

Extended Theory of Planned Behavior with Push-Pull Factors: A Conceptual Framework on Housewives Entrepreneurial Intention

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Abstract

This paper presents a conceptual framework for understanding housewives' entrepreneurial intentions by extending the Theory of Planned Behavior (TPB) with push-pull factors. By integrating the TPB with the push-pull theory, the study explores how various factors such as entrepreneurial passion, social support, technological competence, economic necessity, and opportunity recognition influence housewives' intentions to engage in entrepreneurship in Malaysia. The framework posits that entrepreneurial passion and technological competence act as internal motivators, while economic necessity and opportunity recognition serve as external pressures that either push housewives into entrepreneurship out of necessity or pull them towards it by recognizing viable business opportunities. The primary aim of the development of the conceptual framework in this study is to be used as a guideline to conduct the experimental research on housewives entrepreneurial intention in Malaysia. The proposed model contributes significantly to the literature by providing a nuanced understanding of the entrepreneurial dynamics specific to housewives, offering practical insights for policymakers, support organizations, and educators aiming to foster economic empowerment and gender inclusivity in entrepreneurship.

Keywords: Housewives, Entrepreneurial Intention, Theory of Planned Behavior, Push-Pull

Introduction

Entrepreneurship is increasingly recognized as a vital driver of economic growth, innovation, and social change. Women entrepreneurs, in particular, have been identified as key contributors to economic development, especially in developing nations (Hashim, 2015). However, within this broader context, the entrepreneurial potential of housewives remains an underexplored area of study, particularly in countries like Malaysia (Liñán & Fayolle, 2015). Housewives, who often juggle extensive domestic responsibilities, represent a demographic

whose entrepreneurial intentions and capacities are primarily untapped despite their potential to contribute significantly to household and national economies (Mahat et al., 2021).

In Malaysia, housewives constitute a significant portion of the population. Many women assume the role of a housewife due to societal expectations and responsibilities, including childcare, eldercare, and domestic duties (Salleh & Mansor, 2022). These roles, while critical to the well-being of households, often limit their participation in the formal labour force and, by extension, their economic contributions (Kumar, 2021). According to the Department of Statistics Malaysia (DOSM, 2022), women represent about 49% of the population, yet 68.6% of those outside the labour force are women, primarily due to traditional roles and responsibilities. This statistic highlights a significant concern about the underutilization of women's potential in economic activities (Salleh & Mansor, 2022).

Despite these challenges, there is a growing recognition that housewives possess unique skills and experiences that could be harnessed through entrepreneurship (Liñán & Fayolle, 2015). Entrepreneurship provides an avenue for housewives to contribute economically while managing their household responsibilities (Hashim, 2015). However, understanding what drives housewives to pursue entrepreneurial ventures requires a nuanced approach, given their distinct circumstances and challenges compared to other women entrepreneurs.

The Theory of Planned Behavior (TPB) is one of the most widely used frameworks for understanding entrepreneurial intentions (Ajzen, 1991). According to TPB, an individual's intention to engage in a particular behavior is influenced by their attitudes towards the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of housewives' entrepreneurial intentions, this study focuses on three critical factors grounded in TPB: entrepreneurial passion, social support, and technological competence. Entrepreneurial passion serves as a critical internal motivator that drives individuals to pursue and persist in entrepreneurial activities (Chen et al., 2022). Social support, particularly from family and close networks, enhances entrepreneurial intentions by providing the necessary emotional and practical assistance (Neneh, 2022). Technological competence, which refers to the ability to use digital tools and platforms effectively, is increasingly essential in modern entrepreneurship, enabling housewives to engage in business activities more efficiently (Deligianni et al., 2019).

However, the TPB framework alone may not fully capture the complex motivations that influence housewives' entrepreneurial intentions. Therefore, this study extends TPB by integrating elements of the Push-Pull Theory, which considers external factors that either compel or attract individuals toward entrepreneurship. Push factors, such as economic necessity, drive housewives towards entrepreneurship due to financial pressures or the need to supplement household income (Shapero & Sokol, 1982). On the other hand, pull factors, such as opportunity recognition, attract housewives by highlighting potential business opportunities that align with their skills and interests (Shane, 2003). These push-pull dynamics are critical in understanding the broader context of housewives' entrepreneurial intentions.

This paper proposes a conceptual framework that combines the TPB and Push-Pull theories to provide a comprehensive understanding of the factors influencing housewives' entrepreneurial intentions in Malaysia. By exploring the interplay between entrepreneurial passion, social support, and technological competence (based on TPB), along with economic necessity and opportunity recognition (based on Push-Pull Theory), this framework aims to fill a critical gap in the literature. The insights gained from this study will offer valuable guidance for policymakers, educators, and support organizations in designing targeted interventions that empower housewives to pursue entrepreneurship, thereby contributing to economic growth and gender equality in Malaysia.

Literature Review

Housewives' Entrepreneurial Intention

The concept of entrepreneurial intention, particularly among housewives, has received increasing attention in the context of economic empowerment and social mobility. Entrepreneurial intention refers to the cognitive state that precedes the action of starting a new business, involving an individual's commitment and planning toward entrepreneurial activities (Bird, 1988). For housewives, this intention is influenced by various factors that distinguish them from other entrepreneurial groups, making it a distinct area of study (Huq, 2012).

Housewives frequently turn to entrepreneurship as a practical means of contributing to their household income while managing domestic responsibilities. The need to balance home and potential business ventures significantly shapes their entrepreneurial intentions. Research indicates that housewives who develop strong entrepreneurial intentions often do so because they perceive entrepreneurship as a practical solution to financial needs, enabling them to manage their households while pursuing economic opportunities (Trigartanti & Triwardhani, 2019). The ability to engage in entrepreneurship without sacrificing family responsibilities is a key motivator behind the formation of these intentions (Husin & Pebrianti, 2022).

In many developing countries, housewives play a significant and often overlooked role in the growth of micro, small, and medium enterprises (MSMEs). For instance, studies in Indonesia reveal that housewives own and manage a significant portion of MSMEs, thereby making a substantial contribution to both household financial stability and national economic growth (Avianti et al., 2023). This illustrates that the entrepreneurial intentions of housewives are not merely theoretical but are often realized in the form of business activities that support their families and the broader economy (Effendi & Suryana, 2019).

Entrepreneurial Passion

Entrepreneurial passion is widely recognized as a critical driver of entrepreneurial activity, significantly influencing an individual's motivation, persistence, and success in business ventures. Passion, defined as a strong positive emotional connection to entrepreneurial activities, plays a critical role in shaping the behaviors and decisions of entrepreneurs (Cardon et al., 2009). For housewives, this passion is not just a motivator but a critical element that enables them to navigate the unique challenges of balancing entrepreneurship with domestic responsibilities.

Housewives who engage in entrepreneurial activities often do so out of a deep-seated passion for their businesses, which is closely tied to their identity and personal goals. This passion can be powerful in housewives who see their entrepreneurial ventures as an extension of their roles within the family, allowing them to contribute economically while also fulfilling societal expectations of their domestic duties (Huq, 2012). The emotional connection to their business often drives these women to invest significant time and resources into their ventures despite the challenges they may face in balancing work and home life (Avianti et al., 2023).

The literature on entrepreneurial passion suggests that it serves as an energy source, motivating individuals to engage in entrepreneurial activities (Sudjadi & Indyastuti, 2023). For housewives, who often juggle multiple responsibilities, the presence of a solid entrepreneurial passion can be a decisive factor in overcoming barriers and pursuing entrepreneurial ventures. Previous research findings indicate that entrepreneurial passion enhances self-efficacy, the belief in one's capabilities to achieve entrepreneurial goals, which is crucial for housewives who may face unique challenges in balancing domestic responsibilities with entrepreneurial intention (Indyastuti et al., 2021).

Entrepreneurial passion significantly impacts housewives' entrepreneurial intentions by fostering a positive emotional and motivational state conducive to entrepreneurial activities. Past researchers have shown that entrepreneurial passion is a resilient force that can mitigate the effects of external barriers, such as societal norms and family obligations, by providing the emotional energy and resilience needed to pursue entrepreneurial activities (Murnieks et al., 2014). For instance, (Karya et al., 2022) found that entrepreneurial passion positively influences the intention to engage in entrepreneurial activities, even in the face of significant external constraints. This is particularly relevant for housewives, who often operate in environments with limited support and numerous socio-cultural barriers.

Some authors argue that entrepreneurial passion plays a pivotal role in building a supportive community and network, which are essential for entrepreneurial success (citation). Passionate housewives are more likely to seek and leverage social support, including mentorship, partnerships, and resources, thereby enhancing their entrepreneurial intentions and reducing feelings of isolation (Adomako et al., 2023). The interplay between entrepreneurial passion and social support networks can thus create a reinforcing cycle that bolsters entrepreneurial intentions and activities among housewives (Li et al., 2023).

Whilst, other studies have contradicted these findings by showing that while entrepreneurial passion fosters a positive emotional and motivational state, it may also lead to burnout if not appropriately managed. In contrast, some researchers have found that the positive effects of entrepreneurial passion on self-efficacy and resilience far outweigh the potential negative impacts, thereby reinforcing the entrepreneurial intentions of housewives (Li et al., 2020; Murnieks et al., 2014).

Social Support

Social support from parents, family, spouses, and close friends plays a crucial role in shaping housewives' entrepreneurial intentions. The various forms of support these groups provide are integral to fostering the confidence, resilience, and resources necessary for housewives

to embark on entrepreneurial ventures. Moreover, social support plays a significant role in balancing work and family responsibilities for housewives. Recent studies have documented that family support is crucial for housewives to pursue entrepreneurship (Amelia et al., 2022). Furthermore, entrepreneurial motivation among housewives is seen to be severely influenced by social support systems (Avianti et al., 2023).

Emotional and instrumental support from parents and extended family members is often pivotal for housewives considering entrepreneurship. Previous research findings indicate that emotional support, including empathy, care, and encouragement, helps mitigate the stress and emotional exhaustion associated with entrepreneurial endeavours (Avianti et al., 2023). Esteem support from family members, such as positive reinforcement and encouragement, is essential for strengthening entrepreneurial intentions by boosting self-esteem and self-worth (Huq, 2012). Additionally, financial assistance and practical resources provided by family members are critical, offering the necessary capital and tools to start and sustain a business (Hamidi et al., 2021). For instance, support from parents and family can provide a safety net that allows housewives to take calculated risks in their business ventures without the fear of complete financial ruin. This form of support can significantly enhance their willingness to pursue entrepreneurial opportunities (Bilal et al., 2023). In summary, the backing of family members creates an environment where entrepreneurial aspirations can thrive.

Spousal support is another significant factor influencing housewives' entrepreneurial intentions. Emotional support from a spouse, such as understanding, encouragement, and sharing household responsibilities, plays a vital role in reducing the dual role conflict that many housewives face (Prabawanti & Rusli, 2022). This type of support fosters a conducive environment for housewives to focus on their entrepreneurial activities. Furthermore, tangible support from spouses, including financial aid and access to business resources, directly impacts the operational aspects of starting and running a business (Hamidi et al., 2021). As noted by (Hamdani et al., 2023) the presence of a supportive spouse can enhance a housewife's confidence in her ability to manage both her business and household responsibilities, thereby increasing her entrepreneurial intentions.

Peers and close friends provide a unique form of social support that significantly impacts housewives' entrepreneurial intentions. Emotional support from peers and friends, such as empathy, encouragement, and moral support, helps housewives build resilience and coping mechanisms to handle entrepreneurial challenges effectively (Avianti et al., 2023). Esteem support from peers and close friends, which involves boosting self-confidence through positive reinforcement and shared experiences, is essential for overcoming self-doubt and enhancing entrepreneurial intentions (Huq, 2012).

Additionally, informational support from peers, including advice, knowledge sharing, and insights into market trends, empowers housewives to make informed business decisions and stay competitive (Mesra et al., 2021). Moreover, network support from peers and friends involves creating connections and building relationships with other entrepreneurs, mentors, and business organizations. These networking opportunities allow housewives to gain insights, share experiences, and access new business opportunities, significantly impacting their entrepreneurial intentions (Sanyal, 2019). Notably, research by Emami et al. (2023)

shows that social network support positively influences opportunity intention, with female entrepreneurs relying heavily on this support for guidance and encouragement, especially during crises.

Technological Competence

Technological competence, which encompasses the ability to use and understand specific technologies effectively, plays a crucial role in influencing housewives' entrepreneurial intentions (Tong et al., 2022). For housewives engaging in entrepreneurial activities, possessing both technological competence, such as using digital marketing tools and managing e-commerce platforms, and broader digital skills, such as understanding online consumer behavior and leveraging social media for business growth, is essential (Rejeki, 2020).

The rapid pace of technological advancement often leaves many housewives lagging behind, underscoring the need for targeted training programs. These programs focus on practical skills, such as downloading applications to register products and promoting them through social media (Amelia, 2022). Today, entrepreneurial housewives are increasingly using digital media for marketing, enabling them to inform and interact directly with consumers (Rejeki, 2020). This trend reflects a high level of digital literacy among housewives, who recognize the importance of digital media as a reliable promotional tool and demonstrate significant abilities in managing digital media for business activities and innovating to provide convenience to a wide audience (Rejeki, 2020).

In Indonesia, a significant percentage of housewives use various social media platforms for marketing their products: WhatsApp (96.7%), Facebook (73.3%), Instagram (70%), YouTube (36.7%), TikTok (30%), Twitter (16.7%), Line (13.3%), and Telegram (3.3%) (Rejeki, 2020). This widespread use of social media demonstrates how digital competence empowers housewives to expand their business reach and operational efficiency. Housewives in villages often develop entrepreneurial ideas to improve the household economy and support their families by engaging in activities such as selling products online, operating food stalls, and running grocery stores (Mesra et al., 2021). However, many housewives lack a comprehensive understanding of essential business aspects such as goal setting, business planning, risk assessment, and market analysis. Continuous and integrated guidance is essential to improve their skills in producing quality and competitive products (Mesra et al., 2021).

The rise of digital platforms has significantly eased the entrepreneurial journey for housewives, providing accessible marketplaces for them to sell products and services without the need for physical stores (Hamidi et al., 2021). Empowering housewives through entrepreneurship can significantly contribute to family and community income, enhancing economic resilience. Community programs and support are crucial in fostering entrepreneurial intentions by providing the necessary skills and knowledge (Yuslistyari & Djama, 2019). Training on digital skills and business management can enhance the entrepreneurial potential of housewives, enabling them to utilize digital literacy to innovate and effectively participate in the digital marketplace (Rejeki, 2020).

The use of social media for business promotion requires creativity in marketing strategies, which housewives have been able to learn through online resources, leading to increased profits for their business groups (Normi & Noh, 2023). Online resources for learning entrepreneurship and the potential for financial independence are key pull factors for housewives to start businesses (Yusup et al., 2019). Thus, technological competence significantly influences housewives' entrepreneurial intentions by providing them with the necessary skills to succeed in the digital marketplace, contributing to household incomes and the national economy through digital avenues (Hamidi et al., 2021).

Economic Necessity

Economic necessity significantly influences the entrepreneurial intentions of housewives, leading them to start businesses to support their families (Hamidi et al., 2021). Many housewives, facing financial pressures, are driven to explore entrepreneurial opportunities despite potential challenges (Sanyal, 2019). Economic necessity often outweighs other factors, compelling housewives to seek alternative income sources (Hamidi et al., 2021). The need to contribute to household income is a primary driver of entrepreneurial intentions among housewives (Lesmana et al., 2017).

Economic necessity shapes the types of businesses that housewives start, often favouring low-capital and home-based ventures (Hamidi et al., 2021). The desire for financial independence motivates housewives to engage in entrepreneurial activities (Lestari & Usman, 2019). Economic necessity can lead to innovative business solutions tailored to the unique circumstances of housewives (Hamidi et al., 2021). The necessity to improve living standards drives many housewives to entrepreneurship (Sanyal, 2019). Economic pressures from job losses or reduced income can increase the entrepreneurial intentions of housewives (Hamidi et al., 2021). The need to balance household responsibilities with income generation influences entrepreneurial intentions (Lestari & Usman, 2019). Financial constraints and lack of alternative employment opportunities push housewives towards entrepreneurship.

The economic necessity to provide for children's education and healthcare can drive entrepreneurial intentions (Hamidi et al., 2021). The desire to achieve economic security and stability for the family is a significant motivator (Lesmana et al., 2017). Economic necessity often leads to necessity-driven entrepreneurship, where survival is the primary goal (Sanyal, 2019). The availability of microfinance and financial support can influence entrepreneurial intentions driven by economic necessity (Sanyal, 2019). Economic necessity can lead to collective entrepreneurial efforts among housewives, such as forming cooperatives (Lesmana et al., 2017). The need to improve family welfare and quality of life drives entrepreneurial intentions (Hamidi et al., 2021).

Economic necessity can influence the choice of the business sector, with many housewives engaging in retail, food production, and online sales (Putri et al., 2022). The desire to reduce dependency on external financial sources motivates housewives to pursue entrepreneurship (Lestari & Usman, 2019). Economic necessity can also drive housewives to seek out entrepreneurial training and skill development opportunities (Hamidi et al., 2021).

Opportunity Recognition

Opportunity recognition has become a crucial aspect in the changing landscape of entrepreneurship, especially for housewives looking to turn their domestic skills and interests into successful businesses. Recent studies show that housewives are taking advantage of various sectors, signalling a significant departure towards more flexible and home-based business models (Hamidi et al., 2021). Housewives have identified significant opportunities in establishing home-based businesses, allowing them to manage their domestic responsibilities while pursuing their professional goals (Avianti et al., 2023).

The literature suggests that this trend is reinforced by the increasing popularity of crafts and handmade products, with platforms like Etsy and Instagram providing direct access to global markets (Normi & Mohd Noh, 2023). Additionally, local service offerings such as tutoring, cooking, and cleaning present opportunities for monetizing everyday skills within the community (Elianti, 2019). The digital revolution has equipped housewives with tools to expand their market reach through online marketing, significantly transforming the traditional business landscape by enabling them to reach consumers beyond geographical boundaries (Huq, 2012).

In particular, the health and wellness sector has witnessed a rise in home-based entrepreneurs catering to the growing consumer awareness towards well-being, offering products and services ranging from home fitness classes to nutritional advice (Avianti et al., 2023). The surge in environmental consciousness has sparked interest in eco-friendly products, with housewives developing goods tailored to this niche market (Elianti, 2019). Simultaneously, the food industry has adapted, with many turning to home-based food production and delivery services in response to consumers' preference for homemade and health-conscious meals (Huq, 2012).

In the beauty and personal care sector, homemade products tailored to specific customer needs have carved out a significant market segment (Avianti et al., 2023). Freelancing has become a lucrative field for housewives skilled in writing, graphic design, or digital marketing, offering the flexibility to work from home on various projects (Normi & Mohd Noh, 2023). The literature suggests that social media proficiency further enhances their ability to effectively promote these services (Elianti, 2019).

Furthermore, virtual assistant services have gained popularity, providing remote support to businesses (Huq, 2012). Childcare services have proven essential, especially for those in need of reliable care solutions. Housewives have utilized their innate caregiving skills to provide professional services that assure working parents (Avianti et al., 2023). Similarly, sewing and tailoring have seen a resurgence, with many leveraging their crafting skills to offer customized clothing and alterations (Normi & Mohd Noh, 2023). Subscription boxes represent a growing trend where housewives curate and deliver personalized products ranging from books to organic foods, capitalizing on consumers' desire for convenience and customization (Avianti et al., 2023). Art and photography have also emerged as viable businesses, with platforms such as Instagram and Pinterest facilitating the monetization of visual art (Normi & Mohd Noh, 2023). The fitness sector, too, has been transformed, with online classes offering a home-based alternative to traditional gyms (Elianti, 2019).

Gardening and landscaping services cater to an increasing number of homeowners interested in enhancing their outdoor spaces, creating opportunities for entrepreneurial housewives with green thumbs (Huq, 2012). Collectively, the diverse opportunities identified and pursued by housewives underscore a dynamic shift in how entrepreneurial intentions are shaped and pursued in the post-COVID-19 era. These ventures not only contribute economically but also empower housewives, offering them autonomy and creative satisfaction.

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) is a psychological framework developed by Icek Ajzen in 1985, designed to predict and understand human behavior through the lens of intention. TPB extends the Theory of Reasoned Action (TRA), which was developed by Icek Ajzen and Martin Fishbein, to explain the relationship between attitudes and behaviors and to predict an individual's intention to engage in specific behaviors (Ajzen & Fishbein, 1980; Ajzen, 1991). According to TRA, an individual's behavioral intention, influenced by personal attitudes and subjective norms, shapes their behavior. Positive attitudes and perceived social approval increase the likelihood of behavior enactment (Ajzen, 1991; Vallerand et al., 1992).

In 1985, Ajzen expanded the TRA by introducing perceived behavioral control as the third determinant in TPB, alongside attitudes and subjective norms (Engle et al., 2010). In this context, attitudes reflect personal evaluations influenced by expected outcomes, while subjective norms signify societal pressures from reference groups (Ajzen, 1991). Perceived behavioral control measures an individual's confidence in carrying out a behavior (Ajzen, 1991). For example, if a person believes that exercising will lead to positive health outcomes and values these outcomes highly, they will have a positive attitude toward exercising. If an individual perceives that their friends and family expect them to exercise and they value these opinions, the subjective norm will favour exercising. Additionally, if a person believes they have the time, resources, and ability to exercise regularly, their perceived behavioral control over exercising will be high.

TPB has been applied across various domains, including health, marketing, environmental psychology, and organizational behavior. In health behaviors, TPB has been used to predict dietary habits, smoking cessation, and physical activity (Bamberg & Möser, 2007; Godin & Kok, 1996). In environmental behaviors, it has helped understand recycling habits, energy conservation, and sustainable practices (Bamberg & Möser, 2007). In consumer behavior, TPB has been used to forecast purchasing decisions and the adoption of new products (Armitage & Conner, 2001). Notably, TPB has been particularly influential in the study of entrepreneurship since Krueger and Carsrud's work in 1993 (Liñán & Fayolle, 2015). In the entrepreneurship field, TPB explores how personal attitudes toward risk and perceived support from social circles influence entrepreneurial intention (Maes et al., 2014). Perceived behavioral control, similar to entrepreneurial self-efficacy, assesses an individual's belief in their entrepreneurial capabilities (Liñán & Chen, 2009).

Research consistently demonstrates TPB's predictive power in understanding and forecasting entrepreneurial intention, instilling confidence in its application (Engle et al., 2010; Li et al., 2023). Furthermore, TPB's relevance extends to studying entrepreneurial intentions among different demographic groups, highlighting its versatility across diverse

populations and behaviors (Li et al., 2023). The strengths of TPB include its comprehensive framework that integrates cognitive, social, and control factors in predicting behavior, its extensive empirical support, and its adequate predictive power in explaining a significant proportion of variance in intention and behavior (Ajzen, 1991). However, the theory also has limitations. There is often an intention-behavior gap, where intentions do not always translate into behavior due to unforeseen barriers or changes in circumstances (Sheeran, 2002).

Despite the limitations, the Theory of Planned Behavior remains a pivotal model in understanding and predicting human behavior. Its emphasis on intention, shaped by attitudes, subjective norms, and perceived behavioral control, provides a comprehensive and reassuring approach to studying behavior. TPB's adaptability and empirical support make it a valuable tool in various fields of research and practice (Bamberg & Möser, 2007; Sheeran, 2002). Therefore, TPB is confirmed as a practical framework that can be used for describing the housewives' entrepreneurial intention.

Push and Pull Theory

The push and pull theory was originally developed in the context of migration studies by Ravenstein in the late 19th century. Ravenstein's "Laws of Migration" identified push factors, such as economic hardship or political instability, that drive people away from their current location and pull factors, such as better job opportunities or political freedom, that attract them to a new location.

In entrepreneurial intention studies, the push and pull theory explains that individuals are driven to entrepreneurship by push factors (necessity-driven motivations such as unemployment, job dissatisfaction, or lack of career advancement) and pull factors (opportunity-driven motivations such as the desire for independence, financial rewards, or recognition). Gilad & Levine (1986) foundational work highlighted these aspects, suggesting that push factors often lead to necessity entrepreneurship, where individuals are compelled to start businesses out of necessity rather than choice.

Amit & Muller (1995) expanded on this by providing empirical evidence that opportunity-driven motivations (pull factors) often lead to more successful and sustainable entrepreneurial ventures compared to necessity-driven motivations (push factors). The integration of both push and pull factors provides a comprehensive and robust view of entrepreneurial intentions. This dual perspective allows researchers to understand the complex interplay of factors that drive individuals toward entrepreneurship. Verheul et al. (2006) further enriched this theory by exploring gender differences, showing how men and women might respond differently to push and pull factors. Overall, the push and pull theory in entrepreneurial intention studies provides a comprehensive framework for understanding the motivations behind why individuals decide to start their businesses.

Research Methodology

The methodology used in this study involves conducting a thorough literature review, which is a systematic approach to gathering and analysing previous research (Baumeister & Leary, 1997; Tranfield et al., 2003). Recognizing the importance of a well-executed literature review as a research method, this study aims to establish a strong foundation for advancing

knowledge and developing theories (Webster & Watson, 2002). his study employed a rigorous filtering process, selecting papers from reputable academic databases such as Scopus, Web of Science, and Google Scholar. The search criteria included keywords such as "entrepreneurial intention," "Theory of Planned Behavior," and "Push and Pull Theory," focusing on publications from the last two decades to ensure contemporary relevance.

The selection process involved screening the abstracts and full texts of over 200 papers to identify those that specifically address the theoretical frameworks relevant to this study. Out of these, 74 references were included in the final review, with 17 key studies directly related to the Theory of Planned Behavior (TPB) and Push-Pull Theory. This comprehensive review enabled the synthesis of diverse findings and perspectives, providing a robust theoretical foundation for the conceptual framework proposed in this research.

By integrating insights from these 17 studies, this review effectively addresses the research questions, highlighting the interplay between psychological and socio-economic factors influencing housewives' entrepreneurial intentions. This systematic approach not only ensures the credibility of the findings but also offers a nuanced understanding of the topic, paving the way for future research and practical applications.

Proposed Conceptual Framework

The proposed conceptual framework, illustrated in Figure 1, has been developed by drawing on an extensive literature review, identifying research gaps, and grounding it in relevant theoretical foundations. Supported by a detailed analysis conducted by Gunasegaran (2024), this framework synthesizes findings from studies published between 2010 and 2024. The study highlights that housewives' entrepreneurial intentions are predominantly influenced by a combination of entrepreneurial passion, social support, technological competence, economic necessity, and opportunity recognition.

This conceptual framework integrates these key determinants, providing a comprehensive understanding of the factors that influence housewives' entrepreneurial intentions. It offers valuable insights for researchers, policymakers, and practitioners in designing effective interventions and support systems to promote housewives' entrepreneurship. By addressing these variables the framework contributes to a more nuanced understanding of the dynamics at play, ultimately supporting the development of housewives in their entrepreneurial journeys.

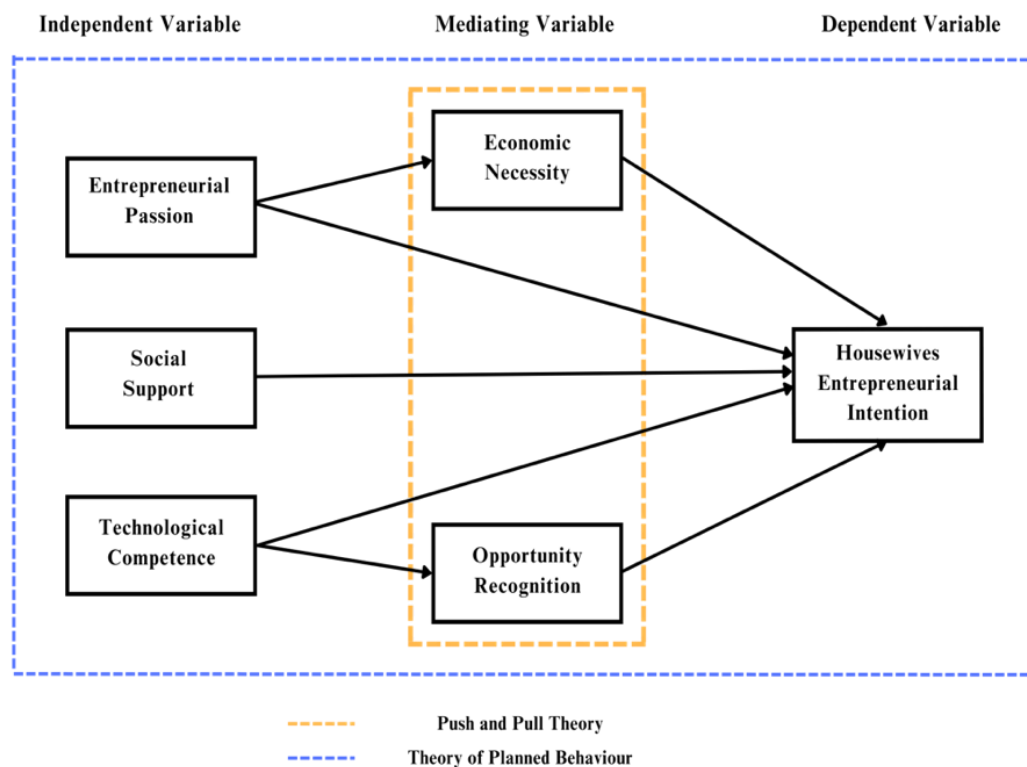


Figure 1. The Proposed Conceptual Framework

Hence, the conceptual framework integrates the Theory of Planned Behavior (TPB) and the Push and Pull Theory to provide a comprehensive understanding of the factors influencing the entrepreneurial intentions of housewives in Malaysia. As previously stated, TPB comprises three elements: attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991).

In regard to this study, the first variable, entrepreneurial passion, is related to TPB's attitude towards behavior. Entrepreneurial passion directly influences the attitude toward entrepreneurial intention. A solid entrepreneurial passion fosters a positive attitude toward starting a business by enhancing the intrinsic motivation and enthusiasm required for entrepreneurial activities (Cardon et al., 2009; Murnieks et al., 2014). This aligns with TPB's component of attitude towards behavior, which suggests that a positive attitude towards entrepreneurship is crucial in forming the intention to engage in entrepreneurial activities.

Social support aligns with the subjective norms component of TPB. The encouragement and assistance from family, friends, and the community exert social pressure that can either encourage or discourage entrepreneurial activities. For housewives, positive social support acts as a drive, enhancing their entrepreneurial intentions by providing the necessary emotional and practical resources (Indyastuti et al., 2021; Normi & Noh, 2023) This social support creates a favourable social environment that influences housewives' perceptions of entrepreneurial norms and increases their intention to start a business.

Technological competence influences perceived behavioral control, a key component of TPB. Housewives with higher technological competence feel more capable of starting and managing a business, thereby increasing their perceived control over entrepreneurial activities. This competence also enables better business opportunities and efficient management (Brush et al., 2009; Ji & Goo, 2021). Enhanced technological competence gives housewives the confidence and skills needed to navigate the digital marketplace, thus positively influencing their entrepreneurial intentions.

Economic necessity serves as a push factor directly influencing the intention to pursue entrepreneurship. It acts as a mediator by transforming entrepreneurial passion into actionable intentions due to financial pressures and the need to support families. Economic necessity drives housewives towards entrepreneurship out of necessity, aligning with the push component of the Push and Pull Theory (Amelia et al., 2022; Sanyal, 2019). This necessity-driven motivation compels housewives to seek entrepreneurial ventures as a viable means of achieving financial stability and supporting their families.

Opportunity recognition is a pull factor critical for identifying and exploiting business opportunities. It enhances perceived behavioral control by making housewives feel more capable of succeeding in their ventures. Recognizing and acting on opportunities can transform the potential for entrepreneurship into actual entrepreneurial behavior, aligning with the pull component of the Push and Pull Theory (Sijabat & Astuti, 2024; Yu & Lu, 2023). This ability to recognize opportunities provides housewives with the incentive and confidence to pursue entrepreneurial activities driven by the promise of success and personal fulfilment. By using this integrated approach, the study aims to provide a deeper understanding of the multifaceted motivations behind housewives' entrepreneurial intentions. It highlights both the psychological components (attitude, subjective norms, and perceived behavioral control) and the external motivators (push and pull factors) that drive entrepreneurial intention as direct effects and mediating effects. Further, this framework offers valuable insights into how various factors can interact to shape the entrepreneurial intentions of housewives in Malaysia.

Conclusions

This research extends the traditional Theory of Planned Behavior (TPB) by incorporating push and pull factors, providing a more comprehensive framework to understand housewives' entrepreneurial intentions. By integrating these theories, the study contributes to the existing knowledge in several significant ways. Theoretically, the extension of TPB with push-pull dynamics offers a nuanced perspective on how both internal motivations (such as entrepreneurial passion and technological competence) and external pressures (such as economic necessity and opportunity recognition) interact to influence entrepreneurial intentions. This enriched framework captures the complex interplay between psychological factors and socio-economic conditions, which is often overlooked in traditional TPB applications.

Contextually, this research is particularly relevant to the Malaysian context, where a large proportion of women are housewives who are often excluded from the formal labor market due to societal expectations and domestic responsibilities. The study sheds light on the unique entrepreneurial potential of housewives, highlighting how entrepreneurship can

serve as a viable pathway for economic empowerment and social mobility in a developing country context. By identifying specific motivators and barriers for housewives' entrepreneurial activities, this research provides actionable insights for policymakers, support organizations, and educators to design targeted interventions. These interventions could include programs that enhance technological skills, provide social support networks, and facilitate opportunity recognition, ultimately contributing to gender inclusivity and economic growth. This research, therefore, not only advances theoretical understanding but also plays a crucial role in informing policy and practice aimed at fostering a more inclusive entrepreneurial ecosystem..

Future research should adopt this integrated framework to explore housewives' entrepreneurial intentions in greater depth. Researchers are encouraged to employ mixed-methods approaches, combining quantitative surveys with qualitative interviews to capture the rich, nuanced experiences of housewives. Longitudinal studies could also provide insights into how entrepreneurial intentions evolve, particularly in response to changing economic conditions or technological advancements. Moreover, the framework's applicability should be tested across different cultural and economic contexts to ascertain its generalizability and relevance. Comparative studies could reveal how varying societal norms and economic conditions influence the entrepreneurial intentions of housewives in different regions. Additionally, examining the framework's components in isolation and combination could yield further insights into their relative importance and interaction effects.

In conclusion, this conceptual framework not only lays a strong foundation for advancing research on housewives' entrepreneurial intentions but also provides a vital lens through which to examine the multifaceted factors that influence their decisions to pursue entrepreneurship. By bridging psychological motivations with socio-economic realities, the framework offers a holistic view that can inform future studies and practical applications. Researchers are encouraged to use and expand this framework to gain deeper insights into the specific needs and challenges faced by housewives in different cultural and economic contexts. Such research will be instrumental in crafting tailored policies and support systems that not only foster entrepreneurial intentions but also translate them into sustainable ventures. Ultimately, this study aspires to empower housewives to leverage their entrepreneurial potential, thereby enhancing their economic contribution and promoting gender equity in the entrepreneurial landscape.

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