millions of individuals in India, offering livelihoods and contributing to the vibrancy of urban spaces. Street vendors, often operating on the margins of formal economic systems, play a crucial role in sustaining urban economies by providing affordable goods and services to diverse populations. Yet, despite their significance, the motivations driving street entrepreneurs remain poorly understood, often oversimplified into binary categories of necessity-driven (push) and opportunity-driven (pull) factors. This oversimplification not only limits academic discourse but also hinders the development of effective policies aimed at empowering this critical segment of the workforce.

The traditional push-pull framework, while useful in some contexts, fails to capture the nuanced realities of street entrepreneurship, particularly in regions like India where socioeconomic, cultural, and political dynamics create a complex entrepreneurial ecosystem. In such contexts, the motivations of street vendors are rarely black and white; instead, they reflect a dynamic interplay of necessity and opportunity, shaped by factors such as economic precarity, social networks, cultural norms, and political instability. For instance, a street vendor in Mumbai may be driven by the necessity of survival while simultaneously leveraging local networks to identify business opportunities. Similarly, in conflict-affected regions like Kashmir, street entrepreneurs navigate both economic hardships and political constraints, demonstrating resilience and adaptability.

This study seeks to challenge the conventional push-pull dichotomy by exploring the multifaceted

motivations of street entrepreneurs in India. It argues that a more nuanced understanding of these motivations is essential for developing policies that address the evolving needs of street vendors and foster inclusive urban development. By examining the interplay of push and pull factors, this research aims to answer critical questions: How do these factors interact to influence the decision-making process of street entrepreneurs? How do contextual factors such as socioeconomic background, gender, age, and education shape these motivations? And how can policymakers leverage these insights to create supportive ecosystems for street vendors?

The choice of India as a research context is particularly significant. As one of the world's largest informal economies, India provides a rich backdrop for studying street entrepreneurship. The country's rapid urbanization, coupled with persistent economic inequalities, has led to the proliferation of street vending as a livelihood strategy. Moreover, the unique socio-political context of regions like Kashmir adds another layer of complexity, offering valuable insights into how political instability and cultural resilience shape entrepreneurial behaviors.

This paper is structured as follows. The next section provides a comprehensive review of the literature, highlighting recent studies and global comparative insights. Subsequent sections present the research methodology, empirical findings, and a discussion of their implications for theory and policy. By challenging traditional categorizations and proposing a more nuanced framework, this study aims to contribute to both academic discourse and policy-making, ultimately advocating for a more inclusive approach to understanding and supporting street entrepreneurs in India and beyond.

2. Literature Review

The push and pull theory has gained popularity and been applied in various contexts. For example, it has been used to understand consumer behavior (Dean & Suhartanto, 2019), analyze migration patterns (Van Hear et al., 2020), and explain entrepreneurial motivations (Kirkwood, 2009). In recent times, the theory has also been used to study online shopping behaviour (Handarkho & Harjoseputro, 2020; Nugroho & Wang, 2023). Researchers have examined how factors like convenience, product variety, and pricing influence consumers' decisions in the digital marketplace (Ahmad & Pandey, 2024; Handarkho & Harjoseputro, 2020). Furthermore, the theory has been applied to explore preferences for remote work during the COVID-19 pandemic. This research sheds light on the factors that attract individuals to remote work arrangements, such as flexibility, autonomy, and work-life balance. It also considers the drawbacks and challenges associated with remote work setups. More recently, the theory has been employed to explore preferences for remote work during the COVID-19 pandemic, shedding light on factors such as flexibility, autonomy, and work-life balance, while also addressing the challenges associated with remote work setups (Biron et al., 2023). This paper focuses on applying the push-pull theory to understand the motivational factors driving street vendors, particularly in the context of Kashmir, while drawing broader insights from global studies on street entrepreneurship.

This paper focuses on the motivational factors of street vendors in terms of the push-pull theory. The push-pull theory is a widely used framework in social psychology that seeks to explain why people migrate or make decisions to move from one place to another (Castelli, 2018). The theory suggests that individuals are motivated by both push factors, which are harmful or undesirable factors that encourage them to leave their current situation and pull factors, which are positive or attractive factors that draw them towards a particular destination or goal. In the context of street vending, push factors may include economic hardship (Martiarena, 2020), lack of job opportunities (Rasool et al., 2012), or political instability in their home country or region (Urbański, 2022), which drive them to seek better economic opportunities elsewhere. On the other hand, pull factors may include the potential for higher income (Parkins, 2010), flexible work schedules (Kaduk et al., 2019), and the ability to be their own boss (Kirkwood, 2009). By applying the push-pull theory to examine the motivations of street vendors, researchers can better understand the complex factors that drive individuals to pursue this

type of work. This information can be valuable in developing policies and programs that support street merchants and promote their economic well-being.

Street vending, as a form of informal entrepreneurship, is often driven by a combination of push and pull factors. Recent studies have highlighted the role of economic necessity as a primary push factor, particularly in developing regions. For instance, research by Ahmad and Pandey (2024) emphasizes how economic instability and lack of formal employment opportunities push individuals toward street vending as a survival strategy. Similarly, a study by Urbański (2022) in post-conflict regions underscores how political instability and displacement drive individuals to seek informal economic activities, including street vending.

On the other hand, pull factors such as autonomy, flexibility, and income potential play a significant role in attracting individuals to street entrepreneurship. A recent study by Holmquist and Sundin (2020) highlights the importance of autonomy as a decisive pull factor, particularly in contexts where individualism and self-sufficiency are highly valued. This aligns with earlier findings by Marlow (1997) and Pinfold (2001), who argue that the desire for independence is a key motivator for entrepreneurial pursuits. In developing countries like India, street vending is often perceived as a low-risk, accessible means of achieving financial stability and autonomy (Alstete, 2008; Borooah et al., 1997).

The author has identified four primary sources of entrepreneurial inspiration based on the comprehensive literature screening. To begin, many people who go into business for themselves do so because they want to strike out on their own and establish their schedules and priorities (Alstete, 2008; Borooah et al., 1997; Cassar, 2007; Fox, 2013; Kitching et al., 2015). A decisive pull factor is an intense yearning for autonomy (Marlow, 1997; Pinfold, 2001; Still & Soutar, 2001; Holmquist & Sundin, 2020). In developing countries such as India, where individualism and self-sufficiency are highly desired, independence and financial stability motivate individuals to venture out for street merchandise. It is because they see street vendors as a simple and easy means of gaining autonomy and control over their work schedules, career paths and the opportunity to reap the rewards of their efforts with minimum risk. For individuals with low budgets, monetary motivations are usually classified as a pull factor. According to various studies such as DeMartino and Barbato (2003) and Rosa and Dawson (2006), money is not always the primary motivator for people starting a business. However, a study by Alstete (2008) highlights the importance of money as a motivator for prospective entrepreneurs. Gender differences also exist regarding the role of money as a motivator (Borooah et al., 1997).

The choice of Kashmir as a focal point for this study is particularly justified given its unique socio-political context. The region has experienced prolonged political instability, economic sanctions, and limited access to formal employment opportunities, all of which serve as significant push factors for street entrepreneurship (Urbański, 2022). Additionally, the cultural and social fabric of Kashmir, which values community ties and self-reliance, creates a conducive environment for street vending as a means of achieving economic autonomy. However, the political aspect of street entrepreneurship in Kashmir warrants further elaboration. The region's geopolitical tensions and frequent disruptions to economic activities exacerbate the challenges faced by street vendors, making their motivations and resilience even more noteworthy.

Gender differences in entrepreneurial motivations have also been a focal point of recent research. While monetary incentives are often cited as a primary motivator for male entrepreneurs, women tend to prioritize non-monetary factors such as time flexibility and work-life balance (Clain, 2000; Georgellis & Wall, 2005). A recent study by Sena et al. (2023) reveals that women entrepreneurs are less likely to seek external capital during the early stages of business development, opting instead for self-funded initiatives. This highlights the nuanced ways in which gender influences entrepreneurial motivations and decision-making processes.

To provide a broader comparative perspective, it is essential to examine street entrepreneurship in similar socio-political contexts globally. For example, studies in Latin America have explored how economic crises and informal labor markets drive individuals toward street vending (Martiarena, 2020). Similarly, research in African countries such as Nigeria and Kenya has highlighted the role of urbanization and limited formal employment opportunities in fostering street entrepreneurship (Rasool et al., 2012). These studies underscore the universality of push factors such as economic hardship and lack of job opportunities, while also revealing context-specific pull factors, such as cultural acceptance of informal economies and community support networks.

Research suggests that individuals also place a higher value on non-monetary components like time flexibility, which often pushes individuals into entrepreneurship (Clain, 2000). Subsequent research by Georgellis & Wall (2005), highlights the importance of the intangible benefits of self-employment. Furthermore, a recent study reveals that, compared to their male counterparts, women entrepreneurs are less likely to seek external capital for their initiatives during the early stages of firm development (Sena et al., 2023). Push factors are motivations connected with going on a journey as a small business owner that are mostly based on work-related factors. These incentives are frequently influential in determining an individual's willingness to pursue an entrepreneurial profession (Dobrev & Barnett, 2005). Unemployment, job redundancy, and a lack of employment or career chances fall into this category of motives (Borooah et al., 1997; DeMartino & Barbato, 2003).

2.1 Pull factors

Pull factors in entrepreneurial motivation are a group of compelling and positive drivers that lead people to start their own businesses voluntarily and eagerly. These considerations differ from push factors, which are more coercive in character and may compel individuals to become entrepreneurs as a result of external pressures or unfavorable situations. Pull forces are critical in kindling people's passion and drive to pursue significant and successful entrepreneurial endeavors.

The idea that individuals are pulled to entrepreneurship by the attraction of numerous favorable outcomes is at the heart of pull factors, emphasizing the proactive and hopeful nature of their motivation. Several fundamental factors influence this interest to entrepreneurial endeavors:

- a) **Self-sufficiency:** The intrinsic yearning for independence is a powerful pull element. Entrepreneurship provides individuals with the opportunity to break free from traditional work systems and become masters of their own destinies. This sense of independence, which comes from not being responsible to a typical employer, drives their entrepreneurial spirit (Gilad & Levine, 1986).
- b) **Future Control:** Another powerful pull element is the desire to have more control over one's future. Many ambitious entrepreneurs are energized by the prospect of shaping their destinies, making decisions that align with their vision, and charting their own course in the commercial world. This sense of self-determination and empowerment is a motivating factor (Morrison, 2001).
- c) **Social Situation:** Seeking a higher social status is another pull factor that drives people to start their own businesses. Successful entrepreneurs frequently acquire respect, recognition, and a higher social position in their communities. This desire for higher social standing can be a powerful motivator (Cassar, 2007).
- d) **Applying Personal Skills and Abilities:** The possibility to fully utilize one's personal skills and competencies also contributes to the drive towards entrepreneurship. Entrepreneurs are enticed by the idea of putting their particular abilities to use in ways that are in line with their passion and expertise. This compatibility of abilities and interests is a source of intrinsic motivation (Morrison, 2001).

In conclusion, pull forces work as motivators, enticing people to go on business journeys with zeal and confidence. These characteristics, which emphasize good outcomes and personal objectives, motivate

people to seek entrepreneurial possibilities independently. Finally, pull factors contribute to individuals' eagerness and passion for entrepreneurship, which is motivated by their desire for independence, self-fulfillment, affluence, and the opportunity to leverage their personal skills and abilities (Cassar, 2007; Gilad & Levine, 1986; Morrison, 2001).

2.2 Push factors

Push factors represent a set of compelling forces that drive individuals to take decisive actions, often stemming from challenging or adverse circumstances. Within the realm of entrepreneurial motivation, these factors are characterized by negative external conditions that propel individuals toward business creation as a viable alternative. The push theory posits that unfavorable experiences in traditional employment settings, coupled with external hardships, can compel individuals to embrace entrepreneurship as a pathway to greater autonomy and financial stability.

Key dimensions of push factors in entrepreneurial motivation include the following:

- 1. Unfavorable Work Environments:** Push factors frequently arise from dissatisfactory workplace conditions. Individuals facing unfulfilling roles, toxic work cultures, or limited opportunities for professional growth may feel compelled to explore entrepreneurship as a means of escaping these constraints (Gilad & Levine, 1986). The desire for a more rewarding and self-directed career often outweighs the risks associated with starting a new venture.
- 2. Challenges in Securing Employment:** Difficulty in finding suitable employment within the formal job market can significantly influence entrepreneurial motivations. Factors such as intense competition, a lack of job openings, or mismatches between skills and available roles may push individuals to create their own opportunities (Morrison, 2001). For many, entrepreneurship becomes a practical response to systemic barriers in the labor market.
- 3. Insufficient Financial Rewards:** Low wages and inadequate compensation are powerful drivers of entrepreneurial intent. Individuals struggling to meet their financial needs due to stagnant incomes or insufficient earnings may view business ownership as a route to greater economic stability and prosperity (Basu & Goswami, 1999). The promise of higher earnings and financial independence often serves as a strong motivator.
- 4. Rigid Work Structures:** Inflexible or demanding work schedules can also fuel the decision to pursue entrepreneurship. Those seeking greater control over their time and work-life balance may turn to self-employment as a way to escape the constraints of traditional employment (Dobrev & Barnett, 2005). The appeal of setting one's own hours and managing personal priorities often outweighs the security of a fixed job.

Push factors are deeply intertwined with negative experiences in traditional employment settings. These experiences may include the frustration of being unable to secure desired roles, the dissatisfaction of being underemployed or overqualified, or the anxiety of facing job loss or workplace discrimination. In response to these challenges, entrepreneurship emerges as a compelling alternative, offering individuals the chance to reclaim agency over their professional lives. It provides the promise of greater autonomy, enhanced earning potential, and the opportunity to craft a personalized career trajectory. While rooted in adversity, push factors serve as critical catalysts, motivating individuals to overcome external pressures and seek fulfillment through entrepreneurial endeavors (Basu & Goswami, 1999; Dobrev & Barnett, 2005; Gilad & Levine, 1986; Morrison, 2001).

2.3 Push-Pull Factors and Entrepreneurship

Entrepreneurship is shaped by a combination of push and pull factors, each influencing an individual's decision to pursue entrepreneurial ventures. Pull factors are associated with opportunities and positive incentives, while push factors often stem from unfavorable circumstances that drive individuals to seek alternative paths, such as entrepreneurship (Fang & Li, 2022). Push factors may include

unemployment, limited educational qualifications, lack of recognition, or job dissatisfaction. These elements act as motivators, particularly for minority groups, pushing them to consider entrepreneurship as a viable option (Fang & Li, 2022). In developed nations, ethnic minorities have often turned to entrepreneurship, primarily influenced by push factors, though pull factors also play a role. Common sectors for these entrepreneurial activities include retail, catering, manufacturing, and related industries (Fabula et al., 2021).

Globally, various ethnic communities have embraced entrepreneurship as a means to overcome challenges when traditional employment opportunities are scarce. For instance, South Asians in the UK, Surinamese in the Netherlands, Turks in Germany, Africans in Canada, and East Asians in the US have pursued independent business ventures to improve their circumstances (De Haas, 2021; Franco et al., 2016). However, the motivations behind these entrepreneurial pursuits vary. Some groups are driven by push factors, such as limited job prospects, while others, like Indians in the UK, are motivated by pull factors, including the desire for autonomy and social recognition (Basu, 1998). Cultural influences and family support also play a significant role in entrepreneurship, with cultural factors often predicting an entrepreneur's likelihood of success (Fang & Li, 2022). Family dynamics, available resources, and social status can further shape an individual's decision to start a business, whether to enhance family prestige or improve financial stability (Chung et al., 2021). It is important to note that even within the same cultural or ethnic group, motivations for entrepreneurship can vary significantly (Malki et al., 2020).

Table 1. Final List of Push and Pull Factors

Pull Factors (Attracting)	Push Factors (Repelling)
Increased earnings	Workplace pressure
Professional growth	Workplace unhappiness
Stimulating tasks	Insufficient qualifications
Employment stability	Familial difficulties
Positive work environment	Inadequate pay
Increased independence	Rigid hours
Personal fulfilment	Conflict with supervisors
Self-reliance	Financial need
Adaptability	Professional reversal
Generating employment	Workplace bias
Improved social standing	
Applying expertise	
Inherited business	
Financial award	

Recent studies have also explored the impact of technological advancements and digital platforms on street entrepreneurship. For instance, research by Nugroho and Wang (2023) highlights how digital marketplaces and social media platforms are increasingly being utilized by street vendors to expand their customer base and enhance their income potential. This trend is particularly relevant in the post-COVID-19 era, where digitalization has become a critical enabler of informal economic activities. Furthermore, the pandemic has intensified the push factors driving individuals toward street vending, as many have lost formal employment opportunities and turned to informal sectors for survival (Biron et al., 2023)

Finally, the push and pull factors that drive entrepreneurship are complex and multifaceted. Individual circumstances, cultural backgrounds, and economic situations all have an impact, making each entrepreneurial journey unique. While push forces compel people to explore entrepreneurship as a

solution to difficult external conditions, pull factors provide chances, rewards, and goals that entice people to pursue this route. The interaction of these elements differs between communities and individuals, generating various terrains of entrepreneurship (Uddin et al., 2015).

3. Research Methodology

This study examines the intricate relationship between motivational factors, particularly the dynamics of push and pull forces, within the unique context of street vendors operating in the politically volatile region of Kashmir. As part of the union territory of Jammu and Kashmir, this area is characterized by a challenging sociopolitical environment. The research focuses on identifying the underlying motivations of street vendors and seeks to explore potential associations between their personal characteristics and their alignment with these push and pull dynamics. To achieve these objectives, an extensive survey was conducted involving 326 street vendors from nearby villages. These vendors, who predominantly operate in the open-air markets of Lal Chowk and its surrounding areas, are engaged in the sale of low-value goods.

The selection of Kashmir as the research site introduces a distinct layer of complexity due to the region's political instability. Operating a street vending business in such an environment presents unique challenges and opportunities. The study aims to shed light on how external pressures, which often compel individuals to pursue entrepreneurship, interact with internal motivations that may draw them toward this path. This exploration holds particular significance in a region where economic opportunities are often constrained or shaped by the broader political context. The sample size of 326 street vendors represents a substantial and representative segment of the local population. These vendors not only contribute significantly to the local economy but also play a vital role in the socioeconomic fabric of the area. By analyzing their motivations and personal attributes, the research seeks to provide valuable insights into the complexities of entrepreneurship in challenging environments, thereby enhancing the understanding of how individuals navigate the push and pull factors influencing their entrepreneurial endeavors.

The methodology employed in this study is both rigorous and innovative, particularly given the absence of a comprehensive registry of street vendors, which is typically used to determine an appropriate sample size. To address this limitation, the research team adopted an unconventional approach by directly engaging with each street vendor. Through interviews, vendors were asked about their duration of involvement in the street vending business in Lal Chowk and its vicinity. This approach enabled the identification of 464 street vendors who had been active in the business for at least one year. A survey questionnaire was subsequently distributed to this group to gather their perspectives and experiences.

Out of the initial 464 vendors contacted, 375 responses were received. Following a meticulous review process, which involved the exclusion of incomplete or irrelevant responses, a final sample of 326 valid responses was obtained. The survey questionnaire was meticulously designed, incorporating a series of questions aimed at capturing information related to the push and pull factors motivating street vendors, as well as their personal characteristics. Notably, the research team deliberately identified motivation factors that are particularly relevant to the street vending context. For instance, under the category of pull factors, the questionnaire included items such as "gaining prestige," "accumulating capital for new ventures," and "achieving social recognition." These elements were drawn from prior research (Janssen, 2009; Zaman et al., 2021) and are especially pertinent to street vending. Conversely, the questionnaire also addressed push factors, including statements such as "fulfilling family expectations," "continuing family traditions," "escaping unemployment," "addressing family hardships," "meeting economic necessities," and "increasing income." These push factors have been extensively documented in earlier studies (Giacomin et al., 2011; Ritsilä & Tervo, 2002) and reflect the challenges and motivations commonly faced by street vendors.

Additionally, the study examined various demographic and personal attributes, such as gender, age, marital status, family size, educational background, years of experience in street vending, and monthly income. These variables were included to provide a comprehensive understanding of the individual characteristics of street vendors. Previous research (Giacomin et al., 2011) has also explored these attributes, and they play a crucial role in achieving the study's objective of analyzing how these characteristics correlate with push and pull factors among street vendors in this specific context.

3.1 Demographic Profile of Respondents

To truly grasp the operational landscape of urban street vendors, a rigorous methodological approach was paramount. We didn't simply distribute surveys; we engineered an instrument designed for precision. Scrupulous attention was given to establishing both the consistency of our findings and their genuine reflection of vendor realities. This involved not only statistical validation, but also a process of expert scrutiny and real-world cross-referencing. Moreover, when interpreting the data, we consciously steered clear of broad-stroke generalizations. It's easy to fall into the trap of assuming uniformity, but the lived experiences of these entrepreneurs are far too varied. Therefore, we focused on teasing out the subtle distinctions within the data, revealing how factors like educational background or access to financial tools shape individual trajectories. And crucially, we endeavored to bridge the gap between our findings and the tangible world of policy. It's not enough to simply observe; we aimed to illuminate how these observations can inform practical interventions, shaping urban spaces and support systems to better serve the needs of this vital economic sector.

Reliability and Validity of the Survey Instrument

To ensure the trustworthiness of the survey instrument, rigorous measures were undertaken to establish both its reliability and validity.

i. Reliability:

- a. Internal Consistency:** The internal consistency of the survey scales was assessed using Cronbach's alpha. The calculated Cronbach's alpha coefficient was 0.836, indicating a high level of internal consistency. This suggests that the items within each scale (push factors and pull factors) are measuring the same underlying construct reliably.
- b. Test-Retest Reliability:** To check the test-retest reliability, a small subset of the survey participants (n=30) were asked to complete the survey again after a two week interval. The results were compared, and a high level of correlation was discovered between the two data sets, which shows that the survey provides consistent results over time.

ii. Validity:

- a. Content Validity:** Content validity was ensured through a thorough review of the survey items by a panel of experts in entrepreneurship, sociology, and economics. This process ensured that the survey items adequately represented the domain of push and pull factors relevant to street vending.
- b. Construct Validity:** A factor analysis was conducted to examine the construct validity of the survey. The results of the factor analysis confirmed that the survey items loaded onto the expected factors (push and pull), supporting the construct validity of the instrument.
- c. Criterion-Related Validity:** To establish criterion-related validity, we compared the survey responses regarding income and business growth with observable real-world examples. For instance, vendors reporting higher income levels in the surveys also tended to have visibly larger inventories or more established stalls.

Table 2. Demographic profile of street vendors]

Gender	Male	225	69.02
	Female	101	30.98
	Total	326	100.00

Age	18-25	97	29.75
	26-35	121	37.11
	36-45	30	9.22
	45 and above	78	23.92
	Total	326	100.00
Marital Status	Married	155	47.55
	Unmarried	171	52.45
	Total	326	100.00
Family size	1 Person	44	13.50
	2-3 Person	108	33.13
	4-5 Person	93	28.53
	More than 5	81	24.84
	Total	326	100
Qualification	Illiterate	96	29.45
	Under graduate	102	31.28
	Graduate	96	29.45
	Post Graduate	32	9.82
	Total	326	100
Years in business	0-2 years	164	50.30
	3-5 years	101	30.98
	6-8 years	61	18.72
	Total	326	100.00
Monthly income	Less than 15,000	95	29.14
	15,001-30,000	115	35.28
	30,001-45,000	65	19.94
	More than 45,001	51	15.64
	Total	326	100.00

3.2 KMO and Bartlett's Test

After the identification of elements of push and pull motivating factors, we proceed to the factor analysis. Firstly, the results of factor analysis suggest that the KMO is clearly above the permissible level of 0.50 (Table 3) and the Bartlett's Test of Sphericity rejects the null hypothesis that the correlation matrix is an identity matrix at the 0.05 level ($p=0.05$) with the approximate Chi Square is 3133.90.

Table 3. KMO and Bartlett's Test

Table 3. KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.912
Bartlett's Test of Sphericity	Approx. Chi-Square	3133.90
	Sig.	.000

Further, the exploratory factor analysis was run for this study by using principal component analysis technique with varimax rotation method. In this method, the factors were extracted on the basis of Eigen values, the value of Eigen values should be above 1. As seen in Table 4, Eigen scores upto 5 components are above 1 and the variance explained by these 5 factors is 63.239% in the whole data set. Cumulative variance in the range of 50-60% in social science is deemed to be sufficient (Sarstedt, 2019).

Table 4. Total Variance Explained

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Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	8.347	29.812	29.812	4.903	17.509	17.509
2	3.315	11.840	41.652	4.429	15.818	33.327
3	3.059	10.924	52.575	4.214	15.049	48.376
4	1.920	6.856	59.432	2.883	10.297	58.673
5	1.066	3.808	63.239	1.278	4.566	63.239
6	.931	3.324	66.563			

Extraction Method: Principal Component Analysis.

The factor extraction in this case can also be judged from the scree plot (Figure 1) and is clearly evident from the plot that number of factors above Eigen value (1) are

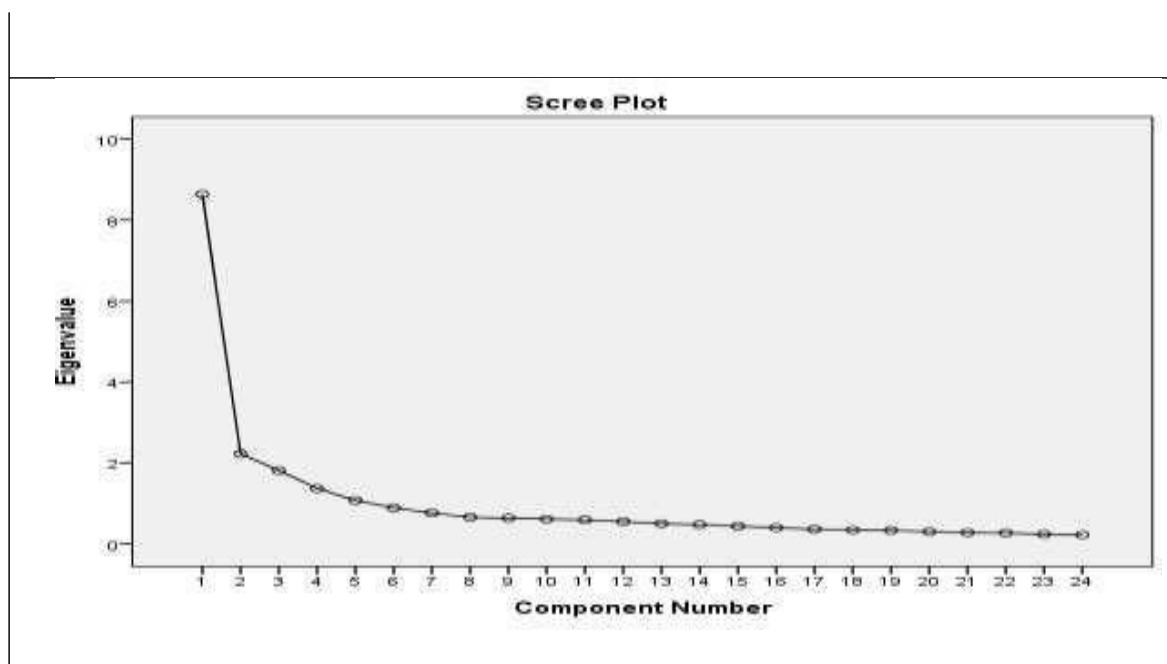


Figure 1. Screen Plot

It is important to note that component matrix was initially utilized to identify the underlying components in the relevant factors, but because the findings were erratic, rotated matrix was employed in its place, revealing the observed components that underlie the relevant constructs. It is evident from the rotated matrix (Table 5) that only 5 factors may be retained. It should be noted that the items in that factor have been identified using bigger loadings of the pertinent items. Further, a theme for factors was assigned on the basis of association of items and literature premise. Specifically, the items win prestige and enjoy social reorganization have coherence among them and are classified as a pull motivation factor "social recognition". The item "Earn capital for new business" has not found coherence with any other item and therefore has been classified as a second factor under pull motivation factor.

Table 5. Rotated Component Matrix

	Component				
	1	2	3	4	5
Win prestige	.739				
Earn capital for new business		.817			
Meet family expectations			.709		
Carry on the family tradition			.643		
Get out of unemployment				.747	
Enjoy social recognition	.764				
Family hardship					.801
Economic necessity					.843
Increase my income					.891
Extraction Method: Principal Component Analysis.					
Rotation Method: Varimax with Kaiser Normalization.					

The items meet family expectations and carry on the family traditions have coherence among them and are classified as a push motivation factor "family pressures". The factor "get out of unemployment" has not found coherence with any other item and therefore has been classified as a second factor under push motivation factor. Lastly, items like family hardship, economic necessity and increase my income have coherence among them and are classified as a push motivation factor "economic necessity".

The empirical model consists of a system of five equations where the dependent variables are the pull and push motivating factor, "social recognition", "Earn capital for new business", "family pressures", "get out of unemployment" and "economic necessity". In order to take into account, the contemporaneous correlation between our equations, the set of estimators is obtained using seemingly unrelated regressions (SURE model). The general SURE model may be specified as follows:

$$y_j = x_j B_j + s_j, j = 1 \dots n$$

Here $n=5$, y_j is vector of dependent variables and x_j is the full rank matrices of independent variables, B_j is the vector of coefficients and s_j is the vector of random errors.

The personal characteristics of street vendors serve as independent variable that is gender of street vendor that takes the value of 1 for male and 0 otherwise, age of street vendor is measured as number of years since birth, marital status of street vendor takes the value of 1 if married and 0 otherwise, family size of street vendor is measured as number of dependents on street vendor, qualification of street vendor measured as 1 for Illiterate, 2 for Under graduate, 3 for Graduate and 4 for post-graduate, years of service of street vendor measured as number of years street vendor has been in this business and revenue of street vendor is measured as the amount of revenue generated per month from this business.

- 1. Social Recognition (Pull):** This factor, characterized by high loadings for "win prestige" and "enjoy social recognition," suggests that some vendors are motivated by the desire for social status and respect within their communities.
- 2. Capital Accumulation (Pull):** The isolated factor "earn capital for new business" indicates that a subset of vendors views street vending as a means to accumulate capital for future entrepreneurial ventures. This suggests a forward-looking, investment-oriented approach.

3. **Family Pressures (Push):** The grouping of "meet family expectations" and "carry on the family tradition" highlights the significance of familial obligations as a push factor. Vendors may be driven by a sense of duty to their families.
4. **Unemployment Escape (Push):** "Get out of unemployment" standing alone as a factor shows that some vendors are driven by the need to escape unemployment.
5. **Economic Necessity (Push):** This factor, encompassing "family hardship," "economic necessity," and "increase my income," underscores the fundamental role of financial survival as a primary motivator.

Results

Table 6. Distribution of answers according to the importance of motivations (in %)

	unimportant	Somewhat unimportant	Neut ral	Import ant	Very important
Win prestige	61.8	23.9	7.7	3.7	2.9
Earn capital for new business	59.7	22.3	6.0	7.2	4.8
Meet family expectations	1.2	2.8	5.7	22.7	67.6
Carry on the family tradition	3.1	2.7	4.2	20.2	69.8
Get out of unemployment	4.1	3.9	3.8	33.4	54.8
Enjoy social reorganization	56.1	33.7	4.7	3.2	2.3
Family hardship	1.8	2.8	2.1	31.6	61.7
Economic necessity	1.7	4.2	2.8	52.6	38.7
Increase my income	1.4	2.3	3.7	56.8	35.8

Analysis of Motivation Importance (Table 6):

Table 6 presents the distribution of responses regarding the importance of various motivational factors among street vendors. The data reveals a clear pattern:

- **Dominance of Push Factors:** significant majority of respondents rated push factors, such as "meet family expectations," "carry on the family tradition," "get out of unemployment," "family hardship," "economic necessity," and "increase my income," as "important" or "very important." This underscores the critical role of necessity and survival in driving street vending activities.
- **Limited Importance of Pull Factors:** Conversely, pull factors like "win prestige," "earn capital for new business," and "enjoy social recognition" were largely rated as "unimportant" or "somewhat unimportant." This suggests that, in the context of Kashmir, immediate survival and familial obligations take precedence over aspirational goals.
- Based on these findings, it is evident that push factors significantly outweigh pull factors in motivating street vendors in this region. This highlights the prevalence of economic hardship and necessity as primary drivers.

3.3 Table 7 reports the estimation results for the SURE model. As mentioned earlier that the model is constituted of five equations. The first equation analyses the determinants of the "social recognition". The second equation concerns the determinants of the "earn capital for new business". The third equation focuses on the analysis of determinants of the "family pressure", similarly fourth equation analyses the impact of the individual characteristics on the "get out of unemployment" and last equation concerns the determinants of the "economic necessity". These results are reported in

columns (2) to (6) of Table 7 in that order.

In column (2) of Table 7, we find that the coefficients on gender, age, marital status, family size, year of service and revenue are significant and positive, implying that all these variables are positive determinants of pull motivation factor "social recognition". These results are in conformity to the fact that gender (males) put higher reliance on social recognition and so do people of higher age. Further, these results also support the fact that with married people tend to have higher quest for social recognition in a similar vein, high family size tend to create greater reliance on social recognition. With regard to year of service and revenue it is obvious that with more years of service and higher revenue social recognition would be highly demanded. Lastly, with regard to the qualification variable, we find a significant negative impact on social recognition, implying that highly qualified street vendors are not highly concerned about social recognition, which is true because they see street vending as a form of resistance against poverty and unemployment.

In column (3) of Table 7, we find that the coefficients on gender, qualification, year of service and revenue are significant and positive, implying that all these variables are positive determinants of pull motivation factor "earn capital for new business". These results are in conformity to the fact that gender (males) is more concerned about growth than females and therefore might put higher reliance on earning money to start up the new business. The similar logic appears on the qualification, street vendors with high qualification would always tend to make money to start a new business. With regard to years of service and revenue, any street vendor with more years of service and revenue would always try to start up new business. However, with regard to age, marital status and family size we find a significant negative impact on "earn capital for new business". These results support the fact that with age and responsibility people tend to focus on current trends rather than taking newer risks.

In column (4) of Table 7, we find that the coefficients on gender, marital status, family size and qualification are significant and positive, implying that all these variables are positive determinants of push motivation factor "family pressure". However, we find a significant negative coefficient on age, years of service and revenue variables. The basic premise of the relationship of these personal characteristics with family pressure revolves around the fact "responsibility". Generally, males, married individuals, big family and high qualification tend to create a sense of responsibility and that in turn tends to generate family pressure for earning and doing something for livelihood. On the other hand, with old age, more years of service and higher revenues, the responsibility tends to decrease and thereby tends to reduce family pressure.

In column (5) of Table 7, we find that the coefficients on gender, marital status, family size, years of service and revenue are significant and positive, implying that all these variables are positive determinants of push motivation factor "getting out of unemployment". These results imply that above factors tend to create a room where in people think street vending is an easy way to get out of unemployment and earn some money. On the other hand, we found a significant negative coefficient on age and qualification variable, implying that with older age and higher qualifications people tend to move away to other professions except than street vending. Lastly, in column (6) of Table 7, we found that all the variables have significant positive coefficient, implying they are significant positive determinants of push factor "economic necessity". This is obvious because every type of individual in street vendor business sees it as an economic necessity.

Table 7. SURE model results

	SR	EC	FP	GOE	EN
(1)	(2)	(3)	(4)	(5)	(6)
Gender	.0021** (1.99)	.0034** (2.09)	.0019** (1.97)	.0047** (2.17)	.0043** (2.19)
AGE	.0347** (2.01)	-.0274** (-2.09)	-.0185*** (-3.07)	-.0109** (-2.17)	.0331** (2.11)

Marital Status	.6710** (1.97)	-.3380** (-2.07)	.3102** (1.99)	.6713** (1.99)	.6523** (1.98)
Family Size	.3824** (2.33)	-.3164** (-1.98)	.2175** (2.09)	.3187** (2.31)	.2110** (2.12)
Qualification	-.2156** (-2.09)	.2815** (2.17)	.2141** (2.12)	-.2092*** (-2.59)	.2018** (2.19)
Year of Service	1.078** (2.16)	1.054** (2.19)	-1.032*** (2.66)	1.048** (2.13)	1.017** (2.13)
Revenue	.0871** (1.98)	.0532** (1.99)	-.0211** (-2.01)	.0721** (1.99)	.0813** (1.96)
R²	.53	.64	.56	.59	.63
Note: Astricks indicate ** significant at 5 percent *** significant at 1 percent level of significance					

3.4 Discussion

This investigation into the push and pull dynamics shaping the entrepreneurial landscape of Kashmiri street vendors unveils a compelling narrative of resilience and necessity. The quantitative data emphatically underscores the primacy of push factors, rooted in familial obligation and economic exigency, over the allure of pull factors such as social prestige or perceived personal advancement.

The empirical evidence demonstrates that street vending, within this context, is predominantly a response to pressing needs: fulfilling familial expectations, perpetuating generational trades, mitigating unemployment, alleviating domestic hardships, addressing economic imperatives, and augmenting household income. These motivations illuminate the critical function of street vending as a vital economic lifeline for numerous families. The significance of this occupation transcends mere income generation; it serves as a crucial buffer against socioeconomic vulnerability.

Furthermore, the study reveals that demographic variables, specifically gender and age, exert a discernible influence on entrepreneurial motivations. Male vendors, for instance, exhibit a heightened inclination towards capital accumulation for future ventures and the pursuit of social recognition. Conversely, older vendors may transition away from street vending, opting for alternative livelihoods or retirement. Educational attainment also plays a pivotal role, with highly qualified vendors often perceiving street vending as a temporary expedient to address unemployment, while harboring aspirations for more aligned professional pursuits.

The weight of familial responsibility, particularly for vendors with larger families, amplifies the urgency of economic stability, compelling them to engage in street vending as a means of securing sustenance. The prevalence of these push factors underscores the socioeconomic significance of street vending, especially within vulnerable communities grappling with unemployment and economic distress.

4. Theoretical and managerial implications

This research, speaks volumes about the motivations of street vendors within the complex socio-political landscape of Kashmir, yields profound theoretical and pragmatic considerations. From a theoretical lens, this exploration enriches our understanding of entrepreneurial drive, particularly in contexts marked by adversity. It underscores that entrepreneurial decisions are not solely driven by aspirational 'pulls' but are often deeply rooted in survival-driven 'pushes,' a dynamic amplified in regions grappling with political instability. This study advocates for a contextualized approach to

entrepreneurial theory, acknowledging that economic behaviors are intrinsically linked to their environment, thus broadening our scholarly comprehension of entrepreneurship in diverse settings. Turning to the practical realm, the insights gleaned offer a roadmap for policymakers, administrative bodies, and local communities dedicated to the welfare of street vendors and the promotion of inclusive economic growth. The data illuminates the specific vulnerabilities and aspirations of these entrepreneurs, paving the way for targeted interventions.

Tailored Policy Frameworks: Governmental entities should move beyond generalized economic strategies and adopt bespoke policy frameworks. These frameworks should directly address the identified 'push' factors, such as economic hardship and familial obligations. This involves creating accessible avenues for microfinance, offering vocational training that aligns with local market demands, and establishing social safety nets that provide a buffer against economic shocks.

Infrastructure and Market Access Enhancement: The provision of designated vending zones, equipped with essential amenities like sanitation and waste management, is paramount. Streamlining bureaucratic processes for obtaining vending permits and ensuring fair market access can significantly alleviate the operational burdens faced by street vendors.

Community-Driven Support Networks: Local communities are pivotal in fostering an environment of support and solidarity. Establishing community-led cooperatives or associations can empower vendors, providing them with a collective voice and access to resources. These networks can also facilitate skill-sharing, mutual aid, and advocacy for vendors' rights.

Education and Skill Development Initiatives: Recognizing the diverse educational backgrounds of vendors, initiatives should be implemented to enhance financial literacy, business management skills, and digital literacy. These programs can enable vendors to diversify their offerings, expand their customer base, and transition towards more sustainable business models.

Promoting Fair Trade and Ethical Practices: Raising awareness about the importance of fair trade practices and ethical sourcing can contribute to the long-term viability of street vending. Encouraging consumers to support local vendors and purchase ethically sourced products can create a more equitable market environment.

Acknowledging the Socio-Political Context: Any policy created must be created with the current socio-political environment in mind. Kashmir has unique problems, and those problems must be considered when creating and implementing new policy.

By fostering collaborative partnerships between policymakers, local authorities, and community stakeholders, a supportive ecosystem can be cultivated, enabling street vendors to not only survive but thrive. This approach recognizes the intrinsic value of street vending as a vital component of the urban economy and a testament to the resilience of individuals navigating challenging circumstances.

5. Limitations

While this inquiry into the motivational tapestry of street vendors within Kashmir's challenging terrain offers substantial insights, it is imperative to address the inherent constraints that shape its scope and applicability. Firstly, the study's reliance on self-reported data, gathered from a specific locale, opens the door to potential response biases. Individuals, when reflecting on their motivations, may inadvertently or consciously present a skewed perspective. Furthermore, extrapolating these findings to vastly different socio-political landscapes requires caution.

The study's cross-sectional design, akin to a still photograph, captures a moment in time, failing to account for the dynamic evolution of vendor motivations. Entrepreneurial journeys are rarely static; they are shaped by evolving circumstances, personal aspirations, and external pressures. A longitudinal approach, akin to a time-lapse, would offer a more comprehensive understanding of these shifts.

Moreover, the sample size, while substantial, is subject to the inherent limitations of any study

conducted within a complex and often unpredictable environment. Potential selection biases cannot be entirely dismissed, which may influence the broader representativeness of the findings.

It is also worth noting that the study's focus on the push-pull paradigm, while illuminating, may inadvertently overshadow other influential factors. The human experience is multifaceted, and motivations are seldom confined to neatly defined categories. Cultural nuances, personal histories, and unforeseen events can all play a significant role in shaping entrepreneurial decisions.

Despite these acknowledged limitations, this research serves as a springboard for future investigations, inviting scholars to delve deeper into the intricate world of street entrepreneurship. Future inquiries could benefit from a mixed-methods approach, weaving together quantitative data with qualitative insights gleaned from in-depth interviews and focus groups. This triangulation of methods would offer a richer, more nuanced understanding of vendor experiences.

Longitudinal studies, tracking vendors over extended periods, would provide invaluable insights into the ebb and flow of entrepreneurial motivations, revealing the dynamic nature of their decision-making. Comparative studies, spanning diverse geographical and cultural contexts, would shed light on the universality and context-specificity of the push-pull framework.

Furthermore, exploring the impact of external factors, such as policy interventions and socio-economic shifts, would enrich our understanding of the forces that shape street vendor livelihoods. By pursuing these avenues, researchers can contribute to a more comprehensive and nuanced portrayal of street vending, informing the development of effective policies and interventions that empower these vital contributors to the urban economy.

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