



Analyzing the Motivations of Entrepreneurial Home-based Businesses Development in Rural Areas of the Urmia County

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The main purpose of this study was to analyze of the motivations of entrepreneurial home-based businesses development in rural areas of Urmia County. A descriptive-survey method was used for collecting the data. The statistical population of the study consisted of all villagers who had registered business in Urmia County (N= 277). According to the Krejcie and Morgan table, a sample size of 181 was selected using a random sampling technique. A questionnaire was used to collect data. A panel of experts established the validity of the questionnaire. A pilot study was conducted to establish reliability of the instrument. Cronbach alpha's coefficient for main scales of questionnaire calculated more than 0.75, which show appropriate reliability of questionnaire. The results of factor analysis showed that five factors of family - location, entrepreneurship, internal (psychological), financial and social – Knowledge totally explained 62.66 percent of variances of motivations of entrepreneurial home-based businesses development in rural areas of Urmia County.

Key Words: Motivation, Home based business, Rural Areas