How do Gender Issues Affect the Experience of Latina Business Owners?

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by

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Authorization to Submit Thesis

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Abstract

Latina entrepreneurs are contributing to the increase in entrepreneurship in the United States. Latinas' engagement in entrepreneurship contributes economically to rural communities as well as their families. This study used a qualitative inductive approach to explore the influence and interaction of gender and culture on Latina entrepreneurs. This study draws on 21in-depth interviews conducted from 2017-2018 with Latina business owners based in southern, Idaho. Interviews explored participants' motivations, opportunities, barriers, and experiences starting and sustaining businesses in Idaho. The study found positive client interaction is highly valued by participants, because they view them like family. Therefore, because positive client interaction is important to the participants their personal interactions with clients are an important aspect of their business experiences.

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Dedication

To my parents who supported me each day with their unconditional love. You both showed me how to keep a positive mindset always because "*las cosas se van ir dando*" and because "*si se va poder*". There will never be enough words or actions to show my appreciation towards my parents. They have always been my "*partners in crime*", and I love so much! I am so happy and proud to be their daughter. ALL your hard work paid off Mami y Papi. To my brothers, sisters, who I love so much! You all have always played an important part in my life. Thank you for always supporting me in my educational journal, all of you have supported me in accomplishing this dream. I am so thankful that I have such great siblings that have always been like parents guiding me to be the best person that I can be in life. Thank you! To all my nieces and nephews and future ones to come you all have been a very important part of my life and I love you all dearly. I hope to always be a part of your life adventures. I hope to be able to support you in all that you need in life always.

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Chapter One: Introduction

Entrepreneurship creates opportunities for economic resources and innovations for a society (Bygrave & Zacharakis, 2008). What makes an entrepreneur has changed history. One of the first scholars to theorize the meaning of entrepreneurship was Joseph Schumpeter, an economist who defined an entrepreneur as a person who introduces new products and services with new methods of production and by creating new forms of organization and breaking the existing economic order (Bygrave & Zacharakis, 2008). Another definition for entrepreneurs is that of a social role.

According to Paramasivan (2016), "a social entrepreneur identifies practical solutions to social problems by combining innovation, resourcefulness, and opportunity" (pp.4). One of the most well-known social entrepreneurs is Muhammad Yunus, founder of Grameen Bank. The goal of Grameen Bank was to be an accessible to poor people and provide access to fair capital (Godwyn and Stoddard, 2011). Muhammad Yunus believed entrepreneurship should be defined broadly as it can change capitalism radically and solve many unresolved social and economic problems within the free market (Godwyn and Stoddard, 2011). Joseph Schumpeter and Muhammad Yunus defined entrepreneurship in two distinctive formats, but both definitions illustrate that entrepreneurship brings change. Entrepreneurship brings change to nations' economic and social capital.

The United States is a country that offers market opportunities and policy and program resources. Entrepreneurial activity in the United States continues to grow and develop, despite any economic or political hardship. In 1953, the United States established the Small Business Administration to help promote business ownership (Furchtgott-Roth, 2008). The goal of the U.S. Small Business Administration is to deliver services to business owners to build a better

future. The SBA is an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation (U.S. Small Business Administration n.d.). The SBA continues to strengthen their economic and social development through programs and policies. Women in the United States have both benefited and been challenged by the development of programs and policies that support new ideologies of social and economic constructs.

In the United States, women's rights to political and economic power have been incorporated because of social activist movements. Trask (2014) wrote, "the first wave of twentieth-century feminism focused on the general social inclusion of women and girls and the reconstructing of polices that had stopped them from gaining access to certain schools, educational opportunities, careers, or political participation" (p.57). Women were entering new roles in the labor force and were able to be acknowledged as active citizens.

According to Trask (2014), "in the mid-1960s, the women's movement gained momentum during the same time it witnessed the radical restructuring of the world economy" (p.57). Many married women had to enter the paid labor force in order to economically support their family (Trask, 2014). Thus, the feminist movement of the 1960s and 1970s made an impact on the labor demand and the concept of family structure. Ideologies of family life have changed as women entered the workforce. Many women are now have to balance two roles in their family: that of an economic provider and a homemaker. The changing roles of women led to a society-scale, "family morphogenesis, which according to Day (2000), refers to change or alteration of the shape or form of family life" (p.214)

The family morphogenesis that has occurred in the United States is also related to families that immigrate to the United States in search of new opportunities. Many immigrants come to the United States in hope of a better life for themselves and their families, driven by the belief that the United States is a country of opportunity for everyone, a land where anyone who is determined can succeed. The creation of programs and polices has also impacted the flow of immigrants to the United States.

Saenz & Morales (2015), wrote "the US has established a variety of policies and programs, at time in conjunction with Mexico, and over time it has impacted the flow of immigrants from Mexico and the rest of Latin America to the US" (p. 31). Programs such as the Bracero Program made it possible for many Latino families to work in the United States (Saenz Morales, 2015). The Bracero Program was established in accordance with Mexico in 1942 to allow laborers to work in the United States for a specific amount of time (Saenz Morales, 2015). Thus, offering an opportunity for the Braceros' to provide for their family while, supporting the United States' goal of reconstruct their economic downturns.

Latinos are shifting key aspects of the United States; they are redefining economic, political, and cultural landscapes (Saenz Morales, 2015). Because the Latino population is rapidly growing in the United States, so is the market and product needs of the Latino community. The Latino community is composed of various subcultures from Spanish-speaking countries. Latinos emphasize value the conceptualizations of family (Degenova, 1997). For example, Latino families often have extended family structure that serve as a link between family and community (Degenova, 1997). Many Latinos that immigrate to the United States are in search of a better life or more opportunities for their families (Degenova, 1997). Although the United States may offer Latinos a better lifestyle in many ways their

labor market mobility is often constrained because of language barriers, economic conditions, and acculturation adjustments (Saenz &Morales, 2015). Entrepreneurship offers an opportunity to overcome negative labor market experiences.

Many Latinos are turning to entrepreneurship as an economic strategy and way to have social mobility. Social mobility originates from the environmental resources available. As Chell & Ozkan (2014) explained, "entrepreneurs employ different strategies on the basis of local and national contexts" (p.73). Latino families' social mobility has traditionally been reliant on a man's job or income, as the male has been the financial provider of the family, because in many Latino households the man's role is to sustain the household economically. Now, that the majority of households in the United States need to be sustained by two or more people, Latinas are no longer solely reliant on a man's job or income. The wives' earnings are now becoming a more important part of the family's income as of 2009, both spouses worked outside the home for 60% of the marriages in the United States (Cherlin, 2013) Latinas are supporting their household economics and finances by taking the opportunity of entrepreneurship.

Latinas are starting businesses to support their families and themselves. Many Latinas are becoming entrepreneurs because of economic hardship, the desire to fulfill a life-time goal, or they may also want to choose it as a professional career. Latina women have prospered in various business sectors and are creating opportunities, resources, and innovations for society. Many Latinas are becoming mentors and leaders in their communities. In states such as Idaho, Latina-owned businesses are contributing to economic and social development (Lewin et. al, 2015). Latinas in Idaho are recently opting for entrepreneurism because of limited jobs, low educational levels, and a need for economic

resources. Latinas are paving the way in Idaho and are leaving a legacy for families in their communities. Therefore, it is important to understand the constraints and opportunities that affect Latina business owners in rural communities. Improving Idaho's outreach programs for Latinas is necessary to support their potential as business owners and as community leaders.

Purpose of Study

The purpose of this study is to understand: how do gender issues affect the experience of Latina business owners? By researching gender issues in Latina-owned small businesses, support can be modified to meet the needs of these women in the entrepreneurship field. This project is supported by a grant from the Agriculture and Food Research Initiative (AFRI) Foundational Program. The project's purpose is to directly address the priorities of the Innovation for Rural Entrepreneurs and Communities program (Lewin et. al, 2015). The priorities consist of 1) to understand factors and conditions that enhance economic or social opportunities for food, agricultural, and rural businesses, 2) to identify and evaluate the implications and impacts of private decision making, 3) to develop public policies strategies to support small business and contribute to the sustainability of rural communities (Lewin et. al, 2015). For this study, culture, gender, and opportunity constraints affecting Latina entrepreneurs will be identified and analyzed along with the AFRI project priorities.

Chapter Two: Review of the Literature

Entrepreneurship can take place in theoretical, social, and economic structures because there are various areas to study within entrepreneurship. The presence of entrepreneurship in academia has revolutionized many interdisciplinary fields (Bygrave& Zacharakis, 2008). Entrepreneurship has been connected to various social and economic factors, making it crucial for many academic fields to acknowledge. Literature on entrepreneurship can be found in various interdisciplinary fields.

Entrepreneurship

Theorists such as Joseph Schumpeter focused on economic progress in which entrepreneurs were economic benefactors to society (Bygrave & Zacharakis, 2008). Schumpeter's concept was widely used by academics to highlight the economic growth of a society. Entrepreneurs that pursue business ventures because of an economic need or want focus on economic growth, whereas a social entrepreneur aims to generate profit first while solving a social or environmental problem (Paramasivan, 2016). Social entrepreneurs broaden their environment by offering resources and opportunities. For example, social entrepreneurs are commonly associated with voluntary and not-for-profit sectors (Paramasivan, 2016). Social entrepreneurs are those who focus on the positive returns in society.

Muhammad Yunus is a modern social entrepreneur whose goals and ambition brought a new perspective to social ventures. Yunus believed that eliminating poverty meant going against fundamental economic principles (Godwyn &Stoddard, 2011). As the founder of Grameen Bank, Yunus ignored the economic and cultural norms of lending money to poor people, especially poor women (Godwyn &Stoddard, 2011). Muhammad Yunus made various challenging statements about entrepreneurship, one being that women were better borrowers because the money given to women brought so much more benefit to the family structure

(Godwyn &Stoddard, 2011). Grameen Bank became one of the first banks to lend almost exclusively to women and help women mobilize in the social economic system (Godwyn &Stoddard, 2011). Muhammad Yunus's theoretical concept of social entrepreneurship lead to changes in not only how we view economic inequalities but also gender inequalities.

The paradigm of banking was challenged by Muhammed Yunus, whose initial ambition was to lend money to the unrepresented citizens (Godwyn &Stoddard, 2011). Yunus's concept of social entrepreneurship brought to awareness the social norms of inequalities, such as gender inequalities in the labor market (Godwyn &Stoddard, 2011). Often women were not given the same respect nor resources in the labor market as men. Women were unrepresented citizens in the entrepreneurship sector.

In 1976 Eleanor Brantley wrote an article in the *Journal of Contemporary Business* titled, "Entrepreneurship: A new female frontier," which to many consider the first article written about women in the business sector (Akehurst et al., 2012). The purpose of the article was to highlight women's motivation to create businesses. Prior to this article women were unrepresented and not thought of as research worthy (Akehurst et al., 2012). Women were expanding in entrepreneurship, and it was becoming evident that women were changing the field.

Women Entrepreneurship

Women in industrialized countries such as the United States have pursued career paths in entrepreneurship having both progress and setbacks in the field. Woman's business structure, goals, and outcomes are influenced by the women's decisions to enter entrepreneurship (Godwyn & Stoddard, 2011). Nevertheless, women have transformed the labor market and family structure with their participation in entrepreneurship. Women entrepreneurs are changing their communities in several ways.

Hanson (2009), found the following:

> There are three ways women are changing their communities: First, simply by
> running a business, they are contravening and disrupting prevailing gender
> ideologies and thereby altering prevailing ideas about gender. Second, an
> unexpected finding was that when asked how they think of business success,
> far more women than men responded not in terms of profits or income, but in
> terms of the importance of their businesses to the well-being of the community.
> Third, established women business owners play an important role in mentoring
> other prospective and emerging women entrepreneurs in the community, a
> process that is highly gendered (in that women are likely to mentor other
> women) and geographic in that it depends on spatial proximity. (p. 260)

Although women entrepreneurs have provided the community with positive contribution,
women entrepreneurs have had setbacks. Women entrepreneurs have opened many doors
towards entrepreneurship activities. Although women have altered the entrepreneurship
sector, they struggle with the gendered ideologies for the work place (Hanson, 2009). Women
cope with gender ideologies using various strategies. Bourne and Calas (2013) found that the
women in their study embedded the idea of patriarchal capitalism which women overcame by
using the separation of work and home–family, pitting real work against not-real work, to
become capitalists, 'women in the marketplace' rather than 'women in the household' (p.435).
Women entrepreneurs often face gendered ideologies that cause inequalities in the business
sector.

Gender ideologies are often invisible influences affecting the everyday life of women
in entrepreneurship. Lewis (2006) found that "many women lack or refuse to accept a self-

conscious understanding of themselves as gendered actors, believing that the problem of gender disadvantage has been solved and therefore gender is no longer an issue" (p.454). Women's experience with gender issues may vary depending upon their cultural beliefs and self-perception on gender. Entrepreneurship is influenced by cultural beliefs and self-assessment.

Women entrepreneurs' self-identity and determination often lead them to overcome gendered ideologies. According to Garcia and Welter (2013), "women actively manage the conflict between gendered and normative assumptions and their gendered identities by drawing on different practices" (p.398). Women entrepreneurs are focusing on the practices that will open more opportunities for their well-being as well as their communities. For example, women often make a play space in the business for their children. Literature on entrepreneurship suggests that push-pull factors determine entrepreneurship motives. Push-pull factors can best define motives because they classify both external and internal factors.

According to Kirkwood (2009), "Push factors are characterized by personal or external factors (including a marriage break-up, or being passed over for promotion), and often negative connotations" (p. 346). Push factors can occur because of various factors. A push factor is often caused because of external factors (Kirkwood, 2009). Unlike the push factor, pull factors are categorized by internal factors. The pull factor is an internal factor that influences people to start business (Kirkwood, 2009). Kirkwood (2009), stated "a desire for independence is primarily classed as a pull factor" (p.348). As a result of push and pull factors women's participation in entrepreneurship has progressed throughout the years.

Self- efficacy (pull)

Women who enter entrepreneurship as a pull factor often do so because they see it as an opportunity to gain independence and flexibility. Kirkwood (2009) found that two of the

most-mentioned pull factors for men and women who were a part of entrepreneurs were money and independence. Kirkwood (2009) also found that women were motivated by independence more than men. Many women are motivated to become self-employed by the promise of self-autonomy in their work environment.

Like Kirkwood, Piperopoulos (2012) found that pull factors are connected to personal motives. Piperopoulos (2012) focused on ethnic women's unique qualities and backgrounds. Piperopoulos (2012) found that for ethnic women, one of the most significant pull motives in starting their business was the personal challenge and need for achievement and the desire to be independent. The second most important motivator for self-employment was their ability to spot a market opportunity based on their knowledge of specific ethnic consumers' needs and knowledge of the marketplace (Piperopoulos, 2012). According to Piperopoulos (2012), "Prior experience (work experience in the relevant economic sectors) and family tradition in business as well as the motive of becoming rich accounted for important entrepreneurial motive" (p.200).Overall, pull factors relate back to the personal interest of the person to grow and develop. Pull factors also stay consistent in entering entrepreneurship. Many times, interests or hobbies become more than interest and more of a survival guide.

Family Related Factors (push)

While some women are 'pulled' to start their own venture, others find themselves 'pushed' towards entrepreneurship because of limited employment opportunities (McGowan et al., 2012). The most frequent push factor is unemployment or no other work options. While entrepreneurship can be a last resort for some women, Hughes (2003) argued that the existing literature have defined push factors too narrowly by understanding self-employment as a job of last resort.

Hughes (2003) stated that such an approach does not cover the eroding factors such as working conditions, job stress, and job insecurity. Push factors in the literature are described as a response of the push factors (Hughes, 2003). The push factors leading women towards entrepreneurship are changing constantly. Often push factors lead women to not only enter a new job sector but leave their home country and stability in hopes of a better future.

Latino Entrepreneurship

Latinos play a pivotal role in the United States as they are becoming one of the fastest growing minority groups (Saenz & Morales, 2015). Latinos make up 18.1% of the population in the United States (U.S. Census Bureau, 2018). Many Latinos have come to the United States seeking better work opportunities and a safe environment for their family. Latinos come from various Latin American countries such as Mexico, Cuba, Puerto Rico, Dominican Republic, El Salvador, Guatemala, and Colombia (Saenz & Morales, 2015). Mexicans' are the largest Latino subgroup in the United States, because of agreements between the United States and Mexico (Saenz & Morales, 2015). The presence of Mexicans in the United States has been mostly noted in the manual labor and agriculture sector (Saenz &Morales, 2015). Although Mexicans make up the largest Latino population in the United States other Latin American populations are contributing to the United States in other work sectors.

One of the sectors that Latinos are contributing towards the most is entrepreneurship. Latino entrepreneurs offer a wide range of products and services. According to Delgado (1997), "Latino business can take on the role of nontraditional social service centers" (p.447). Latino entrepreneurs open small business sectors that represent their culture offering a variety of merchandise and services. According to Saenz &Morales (2015), "Labor market and socioeconomic trends in the Latino population that are likely to play an important role in the

future revolve around three groups: immigrants, teenagers, and women" (p.116). Latina

women entering the workforce bring a social rise in the community.

Latina Entrepreneurs

Generally, Latina immigrants leave their home country in search of a stable economic

system. They often turn to self-employment and entrepreneurship to overcome negative

experiences and blocked mobility in the labor market due to a cultural predilection towards

entrepreneurship, or as an avenue of upward social mobility (Piperopoulos, 2012).

Entrepreneurism offers Latinas the opportunity to increase their economic productivity while

maintaining their role in the family.

Latinas often place their family first, especially if it is a part of their culture, such as in

the Latino community where *familismo* is common. *Familismo* refers to a collectivist view on

family values and family well-being (Ayon &Aisenberg, 2010). Thus, the concept of

familismo plays an important part in the Latino community because most Latina women are

subjected to continue *familismo*. Most Latina are subjected to continue *familismo* approach in

their view on roles and values. Some Latinas place themselves second and others first, thus,

making *familismo* a part of their decision-making process, especially when it comes to job

choices. Latinas who enter the entrepreneurship sector because of family do so because of a

push factor to provide for their family. Latinas that enter the entrepreneurship sector as a

pathway of achieving their professional career can gain leadership roles in their communities.

Latinas with educational or professional experiences often opt to become

entrepreneurs because they want to become leaders in their current business sector. These

types of entrepreneurs are more likely to start a business because they want to gain leadership.

According to Vallejo and Canizales (2016), "for the majority of Latino/as, professionals

services are a second career, and they have generally accumulated savings or other assets

from their cooperate jobs that they invest as start-capital" (p.1646). However, start-up capital is different for professional entrepreneurship.

Most of professional Latina entrepreneurs come from a dual-earner household, making it easier to navigate financial expenses. A financially stable partner can also provide Latinas with hidden financial capital (Vallejo &Canizales, 2016). However, a single household Latina is likely to be crafty about funding their business because they lack the assets and access to the wealth of the family (Vallejo & Canizales, 2016). While business startup experiences are different for Latina professional entrepreneurs, they share similar experiences regarding racism and sexism in the business.

A Latina entrepreneur who is professionally equipped may feel she is not discriminated against when it comes to race, but her perception changes when it comes to gender. According to Valejo & Canizales (2016), "Latina entrepreneurs rarely perceived institutional discrimination from mainstream society but felt disadvantaged because of their gender" (p.1641). This could be due to the gender gap that still exists in the work force. Women often enter the workforce to gain income and be self-fulfilled. Fields such as teaching, social services, and beauty salons are often women-based careers. Careers or jobs that are "women" based are labeled as such because they assume to take on a certain gender role. Entrepreneurship is assumed to be a male-dominated field. Therefore, gender gaps in entrepreneurship sectors could be caused because of gender roles and expectations set by society.

Gender Roles

According to Lindsey (2005), "gender roles are the expected attitudes and behaviors a society associates with each sex. This definition places gender squarely in the social cultural context" (p. 4). The expected behavior role for men and women is different. Historically,

women's roles have been house making and childrearing, whereas men's role have been the breadwinner. According to Amott & Matthael (1991) "Gender is rooted in societies' beliefs that the sexes are naturally distinct and opposed social beings" (p. 13). In many cultures, gender roles are either chosen or given depending on cultural dimensions.

Cultures that are individualistic tend to be less interconnected and more independent (Mortazavi et al., 2009). People in collectivist cultures define themselves according to group membership. Therefore, gender roles may be chosen or given depending on these dimensions. In individualistic cultures such as in the United States, gender roles do not as much play a role in the culture, but rather on individual perspective, for example, women entering the work force of their choice because of personal interest.

In many collectivistic societies, men are often considered the "breadwinners," therefore, their work is seen as them sacrificing themselves for the good of the family; as a result, they may not be expected to help with family demands (Mortazavi et al., 2009). Therefore, men in collectivistic cultures may experience lower levels of family-to-work conflict (Mortazavi et al., 2009). Some collectivist cultures may allow only some members to choose their gender role (Mortazavi et al., 2009). Amott and Matthaei (1991) wrote "some American Indian tribes allowed individuals to choose among gender roles: a female for example, could choose a man's role, do men's work and marry another female who lived out a woman's role" (pp 14). Gender is often a hidden factor that affects work roles and settings. Because gender in our society is structured, certain roles are expected of men and women. In many collectivist cultures, gender roles play a great influence in work styles

Gender in the Latino Culture

Latino culture is constructed on a constructivist culture where the needs of others are meet before your own. Latinos tend to place a high value on the family structure and personal

connections. The concept of *familismo* has held a pivotal role in the Latino community, although not applicable to all Latino groups, familismo continues to have an influence on the ideals and values in Latino culture (Trask, 2014). Family is essential for survival in the Latino culture (Saenz & Morales, 2015). In most Latino households the male is the head of the family by providing economic resources, and the woman is the homemaker and child care taker.

Gender roles in Latino culture revolve around the concept of *familismo*. Women are generally expected to stay at home and care for their family by looking after the children and their partner. Men are expected to be the financial provider of the family and only work, therefore, leading the men to be the dominate gender in the Latino culture. Often in Latino culture, the concept of *machismo* is connected to the gender role men hold in a household. The concept of *machismo* refers to a male's dominance over women in both a physical a psychological sense (De Genova, 1997). In Latino culture, machismo has a major influence in the family structure as it represents a challenge for women who want to venture on their own and become independent.

Overall, literature on Latina entrepreneurship offers insight on the growth of Latino owned business and the struggles of the family structure. Latinas are growing in the entrepreneurship sector as they are now becoming professionals in the industry. Latina professionals offer a cultural context, community support, and personal interaction. Latinas are altering the entrepreneurship sector. Therefore, Latinas are demonstrating resiliency despite social and economic barriers and are becoming entrepreneurs that challenge and enhance their communities.

Chapter Three: Methodology

This study is a qualitative inductive exploratory design to build theory. According to Babbie (1995), "very often, social scientists begin constructing a theory through the inductive method by observing aspects of social life, and then seeking to discover patterns that may point to more-or-less universal principles" (p. 59). An inductive approach builds theory in new areas of exploration where existing models and paradigms are limited or nonexistent. An exploratory approach explores a topic that is relatively new or when a researcher is examining a new interest on a topic (Babbie, 1995). This research project will attempt to make visible some of the embedded issues of gender in Latina entrepreneurs.

Study Design

The purpose of this study is to investigate the direct and indirect effects of gender on Latina business. To establish some of the factors and understand their root, it is vital that a team of researchers collaborate. In this research a group of researchers from various backgrounds united to create an interview protocol for the focus group, interview protocol for participants, and surveys for participants. Consent forms were also created by the research team to assure the participants agreed to the terms of the research and were aware of the procedures that were to follow once the research was completed (Appendix A). The research team consisted of professionals in the fields of Family Finance, Family Studies, Child Development, Sociology, and Agriculture Economics. The research team started creating protocols by facilitating a directed focus group.

Focus Groups

The research team developed questions based on their areas of expertise to create an interview protocol for the focus group (Appendix B). Focus groups were used to develop and expand the interview protocol. An undergraduate research assistant was hired to gather

participants for a focus group. The focus groups also served to train the undergraduate researcher that would become one of the researchers to interview the Latina entrepreneurs.

The undergraduate research assistant gathered participants who have background knowledge on family business, the Latino community, and entrepreneurship. The participants' parents are or were business owner. The participants were recruited by the undergraduate researcher who knew them personally. All the participants volunteered to be a part of the focus group. The participants were asked a series of questions that were built by the research team.

There were three focus groups: section A, section B, and section C. Participants in section A consisted of a selected group of undergraduate students at the University of Idaho. Students in section A had been a part of a family business or had experiences working with family business in different communities. Section B was an interview with two siblings, a brother and a sister. For section B the siblings were chosen due to their availability to participate. Section C consisted of a woman who is in management position in her mother's business. The interview protocol was finalized after all the focus group sections were completed.

Interview Protocol

Two versions of the interview protocol were created to fit the needs of any participant with a language barrier (Appendix C). One protocol was in English and the other in Spanish. The researcher was responsible for translating the interview protocol to the participant. The interview protocol was edited as the data was collected based on response or feedback from the researchers. The interview protocol provided a structured frame work to the collection of data.

Survey

For this study a survey was used to document the interviewee's household and demographic information (Appendix D). There were English and Spanish versions of the survey to accommodate the participants' language needs. The survey was completed after the interview. The participants had the option of not responding questions on the survey if they felt uncomfortable to provide the information.

Data Collection

The data was collected by doing in-person interviews with Latina business owners. The interviews took place in various locations of southern Idaho because of the high population of the Hispanic community. The researcher used various outreach techniques. Outreach techniques included networking with well-known community members, using social media to promote participation, and word of mouth such as using flyers and talking to the local radio station (Appendix E). The population is often reluctant to talk to outsiders therefore it was vital that the researcher interact with them and create a comfortable relationship before asking questions. Participants were contacted personally by the researcher to build a trusting relationship. Some participants knew the researcher prior the study, therefore making outreach more accessible.

Interviews took place in the participant's business, home, or other location of choice. The researcher did not interview at home, unless the researcher was familiar with the person. Interviews were audio recorded with permission as this helped capture the entire interview between the participant and the researcher. The interaction of the participant and researcher occurred naturally so the participant could express themselves freely.

Population

        The population sampled are Latina entrepreneurs. These women are business owners. The sample included women ranging from having little to no experience as an entrepreneur to those with many years of experience. There was no specific target age. The age could vary regarding the population that was being sampled. The participant could be a full-time working owner or a part-time working owner. The participant could also be in partnership business; it did not solely have to be their business. The participant that was being sampled were chosen by the research team based on their business and location. The interviews were only recruited in the state of Idaho due to the guidelines of the AFRI project.

Data Analysis

For this study data analysis, the researcher used a qualitative data analysis and research software that can be used by professionals and student researchers. ATLAS.ti a qualitative data analysis & research software provides a tool that arranges, reassembles, and manages your material creatively and systematically way (Atlas. ti, nd). In conducting this qualitative inductive exploratory study, the researcher carried out five steps to analyze the data: (1) translated the data from Spanish to English by listening and reading the data (2) coded the data (3) analyzed the data (4) described the data (5) interpreted the data. (Leta- Lerox-, 2018).

        The first step was to translate Spanish interviews to English for the research team to be able to analyze the data. This consisted of a bilingual research assistant participation to translate each Spanish interview and then converting it to English by using Microsoft Word. To maintain participants confidently documentation was coded and stored on an external hard drive. The documentation was then transferred onto a secure online file hosting service for the entire research team to access.

The second step was to code the data using Atlas.-Ti. The researcher developed codes both inductively and deductively. Some themes arose from the literature review, whereas others were developed through reading and re-reading the transcripts. As an example, "gender," would be spilt into two sections. One section from gender is gender beliefs. This section details what the participants believe about gender-related topics. The second section is gender-related challenges, which describe challenges that participants faced because of gender. For example, one gender-related challenge is culture and family gender norms. The codes then led to the formation of themes. From these themes and codes were created to meet the experiences of the participants.

There was a total of sixty interviews completed in this research study, 21 of which were used in this analysis. The twenty participants were chosen because of their diverse educational background, business structure, and years of experiences. All 21 interviews were analyzed by the researcher using a paper layout format and then through Atalis ti.

The third step was to analyze the data using a qualitative exploratory approach. To analyze the data codes were reviewed multiple times. The first set of codes were analyzed and categorized them into themes. The second set of codes consisted of adjusting the codes and narrowing down the number of codes in the system. The third set of codes were the final set of codes.

After coding the data, the author reviewed the sets of codes and created themes from the codes that arose from the data. Each theme was made based on the literature review and the final set of codes that reflected upon the proposed question. The themes were created to outline what the participants experienced in their business that affected them due to their gender.

Chapter Four: Results

This chapter consist of themes that were identified during the data analysis process. The research question was how do gender issues affect the experience of Latina business owners? In this section themes were identified to further explain the gender issues affecting the experiences of Latina business owners. The researcher used quotes from the participants to illustrate their experiences as business owners. The findings were connected to the existing literature to illuminate and support previous studies as well as new findings from this exploratory study.

Theme 1: Motherhood

In this study 21participants were chosen. Of those, 19 were mothers and 2 were not. The theme of motherhood arose from the interview and is composed of three categories. The first category, consisted of being a mother, this identified the participants that were mothers. The second category was motherhood challenges the participants faced as part of being a business owner and a mother at the same time. The third category described how the participants successfully balanced motherhood and work.

In the first theme, the participants were identified as being mothers. The participants identified they were mothers when answering the survey question (Appendix D). The participants that were mothers had children from infants to adults. Family size ranged from one child to seven. Most (48%) participants do not have children under the age of 18, but 14% have at least one child under the age of 5, 29% have at least one child between the ages of 5 and 12, and 19% have at least one child between the ages of 13 and 17 (n=21). While many participants do not have children under the age of 18, 71% have adult children (i.e., 18 and older).

Motherhood challenges such as spending quality time with children was stated by the participants. For example, MMM said that she struggled to find quality time with her daughter as her business hours were irregular:

There's days where I've gotten home at midnight, eleven o'clock, ten o'clock, and I think my daughters got to experience that with me too, she's like, "I always wondered why you came home late," and then joking around I was like, "You thought I was having an affair didn't you?" But now I get it, you run late on colors, you run late on clients, and you try to be there for your clients so when your clients need you, you try to be there. But there's times where you got to step back and be like, no more. You can't use me whenever you want because I'm here this many days, I can't always [acomodarte ti/ accommodate you], you know? Because it's not only one person that you do that for, it's 20. And now you're at 20 and they're like "Can you stay until seven?" or whatever and you're like, "No, these are my hours." And again, as a stylist I feel like we have that issue because when I've done classes, a lot of people, we complain about that kind of stuff. So, I think that's also been a challenge

Like MMM's experience GGG also had to work irregular hours while managing motherhood. GGG also said that working irregular business hours made it difficult for her to be able to manage spending quality time with her two children GGG stated:

Um la única um quizás que no tenga tiempo para mis niñas que nunca tuve tiempo para ellas desde pequeñas. Nunca tuve tiempo porque se dedique todo al negocio y no a ellas. [um the only thing maybe is not having time for my

girls I never had time for them since they were little. I never had time because I dedicated all my time to the business and not to them]

Participants stated that balancing motherhood and work life was difficult because it was a struggle to take care of the daily task, their children and a business. Most of the participants had young children. Participants such as ATT found that the daily motherhood tasks became difficult for her as they had a physical effect on her health.

Si si, este ya llego mira vengo a trabajar más que nada tú te levantas tienes que cuidar los niños, alegar la pañalera alegar todo eso, alegar los, alegar te tu para venir te a trabajar. Y llevar los con quien te los cuida aprevente trabajar y después ir a recoger los yo llego a la casa hago de comer comemos rapidito. Me salgo con ellos como horita que está caliente me salgo con ellos al parque oh ahí a ver la casa en la yarda. Entonces es muy difícil yo todo el día me duermo a las dos de la noche y ya cansadísima me duele mi espalada, aquí estoy todo el día parada entonces ay ah me duele todo el tiempo mi espalada.[Yes yes, yeah I come to work and more than anything you get up you have to watch the children, fix the diaper bag and then get them ready and get yourself ready because you have to go to work then take them to where they get taken care of and then you have to get to work and then you go pick them up and you get home with them. I eat something quick and we go out with them because right now that it is hot, and I go out to the park or to the yard at home. So, then it is very difficult I go to sleep every night at twelve and I am super tired my back hurts and I am here every day standing up and so then my back hurts all the time.]

Participants stated that balancing work and motherhood was difficult for them because they relied on unsteady or nonexistent childcare. Many of the participants brought their children with them to the work location because they had no childcare options. This was a challenge for them as they tried to manage their business and motherhood obligations. Participants such as SPP struggled to be able to look after her children, while attending to her client's needs as well. SPP stated:

> Me ayuda un pocito en lo emocional pero en lo demás no porque es como yo te digo absorber mucho es estar ahí es estar todo el día ahí metido es cuando se junta de gente es de cuenta que en ese momento yo no sé nada de mis hijas y eso lo que a mi no me gusta [It helps me a little in the emotional but in the rest no because it is like I tell you it absorbs you being here it is being here all day and when the people all come together at once it is like in that moment I know nothing of my daughters and I do not like that]

Balancing work and family life came up as a positive matter. Participants stated ways they have found to balance between their family and work life. For example, EM stated that having her children at a nearby school, support from family members, and including her children in the business functions made it easier for her to manage motherhood and a business, EM said:

> So, no one picks them up. My son rides the bus, and my mom – and I pick up my daughter at school. So, I have her in a charter school close to my office. So, I pick her up, and bring her to the office every day. Let me tell you, this kid knows more about business at her 10 years of age than most adults do. she has her own desk in my office. She has her own extension. She has a little

messaging system like, so if I need her to grab me a paper from the printer, I'll

shoot her a message, hey can you grab me this, mija, and she'll come, and

she'll say hello to the clients, and then she'll bring the paperwork.

Like EM, other participants found ways to combine their work and motherhood obligations.

RM would combine both roles by doing them at the same time and location. RM said:

Así empecé como lleva yo a mis hijas a la liberia publica para que hicieran sus

tareas para que sacaron libros entonces yo aprovechaba empezaba a sacar

libros sobre la pastelería ósea mentaras que yo esperaba que ellas acabaran

sus cosas yo también empecé a leer y a buscar recetas y empecé así vender

con mis vecinos con los maestros, flanes, pastales, pastales de chocolates así

empecé a vender yo sola ósea yo empecé a hacer lo sola los vendía por rebanar

los vendía enteros y así yo empecé ese proyecto [It started when I would talk

my girls to the public library so they could do their homework and check out

books. So then I would take advantage of that time and take out books about

baking, while I waited for them to finish there things. I started reading and

looking for recipes and I started to sell to my neighbors, the teachers I made

flans, cakes and chocolate cakes. I started like that so then I started by myself

to sell those by pieces or entire pieces and I started that project]

By combing both motherhood and work roles both EM and RM found balance with work and

family life. Participants also stated that owning a business has allowed them to have a flexible

life style. Therefore, being a business owner allowed them to have flexible schedule to take

care of their family needs. AVR stated that having a business fit her life-style:

I said one day I'm going to come and own my own business. And they pushed

me when I started getting kids, and I say oh, I want to dream. My dream is in

my mind and now my kids need me, and I want to be a mom, too. I think the

business be okay, because I can go in certain times like mornings, drop the

kids in school, open the business and go pick up the kids, close. My husband

gets out, actually, at 4:00 PM, so he can bring it over here to my business, and

my husband pick it up and bring it to home. So that was easy for us and that's

why. And I raised my kids 20 years ago. And this is my business being, 20

years?

Like AVR, MOT stated that having her own business allowed her to multitask,
allowing her to have flexibility to take care of her family. MOT dealt with an especially
complex life, as she also has a husband with a disability that exacerbates the demands placed
on her. Not only do her children and business require her attention, her husband's mental
health and medication management place additional responsibilities on her. MOT said:

Okay, my husband is disabled but he also has schizophrenia, mental disorder.

There's so many different types of schizophrenia and I didn't know, but we've

been learning about this mental issue. So, my husband, when he's here alone

he just wants to know that I'm right there, but I'm in the restaurant making

tamales. It's more for him to feel more – I don't know how to explain. It's

really hard for me and I would really – I don't talk about my husband with

schizophrenia with anybody because it's something me, I can understand

maybe. So, this is really simple. I get up in the morning, I will help him to

make his coffee and then I had to make sure he makes his medication. And

then after that, I know he's fine so then after that if its school time, he can just

go take our daughter to school and then I can go to work. I do another thing also, cleaning houses or just a few things. I'll go and go get ready to buy the stuff for tamales. Whatever I need to do. I know he can do that and that I'm coming at 2 or 3:00. Then the place that I make the tamales, they close at 3:30 before, so I know I have time to cook dinner, be with them for a little bit, and then when it's 5, 6:00, I know that my daughter and him, they're going to be ready for relaxing or if she's got homework, I know I can help a little bit. And then I can just go and do my tamales. Then he's taking pills at 9:00 to go to bed and he don't wake up. He sleeps well. The pill is to sleep well. So, if I work after 6:00, for some reason after 9:00, then I know they're sleeping. They've already taken care of dinner, so they're okay. They're sleeping so I'm okay. Then if I have to come to work early in the morning – either way, I figured out how can I make the tamales and then do the work and then take care of them. That make sense?

Without flexibility in their scheduling they may not have been able to keep up with their family tasks, especially if their business was key to their family survival.

Theme 2: Cultural Influence

Participants described challenges of balancing their role as a business owner and a mother. Roles in a family are often defined by the family culture. For many participants their culture affected their business. Although this is not unusual for working women, Latina culture, with an emphasis on women being responsible for caring first and foremost for family often became an issue in the extended family. EM stated that her family culture made it difficult for her when she started her business:

My family was very unsupportive. You have to understand that I'm first-

generation Chicana. And my parents are both….Mexican. They immigrated

here illegally. They're as Mexican as Mexican can be. And to them – I always

knew that I had to work. And I knew that being home wasn't an option

financially for me. And my parents knew that too. But I think my parents were

really upset in the beginning. See my parents expected me to go to work, come

home, take care of the kids, cook, clean, and do the wife duties, and do what a

wife does. But that wasn't me. I think it's more of a personality trait more than

anything.

MB also struggled due to cultural expectations. MB community culture influenced

how she interacted with her community. Not only did family expectations about gender roles

create conflict for Latina entrepreneurs, they also mentioned community norms and

expectations for women was a challenge for them. For example, MB stated:

Because this is Idaho, and people don't think women can be doing a lot of

stuff. They're getting used to it. But I deal with a lot of male owners. So, I

have to know how to behave and talk. So being a woman is a little bit

challenging. They respect me. But it's still, they don't think a woman is going

to be advertising their business.

The participant's work culture also influenced their business experience. Such as for

MMM, her work culture required her to dress in a certain aspect. MMM created a work image

that was congruent with the product she sold. MMM said:

I would say not so many because I'm in the beauty industry and I'm a girl. so

si fuera mmm (so if I was like mm..) …, how do I explain this? si fuera like si

fuera like fodonga y irresponsible y todo eso entonces me vas a ver differente

pero como yo estoy en la industria de la belleza entonces mi trabajo es de you

know (so if i was like lazy looking and irresponsible and all that then you

would see me different but since I am in beauty industry then my job is took

good you know) to look good, be nice, and make people look good and make

people feel special. That's my job. And I think I'm pretty good at that. So not

to that level. I've had more of a challenge being con la raza dealing with los

Hispanos (with our race dealing with the Hispanic), things like that, but I think

that I work well with the industry that I chose for myself. If I was a mechanic,

I'd be telling you a different story.

Cultural influence was expressed in three ways by participants. Family, community, and work influence made up a culture for the women. The participants expressed how their family, clients, and community partners influenced their business and lifestyle. Participants also stated that the business structure and layout had an influence on them on a cultural level.

Theme 3: Female-based business

Of the 21 participants in this study, four owned a female based business. A female-based business in this study was defined as catering to mostly female clients such as wedding/quinceañera dress shops, nail salons, and beauty products/services. Participants explained that owning a female-based business allowed them to accomplish their goal and do something they were passionate about. Some participants suggested that having a female based business was typical for them as they know it is a woman dominated field. Participants such RV stated that in her field industry being a woman is typical:

Okay un bridal de vestidos y eso el cien por ciento casi es más mejor tener a la

mujer aquí atendió la gente porque, porque se siente más cómoda las personas

en venir a medirse los vestidos y si alguna persona viene que quiere un vestido

y me dicen como ves entonces yo les explicó mira este visito no te queda por

esto tengo a varias personas que me dicen oye (particpant name) pero ya sabes

cómo me gusta yo les busco los estilos a me dicen quiero este cuando viene y

se lo medien se va encantas porque, porque dicen me gusta lo que estás

haciendo [okay so a bridal of dress most likely one hundred percent of the time

it is better to have a women here serving the people becuase they feel more

comfortable the people to come try on dresses. And that way if a person comes

and they say I want this dress or they ask me how do you see it I can explain

oh no this dress doesn't fit you let me look for a different style or they tell me I

want this one and they try it on and they leave happy because they tell me they

like what I am doing

Like RV, NI also believes that being a woman in her industry is normative and better

for business because women tend to feel more comfortable with other women. NI stated:

Yeah. I think they feel more comfortable because a lot of my clients are –

some of them don't speak English. Like the mom or the dad don't speak

English, and they speak – they feel comfortable that I can speak Spanish to

mom, and then switch around, and turn it into English just to the daughter and

the chambelanes. So, they feel more comfortable that way. And they feel more

comfortable that video and photography are girls instead of guys because you

do, when it's quinceañera, you do go into their room when they're doing their

makeup. And for weddings, you go into their room when – Yes. And they feel

more open when it's a girl than when it's an older guy.

NI said that being a woman was a benefit in her work because it made her clients feel more secure that she was a woman, as it required her to be close to them. NI's business required her to be in closely connect with her clients. Like NI, MMS also worked primarily with female clients. MMS's business also required her to be close to her clients:

> So, I only see women in my business. Well I see a couple of guys that they
>
> come in with their girlfriends. And all of them think that it's the craziest but
>
> coolest thing in the world. So, they themselves take a second, because they
>
> will – they sit right behind me or stand right behind me, watching me as I'm
>
> doing this. I think it's given a different perspective of beauty to our men. I
>
> don't know that being a woman has done anything about it.

MMS's business opened new perspectives for the female-based business industry by providing new beauty techniques. Participants in this study mentioned that women's perspectives make it so female-based businesses succeed. LZ stated that being a woman was a benefit for her business as she believed women are more detail oriented:

> Claro que sí, si esto es más que nada bueno no pues porque tenga algo contra
>
> los hombres, ¡pero las mujeres creo que teníamos un toce especial para hacer
>
> ese tipo de trabajo [Of course! Well it is more for not that I have anything
>
> against men but for women I think we have a special stuff for things especially
>
> for this this type of job]

Having a female-based business has allowed some participants to expand the industry such as beauty and apparel. The participants who owned female based businesses stated that even though they are working with women, they are willing to expand their services to meet the needs of their clients.

Theme 4: Clients

Participants stated they strived to meet their clients' needs by offering competitive prices, services options, and providing emotional support. Participants credited their clients for their business success. Participants such as MLB said that she felt a sense of satisfaction and motivation being able to provide services for her clients:

Motivada aparte no importa en verdad cuanto yo gano para mi si no que satisfacer a la gente que este contenta y me sentido un satisfacción bien grande que dice la gente cada vez que pasa oh mis clientes anterior "so glad que tu estés aquí" "mira qué bueno que ay un lugar donde vengamos a comer y una comida tan rica y que estilo mexicano " y la verdad pues este eso me ay mantenido y eso me ha hecho lo que soy ahora porque empezar uno con muy poquita experiencia diciendo si lo hago no lo hago pero ay cuando uno esta encargado pues ay dice uno pues tengo que seguir haciendo lo [motivated and the truth, truth what I gain is not to satisfy me but to satisfy the people that they are happy I have felt a satisfaction so big that the people every time they come the clients they say "so glad you are here" " look this is so good this food is so good the Mexican style" and the truth the truth well that has maintained me that is what has helped me be who I am but when someone is in charge well then you say I have to keep doing it]

Participants valued their customer's satisfaction. Participants stated that offering a competitive price range that fit their clients' needs was important for them. For example, participants such as JPA said she felt she was undercharging for her services in order to meet her client's needs:

Well, I feel like I'm undercharging for the services. But at the same time

there's a limit to what I can do as well. And also, I figured doing the market,

checking out the market, I feel like for a sleeve, someone who doesn't have the

money to do that kind of work to get that work done, $15 per sleeve is a lot of

money. I just feel like when I was a student, I would not want to pay that. So,

I'm charging less than that. I do free consultations so we can just look at your

garments, check them out, try them on, and then see the areas you want fixed.

And then from there I'll give you a price point, you agree to it, then I'll take

the garments and then I'll give you a one-week turn around for the garments to

be delivered to you.

Participants considered the population they are working with when they set the price

range for their services. DB stated that she charges certain clients less because of their age.

…………Like right now the seniors are $10 if you're a senior over 60, that's

what I want to charge. I don't overcharge anybody I don't think, because it's

more expensive everywhere else. People come to me and say, "Oh we come to

you because you're cheap!

Like DB, MMS also tried to charge clients based on their age group. MMS stated:

But, unfortunately, because I work for the university, I know how much

students have to spare. And so, I then started making my business module

based off students. And so how much could a student pay every two weeks, if

they did want to stick with eyelashes? And so that's how I went about it. I am

very cheap compared to anyone in Moscow, but it's intentional. It's not like

I'm not good enough to charge a hundred dollars. I'd just rather not…..

Participants found that adjusting their price range offered their clients competitive prices they would otherwise not find in other businesses. Participants stated they offered their client's competitive price ranges to make their services a more accessible. Adjusting product prices was one way that participants provided their clients with a personalized service. Another way participant made their service more personalized was through kind gestures. For example, MLB said:

Si como muy familiar ay no es de que oh pues ay esta esa como el negocio vía viene y no pues era un burrito no pues tienen te voy a regalar la soda y ya pues viene otra vez y si no es tanto porque por eso es lo que te digo lo hago porque me nací hacer lo no porque tanto que voy a ganar no ay que ver no ay que súber le mas ay que cobrar le dé mas no mera le doy esta dulce en orto lado amos ido y ni si quiera ninguno dulcecito los dan ósea digo bueno pues ay usted saben a huh y aquí hora sí que si viene un cliente y lleva unos cinco burritos ay le deje a la que me ayuda a la muchacha que me ayuda sabes que le puede dar un postre una soda gratis de botella oh un postre se lo regalas y la gente se va con otro aspecto creo yo no sé al mejor eso me ay sirviendo me ay ayudado aquí que vuelan [a huh yes like a family they come and say just a burrito i am like here is soada too so you come again and it is not alot it is very Little and that is why i tell you it comes form me to do it not alot because i want to gain money or charge more i even give them Candy on the side we have gone to other places that they don't even give you a Little Candy i mean they know what they are doing but yeah if a client of mine takes five burritos

per say i told the helper lady to give them a free desert or a free soda i think

that has served me well here and they come back]

For the participants it was important that their clients felt welcomed in their business.

Participants adjusted their services to fit the needs of their clients, by proving more options

that offered the client a better service. For example, RM stated:

Okay emos mejorado nuestras recitas emos cambado unos ingredientes por

otros a razón de que yo me enferme de el diabetes y mi esposo también

después se enfermo de el diabetes entonces empecé a buscar empecé a dar me

cuenta que ay cosas que nos enfermaban no entonces empecé a nuestros

productos mejores de calidad de modo de que si yo lo comía no me hiciera

daño si no a otras personas que tan bien están enfermas porque están a

enfermar se [okay i have imporved our récipes we have changed some

ingredients for reasons that i got sick with diabetes and my husband later also

got diabetes and so then i started to look because i found out that there are

thing that would make us sick and so then i started look at our products and

wanted a better quality and in way that I could eat it and it would not harm me

and other people that could be sick because you could get sick]

Like RM, MOT also provided her clients with more service options.

MOT stated:

Yeah and then now I'm doing lentils for vegans. No meat because we have so

many contaminations already. So many stuffs in our lives, that we have so

many people get sick. Sometimes we don't even know, but I think it's the basic

is if we eat well, we get healthy. So, tamales are just corn. It's gluten-free. I

have the ones with the meat, and I have the vegan and I have the sweet tamales

too.

Participants stated having a well-established client relationship was important for

them. Participants often supported their clients by not only offering a variety of services, but

by also providing emotional support. For example, MMM stated that because she got to work

closely with people, she often plays the role as an active listener:

Most definitely. I've learned a lot. The connection with people. I hear a lot of

stories. Psychologists charge you like $200, $100 an hour. I charge $15 an

hour, a haircut. Whatever it is.

MMM also stated that she had learned from the experience of working with clients at a

personal level. MMM said:

So, I've heard stories. From cheating, lovers, kids, we've had our client's

family pass away, their children pass away, their parents pass away, all these

emotions go through the connection with your clientele. So that's been special,

and I think that that's helped me grow as a person.

Participants were active listeners with clients, and it made them feel like they were

truly engaging with their community and empowering their clients. AVR stated that she

helped her clients by advising them. AVR provided her clients with emotional support by

being an active listener and advocating for her clients:

Another thing I been helping people is a lot of abusive ladies. I have so many

over here, they come crying with bruises and stuff. It's like, what's going on?

What happened? And they start telling me, because they feel I am a good

person to try me. And I pray for them and I say, you have to get out from that

stuff. You don't let those – yeah, but I don't work, I don't do nothing. I think

we need something to educate those ladies, because they're right there in

abusive" …… "Yeah, I help in that stuff. At least I open the eyes and the ears, and I say, go to the welfare, go to the shelter. This is a place you can go and I have actually telephoned the church. They help and they give food, stuff, and so that way they don't be like I am lonely, I don't have food, I don't have nothing, I have to be here until somebody kill me. No. No.

Overall, participants stated that having a personal connection with their clients was highly important, because they viewed their clients as the reasons why they are succeeding in their business. Although the participants stated having success through working with their clients, they also stated client challenges affecting them in their business. Most participants stated that gender-based issues were the cause of the challenges with clients. For example, RM stated:

Ehh… a veces los hombres solo quieren hablar con hombre de un pastel oh quieren que los atendía un hombre a veces es algo que yo veo porque a veces ay clientes que solamente quieren referí se a mi esposo ósea y ayún que yo los esta atendió no me hablan a mi si no nomas le hablan a el [ehh well sometimes the men the only want to talk to men and for cake they want they attend more towards men and sometimes i see that when clients only want to refer to my husband and so even though i attend them they do not talk to me they only talk to him.

RM described how working with the opposite gender was difficult because she is a women and the client's gender ideologies of women were blocking her ability to work with them. Similar to RM description of client challenges GGG also stated that because she is a

woman, she found clients to have an ideology of what women are capable of doing for themselves:

Um como te digo a vez con clientes a vez algunas vez just por el simple hecho de que eres mujer creen que no eres capaz de you know de que ellos son mejores que tu si son hombres [um like i told you sometimes the clientes sometimes some just because you are a women they think you are not capable of you know and they think that they are better then you if they are men.

Like GGG other participants such RP stated that it was difficult for her to work with male clients because the clients did not value their work as women:

….. Um … no se la gente te. te menos precia a vez este no cree que tú tienes la el talento y las actitudes para hacer algo y tú lo miras a vez um…… por dicer no creen que tú puedas manejar tanta gente nosotros tenemos como unos treinta oh más empleados bajo nuestro de este no y como que no lo creen um no sé cómo explicar te pero al ser mujer si te las causa [because you belive? Um no the people they under value you and sometimes they do not believe that you have the talent or the attitudes to do it and you see it sometimes let's say they don't believe that you can manage a lot of people we have about thirty or more employees under our and they don't believe umm I do not know how to explain it to you but being a women is the cause of it] "Si y no creen en ti .. es una mujer (whispers it) si me entendiese no es como que el hombre nosotros a vez no cortamos es poder el hombre como que da más respeto no entiendo porque que nosotros las mujeres si lo logras también si me entendiese logras tu respeto y que y que este [yes and if they don't believe in you it is a

women{whispers it }you get me it is like like a man we do not cut the power

from the man the man has like more respect i do not know why because we the

women we can accomplish it to you get me you accomplish your respect]

Overall, participants stated they were motivated to continue their business so they

could continue to work with their clients. The participants stated that their clients were the

reason for them having success in their business, therefore the participants strived to impress

their clients. The women in this study stated that their biggest challenge was working with

male clients, particularly Hispanic male clients because of their gender ideologies. Thus,

clients were the major influencer for the women in this study.

Chapter Five: Discussion, Limitations, and Recommendations

This chapter presents implications of the research for studying gender roles and culture in female entrepreneurs. Although research on women as workers has expanded exponentially as they have become a larger proportion of the work force, scholars have documented the "second shift" of family work (Hochschild, 1990), as well as other contradictions in balancing work and family life faced by women workers. Much remains unclear as to how women balance work and family life.

The results illustrated four themes: motherhood, cultural influences, female-based business, and clients. Each theme uncovered the connection to the literature and uncovered factors that were perhaps unique to the Latina entrepreneurs in this study. The similarities between the research on Latina entrepreneurs and other women on challenges balancing work and family (Hochschild,1990), as well as the idiosyncratic issues affecting this sample, and perhaps other Latina, entrepreneurs offer direction for future research.

Theme: Motherhood

Motherhood for women creates a new dynamic. Women who are mothers have been linked to the caretaker role in the family. The women in this study stated that motherhood was an important aspect of their life, but it was not a major challenge for them. For the women in the study, being a mother often helped them be more organized with their time management. This is very much in keeping with previous literature that has found that motherhood may increase women's work aspirations (Gerson,1986) as well as make them better able to prioritize their lives and what is important to them (Edin & Kefalas, 2005).The participants reported how they multitasked motherhood and work obligations in order to fulfill both roles.

For participants, being a mother required them to take care of tasks for their children and their home. This could be because of their cultural influence, in which men are not expected to have the level of involvement in child care giving and household labor, as is now somewhat expected in the wider American culture (Pessin, 2018). Overall, participants felt they fulfilled their motherhood role and overcame the challenges.

Theme: Cultural Differences

Three areas of cultural influence were investigated in this study. The participants reported family, work, and community as cultural influences. Family culture included participants' moral values and belief systems. Participants' family culture affected their business in two ways: first, by family members' reinforcement of beliefs and values on the participant, and second, by providing their clients with a family-like service, treating them like family rather than clients.

Family members' reinforcement of their beliefs and values affected the participants because they often felt conflicted to follow their family culture. Participants such as EM stated, "My parents expected me to go to work, come home, take care of the kids, cook, clean, and do the wife duties, and do what a wife does." She felt conflicted by having to follow what her parents felt was right versus what she wanted to do in her business; this is common in Latino households as they are adjusting to the culture in America (Smith et. al 2009). Family culture was also an influence in their business as they brought their family values to their business.

In Latino culture, *familismo* is a major value. Participants stated they wanted their clients to feel welcomed in their business, much like a family member. According to Zarrugh (2007), "The comfortable, 'just-like-home' atmosphere of the shops is also perpetuated through the use of regional and Latin popular music as well as the ever-present satellite

television featuring telenovelas (television soap operas) and talk shows in Spanish." Overall, family culture was brought up by the participants as an influence in their business because it determined their ability to work with the community.

According to Delgado (1997), "small businesses have historically played and continue to play an influential role within ethnic communities" (p. 450). Community culture was like family culture in this study, because participants struggled to follow the community's expectations. Participants stated it was important for them to empower the Latino community, but it was difficult to do so when their community expected them follow a certain guideline. Latino business owners are often motivated by a social responsibility to provide their community with social assistances (Delgado, 1997) thus, making it difficult for the participants to meet everyone's expectations of what a Latino business should entail. Like community culture, the work culture of the participants also influenced the women to follow a certain guideline.

Work culture for the women in this study played an important role in their business as it was what they felt attracted more clients and thus the rise of their business. The women in this study reported that they kept their work culture positive and welcoming by providing extra details and by being presentable. The women also stated that the work culture was an influence in their business. The women in the study stated that they had to dress or act in a certain way because it was a part of their work culture. According to Patnaik (2011), "from organizational values develop organizational norms, guidelines, or expectations that prescribe appropriate kinds of behavior by employee's situations and control the behavior of organizational members towards one another" (p.40). Work culture was reported to be a valuable aspect of the participants' experience even when they had to follow a work-culture

norm. For example, owners of beauty salons often must follow a work culture of always being dressed up and have their hair styled and dressed business casual to look professionally in their industry.

Theme: Female-Based Business

In this study, four participants owned small female-based businesses. As a result of working mainly with women, the participants felt more at ease as they felt a sense of belonging. Most women value being able to express their creativity and self-identities through their business (Godwyn and Stoddard, 2011). Participants felt that having a female-based business was beneficial because they could support and empower other women. One of the challenges reported by the participants who owned a female-based clothing store such as quinceañera dress shop was the decrease of clients during certain months. The decrease of clients is due in part to quinceañera celebrations happening mostly in the summertime. Owning a female-based business was a personal interest for the participants; therefore, they felt self-fulfilled. There is limited literature on female-based business that is focused on serving women; therefore, future research is recommended.

Theme: Clients

Client interaction was the topic that the participants stated the most as part of their experience. According to Klima (2013), "Latinos value the trusting relationship more than most Americans can imagine" (p. 32). The participants stated that they learned from the interactions they had with their clients. Therefore, they felt that having clients was a success, and for most of them it was a goal to continue to expand their services to meet the needs of their clients. Because participants want to meet their clients' needs, a challenge they face is meeting their clients' needs when their values and ideologies do not align. Participants stated that working with clients can be difficult as they feel they always must always give the client

the right of way. Participants stated that clients often talk about politics, religion, and gender. The participants stated being active listeners but feel conflicted about not being able to respond to their clients.

Participants also stated that can be a challenge to work with male clients, as may not value their work and hold them to gender stereotypes. The women in the study are aware of the gender stereotypes, but do not address it as for them the client is always right. The participants also stated that client relationships helped improved their network and social capital. The client relationship are important to the participants because of the cultural value of family and being personal.

Interpretation of the Findings

This study presented four themes: motherhood, cultural influence, female-based business, and clients. These four themes presented an insightful look at Latina business owners. This study unveiled that working with clients was the biggest challenge for the participants. The participants found it challenging to get past the gender stereotypes by male clients. Even though the participants credited the clients for their success, working with clients' needs was often a challenge.

The findings identified suggest also show that the business sector they were in had a lot to do with the type of client they would mainly be working with. For example, because four of the participants owned a female-based business their client challenges were different than those who worked with both men and women. Participants owning a female-based business struggled to find a good price range for their work. The participants also stated that because their business is female-based, the work culture was comfortable for them because it is a women-dominated field.

The findings suggest that work culture is influenced by gender. The participants stated that because they were women, they were expected to dress or even approach clients a certain way. Family culture was also identified as significant to the participants, as they used it to build their business around *familismo* and treating their clients as family. Because all but two participants are mothers, they often treat the business as a child because of the motherhood obligation they have due to their family culture. This study revealed that client interactions affect Latina business owners because of cultural factors, gender stereotyping, and business sector. Taking these results into account, further research on client interaction amongst the Latino community can be used to understand how business sectors can develop further.

Limitations

This study advances the literature by exploring, how gender issues affect the experience of Latina business owners. Although this study contributed to the literature it is not without limitations. One limitation is that the population was only coming from one demographic area. All the participants were recruited because they have business sectors in southern Idaho, thus, limiting how many participants were recruited.

Another limitation was the targeted population. This study was only geared towards Latinas, therefore making it difficult to gather participants from a Latin American background who were willing and available to be interviewed for the study. By having only one set target population, other entrepreneurs were not accounted for in aspects affecting business. This study was only targeting women and therefore limiting the options of available participants.

Language barriers were limiting factors because the translation of the interview protocols and survey might have led to a misinterpretation of the material. Translation is also time consuming and requires regular editing by the researcher.

Other limitations include the participant and research interaction as the researcher can influence the participant response and non-verbal actions. The researcher had to find a balancing point in communication and interaction.

Conclusion

The purpose of this study was to understand: how do gender issues affect the experience of Latina business owners? The results illustrated four themes: motherhood, cultural influence, female-based business, and clients. It is common that motherhood is an influence for women in the entrepreneurship sector as their role as a mother often determines a lot of their business plans. For example, women might choose entrepreneurship because it allows them to have a flexible work schedule, giving them the opportunity to spend time meeting their children's and family's needs. Motherhood roles for Latinas is highly influenced by their culture. The Latino culture is a collectivist culture; therefore, family plays a vital role for individuals. For most Latinas the roles of motherhood are aligned with their cultural values and norms.

Latino culture places women in the motherhood and housekeeping role. Therefore, most Latinas that are mothers take their motherhood culture with them in their business aspect by stating that their business is like their child that they care fore and help flourish. The participants in this study stated that having a personal connection with their clients was important to them because they are the reason for their business growth. Four participants owned a female-based business which allowed them to have a more personal connection with their female clients, by often playing a mentor role. The participants stating helping their

female clients with other social factors such as providing them with advice and resources. By having a female-based business, the participants also felt they served as role models for the women in their community and family, as they served in multiple roles in the community.

The participants in this study highly value their client interaction. Although the participants attempted to meet their clients' needs, because they were women their interactions were sometimes altered. Participants stated that the clients' gender ideology influenced how they interacted with them as the business owners. Many interviewees said that male clients often requested to do business with a male figure in the business rather than a woman. Male clients who prefer to do business with other males influenced the participants ability to present their work skills. Male clients also influenced how participants acted in their business sector, as they had to be cautious of their interaction because of gendered cultural rules.

The women in this study presented having more challenges with male clients in general because of their gender ideologies, but also stated having challenges with clients in general. Meeting their clients' needs was a factor that most of the participants stated as being an effect on their business because they strived to meet their clients' request. This could be because Latina women have a collectivist culture; therefore, meeting their clients' needs is important to them as they believe in meeting the needs of others before their own. Although meeting their clients' needs is important to the participants it is also a challenge because they are often physically and emotionally drained because they do not know how to set work time boundaries.

Setting boundaries with clients was a challenge for the participants as it also had to do with gender roles in their culture. Because the participants had more challenges with male

clients, having set boundaries was a challenge for them because often in the Latino culture women have to be firm and settling when interacting with men so that men do not get the "wrong" idea of them. Therefore, when working with male clients the participants had to assure that they were not being too friendly, or it could come off as being flirty with men which can be a challenge because most of them stated that having a friendly characteristic is needed when owning a business.

Overall, the women in this study illustrated the need for development in client interaction. As business owners, women are expected to play various roles but are limited by others' gender ideologies of women in the business sector. The results of this study illustrate that working with clients influences the experiences of Latina business owners because of clients' gender ideologies, beliefs, and understanding about gender roles. The women's conceptualizes of the client's beliefs influences the interaction in the business services. Therefore, for future research it is vital to understand the client interaction in Latino businesses as clients have a major influence in the success of the business.

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Appendix A -Consent Forms

Consent Form

Research & Understanding: Rural Assistance for Latino Businesses (RURAL Biz)

The purpose of this study is to support Hispanic entrepreneurism and business opportunities to maximize benefits for women, youth, families, and rural communities in Idaho.

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College of Agricultural and Life Sciences
Office of Grant and Project Development

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Moscow, ID 83844-2331
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In the interview you will be asked your perspectives on the barriers and opportunities Hispanic women experience as they start and operate businesses in Idaho. The interview will take approximately 45-60 minutes to complete.

The information collected in this study will be used to develop and improve programs that support Hispanic women entrepreneurs as well as in journal articles and other written materials.

There are no or minimal risks associated with the project. Your identity and the information you provide will be confidential. The information you provide will be coded and input into a computerized database, which will **not** have your name associated with it.

The University of Idaho Institutional Review Board has approved this project.

If you have any questions or concerns regarding this study, please contact Soren Newman at 208-885-1536 or newman@uidaho.edu.

If you do stop your participation in the study, there will be no penalties associated with your withdrawal. All you need to say is that I no longer wish to participate.

I have reviewed this consent form and understand and agree to its contents.

Participant Name _____ Date _____

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Appendix B -Focus Group Interview Protocol

Created by Nancy Cordova

November 12, 2016

Focus questions:

Children of business owners

Section: Background

- Can you tell me briefly about your business?

- Who started it and Why?

- (If the interviewee wasn't the one who started it) When did you become involved in the business (and why?)

Section: Family Relationship

- What do you do in the business?

- Who else is involved in the business?
    - o Is your spouse involved in the business?
    - o Are your children involved?
    - o Other family members involved?

- What roles do each of the people (spouse, father, children, etc.) involved in the business play? That is, do different people have different responsibilities?

- What is it like to work with your(mother/father/sister/brother/children/ect)?

- Do you like to spend time with your family members that are involved in the business outside of work? What do you do when you spend time together doing things that aren't related to the business?

Section: Location

- Has your involvement in the business influenced your decision to live here? Why/ how?

- Has your decision to live here influenced your involvement in the business? Why/ how?

Section: Education

- Tell me briefly about your school experience?

-continue from their answer; by for example asking about (trainings, or certificates they achieved)

- Has your school experience supported your role in the business now?
- Has your experience in the business influenced the type of education you have participated in or want to participant in?
- Have you had any other job opportunities in the area outside the family business? (follow up; what are those business or jobs?)

Section: project questions

- What are some of the ways you think a Latina business owner can succeed in her business?
- What do you think would help business owners and their families? (brochures, websites, classes, legal counsel, time management, etc.?)

Appendix C-Interview Protocols

Interview Guide—current entrepreneurs- Version 7-17-2017

Business characteristics and background

- What type of business do you have? [¿Qué tipo de negocio tiene?]

- What made you decide to start this business? [¿Qué le hizo decidir iniciar este negocio?]

- When did you start thinking about starting a business? [¿Cuándo comenzó a pensar en comenzar un negocio?]

- Why did you decide to start the type of business you have (i.e., why this business?) [¿Por qué decidió comenzar el tipo de negocio que tiene]

- What are your goals for your business? [¿Cuáles son tus objetivos para tu negocio?]

- If you reached your goals, what would your business be like in five years? [Si alcanzó sus metas, ¿cómo sería su negocio en cinco años?]

- If you reached your goals, what would your life be like in five years? [Si alcanzas tus metas, ¿cómo sería tu vida en cinco años?]

Co-owners

Does anyone own the business with you? [Alguien mas es socio del negocio contigo?]

o   If so, how many people own the business with you? [Si es así, ¿cuántos son?]

o   What is your relationship with each co-owner (for example, spouse, child, other family member, friend, etc.)? [¿Que relación tienes con ellos? (por ejemplo (hijo, esposo, primo?]

- What is each co-owner's main role in the business? What do they do for the business? [Cuál es el rol principal de cada socio en el negocio? ¿Qué hacen para el negocio?]

Paid employees

- Do you have any paid employees? (ask this line of questions where applicable without repeating the conversation that came up when we asked about co-owners above) [Tiene empleados pagados?]

- If so, how many paid employees do you have? [Si es así, ¿cuántos empleados pagados tiene?]

- What is your relationship with each paid employee (for example, spouse, child, other family member, friend, etc.)? [Cuál es su relación con cada empleado pagado (por ejemplo, cónyuge, hijo, otro miembro de la familia, amigo, etc.)?]

- What is each paid employee's main role in the business? [¿Cuál es el papel principal de cada empleado pagado en el negocio?]

- Do your paid employee(s) work full time or part time? [Su empleado (s) pagado (s) trabaja a tiempo completo o tiempo parcial?]

Unpaid employees

- Do you have any unpaid employees? (ask this line of questions where applicable without repeating the conversation that came up when we asked about co-owners above) [¿Tiene empleados al quien no les pagas?]

- If so, how many unpaid employees do you have? [Si es así, ¿cuántos empleados no pagados tiene?]

- What is your relationship with each unpaid employee (for example, spouse, child, other family member, friend, etc.)? [¿Cuál es su relación con cada empleado no pagado (por ejemplo, pareja, hijo, otro miembro de la familia, amigo, etc.)?]

- What is each unpaid employee's main role in the business? [¿Cuál es el papel principal de cada empleado no pagado en el negocio?]

- Do your unpaid employee(s) work full time or part time? [Su (s) empleado (s) no pagados (s) trabajan a tiempo completo o a tiempo medio tiempo?]

Family (ask these questions where applicable if hasn't come up already in questions about co-owners, paid and unpaid employees)

- (If they have a spouse) what, if anything, does your spouse do in the business? [(Si tienes un pareja) ¿qué, es lo que hace su pareja en el negocio]

- Is there anything your spouse does that supports the business indirectly? [Hay algo que su cónyuge hace que apoya el negocio indirectamente?]

- (If they have children) what, if anything does your child/children do in the business? [(Si tienen hijos) ¿qué, si algo hace su niño / niños en el negocio?]

- Is there anything your children do that supports the business indirectly? [¿Hay algo que sus hijos hacen que apoya el negocio indirectamente?]

- (If other family members are involved) what, if anything, do other family members do in the business (directly/indirectly)? [(Si otros miembros de la familia están involucrados) ¿qué, si acaso, hacen otros miembros de la familia en el negocio (directa o indirectamente)?]

Opportunities and constraints

- Have you experienced any successes related to your business? [¿Ha experimentado algún éxito relacionado con su negocio?]

- Have you experienced any challenges starting and running a business? What have the primary challenges been? [¿Ha experimentado algún desafío al comenzar y dirigir un negocio? ¿Cuáles han sido los principales desafíos?]

- Has the current political climate related to immigration influenced your ability to start a business or your business plans? (If yes), how so? [¿Ha influido el clima político actual relacionado con la inmigración en su capacidad para iniciar un negocio o sus planes de negocios? (Si es así), ¿cómo es eso]

- Do you think owning a business has improved your wellbeing? How so/why not? [¿Crees que ser propietario de una empresa ha mejorado tu bienestar? ¿Cómo es / por qué no?]

- What are the most-important characteristics a person needs to have a successful business? [¿Cuáles son las características más importantes que una persona necesita para tener un negocio exitoso?]

- Is there anything related to owning a business you wish you knew more about? [¿Hay algo relacionado con la posesión de un negocio del que desea conocer más?]

- Are there specific people (outside of your business or family) or organizations you can go to if you have a question about running your business? Tell me more…Have you accessed any programs for help in starting or running your business?
  o If so, how have the programs been helpful?
  o If not, why not?

¿Hay alguna persona específica (fuera de su negocio o familia) u organizaciones a las que pueda acudir si tiene alguna pregunta acerca de cómo administrar su empresa? Dime más…¿Ha accedido a algún programa para obtener ayuda para iniciar o dirigir su negocio?

  o Si es así, ¿cómo han sido útiles los programas?
  o Si no, ¿por qué no

Family and gender

- Do you think being a woman has influenced the level of success you have experienced in starting a business? How so/why not? [Crees que ser mujer ha influido en el nivel de éxito que has experimentado al iniciar un negocio? ¿Cómo así / por qué no?]

- Do you think being a woman has influenced the challenges you have experienced in starting a business? [Cree usted que ser mujer ha influido en los desafíos que ha experimentado al iniciar un negocio?]

- Do you think being Hispanic has influenced the level of success you have experienced in starting a business? How so/why not? [Cree usted que ser hispano ha influido en el nivel de éxito que ha experimentado al iniciar un negocio? ¿Cómo así / por qué no?]

- Do you think being Hispanic has influenced the challenges you have experienced in starting a business? [¿Cree usted que ser hispano ha influido en los desafíos que ha experimentado al iniciar un negocio?]

- In your family who does the following work at home [En su familia que hace el siguiente trabajo en casa]

- Who shops for, prepares, and cleans up after meals? [¿Quién compra, prepara y limpia después de las comidas?]

- Who does the laundry? [¿Quién lava la ropa?]

- Who cleans the house? [¿Quién limpia la casa?]

- Who helps and cares for the children? [¿Quién ayuda y cuida a los niños?]

Closing

- Is there anything else you would like to say? Or do you have any questions you would like to ask us? [Hay algo más que le gustaría decir? ¿O tiene alguna pregunta que quisiera hacernos?]

- Is there anyone else you think we should talk to? [¿Hay alguien con quien debas hablar?]

Appendix D-Survey Protocols

Thank you for completing this survey that will help us understand the experiences of Hispanic entrepreneurs in Idaho. This survey is anonymous (you will not be asked to provide your name) and your answers will be kept private. If you are uncomfortable answering any question, feel free to mark the question with an "X" to indicate you prefer not to answer.

Q1. What type of business do you own (or want to own)? _____

Q2. Approximately how many years have you owned a business? _____

Q3. In the last 12 months, did you work full time or part time in your business?

o   Part time   o   Full time   o   Not applicable

Q4. In the last 12 months, did you have a job in addition to working for your own business?

o   Yes   o   No

Q5. In what county is your business located? _____ Name of county

Q6. In what year were you born _____ Birth year

Q7. What is your gender?

o   Female o   Male   o   Other

Q8. What is the highest degree or level of education you have completed?

o   Some high school (no degree) or less

o   High school diploma or GED

o   Some college (no degree)

o   Technical or Associate's degree

o   Bachelor's degree

o   Graduate or professional degree (for example, MS, MA, PhD, MD, JD)

Q9. Including you, how many family members live in your household?_____ Number of family members

Q10. How many children under the age of 5 do you have? _____ Number of children younger than 5 years old

Q11. How many children ages 5 to 12 years old do you have? _____ Number of children 5-12 years old

Q12. How many children ages 13 to 17 years old do you have? _____ Number of children 13-17 years old

Q13. What is your marital status?

o   Now married

o   Widowed

o   Divorced

o   Separated

o   Never married/single

Q14. Who is the person who contributes the most income to your household?

o   My self

o   My spouse

o   My parent or parent-in-law

o   My sibling or sibling-in-law

o   My child

o   Other—please specify: _____

Q15. How well do you speak English?

o   I speak English fluently o   I speak English well o I speak English, but poorly

o   I do not speak English

Q16. What is your ancestry or ethnic origin? For example, (Mexican, Jamaican, Norwegian, Dominican) _____ Ancestry or ethnic origin

Q17. Do you rent or own your home?

o   Rent   o   Own o Other

Q18. Were you born in the United States?

o   Yes   o   No

Q19. Are you a U.S. citizen?

o   Yes   o   No

Appendix E-Flyer

DO YOU KNOW A LATINA ENTREPRENEUR?

I am recruiting Latina Entrepreneurs in Idaho for my graduate research study. The participant will be interviewed about their experience as an entrepreneur. They must own or co-own a business located in Southern Idaho. They can work part-time or full-time in their business, and it can be a home- based business or a business location. Participants must be adults (age 18 or older). The interviews can be done in person or by phone. The participant may choose to be interviewed in Spanish or English. The interviews will take place from **July 13- through August 13**.

 If you know anyone who fits the following information or have any questions, please contact me at **cord0319@vandals.uidaho.** Thank You!