





Socio-Economic Motivations and Communication Practices of Women Entrepreneurs: The Case of Bandırma

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ROR  <https://ror.org/02mtr7g38>

Abstract

This study aims to examine the experiences, sources of motivation, challenges encountered, and interactions with local support mechanisms of women entrepreneurs operating in Bandırma and its surrounding area, which represents a significant example of women's entrepreneurship in Turkey. The study is based on the assumption that women's entrepreneurship is not only an economic activity but also an important tool for advancing gender equality and individual empowerment. The research was designed within the qualitative research paradigm using a phenomenological approach; semi-structured in-depth interviews were conducted with 15 women entrepreneurs selected through purposive sampling. The participant group, formed in accordance with the principle of maximum diversity, consists of entrepreneurs operating in different sectors and representing various age groups and education levels. The data obtained were analyzed using the thematic analysis method. The findings show that the main motivations triggering women's entrepreneurship include the pursuit of economic independence, dissatisfaction with corporate work-life, the desire to transform personal skills into economic activity, and the continuation of a family legacy. However, limited access to capital, the double burden created by gender roles, prejudices in male-dominated sectors, and unfair competition arising from the informal economy stand out as the main areas of challenge.

Keywords

Women's Entrepreneurship, Entrepreneurial Motivations, Gender Roles, Local Support Mechanisms, Bandırma

Citation

Bayrakçı, Onur – Solmaz, Erkan. "Socio-Economic Motivations and Communication Practices of Women Entrepreneurs: The Case of Bandırma". *Journal of Sociological Context* 7/1 (April 2026), 129-150.

<https://doi.org/10.52108/2757-5942.7.1.5>

Article Information

Date of Submission	28.01.2026	
Date of Acceptance	23.03.2026	
Date of Publication	15.04.2026	
Peer-Review	Double anonymous review - Two External Reviewers	
Ethical Statement	This article was produced from the project titled “The Transformative Power of Women’s Entrepreneurship in Bandırma: Sustainable Growth,” carried out in 2025-2026. It is declared that scientific and ethical principles have been followed while carrying out and writing this study and that all the sources used have been properly cited.	
Similarity Check	Done – Turnitin	
Conflict of Interest	No conflicts of interest have been declared.	
Complaints	dergi@sosyolojikbaglam.org	
Use of Artificial Intelligence	No artificial intelligence-based tools or applications were used in the preparation of this study. All content of the study was produced by the author(s) in accordance with scientific research methods and academic ethical principles.	
Author Contributions	Conceptualization	Author-1 (%50) - Author-2 (%50)
	Data Curation	Author-1 (%50) - Author-2 (%50)
	Investigation - Analysis - Validation	Author-1 (%50) - Author-2 (%50)
	Writing	Author-1 (%50) - Author-2 (%50)
	Writing – Review & Editing	Author-1 (%50) - Author-2 (%50)
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