



## Impact of Social and Economic Factors on Women Empowerment Moderating Role of Personality traits: A Case Study of District Multan, Pakistan

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| ARTICLE DETAILS                                                                                                                                                                                                                   | ABSTRACT                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
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| <b>History</b><br><b>Received format:</b><br>Nov, 2021<br><b>Available Online:</b><br>Dec, 2021<br><b>Keywords:</b><br>Women Empowerment,<br>Microfinance,<br>Microenterprises, Social<br>Entrepreneurship,<br>Personality Traits | The main goal of this study is to scrutinize and estimate the effect of microenterprises, microfinance and social entrepreneurship on women empowerment by presenting a third world perception from Pakistan. Hence, empowerments' dissimilar dimensions is discovered with underline on women empowerment and examine the moderating role of personality traits on the association among dependent and independent variables. Fundamental aims of the study is to examine the effect of microfinance on the microenterprises, social entrepreneurship and personality traits of women in the study area. The data is collected from 200 women who had taken credit from microfinance organizations Akhuwat Foundation is randomly selected from the of Multan area. Data with respect to demography and different variables is collected through questionnaire. Descriptive in addition to inferential statistics like, frequency analysis, regression analysis and correlation analysis is made utilizing SPSS. |

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### 1 Introduction

According to Kalakoti (2021) "Our women have an important role to play in the development of our country, because women have far more extensive and enduring mental and bodily engagement with life than do males. The phrase "the hand that rocks the cradle rules the world" is now meaningless. There is transformative force concealed in a woman's apron strings that has the power to create a utopia on earth. Historically, women have been treated with abhorrence and contempt. They have suffered from a variety of restrictions that have reduced their status to that of a plaything or a tool to be used at the whim of man, or simply as dumb tools.

The actual meaning of the word "empowerment" is "becoming powerful". Empowerment states to a social procedure which challenges the basic imbalances of power relations and distribution. It is a procedure of redistribution of power inside and between societies, families, institutions and systems, through disempowering

some structures. Empowerment of women included the change of power relations at six distinct: group, society, village community, organization, individual and family. So as to empower the provincial poor, particularly the ladies, female advancement labourers should initially empower themselves (Singh, 2019). Yunis et al., (2019) explained that, in emerging world, especially in Pakistan gender orientation separation framework is represented by prevailing standards and convictions which negate the subject of women's self-confidence. Due to their weak status and vulnerable, Pakistani government/legal bodies have attempted to give them authenticity to secure their privileges by making enactment as a bill known as "Haqooq-e-Niswan" to ensure them against malignant traditions and standards and furthermore from the remorseless behaviours of society.

Osat (2012) proposed that women should be empowered in all pointers which incorporate economic, individual, social, intellectual, psychological and political empowerment in term of public turn of events. Women right is a widespread worry of modern years where ladies' sources of info and commitments in all strolls of calling are not very much coordinated with the human and protected rights allowed to them. Ekpe et al., (2010) indicated empowerment of women in connection with microfinance in Nigeria and discovered that absence of admittance to finance and innovative exercises obstruct women exhibition and subsequently disempower them. Akinyi (2009) noticed that the level of women commitments in the casual fragment of the financial related framework is more noteworthy than mens and henceforth women appear to be more beneficial.

Openings and access to the assets among women and men change all over the world, however are more normal in oppressed developing countries. Fundamentally, a women job is as significant as a man's job in giving strength to the family and improvement of the nation. She, as well, is qualified for the equivalent rights and benefits as her partner; in any case, the developed countries present an alternate scenario. There are inalienable auxiliary hindrances that forestall and shield ladies from taking an interest in the dynamic procedure (Rehman, 2007). In many creating nations mainly women don't have the way to give furthermore, they need economical advance to win a good business. To meet these prerequisites, various strategies have been made at various spells for example uncommon plans were set up as well as credit insurance policies were offered. The result of these systems has funded nothing to the tenacious economic development of women (Mehmood, 2002). Kabeer (1998) illustrated that women empowerment is the cycle to secure the capacity to settle on the vital life decisions confined through destitution especially and religious norms or societal generally. Their capacity to practice decision joins three interrelated measurements, that is, assets, achievements and agency.

### **Objective of the study**

The purposes of this research are to introduce the issue of empowerment, a depiction of women claimed organizations in Pakistan and a portion of the inspirational factors behind them, their challenges, opportunities and characteristics they face as they work to accomplish personal and economic empowerment through microfinance, microenterprises, social entrepreneurship household relation and moderating role of personality traits. This paper likewise would include:

- a. Evaluating the impact of MF (microfinance) on women empowerment.
- b. Finding the impact of ME (micro enterprises) on women empowerment.
- c. Evaluating the impact of social entrepreneurship on women empowerment.

d. To find the moderating effect of personality traits on the relationship between dependent variable WE (women empowerment) and independent variables (MF, ME and SE).

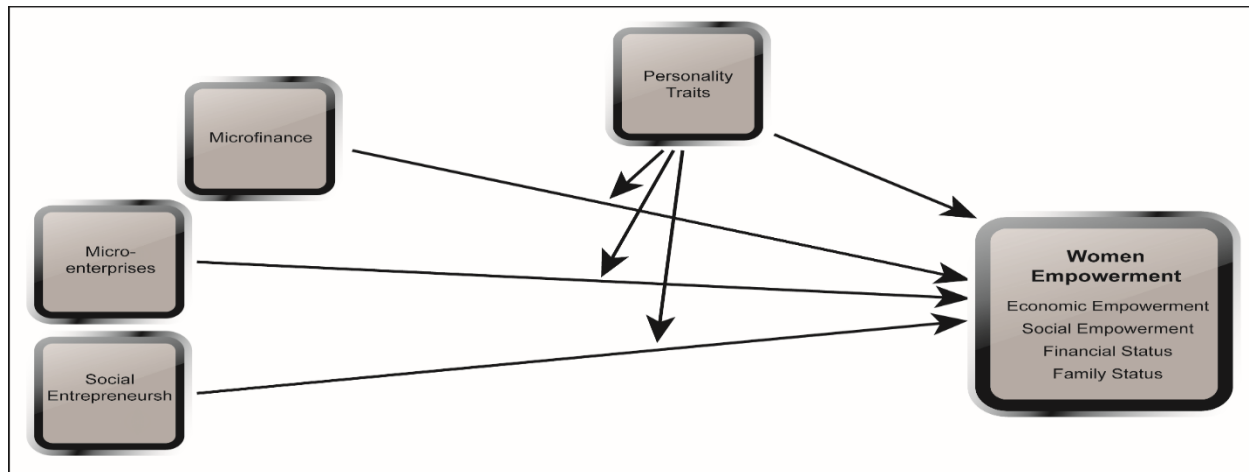
## **2. Literature review**

Khalid et al., (2020) examined the small medium enterprises involvement in increasing financial women empowerment. This study used 150 sample sizes for women entrepreneurs such as Boutiques, Schools, and Parlours. The results of this study show that the lack of family supports, low access to finance, unfavourable social structure, lack of access to market network, educational issues, security issues, low technical know-how and low participation in economics go about as obstacles in making women independent and financially strong in the case of Pakistan. Noor et al., (2020) analysed the significant deterrents standing up to by women entrepreneur visionary in twin cities of Islamabad and Rawalpindi. This examination has conduct 25 women interview. The result of this study shows that lack of entrepreneurial skills, socio cultural disruption, financial constraints, less education, mobility and male prevailing society are fundamental factors that impacts development of women entrepreneurship in Pakistan.

Niaz and Iqbal (2019) investigated the effect of microfinance on strengthening and destitution mitigation in ladies living in Pakistan. Information of a total of 670 respondents has been incorporated in the examination. Results demonstrated that presentation to microfinance positively effects on women empowerment, social status, and poverty alleviation of ladies by raising their income level. Salia et al., (2018) inspected the unintended significances of microfinance for empowerment of women in Ghana. The examination embraces a cross-sectional quantitative information survey investigation on sample of 1,200 chose microenterprises claimed by women working in Ghana. The result of this study was the monetary advantages of microfinance for women is directly connected with conflict among companions, young lady youngster work, polygyny and the neglect of apparent female household obligations because of women's commitment to their enterprises.

## **3 Theoretical Framework**

The estimation of connection among dependent and independent variable might possibly change and fluctuate depended on different angles and generally significant of these components is "personality traits" which is taken as moderating variable. Empowerment of women being dependent on different factors is chosen as dependent variable for this examination.



## 4 Methodology

### 4.1 Research Design

This review expects to zero in on quantitative research as women empowerment and microfinance are wide-going disciplines with a scope of interpretation so a quantitative analysis would guarantee an exhaustive understanding of the subject matter. In quantitative research a case investigation method is chosen since it permits an in-depth clarification of the social marvels nearby i.e.; microfinance, microenterprises, social entrepreneurship, and personality traits and women empowerment in perspective of Akhuwat.

### Data Collection

This study used 5 likert scales questionnaire as a measure for collection of data. The questionnaire comprised of close ended questions. The current study pointed toward concentrating on microfinance' role in inspiring women social and economic status in perspective of Akhuwat. As the unit of investigation is an individual, the information was collect from the women recipients of Akhuwat. Head office of Akhuwat Foundation is situated in Town Ship Lahore as well as a few branches in Lahore as well as in whole Pakistan. The data is proposed to be composed from the Chungi No. 8 Nawabpur Road branch of Multan.

### Sample Selection

The study has collected the data through random sampling from Akhuwat foundation district Multan with 200 sample size of women both rural and urban area. Study collected data from all age group (taking minimum age group 18 years) to measure their empowerment. In this regard study tried to cover all the relevant questions that could be helpful to achieve research goal.

## 5 Result

### 5.1 Reliability

This statistic gives a sign of the normal connection among every one of the items that make up the scale. Qualities range from 0 to 1, with higher values showing more reliability. As indicated by Nunnally (1978) the value of alpha is at least 0.7 is appropriate. Cronbach alpha qualities are controlled by a few items in the scale. The worth

of Cronbach's Alpha is displayed in the reliability measurements table.

**Table :1 Reliability Statistics**

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .870             | 50         |

The reliability analysis results are displayed in a table following the completion of data gathering. Using 50 items, the Cronbach's Coefficient Alpha value of the variables is .870.

## 5.2 Descriptive Statistics

**Table: 2 Descriptive Statistics**

|                    | N    | Minimum | Maximum | Mean   | Std. Dev. | Skewness | Kurtosis   |           |            |
|--------------------|------|---------|---------|--------|-----------|----------|------------|-----------|------------|
|                    | Stat | Stat    | Stat    | Stat   | Stat      | Stat     | Std. Error | Statistic | Std. Error |
| WE                 | 200  | 1.57    | 4.00    | 2.1088 | .29826    | .482     | .172       | .758      | .342       |
| MF                 | 200  | 1.29    | 3.00    | 2.1971 | .39496    | .473     | .172       | .197      | .342       |
| ME                 | 200  | 1.50    | 3.33    | 2.0608 | .38653    | .643     | .172       | .073      | .342       |
| SE                 | 200  | 1.33    | 3.17    | 2.3892 | .43483    | .269     | .172       | .283      | .342       |
| PT                 | 200  | 1.50    | 3.10    | 2.1700 | .33174    | .161     | .172       | .566      | .342       |
| Valid N (listwise) | 200  |         |         |        |           |          |            |           |            |

The overall sample size for all five variables is 200, according to the descriptive statistics. A five-point Likert scale questionnaire was used to collect data on women's empowerment, microfinance, microenterprises, social entrepreneurship, and personality qualities. The responses' substance is shown by the Mean and Standard Deviation numbers. This is what the responders have noticed about a specific variable.

Women Empowerment (WE) has a mean value of 2.1088, a standard deviation of 0.29826, a skewness of 0.482, and a kurtosis value of 0.758. Microfinance (MF) has a mean value of 2.1971; the standard deviation, skewness, and kurtosis values are 0.39496, 0.473, and 0.195, respectively. Microenterprises (ME) have a mean value of 2.0608 and a standard deviation of 0.38653. The kurtosis value is 0.073 and the skewness value is 0.643. Social entrepreneurship (SE) has a mean value of 2.3892, a standard deviation of 0.43483, a skewness of 0.269, and a kurtosis of 0.283. In summary, the average personality characteristic value is 2.1700, while the standard deviation, skewness, and kurtosis values are 0.33174, 0.161, and 0.342, respectively.

### 5.3 Correlation Matrix

**Table: 3 Correlations**

|    |                     | WE     | MF     | ME     | SE   | PT  |
|----|---------------------|--------|--------|--------|------|-----|
| WE | Pearson Correlation | 1      |        |        |      |     |
|    | Sig. (2-tailed)     |        |        |        |      |     |
|    | N                   | 200    |        |        |      |     |
| MF | Pearson Correlation | .348** | 1      |        |      |     |
|    | Sig. (2-tailed)     | .000   |        |        |      |     |
|    | N                   | 200    | 200    |        |      |     |
| ME | Pearson Correlation | .492** | .320** | 1      |      |     |
|    | Sig. (2-tailed)     | .000   | .000   |        |      |     |
|    | N                   | 200    | 200    | 200    |      |     |
| SE | Pearson Correlation | .475** | .678** | .104   | 1    |     |
|    | Sig. (2-tailed)     | .000   | .000   | .142   |      |     |
|    | N                   | 200    | 200    | 200    | 200  |     |
| PT | Pearson Correlation | .653** | .061   | .668** | .880 | 1   |
|    | Sig. (2-tailed)     | .000   | .393   | .000   | .259 |     |
|    | N                   | 200    | 200    | 200    | 200  | 200 |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

The correlations for each of the hypothetical variables are shown in this table. Women empowerment is significantly correlate with microfinance at the 0.01 level of significant but the value ( $r = 0.348^{**}$ ,  $p < 0.01$ ) shows the link is weak, women empowerment is weak correlated with microenterprises ( $r = 0.492^{**}$ ,  $p < 0.01$ ), women empowerment is weak correlated with social entrepreneurship ( $r = 0.475^{**}$ ,  $p < 0.01$ ), but moderately correlated with personality traits ( $r = 0.653^{**}$ ,  $p < 0.01$ ). Conversely, microfinance had a weak correlation ( $r = 0.320^{**}$ ,  $p < 0.01$ ) with microenterprises, a strong correlation ( $r = 0.678^{**}$ ,  $p < 0.01$ ) with social entrepreneurship, and a weak correlation ( $r = 0.061$ ,  $p < 0.01$ ) with personality traits. Microenterprises had a moderate correlation ( $r = 0.668^{**}$ ,  $p < 0.01$ ) with personality traits and a positive weak correlation ( $r = 0.104$ ,  $p < 0.01$ ) with social entrepreneurship. However, there is a high positive correlation ( $r = 0.880$ ,  $p < 0.01$ ) between personality qualities and social entrepreneurship.

### 5.4 Simple Regression

**Table:4 Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .807 <sup>a</sup> | .651     | .644              | .17805                     |

a. Predictors: (Constant), PT, MF, SE, ME

**Table: 5 ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | Df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 11.520         | 4   | 2.880       | 90.845 | .000 <sup>b</sup> |
|       | Residual   | 6.182          | 195 | .032        |        |                   |
|       | Total      | 17.702         | 199 |             |        |                   |

a. Dependent Variable: WE

b. Predictors: (Constant), PT, MF, SE, ME

**Table: 6 Coefficients<sup>a</sup>**

| Model |            | Unstandardized Coefficients | Std. Error | Standardized Coefficients | t     | Sig. |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| 1     | (Constant) | .069                        | .120       |                           | .574  | .057 |
|       | MF         | .145                        | .049       | .192                      | 2.943 | .004 |
|       | ME         | .250                        | .051       | .324                      | 4.901 | .000 |
|       | SE         | .238                        | .040       | .346                      | 5.910 | .000 |
|       | PT         | .357                        | .056       | .398                      | 6.411 | .000 |

a. Dependent Variable: WE

ANOVA table show that the model is significant and the table of model summary shows the Adjusted R<sup>2</sup> value is 0.644. The coefficient table show that microfinance significantly effects women empowerment with slope 0.192 which tells that one unit change in microfinance there will be 0.192 unit change in women empowerment. Microenterprises significantly effects on women empowerment with slope 0.324 which tells that one unit change in microenterprises there will be 0.324 unit change in women empowerment. One unit change in social entrepreneurship there will be 0.346 unit change in women empowerment which tells that social entrepreneurship significantly effects on women empowerment. Personality have significantly effects on women empowerment with slope 0.398 which tells that one unit change in personality there will be 0.398 unit change in women empowerment.

### 5.5 Moderation of Personality trait with MF and WE

**Table: 7 Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|---|----------|-------------------|----------------------------|
|-------|---|----------|-------------------|----------------------------|

|   |                   |      |      |        |
|---|-------------------|------|------|--------|
| 1 | .912 <sup>a</sup> | .651 | .644 | .17966 |
|---|-------------------|------|------|--------|

a. Predictors: (Constant), interection\_term3, PT, SE

**Table: 8 ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | Df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 9.364          | 3   | 3.121       | 73.364 | .000 <sup>b</sup> |
|       | Residual   | 8.339          | 196 | .043        |        |                   |
|       | Total      | 17.702         | 199 |             |        |                   |

a. Dependent Variable: WE

b. Predictors: (Constant), interection\_term1, PT, MF

**Table: 9 Coefficients<sup>a</sup>**

| Model |                   | Unstandardized Coefficients |            | Standardized Coefficients |       |      |
|-------|-------------------|-----------------------------|------------|---------------------------|-------|------|
|       |                   | B                           | Std. Error | Beta                      | t     | Sig. |
| 1     | (Constant)        | 1.244                       | .555       |                           | 2.240 | .026 |
|       | MF                | .198                        | .266       | -.262                     | .743  | .028 |
|       | PT                | .155                        | .257       | .173                      | .603  | .047 |
|       | interection_term1 | .201                        | .123       | .760                      | 1.638 | .013 |

a. Dependent Variable: WE

By adding personality traits as a moderator, it can be seen that the value of adjusted R is increase from previous adjusted R<sup>2</sup> and now 91.2% variation in women empowerment is explained by microfinance. In above table we check the impact of personality traits on women empowerment and microfinance then the value of beta is .760 and the value of significant is .013. Personality trait is significantly and positively moderate on women empowerment and microfinance.

## 5.6 Moderation of Personality trait with ME and WE

**Table: 10 Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .920 <sup>a</sup> | .749     | .740              | .22315                     |

a. Predictors: (Constant), interection\_term2, PT, ME

**Table: 12 ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | Df  | Mean Square | F      | Sig.              |
|-------|------------|----------------|-----|-------------|--------|-------------------|
| 1     | Regression | 7.942          | 3   | 2.647       | 53.166 | .000 <sup>b</sup> |
|       | Residual   | 9.760          | 196 | .050        |        |                   |
|       | Total      | 17.702         | 199 |             |        |                   |

a. Dependent Variable: WE

b. Predictors: (Constant), interection\_term2, PT, ME

**Table: 12 Coefficients<sup>a</sup>**

| Model |                       | Unstandardized Coefficients<br>B | Std. Error | Standardized Coefficients<br>Beta | t     | Sig. |
|-------|-----------------------|----------------------------------|------------|-----------------------------------|-------|------|
| 1     | (Constant)            | 2.228                            | .605       |                                   | 3.683 | .000 |
|       | ME                    | .640                             | .305       | .830                              | 2.098 | .037 |
|       | PT                    | .105                             | .272       | .116                              | 1.385 | .012 |
|       | interection_term<br>2 | .313                             | .131       | .500                              | 2.390 | .018 |

a. Dependent Variable: WE

By adding personality traits as a moderator, it can be seen that the value of adjusted R is increase from previous adjusted  $R^2$  and now 92% variation in women empowerment is explained by microenterprises. In this table we check the impact of personality traits on women empowerment and microenterprises when the value of interaction is .500 and the value of significant is .018. Personality trait is significantly and positively moderate on women empowerment and microenterprises.

### 5.7 Moderation of Personality trait with SE and WE

**Table: 13 Model Summary**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .922 <sup>a</sup> | .743     | .837              | .17966                     |

a. Predictors: (Constant), interection\_term3, PT, SE

**Table: 14 ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | Df  | Mean Square | F       | Sig.              |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1     | Regression | 11.376         | 3   | 3.792       | 117.488 | .000 <sup>b</sup> |
|       | Residual   | 6.326          | 196 | .032        |         |                   |
|       | Total      | 17.702         | 199 |             |         |                   |

a. Dependent Variable: WE

b. Predictors: (Constant), interection\_term3, PT, SE

**Table: 15 Coefficients<sup>a</sup>**

| Model |                   | Unstandardized Coefficients | Standardized Coefficients | t    | Sig.  |
|-------|-------------------|-----------------------------|---------------------------|------|-------|
|       |                   | B                           | Std. Error                | Beta |       |
| 1     | (Constant)        | .350                        | .496                      |      | 4.737 |
|       | SE                | .686                        | .223                      | .999 | 3.079 |
|       | PT                | .438                        | .228                      | .487 | 1.921 |
|       | interection_term3 | .452                        | .102                      | .882 | 4.429 |

a. Dependent Variable: WE

By adding personality traits as a moderator, it can be seen that the value of adjusted R is increase from former adjusted R<sup>2</sup> and now 92.2% variation in women empowerment is explained by social entrepreneurship. In this table we check the impact of personality traits on women empowerment and social entrepreneurship then the value of beta is .882 and the value of significant is .000. Personality trait is significantly and positively moderate on women empowerment and social entrepreneurship.

## 6 Conclusion

The study's main goal is to analyse and estimate the effect of microenterprises, microfinance and social entrepreneurship on women empowerment by offering a third world standpoint from Pakistan. Women have been empowered on practically every understudy measurement for example social, economic, financial and family status. As, it has been referring to beforehand that one of the objectives of the existing study is to discover the moderating effect of personality traits on the connection indicators microfinance (MF) microenterprises (ME) social entrepreneurship (SE) and standard women empowerment (WE) factors. The results of this study disclose that social entrepreneurship, microenterprises and microfinance have a positive noteworthy effect on women empowerment and personality too plays a main part in this associations. In this addition, finding of this study assist the discoveries of Jayawarna et al., (2013) who revealed that microenterprises with attributes of social entrepreneurship better check to community necessities especially those of the underestimated individuals in a best manner than absolutely benefit situated business do. In this

way, the outcomes get assist for the main contention of optimistic effect of social entrepreneurship on empowerment of women. The findings of existing study show that the previous research on microfinance and social entrepreneurship on enlightening economic and social status of women. The current finding upholds the cases made by earlier researchers, Mair and Schoen (2007) whose examination of three models (Bangladesh, Africa and Africa Egypt) expose that wealthy entrepreneurs built their own social associations, consolidate their planned group with this systems administration and later that they share their social visualisation. The current study suggests that future researcher can consolidate other factor like household relation and survey their outcomes relating empowerment of women.

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