



Housewives Entrepreneurial Intention: A Review on Key Determinants and Challenges

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ABSTRACT

Housewives, traditionally seen only in their household roles, have increasingly participated in entrepreneurial activities since the beginning of the COVID-19 pandemic. This shift has drawn the attention of various researchers who aim to delve deeper into understanding their motivations and roles in entrepreneurship, as well as the potential impact of this transition on social well-being and economic growth. Most studies on housewives in entrepreneurship have been conducted in Indonesia, Japan, Arab, Bangladesh and Turkey with some research also emerging from Malaysia. While these studies have noble and compelling intentions, the significance and ultimate impact of housewives in entrepreneurship has yet to be fully highlighted. This review paper examines the determinants influencing housewives' entrepreneurial intentions. The paper identified that the most significant determinants are economic need, social support, technological competence, opportunity recognition and entrepreneurial passion. The paper further identified several key challenges faced by housewives in the path of venturing into entrepreneurship. To end the paper concludes with policy recommendations aimed at strengthening entrepreneurial activities among housewives, thereby contributing to broader economic growth and empowerment in Malaysia.

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1. INTRODUCTION

Entrepreneurship among housewives in Malaysia has emerged as a critical area of interest in recent years, reflecting broader socio-economic shifts within the country. The transformation of the economic landscape has far-reaching implications for the role of women, particularly housewives, in the entrepreneurial sphere (Gunasegaran, 2024). Traditionally, housewives have been perceived primarily as caregivers and homemakers, but the dynamic economic landscape has necessitated a re-evaluation of their roles (Dewi et al., 2022). This shift not only enhances their economic independence but also contributes to the overall economic development of Malaysia (Dewi et al., 2022).

Entrusting housewives through entrepreneurship is not just about providing them with independence and income generation. It's about enabling them to make substantial contributions to their households and communities, thereby fostering both personal and community growth. This is not just a personal journey for these women, but a societal one. Their involvement in entrepreneurship leverages untapped potential within households, promotes gender equality, and supports

sustainable economic growth. This empowerment offers housewives the flexibility to manage both their business and family responsibilities effectively, contributing to the overall well-being of society.

This review aims to provide a comprehensive understanding of how these factors interact and contribute to the entrepreneurial landscape for housewives (Makola, 2022) by synthesizing existing literature and empirical studies. As Malaysia continues to evolve economically and socially, recognizing and leveraging the potential of housewives as entrepreneurs will be crucial in driving sustainable development and promoting gender equality in the business sector (Gunasegaran, 2024).

Thus, it is crucial to empower housewives as it recognizes their potential to contribute significantly to economic growth and family income (Hamidi et al., 2023). This empowerment also aligns with broader societal goals of increasing economic inclusivity and leveraging untapped human capital (Hamidi et al., 2023). Studies have shown that entrepreneurial activities among housewives contribute significantly to their economic and social well-being by providing a means for financial

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independence and personal fulfillment (Ismail et al., 2021). As Malaysia aims to become a high-income nation, the inclusion of housewives in the entrepreneurial ecosystem is pivotal.

Empowering housewives is crucial as it recognizes their potential to contribute significantly to economic growth and family income (Hamidi et al., 2023). This empowerment also aligns with broader societal goals of increasing economic inclusivity and leveraging untapped human capital (Hamidi et al., 2023). Studies have shown that entrepreneurial activities among housewives contribute significantly to their economic and social well-being by providing a means for financial independence and personal fulfillment (Ismail et al., 2021). As Malaysia aims to become a high-income nation, the inclusion of housewives in the entrepreneurial ecosystem is pivotal.

This participation not only diversifies the economic base but also enhances social cohesion by enabling women to balance family responsibilities with economic contributions (Randive, 2022). Moreover, housewives' entrepreneurship aligns with national policies aimed at promoting small and medium-sized enterprises (SMEs) and fostering innovation and resilience in the economy (Hamidi et al., 2023). Empowering housewives through entrepreneurial ventures such as handicrafts, online retail, and informal sector businesses provides them with the flexibility and autonomy needed to thrive economically while managing domestic responsibilities (Noor et al., 2021).

Additionally, access to microcredit, community support, and entrepreneurship education are critical factors that influence their success, leading to improved economic and social outcomes (Dewi et al., 2022). Statistics from the Ministry of Women, Family, and Community Development (KPWKM) reveal a notable increase in Malaysian women prioritizing housework over professional careers. In the Malaysian Labour Force Survey 2018, 60.2 percent of women cited housework, including child and elderly care, as the key reason for not working (Romlee, 2019). This shift towards focusing on family well-being and childcare, compounded by limited access to high-quality childcare facilities, has contributed to the surge in full-time housewives (Amin & Hastayu, 2020; Tomescu-Dubrow et al., 2019).

Nevertheless, some housewives open small businesses at home to support their family needs or to fill their spare time without leaving their obligations to take care of households (Gunasegaran, 2024; Hamidi et al., 2023; Mesra et al., 2019). Housewives, predominantly responsible for domestic duties within their households, comprise a diverse group encompassing single mothers, married women, divorcees, and widows. What sets them apart in the realm of entrepreneurship is their aspiration to simultaneously manage their households and entrepreneurial pursuits, reflecting a growing desire for economic independence (Semkunde et al., 2022). Traditionally confined to domestic roles, housewives are now actively seeking opportunities to contribute to household finances and explore entrepreneurial ventures (Trigartanti & Triwardhani, 2019).

To support this venture and to promote housewives into entrepreneurship, the Malaysian government has initiated programs like the Housewives Talent Enhancement and Improvement Scheme (HEARTS) via SME Corporation Malaysia. This program provides housewives with training, mentorship, and financial support to start their own businesses.

The success of such programs is evident, with 190 housewives returning to entrepreneurship-based employment after training, leading to an annual cumulative income of RM10.2 million between 2013 and November 2015 (TalentCorp, 2016). Additionally, post-pandemic, newer initiatives like Rezeki Suri, Skim Pembiayaan Perniagaan Khas Wanita (DanaNITA), and WeJana were proposed to promote housewives mainly among the B40 to raise income (Nof, 2022; "Skim Pembiayaan Perniagaan Khas Wanita (DanaNITA)," n.d.; "WeJANA Program Pemerkasaan Penjana Pendapatan Wanita," n.d.). These initiatives provide further evidence of the government's commitment to supporting housewives in their entrepreneurial endeavors, instilling hope for a brighter future for these women.

While past research has explored factors affecting women's business decisions, these findings may not align significantly with housewives due to their unique challenges and distinct circumstances. In light of the matter, this research seeks to bridge the gap by discovering the predominant determinants influencing housewives' entrepreneurial intentions in Malaysia. The urgency of this research is underscored by the fact that understanding these unique challenges is crucial for developing effective strategies to support housewives in their entrepreneurial journey.

2. LITERATURE REVIEW

2.1 Definition of Terms

2.1.1 Housewife

The term 'housewife' has been used informally for centuries to describe a woman whose primary role is managing household tasks and caring for the family. It predates formal academic definitions, as it has been a part of everyday language and social structures long before the advent of modern sociology or gender studies. However, the term has also evolved academically over time. In English literature, one of the earliest uses of the term "housewife" can be traced back to the 16th century. The earliest known use of the verb housewife is in the mid 1500s. The Oxford English Dictionary earliest evidence for housewife is from 1566, in a translation by Thomas Drant, poet and Church of England clergyman (OED, 2011). The dictionary defines it as a woman, usually married, whose primary occupation is managing the household (OED, 2011). Contrarily, the more formal academic definitions and studies come from the 20th century with the work of Phillips & Oakley (1976), who define a housewife as a woman whose primary occupation involves managing the household, and performing domestic tasks such as cooking, cleaning, and caring for family members. While most definitions are informal, some critical definitions from past scholars are listed in Table 1.

Table 1. Definition of Housewife

Citation	Definition
(Unal, 2012)	A married woman who sees herself as a housewife who is in charge of running her house, who is not employed, and who does not attempt to find a job.

(Wicaksono, 2017)	A housewife is a woman who manages the household and family affairs, often without monetary compensation but with significant responsibilities and contributions to the well-being of the family.
(Eisenmann, 2013; Indyastuti et al., 2021)	A woman who performs duties of managing a household, including tasks like cooking, cleaning, and child care.

2.1.2 Entrepreneurship

The concept of entrepreneurship, as defined by Richard Cantillon in the 18th century, has evolved immensely over time. In his seminal work, "Essai sur la Nature du Commerce en Général" (Essay on the Nature of Trade in General), published subsequently in 1755, Cantillon described an entrepreneur as someone who bears the risk of buying at specific prices and selling at uncertain prices, making a profit by assuming the risk of market fluctuations (James & Cantillon, 1953). This initial definition, while still relevant, has been further refined and expanded upon by several key figures in the 21st century, reflecting the dynamic nature of the field as shown in Table 2.

Table 2. Definition of Entrepreneurship

Citation	Definition
(Eisenmann, 2013)	Entrepreneurship is the pursuit of opportunity beyond the control of resources. It involves identifying potential market gaps and capitalizing on them despite limited resources
(C. S. Mishra & Zachary, 2015)	Entrepreneurship is defined as a process of value creation and appropriation led by entrepreneurs in an uncertain environment, requiring the management of risk and complexity.
(Welter & Gartner, 2016)	Entrepreneurship refers to the process of taking risks to engage in a business activity that adds value to society.
(Venkataraman, 2019)	Entrepreneurship is the process in which individuals seek to exploit opportunities by offering services or producing goods that are valuable to consumers.
(Ratten, 2023)	Entrepreneurship involves producing and selling products or services that possess distinct value resulting from a high degree of manual input and innovation.

2.1.3 Entrepreneurial Intention

The concept of "entrepreneurial intention" has been explored by various researchers. Still, one of the earliest and most influential contributions to its formal definition comes from the work of Icek Ajzen with his Theory of Planned Behavior (TPB) (Ajzen, 1991). Another significant contribution comes from Shapero and Sokol with their model of the entrepreneurial event. Shapero and Sokol's model emphasizes the role of perceived desirability and feasibility in shaping entrepreneurial intentions. They argue that entrepreneurial intentions are formed when an individual perceives starting a new venture as both desirable and feasible (Shapero, A., & Sokol, 1982). Numerous studies have been

conducted on this subject, although researchers have yet to come up with a single definition of it. As a result, this has led to multiple definitions of entrepreneurial intention, as presented in Table 3.

Table 3. Definition of Entrepreneurial Intention

Citation	Definition
(Liñán & Fayolle, 2015)	Entrepreneurial intentions are the motivational factors that influence individuals to pursue entrepreneurial actions and develop entrepreneurial character.
(Morshed & Haques, 2015)	Entrepreneurial intention refers to the willingness or readiness of individuals to engage in entrepreneurial activities
(Nasip et al., 2017)	Entrepreneurial intention is the psychological state that guides individuals to pursue entrepreneurial activities.
(Donaldson, 2019)	Entrepreneurial intention is an individual's perspective and innovative approach to starting a self-owned enterprise or a new business.
(Malarangan, 2022)	Entrepreneurial intention refers to the willingness and readiness of an individual to start and sustain a business venture.
(Kassim et al., 2024)	Entrepreneurial intention is defined as a focused state of mind that drives individuals to pursue entrepreneurial activities.

2.2 Determinants of Housewives Entrepreneurial Intention

The entrepreneurial intentions of housewives are influenced by various determinants across different countries, as indicated by past researchers. The mindset of housewives towards entrepreneurship significantly influences their inclination to start and manage businesses. In Malaysia, the entrepreneurial mindset among housewives is a crucial determinant (Normi & Mohd Noh, 2023). Similarly, housewives with bachelor's degrees in Indonesia face challenges in finding employment due to limited job vacancies available for married women, leading many well-educated housewives to consider entrepreneurship as a viable option (Elianti, 2019). Housewives play an essential role in improving the family economy and supplementing household income through entrepreneurship. In Indonesia, the majority of micro, medium, and small enterprises are owned and managed by women entrepreneurs (Avianti et al., 2023). This trend is also evident in Bangladesh, where housewives contribute to the household economy by starting businesses despite facing societal notions of impropriety (Huq, 2012). Societal and cultural factors significantly impact housewives' entrepreneurial intentions. In Japan, the traditional gender identity of "Ryosai-kenbo," meaning "dutiful wife and nurturing mother," constrains women's participation in the labour market and entrepreneurial activities (Bobrowska & Conrad, 2017).

Conversely, in Pakistan, housewives are engaged in businesses such as boutiques, beauty salons, and bakery items,

contributing significantly to poverty alleviation and gender equality (Noor et al., 2021). The COVID-19 pandemic has also influenced housewives' entrepreneurial intentions. In Indonesia, economic shocks due to the head of the household losing their job or experiencing reduced income led to increased family needs during the pandemic. This situation drove many housewives to develop their potential and increase family income through entrepreneurship (Probosari & Utami, 2021). Entrepreneurship provides housewives with the flexibility to manage their time and balance household responsibilities with business activities. In Turkey, housewives are targeted for entrepreneurship projects to translate domestic activities into independent wage-earning.

Similarly, in Malaysia, housewives increasingly participate in the informal economy through entrepreneurship, managing home-based businesses such as agents, stockists, and drop-shippers (Hamidi et al., 2023). Training and support are vital for housewives to succeed in entrepreneurship. In Indonesia, initiatives to facilitate housewives in starting their businesses include providing training, marketing assistance, and starting tools and materials. This support helps housewives overcome barriers to starting and running successful businesses (Mesra et al., 2021; Probosari & Utami, 2021). Psychological and emotional factors also play a role in determining housewives' entrepreneurial intentions. During the pandemic, housewives' mental condition tended to be more prone to depression and isolation. Entrepreneurship provided them with a promising job opportunity while allowing them to manage their family responsibilities effectively (Probosari & Utami, 2021). Thus, Table 4 summarizes the critical determinants of housewives' entrepreneurial intentions with a description.

Table 4. Determinants of Housewives Entrepreneurial Intention

Citation	Determinants	Description
(Fanggidae, 2019; Ghouse et al., 2019; Huq, 2012; Lesmana et al., 2017; Malarangan, 2022; Ram et al., 2013; Randive, 2022; Wada & Muhammad, 2012; Wardana, 2018)	Economic Need	Desire for financial independence, additional income for the family, economic challenges
(Amelia et al., 2022; Dewi et al., 2022; Mishra & Sidana, 2022)	Personal Growth & Achievement	Personal achievement, self-fulfilment, self-actualization
(Avianti et al., 2023; Ghouse et al., 2019; Hamidi et al., 2023)	Work-Life Balance	Flexibility, ability to balance work and family, leveraging flexible working hours
(Awang @ Mohd Noor et al., 2021; Indyastuti et al., 2021; Lestari & Usman, 2019; Mesra et al., 2021; Noor et al., 2021; Rejeki, 2020)	Social Support	Family encouragement, support of family, friends, society, community and institutions

(Elianti, 2019; Randive, 2022; Sanyal, 2019; Trigartanti & Triwardhani, 2019; Triwardhani & Gartanti, 2018)	Opportunity Recognition	Seeking opportunities, perception of opportunities, external drives
(Cahayani, 2016; Indyastuti et al., 2021; Lassithiotaki, 2011)	Independence and Empowerment	Independence, self-empowerment, self-efficacy
(Sa'idu et al., 2018; Yuslistyari & Djamal, 2019)	Utilizing Idle Resources	Maximizing limited resources (time, space, money), utilizing idle time productively
(Parulian et al., 2023; Rejeki, 2020; Sudjadi & Indyastuti, 2023)	Professional Development	Professional growth, need for achievement, enhancing self-efficacy
(Awang @ Mohd Noor et al., 2021; Leung, 2011; Probosari & Utami, 2021)	Socio-Cultural Factors	Social identity, cultural factors, gender role identity
(Aymé, 2022)	Crisis Response	Response to personal crisis (job loss, divorce)
(Elianti, 2019; Gayatri et al., 2017; Noor et al., 2021; Normi & Mohd Noh, 2023; Rejeki, 2020; Yusup et al., 2019)	Technological Competence	Digital literacy, use of social media for business
(Hamidi et al., 2023; Indyastuti et al., 2021; Malarangan, 2022; Mesra et al., 2021; Sudjadi & Indyastuti, 2023)	Entrepreneurial Passion	Passion for entrepreneurship, desire to engage actively in business ventures, energy for business success

2.3 Challenges Faced by Housewives in Entrepreneurship

Housewives, regardless of their geographical location, often grapple with the same set of challenges when it comes to balancing family responsibilities with entrepreneurial pursuits. These challenges, which include navigating societal expectations and limited access to resources, underscore the resilience and determination required to succeed in entrepreneurship while managing domestic roles. While the specific challenges may vary across different countries, they all share common themes of societal norms, access to resources, and balancing domestic responsibilities.

In Indonesia, housewives with bachelor's degrees face challenges in finding employment due to limited job vacancies available for married women, leading to unemployment despite being well-educated and productive (Elianti, 2019). The majority of micro, medium, and small enterprises in Indonesia are owned and managed by women entrepreneurs (Avianti et al., 2023). Initiatives to facilitate housewives in starting their businesses include providing training, marketing

assistance, and starting tools and materials, as well as introducing online marketing through social media platforms (Probosari & Utami, 2021). However, housewives traditionally have a central role in household duties and are not typically responsible for earning money (Indyastuti et al., 2021), which can limit their entrepreneurial activities.

In Bangladesh, housewives are potential women entrepreneurs but face societal notions of impropriety that may discourage them from entrepreneurship. Some prioritize traditional gender roles over business ownership (Huq, 2012). Similarly, in Pakistan, housewives are primarily engaged in businesses such as boutiques, beauty salons, and bakery items, with their involvement seen as crucial for poverty alleviation and gender equality (Noor et al., 2021). However, they need to improve in terms of decision-making power, financial independence, and control over resources (Morshed & Haques, 2015).

In Japan, housewives are often depicted as balancing household responsibilities with entrepreneurial endeavors. However, traditional gendered discourses and the notion of *Ryosai-kenbo* ("dutiful wife and nurturing mother") limit their participation in the labor market (Bobrowska & Conrad, 2017; Leung, 2011). Evaluations of female entrepreneurs depicted as housewives are often contradictory, praising their hard work while also portraying them as unreliable in handling finances (Bobrowska & Conrad, 2017).

In Malaysia, housewives increasingly participate in the informal economy through entrepreneurship, managing home-based businesses such as agents, stockists, and drop-shippers. This model offers lower operational costs and greater flexibility (Hamidi et al., 2023). The shift towards entrepreneurship is often driven by life circumstances, including the high cost of living and limited employment opportunities that align with family responsibilities (Hamidi et al., 2023).

In Turkey, housewives are seen as potential entrepreneurs in traditionally female sectors like cooking or handicrafts (Aymé, 2022). Their involvement in entrepreneurship is targeted at translating domestic activities into independent wage-earning (Aymé, 2022).

The challenges faced by housewives in entrepreneurship are complex and influenced by cultural, economic, and societal factors. However, the potential of housewives engaging in entrepreneurship to transform their economic status and that of their families is significant (Cahayani, 2016). Empowering housewives through entrepreneurship not only contributes to economic development and increases household income but also enhances social status and self-esteem among women (Awang @ Mohd Noor et al., 2021). The compiled literature with key challenges is presented in Table 5 below, providing a comprehensive overview of the topic.

Table 5. Challenges faced by Housewives in Entrepreneurship

Citation	Challenges	Description
(Huq, 2012)	Societal and Cultural Barriers	Societal notions of impropriety and traditional gender roles can discourage housewives from entrepreneurship.

(Morshed & Haques, 2015)	Market Access and Competition	Breaking into markets and facing competition can be daunting for housewives who might lack the necessary business connections and market understanding.
(Bobrowska & Conrad, 2017)	Conflicting Roles and Social Stigma	In many societies, housewives who pursue entrepreneurship face social stigma and discrimination, as their roles are traditionally viewed as confined to the home and balancing household responsibilities with entrepreneurial endeavours is a significant challenge.
(Fanggidae, 2019)	Technological Barriers	Despite the opportunities presented by online businesses, some housewives may lack the technological skills required to effectively use digital tools for business operations, which can limit their ability to compete in increasingly digital marketplaces.
(Probosari & Utami, 2021)	Emotional and Psychological Stress	Entrepreneurship can be a stressful endeavour, and for housewives who may already face societal pressures and family responsibilities, the added stress of managing a business can lead to emotional and psychological strain, affecting their overall well-being and business productivity.
(Noor et al., 2021)	Lack of Formal Business Education	Many housewives in rural areas lack formal education in business management, which can impede their ability to plan effectively, understand market dynamics, and manage business finances.
(Mesra et al., 2021)	Legal and Regulatory Hurdles	Navigating the legal and regulatory environment can be daunting for housewives who may not have experience in dealing with such complexities, potentially hindering the start-up process.
(Avianti et al., 2023)	Balancing Work and Family Responsibilities	Housewives face challenges in balancing work and family responsibilities arising from their dual roles as entrepreneurs and mothers.
(Hamidi et al., 2023)	Financial Constraints	Housewives often need help in securing funding for their entrepreneurial ventures, as financial institutions may be hesitant to lend to part-time entrepreneurs or those without a formal business background.

(Normi & Mohd Noh, 2023)	Societal Expectation	Housewives experience challenges related to societal expectations and limitations in traditional roles.
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3. MATERIALS AND METHODS

To identify the determinants influencing housewives entrepreneurial intention and the key challenges, a critical literature review was conducted. The search was limited to articles and papers published within the last 13 years to report on the most recent insights. Out of 124 full-text articles, 49 were shortlisted for review in critical review of research papers. Thus, 12 papers from year 2011 to 2024 have been reviewed to identify the determinants. A researcher Palmatier et al., 2018, stated 8-10 papers is ideally sufficient for a critical review. However, to strengthen the research, the study utilizes 49 research papers that have been conducted in various countries globally.

4. FINDINGS AND DISCUSSIONS

The findings of the study based on the literature review of papers from 2010 to 2024 indicate that the key determinants influencing housewives' entrepreneurial intentions are deeply rooted in economic, social, technological, opportunistic, and passionate factors. Economic Need is highlighted in nine key literature as a fundamental determinant (Fanggidae, 2019; Ghouse et al., 2019; Huq, 2012; Lesmana et al., 2017; Malarangan, 2022; Ram et al., 2013; Randive, 2022; Wada & Muhammad, 2012; Wardana, 2018), driving housewives towards entrepreneurship primarily for financial independence and stability. This determinant underscores the necessity of entrepreneurship as a means to provide for families or to navigate through economic hardships.

Social Support, documented in six key studies (Awang @ Mohd Noor et al., 2021; Indyastuti et al., 2021; Lestari & Usman, 2019; Mesra et al., 2021; Noor et al., 2021; Rejeki, 2020), emerges as the critical emotional and practical backbone that sustains entrepreneurial endeavours. This support goes beyond mere words of encouragement, providing essential resources and a supportive network that helps to transform entrepreneurial ideas into successful businesses. Technological Competence, also with six citations, is seen crucial in the current modern digital marketplace (Elianti, 2019; Gayatri et al., 2017; Noor et al., 2021; Normi & Mohd Noh, 2023; Rejeki, 2020; Yusup et al., 2019). It enables housewives to effectively expand their business reach, streamline operations, and adapt to the flexible demands of managing a business alongside household responsibilities.

Next, Opportunity Recognition, cited by five scholars, reflects the capability of housewives to spot and seize viable business opportunities (Elianti, 2019; Randive, 2022; Sanyal, 2019; Trigartanti & Triwardhani, 2019; Triwardhani & Gartanti, 2018). This skill involves a proactive approach to entrepreneurship, where everyday challenges are viewed as potential markets for innovative business solutions.

Lastly, Entrepreneurial Passion, supported by five citations, is identified as the heartfelt drive that propels housewives to pursue and sustain their business ventures (Hamidi et al., 2023; Indyastuti et al., 2021; Malarangan, 2022; Mesra et al., 2021; Sudjadi & Indyastuti, 2023). This

passion is key to enduring the challenges of entrepreneurship and finding personal fulfilment and growth through the journey of building and nurturing a business.

These determinants collectively portray a dynamic array of factors that inspire and empower housewives to successfully navigate the entrepreneurial landscape, blending practical, emotional, and strategic elements in their entrepreneurial pursuits.

Nevertheless, while there are several key determinants driving housewives' entrepreneurial intentions, there are also significant challenges that can impede their success in the entrepreneurial realm. These challenges range from societal and cultural barriers to practical hurdles in business operations (Huq, 2012), each adding complexity to their entrepreneurial journey. Traditional gender roles and societal norms often discourage entrepreneurship among women, creating societal pressure that is mentally and emotionally draining. Additionally, breaking into competitive markets without adequate business connections or market savvy can be daunting (Morshed & Haques, 2015), placing housewives at a disadvantage. They also face criticism and social stigma (Bobrowska & Conrad, 2017) for stepping outside traditional domestic roles, leading to stress and role conflict.

Furthermore, despite the rise of online businesses, a lack of technological skills can restrict their ability to compete effectively in digital marketplaces (Fanggidae, 2019). The emotional and psychological strain of balancing entrepreneurial efforts with family responsibilities can further impact their well-being and business productivity (Avianti et al., 2023; Probosari & Utami, 2021). In rural areas, a lack of formal business education impedes effective planning and management (Noor et al., 2021). Navigating legal and regulatory landscapes without prior experience adds another layer of difficulty (Mesra et al., 2021).

Financial constraints remain a formidable challenge (Hamidi et al., 2023), as securing funding is often problematic for part-time entrepreneurs or those without a formal business background. Societal expectations and traditional roles further complicate their entrepreneurial journey (Normi & Mohd Noh, 2023), highlighting the need for targeted support systems to empower these women to overcome these barriers and succeed.

5. IMPLICATIONS

The findings of this review carry several implications for policymakers, educators, and community organizations:

- i. Policies that specifically target housewives and recognize their potential as entrepreneurs are crucial. Providing them with the necessary support to overcome entrepreneurial challenges, such as facilitating access to microcredit, offering training programs, and creating supportive regulatory environments, can unlock a significant economic potential.
- ii. The development of tailored educational programs focusing on entrepreneurship and digital literacy can be a transformative step. These programs, delivered through community centres, online platforms, or local universities, can equip housewives with the skills

needed to thrive in modern business environments, opening up new opportunities for them.

- iii. Building robust support networks is not just a recommendation, it's a necessity. This is crucial for reducing the burdens of entrepreneurship and changing societal perceptions, and it requires immediate action from community organizations and NGOs.

Community organizations and NGOs play a pivotal role in fostering environments where housewives can share experiences, resources, and advice. This support is instrumental in reducing the emotional and psychological burdens of entrepreneurship. Given the importance of technological competence, initiatives to enhance digital skills among housewives are essential. This could include workshops on using social media for business, online marketing strategies, and basic IT skills.

Furthermore, improving access to financial resources is vital. Financial institutions should be encouraged to develop products and services tailored to the needs of housewives, recognizing their potential as reliable entrepreneurs. Lastly, efforts should be made to shift societal perceptions of housewives, highlighting their contributions to the economy and promoting a more inclusive view of gender roles. Media campaigns and community dialogues can play a role in changing attitudes and reducing stigma.

6. CONCLUSION

Housewives' entrepreneurial intentions are shaped by a complex interplay of economic, social, and personal factors. This review highlights the potential of housewives to contribute significantly to household income and broader economic development through entrepreneurship. Key determinants such as economic need, social support, technological competence, opportunity recognition, and entrepreneurial passion drive their entrepreneurial endeavours. However, challenges such as societal barriers, technological limitations, and financial constraints hinder their progress. Addressing these challenges requires concerted efforts from policymakers, educators, community organizations, and financial institutions. By providing targeted support and fostering an inclusive environment, the entrepreneurial potential of housewives can be fully realized, contributing to sustainable economic growth and gender equality in Malaysia.

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