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## HOME-BASED ENTREPRENEURSHIP AND SOCIAL WELL BEING OF WOMEN IN PAKISTAN

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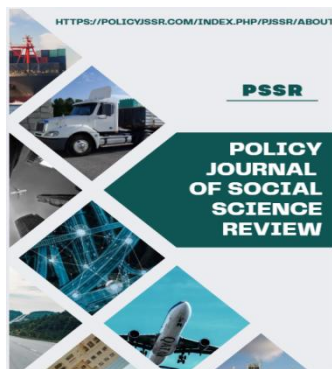
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### ABSTRACT

**Objectives:** To investigate the role for home-based entrepreneurship in enhancing the social welfare of women in Pakistan. In particular, it explores the mediating effect of economic contribution between entrepreneurial intention and social well-being of the women and the moderating effect of family support between entrepreneurial intention and economic contribution. **Design/methodology/approach:** This research adopted a quantitative cross-sectional research design and surveyed 200 women involved in home based entrepreneurial activities in urban and rural areas of Pakistan. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the help of SmartPLS 3 software to examine the proposed moderated mediation relationships. **Results:** Findings indicate that the economic contribution of women has a significant impact on the social well-being of women, such as social acceptance, integration, perceived social value. The findings revealed that all the family-to-business support factors have a positive impact on the economic contribution of women, and the relationship between entrepreneurial intention and economic contribution is significantly strengthened. In contrast, entrepreneurial intention showed a negative direct correlation with the economic contribution, indicating that there are contextual and socio-cultural obstacles that can impede the link between entrepreneurial intention and economic results. Furthermore, the direct effect of family support on social well-being was negative and significant, and the direct effect of family support between the economic contribution and the social well-being was not statistically significant.



# Policy Journal of Social Science Review

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ISSN Print: 3006-4627

**Research limitations/implications:** The study has a cross-sectional design and only used purposive sampling, which may limit generalizability. Longitudinal studies and larger representative samples could be used in future studies to further validate the findings in various socio-cultural contexts.

**Practical implications:** The study underscores the necessity of supportive family structures, entrepreneurial facilitation and policies that include women, for improving women's economic participation and social empowerment in patriarchal societies. Financial empowerment should not be the only priority for policymakers and development bodies; social wellbeing of women entrepreneurs should also be considered.

**Originality/value:** This research has added value to the literature by proposing and testing an integrated moderated mediation model between entrepreneurial intention, economic contribution, and family support and social well-being of HWEEs in Pakistan. It builds on previous entrepreneurship studies by focusing on the psychosocial dimensions of women's entrepreneurial involvement, in addition to economic aspects.

**Keywords:** homebased entrepreneurs, social wellbeing, economic contribution, family to business support.

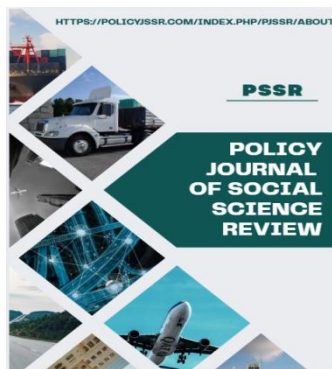
## 1. INTRODUCTION

### 1.1 Background

Entrepreneurship is now seen as a contributor not just to the economy, but to social change and personal health and well-being. In the world, women entrepreneurs play a vital role in creating employment opportunities, improving the household income and welfare of the community (Sarfranz et al., 2025). This position is crucial in developing nations, where women are less likely to have formal employment and social norms hamper women's ability to participate in the economy. In these settings, domestic businesses provide a culturally appropriate and accessible means for

women to pursue livelihoods and to contribute to household tasks and responsibilities (Muhammad et al., 2021). Women entrepreneurship is crucial in Pakistan for providing economic engagement and empowerment as gendered societal structures and limited mobility pose barriers to women in formal labor markets (Sarfranz et al., 2025; Shahzad et al., 2025).

Studies have found that, domestic entrepreneurship for women has been correlated with the enhancement of education, health and financial status of family members and overall financial stability of the households in Pakistan (Muhammad et al., 2021). Although



# Policy Journal of Social Science Review

ISSN Online:3006-4635

ISSN Print: 3006-4627

there are documented benefits, there has been much less attention in the literature to non-economic and psychosocial outcomes like social wellbeing, compared to economic outputs such as income generation and family financial position. Social well-being, the individual's perception of social integration, contribution and acceptance within society, is an important dimension beyond financial measures of empowerment (Keyes, 1998). The sociocultural context of Pakistani society, where women's roles and value are shaped by culture and family expectations, necessitates a better understanding of how entrepreneurial processes impact women's social health and well-being.

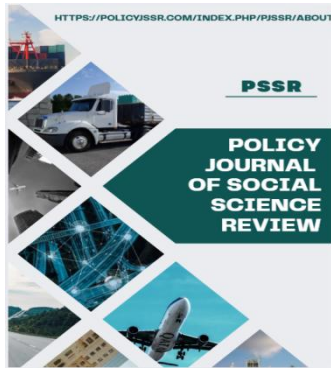
It is believed that the motivational factors that propel women towards entrepreneurship, in general, can be summarized as entrepreneurial intentions, which have a pivotal role in the decision of starting and continuing entrepreneurship. Entrepreneurial intention is defined as the action, determination and preparedness to invest in the creation of a business (Liñán & Chen, 2009). Research in Pakistan indicates that psychological and social facilitative supports, such as family support, can have a significant impact on the entrepreneurial trajectory of women (Sarwar et al., 2021). Yet, notwithstanding this recognition, research that investigates the link between entrepreneurial intention and empirical impact on household economic

resources and, then, on women's social well-being is scarce.

## 2 Problem Statement

Though women entrepreneurship in home industries has become more visible and visible in Pakistan, in respect to lived social outcomes these entrepreneurship activities are less understood. In urban neighbourhoods and semi-urban communities, thousands of Pakistani women are increasingly taking up home-based business activities to support their families financially, gain some independence and cope with the economic struggles. Entrepreneurship activities that are done at home have become an easy way for women to get involved in the economy without straying too far from acceptable social norms, ranging from web-based retailers to home-based bakeries, from handicrafts to digital services. Often praised for their economic benefits, these entrepreneurial activities have received little attention to date regarding impact on women's social well-being and social status.

Economic participation does not necessarily imply social empowerment, recognition or better quality of life in Pakistan which is a patriarchal society. Women's financial contribution can also place them in a situation of reduced mobility, limited decision-making power, social isolation and lack of social appreciation within the family and community environment. Consequently, the more general psychosocial benefits of entrepreneurship (such as social acceptance, social inclusion, contribution



# Policy Journal of Social Science Review

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ISSN Print: 3006-4627

sense, and social welfare) are unknown. Most of the existing literature has focused on the financial outcomes, entrepreneurial achievements or economic empowerment, however without exploring how entrepreneurial involvement affects women's social encounters and interpersonal lives.

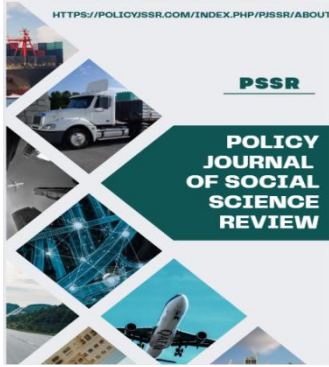
Furthermore, the journey from entrepreneurial intention to positive social impacts is not fully captured. Economic contribution could be a significant mediating variable by which women might attain higher status of social, confidence, and respect; however, research which explores this mediating pathway so far is limited especially in the case of women entrepreneurs in home-based setups in Pakistan. Family support is an important and largely unstudied contextual factor and at the same time. Families can impact women's decisions to engage in entrepreneurship, access to resources, emotional endurance, and the sustainability of family business in collectivist cultures. Family environments can mitigate the influence of these factors and contribute to women's capacity to turn business ideas into enterprise involvement and, perhaps, better social outcomes. On the other hand, with good entrepreneurial motivation, lack of support can undermine the above outcomes.

Previous studies agree that social support systems are relevant but findings about the role of family support in the Pakistani context are inconclusive and fragmentary (Sarwar et al., 2021; MDPI, 2021).

Concurrently, there has been little research that investigates entrepreneurial intention, economic contribution, family support and social well-being in an integrated framework. Therefore, policies and schemes for women entrepreneurship could be still designed in the main objective of generating income without considering the social aspects of the empowerment of women. Thus, this study aimed to fill this gap by analyzing the role of entrepreneurial intention in influencing social well-being of women entrepreneurs in terms of their economic contribution and the moderating role of family support for the home-based women entrepreneurs in Pakistan. This study seeks to offer a more comprehensive view of women's entrepreneurship, not only in terms of financial results, but in the context of enhancing overall social empowerment and well-being.

### 1.3 Gap Analysis

Although, women entrepreneurship is getting substantial attention in academia in Pakistan, there are some gaps in theory and practice that are yet to be addressed. Previous research has focused on economic empowerment, income generation, business performance or household welfare but has paid relatively little attention to the social impact of women's entrepreneurial activities. Specifically, the links between home-based entrepreneurship and women's social well-being (in terms of their social acceptance, social integration, perceived social contribution, and quality of social



# Policy Journal of Social Science Review

ISSN Online:3006-4635

ISSN Print: 3006-4627

life) are under-researched in the context of Pakistan (Muhammad et al., 2021; Sarfraz et al., 2025).

Moreover, the existing studies on entrepreneurial intention have been conducted at the student level, general entrepreneurial population or motivational factors for business start-up (Sarwar et al., 2021). Empirical research on linking entrepreneurial intention to successful outcomes after entrepreneurial engagement, however, is limited in examining women entrepreneurs in informal and home-based entrepreneurial context. In particular, how entrepreneurial intention contributes to economic contribution and in turn to social well-being has not been thoroughly researched. This means that there is no explanatory model linking psychological entrepreneurial processes with other socio-economic results.

Another major gap is the contextual nature of family support. In a family-centric and patriarchal society like Pakistan, women's opportunities to take the initiative, engage and reap rewards from entrepreneurial activities may be reliant on family support. Previous studies have acknowledged the importance of family support in women entrepreneurship, but have not been developed enough into the conditional aspects of how family support fits into entrepreneurial outcome pathways. Specifically, little is known about the effect of family support on the link between entrepreneurial intention and the economic contribution of women,

and the link between the economic contribution and social well-being.

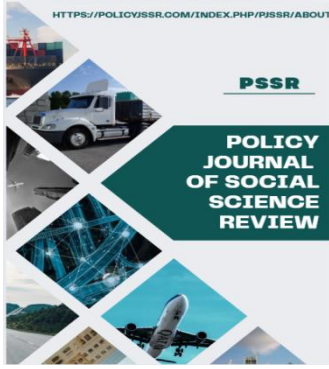
Furthermore, the influence of these variables on each other has been typically explored in isolation, not taking them together into a comprehensive moderated mediation model. As a result, there is still a lack of knowledge regarding the interaction of entrepreneurial intention, economic contribution, family support and social well-being in the context of lived experiences of home-based woman entrepreneurs in Pakistan.

To fill these gaps, the present study proposes and examines a moderated mediation model, in which the economic contribution is a mediator in the relationship between entrepreneurial intention and social well-being, and family support serves as a moderator for the intensity of these relationships. It does so, however, by adding to the literature on entrepreneurship and women empowerment, by providing a more comprehensive view on the potential of home-based entrepreneurship for women's social well-being in developing and patriarchal societies.

## 1.4 Research Objectives

The aims of the study are set in the light of the identified gaps in theory and practice of women entrepreneurship from home and social well-being in Pakistan. In particular, the study will seek :

To explore the impact of entrepreneurial intention on the contribution of women in the context of entrepreneurial



# Policy Journal of Social Science Review

ISSN Online:3006-4635

ISSN Print: 3006-4627

activities being performed in their homes in Pakistan.

To examine how women's economic contribution affects their social status in terms of social integration, social contribution, acceptance and satisfaction in social life.

To examine the moderating effect of family support for the relationship between entrepreneurial intention and economic contribution of women entrepreneurs in the home-based entrepreneurship.

To test the intervening effect of family support between economic contribution and social welfare for women.

To analyze the mediating effect of economic contribution of entrepreneurial intention and social well-being of women.

The study aims to build a more complete picture of entrepreneurial intent and its economic and social empowerment effects for women entrepreneurs in home-based businesses using these goals. The findings will be useful to support literature on entrepreneurship and literature on empowerment of women and will provide practical insights to the policy makers, development organizations and support institutions to develop sustainable and inclusive women entrepreneurship in Pakistan.

## 2. LITERATURE REVIEW

### 2.1 Theoretical Framework

The present study is based on four main theories which include the Theory of Planned Behavior (TPB), Role Enhancement Theory, Empowerment

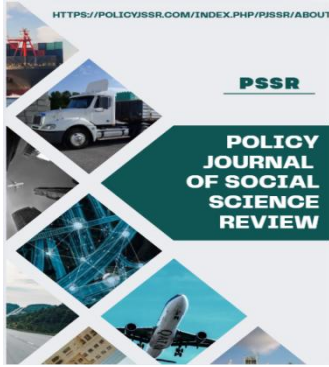
Theory and Conservation of Resources (COR) Theory. The theories are all able to account for the role of entrepreneurial intention in the economic contribution and social welfare of women in the home-based entrepreneurship context.

Icek Ajzen (1991) developed the Theory of Planned Behavior in which the intention is the best predictor of behavior. This theory explains that people with more entrepreneurial intentions will engage in entrepreneurial activity and keep going even if they encounter difficulties. For home-based women entrepreneurs, entrepreneurial intention is a combination of commitment, motivation and willingness to pursue income generating activities in a socially acceptable manner.

The concept of role enhancement theory posited by Sam D. Sieber (1974) provides a perspective that posits that involvement in a number of productive roles contributes to individuals' self-esteem, social identity, and general well being. Economically active housewives are better appreciated and valued in the family and society, and hence their social well-being can improve.

Empowerment Theory, as presented by Naila Kabeer (1999), highlights the significance of the participation of the empowerment that fosters greater control over lives. The economic contribution of women increases their financial resources and household agency and therefore its social status and psychosocial outcomes.

In addition, Conservation of Resources (COR) Theory developed by Stevan E.



# Policy Journal of Social Science Review

ISSN Online:3006-4635

ISSN Print: 3006-4627

Hobfoll (1989) states that people try to acquire and maintain resources that are valuable to them and that are social and emotional support. Family support is also an important social resource which can enhance women's entrepreneurial activities and boost the returns on their economic contribution and social outcomes.

These theories can be combined to present a holistic perspective on the relationships between entrepreneurial intention, economic contribution, social wellbeing and family support of women entrepreneurs in the home-based business sector.

## 2.2 Women's Entrepreneurship in Home Based Contexts

Over the past few decades, the opportunities for women entrepreneurs have been more widely acknowledged as a key tool for inclusive economic growth, particularly in less developed economies where women have been denied access to formal job opportunities. Socio-cultural norms, domestic duties, low mobility and lack of access to education may restrict women's access to the formal job market in Pakistan (Muhammad et al., 2021; Sarwar et al., 2021). The advent of home based entrepreneurship has thus been a socially acceptable and accessible way for women to have access to a livelihood activity while remaining within the household.

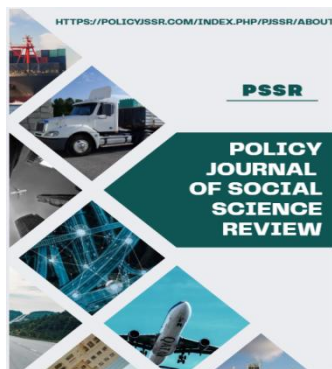
The existing studies on women entrepreneurship in the home environment have been mainly on economic impacts, including poverty

alleviation, income generation and financial security (Muhammad et al., 2021). Yet, recent entrepreneurship research acknowledges that psychological, social and identity-based outcomes are also a by-product of entrepreneurial engagement (Shepherd & Patzelt, 2018). Notwithstanding this recognition however, little empirical focus has been paid to the non-financial implications of the involvement of women entrepreneurs, specifically social welfare, in collectivist and patriarchal societies.

## 2.3 Entrepreneurial Intention and Economic Contribution

Entrepreneurial intention is the deliberate desire and dedication to establish and/or sustain business ventures (Liñán & Chen, 2009). Entrepreneurial intention is seen as being the most proximal antecedent of entrepreneurial behavior and is based on the Theory of Planned Behavior (TPB) (Ajzen, 1991). Entrepreneurial intention in the home-based entrepreneurial context is a combination of persistence, motivation and willingness to overcome structural and social obstacles of entrepreneurship for women.

Women with more entrepreneurial intentions are more likely to keep their businesses up and running, source additional revenue streams, and provide financial support to household needs (Sarwar et al., 2021). The contribution is especially important in patriarchal societies as women's role in the finances of the household may enhance the welfare of the household and its decision-



# Policy Journal of Social Science Review

ISSN Online:3006-4635

ISSN Print: 3006-4627

making process. Entrepreneurial intention is expected to positively affect women's participation in entrepreneurial activities because of its motivational role to become an entrepreneur.

**H1:** Entrepreneurial intention is positively associated with women's economic contribution to the household.

## 2.4 Economic Contribution and Social Well-Being

The economic contribution of women is their role in income generation and participation in financial decision-making processes in the household (Kabeer 1999). In addition to financial returns, the economic contribution of women has social repercussions, as traditional gender norms are likely to limit women's autonomy and influence in societies where they are not equally empowered.

Role Enhancement Theory suggests that if people engage in several productive roles, their self-worth, social identity and social recognition will be enhanced (Sieber, 1974). Economically active women will be able to be respected, appreciated and acknowledged more by family and society. This recognition increases their perceived usefulness and builds their social integration, which ultimately increases social well-being.

Likewise, according to Empowerment Theory, women's empowerment to make decisions in the household is enhanced with economic resources (Kabeer, 1999). Finance-involvement of women tends to be associated with better social status, higher family decision-making, and better

psychosocial outcomes (Duflo, 2012). In these patriarchal settings, the contribution of finances may consequently be a means to social acceptance and dignity.

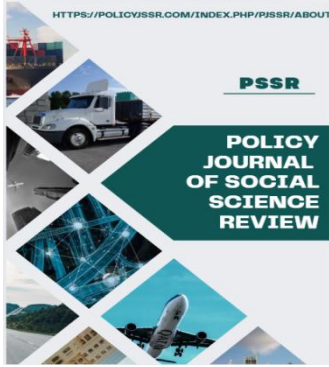
The current study adopts the view that social well-being is defined as social acceptance, social integration and social contribution of women in the family and community, as proposed by Keyes (1998). As the economic participation of women can enhance their socio-economic status and help in improving their empowerment, it is expected that economic contribution might have a positive effect on social well-being.

**H2:** Women's economic contribution to the household is positively associated with their social well-being.

## 2.5 Mediating Role of Economic Contribution

Entrepreneurial intention is a person's willingness to pursue entrepreneurial activities, but it does not necessarily mean that it will result in meaningful entrepreneurial behavior to achieve social outcomes. According to the theory of planned behavior, the intention to engage in the behavior has a direct effect on the behavior itself and on the performance of the behavior, the latter of which includes the actual behavior (Ajzen, 1991).

Entrepreneurial intention motivates women to spend more time, exert more effort, and be more committed to income-generating activities that in turn increase their contribution to the household economy in an



# Policy Journal of Social Science Review

ISSN Online:3006-4635

ISSN Print: 3006-4627

entrepreneurial context. Greater economic gain, in turn, boosts the recognition of women, their social status and their value in the family and society. Thus, the contribution to the economy is a significant mechanism that links entrepreneurial intention with social welfare of women.

**H3:** Economic contribution mediates the relationship between entrepreneurial intention and women's social well-being.

## 2.6 Moderating Role of Family Support

Family support refers to the emotional, instrumental, and normative assistance provided by family members toward women's entrepreneurial activities (Eddleston & Powell, 2012). In collectivist societies such as Pakistan, family support plays a central role in determining whether women can successfully engage in entrepreneurial activities.

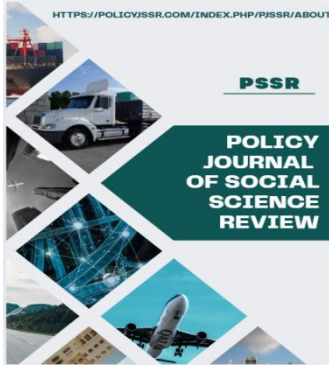
According to Conservation of Resources Theory, social support functions as an important resource that helps individuals cope with stress, reduce role conflict, and achieve desired outcomes (Hobfoll, 1989). Women who receive support from family members are more likely to convert

entrepreneurial intentions into productive economic activities because family encouragement provides legitimacy, emotional confidence, and practical assistance.

Moreover, family support may strengthen the positive relationship between women's economic contribution and social well-being. When women's financial contributions are appreciated and valued by family members, they are more likely to experience greater social acceptance, respect, and integration within the household and community. Therefore, family support can enhance both entrepreneurial and psychosocial outcomes among home-based women entrepreneurs.

**H4:** Family support positively moderates the relationship between entrepreneurial intention and economic contribution, such that the relationship is stronger when family support is high.

**H5:** Family support positively moderates the relationship between economic contribution and social well-being, such that the relationship is stronger when family support is high.

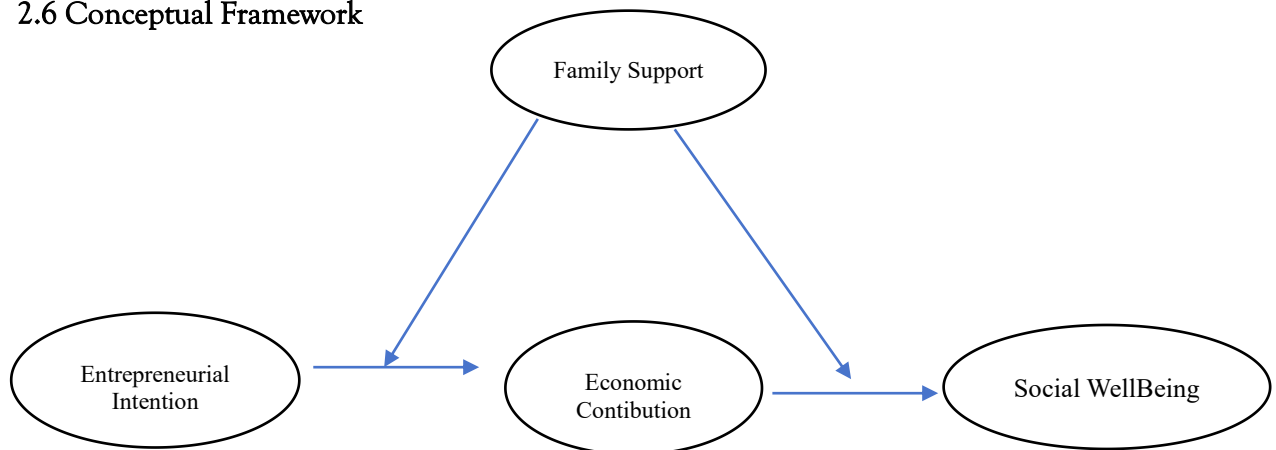


# Policy Journal of Social Science Review

ISSN Online:3006-4635

ISSN Print: 3006-4627

## 2.6 Conceptual Framework



## 3. METHODOLOGY

### 3.1 Research Design and Participants

The present study used a quantitative cross sectional survey research design to explore the relationship between entrepreneurial intention, economic contribution, family support and social well being of women entrepreneurs in Pakistan. The quantitative approach was deemed to be suitable for this particular study because the study was aimed to investigate the proposed hypotheses and establish the relationship among the variables of the study using statistical method.

A sample of 200 female entrepreneurs working primarily in home business in various urban and rural locations of Pakistan was selected to collect data. The informants engaged in different kinds of business activities such as the selling of clothing, handicrafts, beauty services, online selling, food business and other small businesses. The participants were

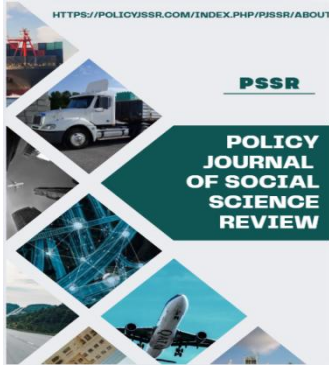
mainly educated up to the bachelor's level.

This study focused on women who were involved in any kind of income-generating entrepreneurial activities from their homes both formal and informal. To represent a range of family and social support contexts, married women and unmarried women were included.

### 3.2 Sampling Technique

The respondents were recruited using the purposive sampling method, a type of non-probability sampling. Purposive sampling was deemed suitable since the study was narrow in scope to include women involved in entrepreneurial activities, especially those from home business environment.

This procedure ensured that participants would have entrepreneurial experience, and could give meaningful answers with respect to topics like entrepreneurial intention, economic contribution, family support and social well-being. Furthermore, purposive sampling has



# Policy Journal of Social Science Review

ISSN Online:3006-4635

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been found to be appropriate for studies of specific and/or relatively difficult-to-reach populations, including women entrepreneurs who run informal and home-based businesses..

### 3.3 Measures

To ensure reliability and validity, the scales used were adopted from the previous study with valid scales in the literature. Each of the constructs was rated on a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree).

The scale developed by Francisco Liñán and Yi-Wen Chen (2009) was used to measure the entrepreneurial intention. The scale assesses the entrepreneurial intentions, motivation, and commitment of the individuals and has been employed in many entrepreneurship studies.

Economic contribution was measured using the same scale as used in the study. The scale measured women's role in the family in terms of their financial involvement in household activities, contribution to household expenditures, decisions regarding household finances and financial control over their own income.

A scale was developed by Kimberly A. Eddleston and Gary N. Powell (2012) for measuring family support was used. The scale measures the emotional, instrumental and motivational support received from family members for women entrepreneurship.

Social well being was assessed using the Social Well-Being Scale that was developed by Corey L. M. Keyes (1998). It is a scale that assesses social integration,

social contribution, social acceptance, social coherence and social actualization which reflects women's feelings on their social well-being.

### 3.4 Data Collection Procedure

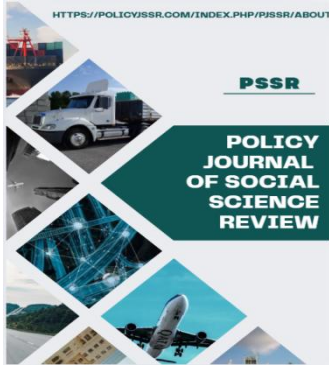
The data were gathered by a structured survey questionnaire containing close ended questions using Likert Scale. The questionnaire was sent mostly via online platforms like WhatsApp groups, Facebook communities and women entrepreneurship networks.

Women entrepreneurs were approached via the social media groups created for encouraging women entrepreneurs and supporting them, like Sheops and Women Entrepreneurs of Pakistan etc. Direct access to female entrepreneurs was given by these groups from various cities and regions of Pakistan.

Respondents were given information regarding the purpose of the study and were assured that their responses would be anonymous and confidential and would only be used for academic purposes. The survey was anonymous and respondents were free to fill it out at their own time.

### 3.5 Ethical considerations

There was voluntary participation, and the participants were briefed on the purpose of the study, their rights and confidentiality of data. It was recognized that privacy should be respected, and that for some women it was not their intention to reveal their name. The respondents were assured of anonymity and no identifying information was recorded, allowing them to share their



# Policy Journal of Social Science Review

ISSN Online:3006-4635

ISSN Print: 3006-4627

personal experiences in a safe and comfortable environment.

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Economic_Contribution	0.911	0.912	0.935	0.742
Entrepreneurial_Intentions	0.86	0.93	0.961	0.793
Family_to_Business_Support	0.941	0.969	0.955	0.812
Social_Wellbeing	0.933	0.937	0.95	0.791

### 3.6 Data Analysis

Partial Least Squares Structural Equation Modeling (PLS-SEM) was applied in analyzing data employing software SmartPLS 3. PLS-SEM can be used in studying more complex models which contain mediating variables and moderating variables, particularly in exploratory study that has a moderate number of samples. To assess the reliability and validity of the constructs, composite reliability, Cronbach's alpha, average variance extracted (AVE), and outer loadings were used. The second step is the assessment of the structural model by estimating path coefficients, t values and p values to test the hypothesized relationships between the variables. All analyses were performed at 95% level of confidence and bootstrapping with 5000 resamples was performed to assess the significance of paths.

## 4.RESULTS

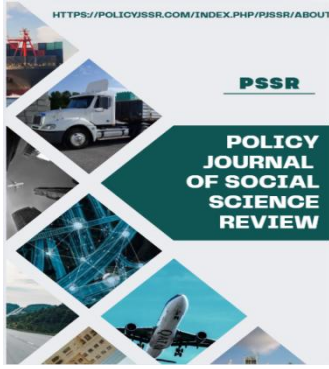
### 4.1 Reliability and Convergent Validity

The reliability and convergent validity of the measurement model were assessed

using Cronbach's Alpha, rho\_A, Composite Reliability (CR), and Average Variance Extracted (AVE). According to Hair et al. (2024), reliability values exceeding 0.70 and AVE values above 0.50 indicate satisfactory reliability and convergent validity.

### Table 1: Composite Reliability and AVE

"The Heterotrait-Monotrait Ratio (HTMT) was used to analyze discriminant validity. The value of heterotrait monotrait ratio below 0.90 indicate sufficient discriminant validity among constructs (Henseler et al., 2015)."



# Policy Journal of Social Science Review

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ISSN Print: 3006-4627

## 4.2. Structural Equation Model

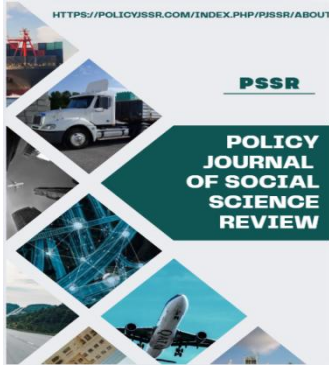
The evaluation of the structural model was done by bootstrapping method in SmartPLS. Hair et al., (2024) analyzed path coefficients, t-value and p-value to examine the significance of the

hypothesized relationships. To examine the significance of moderating effects, the bootstrapping procedures were used, which offers robust estimates of interaction effects in PLS-SEM models (Hair et al., 2024).

## 4.3 Hypotheses Assessment Summary

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Economic_Contribution -> Social_Wellbeing	1.051	1.051	0.036	28.843	0.000
Entrepreneurial_Intentions -> Economic_Contribution	-0.214	-0.212	0.083	2.573	0.010
Family_to_Business_Support -> Economic_Contribution	0.861	0.853	0.058	14.963	0.000
Family_to_Business_Support -> Social_Wellbeing	-0.111	-0.114	0.042	2.628	0.009
Moderating Effect 1 -> Economic_Contribution	0.185	0.187	0.04	4.571	0.000
Moderating Effect 2 -> Social_Wellbeing	0.018	0.017	0.015	1.191	0.234

	Economic_Contribution	Entrepreneurial_Intentions	Family_to_Business_Support	Social_Wellbeing
Economic_Contribution				
Entrepreneurial_Intentions	0.809			
Family_to_Business_Support	0.845	0.857		
Social_Wellbeing	0.758	0.766	0.804	



# Policy Journal of Social Science Review

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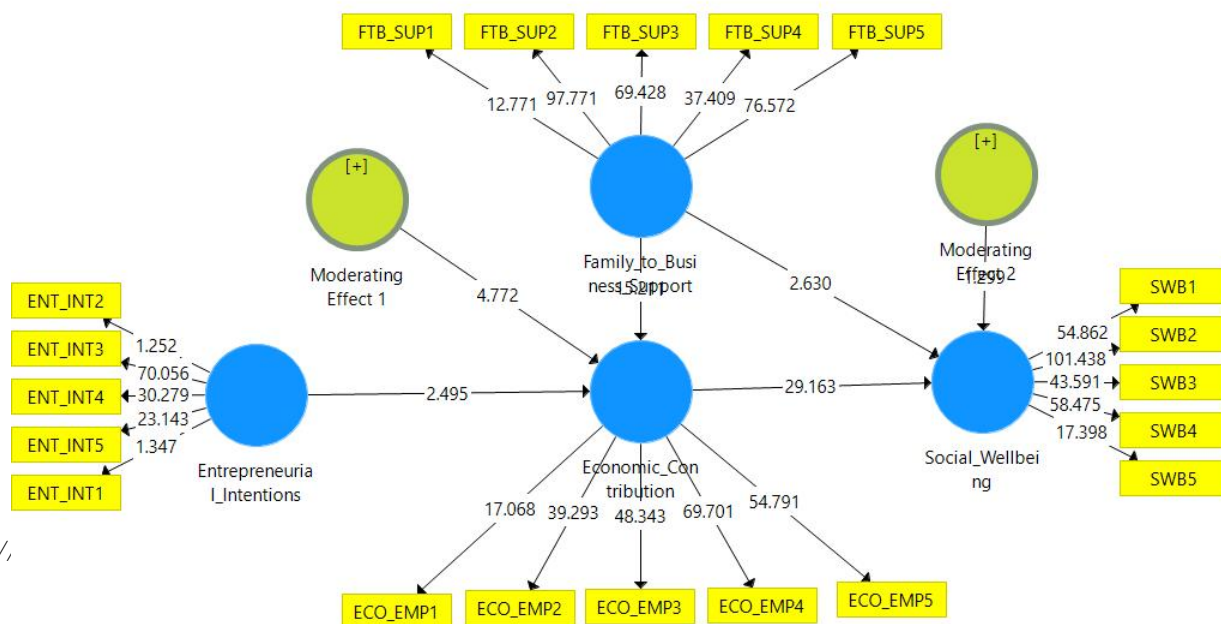
**Table 3: Hypotheses Assessment Summary**

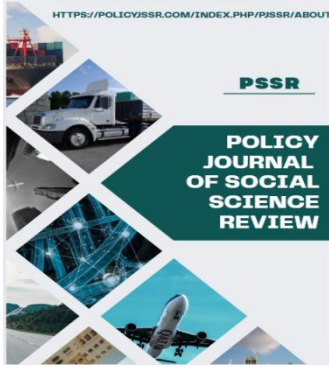
Table 3 shows the results of the bootstrapping procedure in the SmartPLS software for testing the hypotheses. The results of the hypotheses testing using the bootstrapping procedure in SmartPLS software are presented in table 3. The relationships proposed were evaluated with path coefficients ( $\beta$ ), t statistics and p value. A hypothesis was accepted if the value of t was greater than 1.96 and the value of p was less than 0.05 (Hair et al., 2024). The results show that Economic Contribution is an important contributor to Social Wellbeing ( $\beta = 1.051, p < 0.001$ ). By contrast, Family-to-Business Support turned out to be a significant moderator in the relationship between Entrepreneurial Intentions and Economic Contribution ( $\beta = 0.185, p < 0.001$ ) and a significant predictor of Economic Contribution ( $\beta = 0.861, p < 0.001$ ). Moreover, the direct relationship

between Family-to-Business Support and Social Wellbeing was significant ( $\beta = -0.111, p = 0.009$ ), but negative. The moderating effect of Family-to-Business Support on the association between Economic Contribution and Social Wellbeing, however, was not significant ( $\beta = 0.018, p = 0.234$ ). In general, four of the five suggested relationships were confirmed and one moderating hypothesis was not confirmed. The findings underscore the significance of economic contribution and family support to women's wellbeing outcomes in their home-based entrepreneurship.

## 5. CONCLUSION & DISCUSSION

The present study explored the relationships between Entrepreneurial Intentions, Economic Contribution, Family-to-Business Support and Social Wellbeing in the context of women who are involved in home-based entrepreneurship. The results offer valuable insights into the impact of





# Policy Journal of Social Science Review

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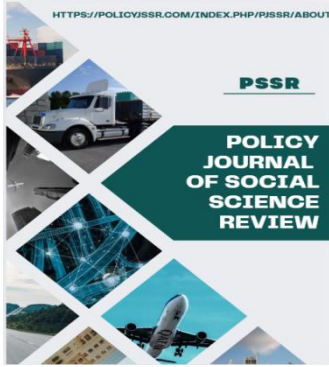
women's entrepreneurial role in improving their economic and social. The results showed that there was a significant positive relationship between Economic Contribution and Social Wellbeing. This discovery suggests women who are economically active in their homes as entrepreneurs have more social acceptance, recognition, self-confidence and wellbeing. This is in line with the outcomes of Muhammad et al. (2021) which stated that women entrepreneurs' earnings have a significant impact on the wellbeing of the family, economic, and social aspects. Similarly, Haram (2021) established that women entrepreneurs make significant contributions to wellbeing in the home through increased living standards, education and health. The results also add to the "multiplier effect" view of the economic role of women, which posits that the economic role of women contributes to larger positive impacts for families and communities than the economic benefits alone.

It was also discovered that between Entrepreneurial Intentions and Economic Contribution there was a significant relationship. Contrary to the generally anticipated positive relationship, however, the path coefficient was negative. This result is contrary to earlier research that found positive relationship between entrepreneurial intentions and entrepreneurial outcomes. For instance, Ali and Yousuf (2019) found that entrepreneurial intentions have an important connection to entrepreneurial

situation in the context of a developing country.

engagement and economic development. Likewise, Kristianingsih et al. (2024) concluded that there was a positive relationship between entrepreneurial intention and women's entrepreneurial activities and performance. Contextual barriers such as limited access to finance, mobility constraints, market constraints and socio-cultural barriers experienced by women entrepreneurs in Pakistan, might be the explanation for the negative relationship observed in the present study. These barriers can be the difference between women who have good intentions and want to make a contribution to the economy, and those who do so.

The results also showed that the Economic Contribution was positively and significantly influenced by Family-to-Business Support. This finding implies that emotional support, monetary help, family support and engagement of family members aids women in generating income through their entrepreneurial activities. The finding is similar to Rizvi and Siddiqui (2021) who noted that family support has a positive effect on women entrepreneurs' wellbeing and business performance. In a similar vein, Muhammad and his colleagues (2021) emphasised the importance of family resources and support systems to reinforce women entrepreneurs' effectiveness and promote family welfare. Thus the findings of the present study justifies the argument that family support



# Policy Journal of Social Science Review

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is a significant source of support for the women entrepreneur working in home business environment.

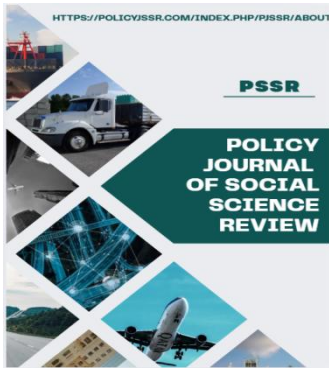
In addition, the moderating effect of Family-to-Business Support on the relationship between Entrepreneurial Intentions and Economic Contribution was significant. This discovery suggests that family support improves women's entrepreneurship performance in translating their intentions into economic results. This finding corroborates with Shahzad et al. (2025) that revealed family support as one of the factors that influence women entrepreneurship in informal sector in Pakistan. Similarly, Bastian et al. (2023) suggested that supportive family environments would promote women's engagement in entrepreneurship, while restricting family norms might impede entrepreneurial development. This finding is consistent with the finding reported in the previous study, which concluded that family support works as an enabling mechanism that improves the effectiveness of entrepreneurial intentions.

Interestingly, Social Wellbeing was directly related in a negative manner to Family-to-Business Support. This discovery contrasts with a large number of the literature that usually shows a positive correlation between family support and wellbeing. For example, family support positively affects the wellbeing of women entrepreneurs via family-to-work enrichment (Rizvi and Siddiqui 2021). Similarly, Masood and

Masood (2024) indicated that family support is a protective factor which enhances women entrepreneurs' wellbeing. The negative correlation observed in this study may be due to the complexities of household entrepreneurship in a patriarchal society that sometimes foster a feeling of dependency, pressure, role conflicts, or limited autonomy for women entrepreneurs. Therefore, while family support can be beneficial for the business, being too reliant on family members can have a negative impact on perceptions of personal independence and social wellbeing.

Last, the moderating effect of Family-to-Business Support on the relationship between Economic Contribution and Social Wellbeing was not significant. This finding indicates that the positive link between economic contribution and social wellbeing does not change according to the amount of family support. This is somewhat different from research which has focused on the importance of family support in improving wellbeing outcomes. It may also suggest that increases in social status, self-esteem and wellbeing are experiential regardless of the level of family support once women make meaningful contributions to the economy. That is to say, economic empowerment becomes a primary cause of social welfare.

Overall, the results of this study indicate that women's economic role in home based businesses is an important avenue for improving social wellbeing. Family-to-



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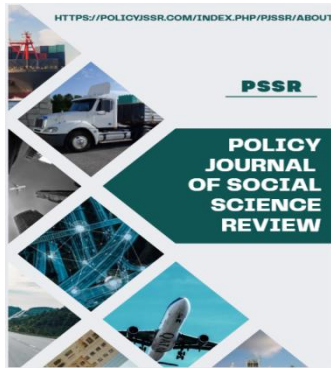
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Business Support was a key facilitator identified that has a positive impact on women's economic involvement and the linkage of entrepreneurial intentions to economic results. The unexpected negative association between family support and social wellbeing and the negative association between entrepreneurial intentions and economic contribution, though, indicates the structural and socio-cultural issues that are yet to be addressed by women entrepreneurs in Pakistan. The results add to the body of research on women entrepreneurship by showing that women's economic empowerment is not enough if they don't have supportive social structures, fewer cultural constraints and more opportunities to engage in entrepreneurship.

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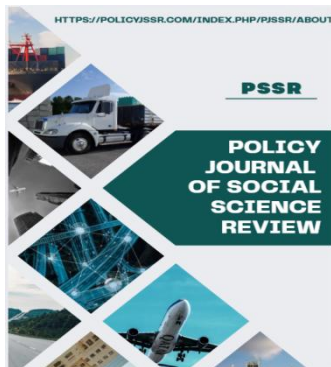


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