


## National College of Ireland

### Project Submission Sheet

**Student Name:** Yuedan Lu  
**Student ID:** X22208836  
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**Lecturer:** Tara Cheevers (supervisor)  
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## Dissertation

### Sexual Wellness Industry in Developing Country: An Examination of Personal Brands Founded by Female Entrepreneurs - A Pursuit of Financial Gain or a Feminist Movement Towards Sexual Liberation?

Your Name/Student Number	Course	Date
Yuedan Lu / x22208836	Dissertation	10.08.2024

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To check the grammar and language.

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**Sexual Wellness Industry in Developing Country: An  
Examination of Personal Brands Founded by Female  
Entrepreneurs - A Pursuit of Financial Gain or a Feminist  
Movement Towards Sexual Liberation?**

Submitted By

Yuedan Lu  
Student No: X22208836

Supervisor  
Tara Cheevers

MSc Entrepreneurship  
National College of Ireland

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## **Abstract**

This study investigated the financial motivations of female entrepreneurs in developing countries who chose to start businesses in the sexual wellness industry. Through quantitative research methods, we will explore the relationship between the economic results of entrepreneurship and the feminist movement and its impact on female entrepreneurs. The results showed that financial gains were the main driving force for these women entrepreneurs to start businesses, allowing them to gain a higher status in society and family. Personal branding became a key factor, enhancing consumers' trust and loyalty to the brand, thereby ensuring the success of entrepreneurship. Through their entrepreneurial behavior in the sexual wellness industry, female entrepreneurs have promoted the acceptance of sexual wellness topics in developing countries and promoted the progress of the sexual liberation movement. Although female entrepreneurs have made great progress in the sexual wellness industry, they still face obstacles such as difficult market access, high social prejudice, and social restrictions based on traditional culture. The study recommends that industry stakeholders and policymakers need to provide more resources and support to female entrepreneurs to help them overcome these challenges. Future research should focus on the long-term impact of female entrepreneurship in this field, cross-cultural comparisons, and the effectiveness of supportive policies. This study highlights the vital role of female entrepreneurs in promoting sexual wellness awareness, promoting gender equality, and achieving economic independence, providing valuable insights for further academic exploration and practical interventions.

# **1. Introduction**

## **1.1. Background of the Study**

In today's time of rapid globalization, although many countries have made significant economic and technological progress, the topic of sex itself remains a sensitive and taboo topic in many developing countries (Piha et al 2018). From the nature of sex-to-sex toys and sexual health products, these topics are still considered taboo in traditional societies and difficult to discuss freely or openly. Even when it comes to sexual health education, many parents in developing countries still feel embarrassed to discuss these important topics with their children due to the influence of traditional concepts and cultural taboos (Najafi et al 2024). This attitude makes sexual health education in developing countries face many challenges and cannot be fully popularized and implemented, resulting in many teenagers lacking basic sexual knowledge and sexual safety awareness (Singh, Bankole and Woog 2005).

In contrast, developed countries such as Europe are generally considered to have a more open and inclusive attitude in the field of sexual wellness (Piha et al 2018). Many European countries have complete systems and policies in sex education and sexual health services, and the public has a high degree of acceptance of sexual health products (Najafi et al 2024). However, this general openness is not uniform across all developed countries. Take Ireland as an example. According to Nolan and Butle (2018) this country has long been influenced by the Catholic Church. Although it is like other European countries in terms of economic and social development, it still faces many traditional concepts when it comes to sexual topics (Calkin and Kaminska 2020). Nonetheless, Ireland has made some progress in recent years in moving beyond these traditional values. In 2015, Ireland became the first country in the world to legalize same-sex marriage through a referendum. This historic decision marked an important step in Irish society in terms of sexual freedom and rights. In addition, in 2018, Ireland repealed its ban on abortion through a referendum, a move that further demonstrated society's support for women's reproductive and sexual health rights.

These changes show that even in countries heavily influenced by traditional religions, societies are gradually moving in a more open and tolerant direction (Nolan and Butler 2018) However, this process requires time and sustained social effort. The continuous

adjustment and optimization of education, laws and public policies are important factors in promoting the development of the sexual health industry and improving sexual health education. By learning from the experiences of other countries and carrying out appropriate reforms based on their own cultural backgrounds, developing countries are expected to gradually break away from the shackles of traditional concepts and move toward a freer and healthier future (Najafi et al 2024).

## **1.2. Research Problem**

In developing countries, the sexual wellness industry is gradually emerging, and female entrepreneurs play an important role in this field (*Global Cosmetic Industry* 2020). However, when these female entrepreneurs create personal brands, whether they are motivated by the pursuit of economic benefits or driven by feminism and sexual liberation remains an unsolved mystery (Punkari and Lange Edman 2021). Understanding their entrepreneurial motivations is not only important for revealing the development trend of the sexual health industry, but also helps to understand the role of women in business and social change more broadly. According to Fayolle, Liñán and Moriano (2014), There is no doubt that the pursuit of money is one of the primary goals that cannot be ignored for all entrepreneurs. So, in the process of pursuing economic benefits, can other goals be achieved at the same time?

However, as reflected in Maslow's five-level theory of human needs; after completing the basic needs and psychological needs of survival, people tend to further pursue the pursuit of self-satisfaction needs and seek higher levels of achievement and satisfaction (Papaleontiou, Esmailnia and Thoma 2022). After achieving their personal economic goals, entrepreneurs often seek higher levels of achievement and satisfaction. Entrepreneurship is not just about making profits. Many entrepreneurs also hope to realize personal value and social contribution through their careers. For example, some entrepreneurs are committed to changing the world through innovation and technology to provide people with better products and services; some entrepreneurs hope to solve social problems and promote social progress by creating enterprises (Fayolle, Liñán and Moriano 2014). When female entrepreneurs are in the sexual health industry, can they achieve their entrepreneurial goals? And in the process of pursuing their entrepreneurial goals, what kind of obstacles will they encounter?



### 1.3. Aims & Objectives of the Study

The aim of this study is to explore the motivations, challenges, and contributions of female entrepreneurs within the sexual health industry. By examining the social and cultural influences that shape their experiences and the ways in which they contribute to feminism and sexual liberation, the study seeks to provide a comprehensive understanding of the role and impact of women in this sector. Through the research objectives listed below, this study will explore the motivations of female entrepreneurs in the sexual health industry, social and cultural influences, and their contributions to feminism and sexual liberation. This will not only help to fully understand the role and influence of women in this industry, but also provide valuable insights for policymakers and related industries to support the development of female entrepreneurship and the sexual health industry.

- **Explore the motivations of female entrepreneurs:** By studying the main motivations of female entrepreneurs to enter the sexual health industry, distinguish the driving factors of economic benefits and sexual liberation ideas.
- **Assess social and cultural influences:** Analyse the impact of social and cultural background on the entrepreneurial motivations and behaviours of female entrepreneurs.
- **Define and measure entrepreneurial success:** Study how female entrepreneurs define and measure entrepreneurial success, including factors such as economic returns, social impact, and personal achievements. And analyse the relative importance of different factors in their minds.
- **Assess the impact of feminism and sexual liberation:** Explore whether female entrepreneurs regard their entrepreneurial behavior as part of the feminist movement. Assess the impact of these entrepreneurial behaviours on the social sexual liberation movement.

### 1.4. Scope

- i. **Geographical scope:** This study will focus on the sexual health industry in developing countries, Specific countries include but are not limited to China, India and Southeast Asia. These countries were selected based on their unique socio-cultural background and economic development level.

- ii. **Research subjects:** The study focuses on female entrepreneurs in developing countries, especially those who have created personal brands. The target group includes female entrepreneurs engaged in sexual health product development, sales and marketing.
- iii. **Industry scope:** The sexual health industry covers products such as sex toys, sex education materials, and sexual health products. The study will explore the market positioning, brand building and consumer acceptance of these products.
- iv. **Time range:** The research timeframe will cover past literature research, entrepreneurial cases, and market development trends within the past ten years to ensure the modernity and relevance of the data

### **1.5. Significance of the Study**

When starting a business, women not only face the same practical problems that all entrepreneurs face, such as lack of initial capital, fierce market competition, and limited resources for small businesses (Kraja. and Berberi 2023). And other psychological problems such as high stress, anxiety, insomnia, etc. caused by uncertainty in the entrepreneurial process (Hisrich, Peters and Shepherd 2017). They also face a variety of difficulties such as

#### ***Difficulties at the social and cultural level:***

##### **A. Difficulties caused by gender bias and stereotypes:**

At the social level, many investors, customers, and even family members generally believe that women are not suitable for leadership or lack business acumen (Jauhar and Lau 2018).

##### **B. Social expectations and role conflicts:**

According to Mazonde and Carmichael (2015) Society's expectations of women are often focused on caring for the household and raising the children. which puts extra pressure on female entrepreneurs to balance work and family life. This role conflict may cause them to feel isolated or lack support during the entrepreneurial process. Female entrepreneurs often need to find a balance between entrepreneurship and family responsibilities, which places high demands on time management and energy allocation. Male entrepreneurs are rarely asked questions such as how to balance family life and work life (Chung & Van der Lippe 2020).

### ***Difficulties at the industry and market level:***

#### **A. Industry barriers and social acceptance:**

Data shows that the proportion of investment received by companies founded by women is usually lower than that of men (Chant, 2007). Female founders often have a harder time raising funding than male founders, which may be due to gender bias among investors or female founders' lack of connections in the investment community (Tamale 2004). This bias results in higher barriers to entry for female founders and makes it more time and effort for them to win over markets and customers, especially in markets that are sceptical of female leaders.

### **1.6. Research Questions**

- In developing countries, the development of the sexual health industry is affected by cultural and traditional social taboos. Does the rise of female entrepreneurs in this field represent a new sexual liberation movement or a pure commercial pursuit?
- What are the main challenges for female entrepreneurs in the sexual health industry?
- What is the current situation and prospects of the market for sexual health products in developing countries?
- What is the public's perception and attitude towards sexual health products?
- Can female entrepreneurs position their brands as advocates of sexual liberation, or focus mainly on ordinary commercial profits?

### **1.7. Dissertation Outline**

The study is structured as follows: Chapter 2 reviews literature on the sexual wellness industry, female entrepreneurship, personal branding, feminist movements, and financial motivations, identifying gaps the study addresses. Chapter 3 presents the research questions, focusing on the motivations of female entrepreneurs in the sexual health industry and the influence of social, cultural, and market factors. Chapter 4 details the research design, scope, data collection, and analysis methods, along with ethical considerations and limitations, ensuring transparency and replicability. Chapter 5 presents and analyzes the demographic

profile of respondents, their awareness, perceptions, and purchasing behavior regarding sexual wellness products, and contrasts financial and feminist motivations of female entrepreneurs in the industry. Chapter 6 interprets key findings in relation to existing literature, discussing implications for the sexual wellness industry, female entrepreneurship, and social attitudes toward sexuality in developing countries. Finally, Chapter 7 summarizes the findings, highlights contributions to knowledge and practice, and suggests future research areas and actions for policymakers and industry stakeholders.

## **1.8. Conclusion**

In summary, female entrepreneurs face unique challenges and have unique motivations in the sexual wellness industry (Cho et al, 2021). In developing countries, sexual topics are still taboos that are difficult to touch, the popularity of sexual health education is low, and social and cultural barriers require female entrepreneurs to overcome gender bias and stereotypes while balancing the conflict between family and professional roles. However, the pursuit of these female entrepreneurs is not only influenced by economic interests, but they often have a unique sense of mission to promote feminism and sexual liberation. By understanding the influence of their entrepreneurial motivations, social and cultural backgrounds, and their contributions to the feminist movement and sexual liberation, we can have a more comprehensive understanding of the role and influence of women in this field. This is of great significance to relevant policymakers and support for female entrepreneurship. Although female entrepreneurs face challenges at the industry and market levels such as financing difficulties and fierce market competition, their efforts and achievements in promoting social progress, realizing personal value and social contribution cannot be ignored. Through continuous social efforts, education and policy optimization, the sexual health industry in developing countries is expected to gradually break through the shackles of traditional concepts and move towards a freer and healthier future.

## **2. Literature Review**

### **2.1. Overview of the Sexual Wellness Industry**

In many developing countries, traditional taboos on sex are still deeply rooted. Most people are very secretive about sexual health issues and are ashamed to talk about them, which leads to uneven popularization of sexual health knowledge among the public (Piha et al 2018). Due to the lack of sex education and the government's lax supervision of the sexual health industry, the quality of sexual health products on the market varies greatly, and the safety and rights of consumers cannot be guaranteed (Patton Hackett and McVey 2022). In daily life, we rarely see sexual health products other than condoms in supermarkets and shopping malls. These products are usually placed in a hidden place and difficult to attract consumers' attention. Sexual health brand stores are even rarer, and it is difficult to find them in prominent locations in shopping malls, which further deepens people's taboo and embarrassment about sexual health topics (Bennett 2023). However, with the progress of society and the development of the times, the sexual wellness industry faces unprecedented opportunities and challenges. The openness of modern society has gradually increased, and people have begun to realize the importance of sexual health to overall health and quality of life (Global Cosmetic Industry 2020).

### **2.2. Female Entrepreneurship in Developing Countries**

Even today when gender equality is advocated, the status of women in developing countries is usually lower than that in developed countries (Li Yan 2021). According to Almhamad and Lakatos (2023) Families and even society generally believe that women should devote more time and energy to the family rather than personal development. However, more family labour cannot bring more monetary benefits to the family. The so-called economic base determines the superstructure, which makes the low status of women in the family more vicious. This also drives some women to go out of the family, go to society, and set up their own businesses to obtain higher monetary returns to improve their status in the family (Mazonde and Carmichael 2015). However, according to Li Yan (2021) when these women start their own businesses, they usually face more difficulties than men. First of all, in developing countries, women usually have fewer opportunities to receive education than men, so the education level of men is much higher than that of women. This result usually makes

people think that men are smarter than women and are unwilling to invest in businesses founded by women.

### **2.3. The Role of Personal Brands**

When it comes to personal brands, people usually think of self-created brands similar to those of celebrities (Lo and Peng 2022). A typical example is Fenty Beauty, a personal brand created by the famous American female singer Rihanna. According to Statista. (2022), with its strong influence, more than 50% of the 899 respondents aged 18-64 in 2022 have heard of this brand, and 23% of them have used her products. This shows the huge potential of personal brands in attracting and retaining consumers. According to the survey data of Trafti (2019), Tesla is still the most popular electric car brand on the road. As for the loyalty of smartphone brands, Apple's data has remained high in recent years (91mobiles.com. 2023). Although people usually don't think of brands like Tesla and Apple as personal brands, it is undeniable that the personal influence of Elon Musk and Jobs has an unshakable influence on the company brands under them. Elon Musk has become the symbol of Tesla with his innovative spirit and bold vision, while Jobs has shaped Apple's core values with his persistence in design and user experience (Harrigan et al 2018).

According to Peller (2023), this distinctive personal character can quickly distinguish your brand from other existing brands in the market and help your brand stand out in the fierce market competition. As your popularity increases, customers will trust your brand more and be more willing to choose your brand (Devina and Hendriana, 2021). Personal branding is not just a symbol of the brand name, but an extension of the corporate image, and a core driver for increasing brand trust and customer loyalty.

### **2.4. Feminist Movements and Sexual Liberation**

It is undeniable that we still live in a society dominated by patriarchal ideology. Under this influence, misogyny is serious, especially in Asia, where Confucianism is the traditional ideology, such as China, South Korea, and Japan. The government lacks awareness of women's needs and still regards women as accessories and inferiors in family and social relations. Haeseong Park (2024). This attitude makes women in this environment urgently need an outlet and channel to make their voices heard, which has triggered the fourth wave of feminist activities such as #Me Too,

#Not Your Asian Sidekick, and #Yes, All Women. Women scattered around the world, with different ages, cultures, education, and religious backgrounds, have made more people recognize and accept the demands of new-age women through one activity after another (Peroni and Rodak 2020). At the same time, there are also many people who don't know much about feminism who confuse the true meaning of sexual liberation that women appeal for through feminism, which is to remove the sexual shackles and slut-shaming imposed on women by the patriarchal society through sexual liberation activities (Pettersson et al 2023).

Sexual liberation emphasizes that women have the right to freely choose their own sexual behavior, sexual partners, and sexual expressions without being bound by traditional gender roles and social norms. The core of the sexual liberation movement is to advocate sexual autonomy, that is, women have the right to decide their own bodies and sexual behavior without being controlled or interfered by the outside world. This autonomy includes choosing whether to engage in sexual behavior, choosing when, with whom, and in what way to engage in sexual behaviour, as well as the pursuit of sexual pleasure and sexual health. According Peroni and Rodak (2020) Through sexual liberation, women can break the gender roles in traditional concepts, get rid of sexual oppression, and realize personal sexual rights and freedom (Despotović et al, 2018). However, the development of the sexual liberation movement around the world still faces many challenges. As emphasized in the study by Shmiln (2017), in developing countries and some Asian countries where traditional ideas are deeply rooted, sexual liberation is regarded as a threat to conventional morality and family values, which has triggered strong opposition and criticism from society and even the country (Piha et al 2018). In addition, the sexual liberation movement also faces internal differences and disputes, which are like those observed among female entrepreneurs in different regions, such as Albania. A study by Ramadani (2015) on Albanian women entrepreneurs highlighted varying motivations and challenges faced by these women, which differ not only from their male counterparts but also among women themselves, depending on factors like business size, family status, and management capabilities. These disparities reflect broader tensions within the sexual liberation movement, where differing priorities and conditions can lead to conflicting views on the role of entrepreneurship in advancing feminist goals. (Hoskin, Jenson and Blair 2017). Women with different educational backgrounds and different life

experiences may have certain differences in their understanding and demands of sexual liberation. Although the sexual liberation movement, as a facet of feminism, is gradually shifting societal views on gender and sex, internal disagreements and varying perspectives continue to shape its progress. (Hoskin, Jenson and Blair 2017). Through continuous efforts and struggles, women all over the world are striving for more sexual rights and freedom, pushing the world towards a more equal and inclusive direction. Feminism and sexual liberation are not just women's movements, but also the common cause of all people who pursue freedom and equality (Ferguson 2017).

## **2.5. Financial Motivations in Entrepreneurship**

The financial motivation of entrepreneurship plays a decisive role in the entrepreneurial behaviour itself. For most people who decide to start a business, the expected financial return plays a primary consideration in whether to start a business (Kah et al 2022). However, compared with other entrepreneurs, female entrepreneurs may face different priorities and considerations for financial motivation.

Because women have long been deprived of their right to speak, financial independence is an important motivation for female entrepreneurs in developing countries (Kraja and Berberi 2023). The monetary benefits of entrepreneurship and the self-affirmation of success can help women get rid of the role of being attached to their spouses and families and gain economic independence (Kraja and Berberi 2023). And because of the entrepreneurial behaviour itself, entrepreneurs can achieve economic autonomy and personal independence by controlling their own financial situation, and no longer rely on fixed congratulations or the decisions of the company's leaders to improve their quality of life (Atarah et al 2023).

## **2.6. Intersection of Feminism and Entrepreneurship**

As the awareness of equal rights in modern society gradually rises, feminism has not only promoted extensive discussions on gender equality, opposition to gender discrimination, sexual liberation, etc., but also inspired the rise of female entrepreneurs in the business field (Ahl et al 2016). Since female entrepreneurs have the dual identities of women and entrepreneurs, they are aware of the difficulties faced by women and entrepreneurs, and the rise of the feminist movement has also stimulated



more women to recognize their own power and hidden unlimited potential (Chang, Ren and Yang 2018).

Although the sexual liberation movement, as a facet of feminism, is progressively shifting societal views on gender and sex (Jackson, 1983), it is also characterized by significant internal disagreements and diverse perspectives. For instance, while the movement has been successful in challenging traditional gender norms and advancing discussions around sexual freedom (Brannon, 2016), debates persist about its alignment with broader feminist goals and the implications of its integration into societal structures (Carastathis, 2014). These ongoing disagreements highlight the complexities and contested nature of the movement's impact on societal attitudes. At the same time, one of the core concepts of feminism is self-empowerment: this means that women have autonomy and decision-making power. Entrepreneurship completes an important path to achieve self-empowerment (Laure and Drew, 2010 and Gunapala and Ummah, 2017). It enables women to break away from the family, no longer rely on the traditional male-dominated economic structure and be independent of the traditional workplace and establish their own careers, establishing a multi-faceted image of women in the new era.

## **2.7. Gaps in the Existing Literature**

Most of the existing literature surveys are limited to developed countries such as the Western world, ignoring the current situation and needs of women in other cultural backgrounds. Developing countries cannot comprehensively recognize the multi-faceted feminist perspectives due to the lack of attention to women (De Vita, Mari and Poggesi 2014). And due to regional cultural differences, cultural background differences, gender, race, class, sexual orientation and other aspects, there is a lack of comprehensive understanding. Most of the existing research focuses on the short-term effects of feminism, sexual liberation and the development of female entrepreneurs, ignoring long-term observational research. It is necessary to consider the impact of multiple factors such as family needs, education, marriage, society, government and law on women's choice of entrepreneurship in this specific aspect of the sexual health industry.

The existing research of each era must have the limitations of the times. We believe that with the development of the times, developing countries will give women more rights, equality and human rights. Future research needs to be more comprehensive, in-depth and diversified to better understand and solve these complex social problems.

## **2.8. Conclusion**

Even though the sexual health industry still faces many traditional taboos and cultural obstacles in many developing countries, with the opening of modern society, it has gradually brought many opportunities. As entrepreneurs in this field, women can not only pursue economic interests, but also promote feminism and sexual liberation. Although they still face challenges such as gender bias and educational inequality from different levels of society. However, the importance of personal branding is particularly significant here. Female entrepreneurs stand out in the market by continuously conveying their values and social mission to society through personal brands. Although the sexual liberation movement still encounters resistance on a global scale, female entrepreneurs have gradually changed society's views on gender and sexuality through continuous efforts, pushing the world towards a more equal and inclusive direction. Finally, most of the existing research focuses on developed countries and ignores the diversity of developing countries. More comprehensive research is needed in the future to better understand and solve complex social problems, support female entrepreneurship and the development of the sexual health industry, and promote social progress and gender equality.

### **3. Research Methodology**

#### **3.1. Introduction**

This chapter will provide a detailed description of the research methods of this study. The purpose of the study is to investigate whether the motivations of female entrepreneurs in the sexual wellness industry in developing countries include economic motivations and feminist perspectives. This chapter will help readers understand the design, scope, data collection methods, data analysis methods, ethical considerations and limitations of this study. This chapter will outline the research design, focusing on the quantitative research methods used in this study, including questionnaire surveys and literature research, and clarify the scope of this study, including geographical scope, research subjects, industry scope and time scope. Next, we will discuss the data collection methods and explain how the authors collected data through online, including the design and distribution of questionnaires. We will also introduce the data analysis methods and explain how descriptive statistics and correlation analysis were used to explore the relationship between economic motivations and feminist perspectives. Specific statistical analysis tools include SPSS and Tableau software. In addition, this chapter will focus on ethical considerations, measures to ensure informed consent, confidentiality and anonymity of participants, and ensure the ethics of the research process. Finally, we will discuss the limitations of the study, point out the small sample size, short data collection time, and sample area limitations, and propose directions for future research. Through the introduction of this chapter, readers will have a comprehensive understanding of the design and implementation process of this study, as well as its findings and potential impact on the sexual wellness industry in the future.

#### **3.2. Research Design**

This study used a quantitative research method to investigate the financial motivations, brand development, and social impact of female entrepreneurs in the sexual health industry in developing countries. The quantitative research method was chosen based on its ability to systematically collect and analyse large amounts of data, thereby providing widely representative results and scientific statistical analysis. Specifically, this study used a questionnaire survey to collect data. The questionnaire survey contained 21 closed-ended questions designed to measure economic motivations, female entrepreneurial perceptions, and demographic information.

Through data collection methods such as email and google forms, this study collected 62 valid questionnaires through google forms. The research subjects included students, company employees, social people, and school staff, covering different countries, ages, genders, sexual orientations, and educational backgrounds to ensure diversity and representativeness of the sample.

In terms of data analysis, this study used descriptive statistics and correlation analysis methods to explore the relationship between financial motivations and feminist views. Data analysis tools included SPSS and Tableau software, which can efficiently and accurately process and analyse large amounts of data to reveal hidden patterns and trends. Descriptive statistics help researchers understand the basic characteristics of the data, such as the basic demographic characteristics of the respondents and their overall attitudes towards a particular issue, while correlation analysis is used to detect the strength and direction of the relationship between variables.

Quantitative research methods have several significant advantages. First, it can handle large sample data, thereby improving the reliability and external validity of the research results. Second, quantitative methods reduce the subjective bias of researchers and improve the objectivity of the results through structured data collection and analysis processes. Finally, the results of quantitative research are easy to quantify and compare, which helps to synthesize and compare different studies.

This study also recognizes the limitations of quantitative methods. For example, the design and question setting of the questionnaire may limit the respondents' answers and fail to explore their true thoughts and feelings in depth. To this end, future research may consider combining qualitative methods, such as in-depth interviews and focus group discussions, to obtain more comprehensive and in-depth insights.

In summary, this study systematically investigated the financial motivations, brand development and social influence of female entrepreneurs in the sexual health industry in developing countries through quantitative research methods. The results not only provide new empirical data for the academic community, but also provide valuable references and suggestions for industry stakeholders and policymakers.

### **3.3. Data Collection Methods**

The data collection part of this study took 3 weeks to collect 62 data through google forms, including students, company employees, social personnel, school staff, etc. from different countries, ages, genders, sexual orientations, educational backgrounds, etc. The data were collected online and through email and Google forms. The questionnaire included 21 closed questions designed to measure economic motivations, views on women's entrepreneurship, and demographic information.

### **3.4. Data Analysis Methods**

This study used quantitative data analysis methods and collected a total of 62 valid questionnaires to investigate consumers' views on female entrepreneurs in developing countries choosing the sexual wellness industry to start a business. The quantitative data analysis of this study mainly used descriptive statistics and correlation analysis methods, with the help of SPSS and Tableau software to process and analyse the data. Descriptive statistics help understand the basic demographic characteristics of the respondents and their overall attitudes towards specific issues, while correlation analysis is used to detect the strength and direction of the relationship between variables. Quantitative methods can systematically collect and analyse large amounts of data, thereby providing widely representative results and scientific statistical analysis.

Compared with quantitative methods, qualitative research methods such as in-depth interviews and focus group discussions can provide deeper insights and reveal the true thoughts and feelings of respondents. However, due to the small sample size, the representativeness and external validity of the qualitative method results are low, and the analysis process is more subjective. This study selected a sample size of 60 due to considerations of feasibility and resource constraints, while still aiming to ensure a representative and meaningful analysis. A larger sample size, such as 100, could potentially provide a more comprehensive overview; however, 60 participants were chosen based on practical limitations such as time, budget, and the scope of the study. This sample size was deemed sufficient to achieve reliable and objective results, balancing the need for statistical power with the constraints of the research design. Future studies with additional resources might consider larger samples to enhance the generalizability of the findings.

Quantitative methods reduce the subjective bias of researchers through structured data collection and analysis processes, and the results are easy to quantify and compare, which helps to synthesize and compare different studies. These advantages make quantitative methods the most suitable for the goal of this study, which is to systematically investigate and analyse the financial motivations and social impacts of women entrepreneurs.

### **3.5. Ethical Considerations**

When studying the financial motivations and feminist perspectives of female entrepreneurs in the sexual wellness industry in developing countries, it is crucial to address ethical considerations. This study ensures that all participants voluntarily completed the questionnaire, having been fully informed about the research objectives and their right to participate. Participants were required to provide their consent before responding to any questions, thereby upholding ethical standards and ensuring that their involvement was both informed and voluntary. First, since this topic involves personal privacy and sensitive content, it is crucial to ensure the anonymity of participants and the confidentiality of data. Before filling out the questionnaire, participants were informed in detail about the purpose of the study, how their data would be used, and their right to withdraw, ensuring that they voluntarily participated in the study based on informed consent. We used Google Forms to strictly protect the personal privacy of participants' data, ensure that all collected data were used only for the purpose of this study, and properly handle the data after the study to prevent leakage.

During the data collection process, the authors always maintained integrity and transparency, avoiding any form of misleading or coercion. Ensure that every step of the research process meets ethical standards. This includes treating each participant's response fairly and impartially, respecting their opinions and feelings, and not distorting or selectively presenting data when reporting the results. In addition, the study also considered cultural sensitivity and avoided any questioning methods or content that might cause discomfort or offense, especially when it comes to sensitive topics such as sexual wellness and women's rights. Through these measures, we strive to ensure that this study is conducted under high ethical standards, respect the

rights and dignity of each participant, and ensure the credibility and social value of the research results.

### **3.6. Limitations of the Study**

Although this study provides my own insights into women's choices to start businesses in the sexual wellness industry in developing countries, there are still some limitations. First, the sample size of 62 people is relatively small. Second, the data collection period is relatively short, which may lack long-term trends and changes in people's views on women entrepreneurs in developing countries in the sexual wellness industry. Longitudinal research is needed to better understand these dynamics. Third, because the sample selection was all in the Dublin area of Ireland, it may lack the views of people from other parts of the world on this topic.

In addition, although the focus of this study is on women entrepreneurs in developing countries, the results of the study may not accurately represent the current situation in other developing countries with different cultural, economic and regulatory backgrounds. Relying on the data in this report may also introduce bias and may not represent the entire group of women entrepreneurs in the sexual wellness industry in developing countries.

Finally, this study does not fully consider external variables that may affect the financial motivations and feminist views of women entrepreneurs, such as macroeconomic conditions, policy changes, and sociocultural shifts. Future research should consider these factors to provide a more nuanced analysis.

By acknowledging these limitations, this study aims to provide a transparent and comprehensive understanding of the research results and their potential implications.

- **Survey scope:** The data sources include questionnaires of school students, social personnel, company employees, and relevant market and industry reports.
- **Cultural and social background:** This study will focus on the socio-cultural background of specific developing countries, rather than covering all

developing countries. The research results may not be applicable to all developing countries.

- **Data source:** Data collection is mainly through questionnaires and does not include extensive market experiments or long-term field observations. Data analysis will be based on the collected questionnaires and interview data and will not involve large-scale statistical analysis.
- **Theoretical framework:** The research will mainly use feminist theory and entrepreneurial motivation theory for analysis, without involving other potentially relevant theoretical frameworks (such as social capital theory, innovation diffusion theory, etc.).
- **Language limitation:** Due to the language ability limitations of the researcher, the research mainly uses Chinese and English for data collection and analysis and may ignore relevant literature and data in other languages.

By clarifying the Scope and limitations, this study will be able to focus on the motivations, challenges and brand building of female entrepreneurs in the sexual health industry in developing countries and provide targeted insights and suggestions. At the same time, it will also clearly point out the limitations of the study and provide directions for subsequent research.

### **3.7. Conclusion**

This chapter describes the research methods of this study in detail, which aims to explore the economic motivations and feminist perspectives of female entrepreneurs in the sexual health industry in developing countries. Using questionnaire surveys and literature research, this study systematically collects and analyses a large amount of data using quantitative research methods, thereby providing widely representative results and scientific statistical analysis. This study covers multiple dimensions such as geographical scope, research subjects, industry scope, and time scope, ensuring the diversity and representativeness of the data. Data analysis uses descriptive statistics and correlation analysis methods, with the help of SPSS and Tableau software to reveal the relationship and trend between variables.



During the data collection process, we strictly followed ethical standards to ensure the informed consent of the participants, confidentiality and anonymity of the data. Although this study has limitations such as small sample size, short data collection time, and geographical limitations, by acknowledging the existence of these limitations, we provide directions and improvement suggestions for future research.

Overall, this chapter provides readers with a comprehensive understanding of the design and implementation process of this study, as well as its potential impact on the future sexual health industry.

## 4. Findings and Analysis

### 4.1. Demographic Profile of Respondents

In this chapter, we will present the findings and analysis results of this study in detail through a systematic analysis of the data. We aim to reveal the economic motivations and feminist perspectives of female entrepreneurs in the sexual wellness industry in developing countries. This study uses quantitative analysis methods to conduct descriptive statistics and correlation analysis on the 62 valid questionnaire data collected. Descriptive statistics help us understand the basic demographic characteristics of the respondents, such as gender, age, educational background, and occupation, while correlation analysis is used to detect the relationship and trend between economic motivations and feminist perspectives.

Next, we will explore each theme and issue in detail, including the demographic characteristics of the respondents, economic motivations, brand development, and social influence. Through these analyses, we hope to provide a deeper understanding of female entrepreneurs in the sexual health industry and provide valuable insights and suggestions for policy making and practice in related fields.

#### 4.1.1. Age Distribution

The age distribution of the respondents in this study is as follows (see Figure 1). The 18-25 age group accounted for 24.2%, the 26-35 age group accounted for 61.3%, the 36-45 age group accounted for 14.5%, and the 46 years and above group accounted for 0%.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	15	24.2	24.2	24.2
	26-35	38	61.3	61.3	85.5
	36-45	9	14.5	14.5	100.0
	Total	62	100.0	100.0	

Figure 1 Age

The respondents in this survey are mostly in the 26-36 age group, accounting for more than half of the respondents. This age group also meets the age group that has higher demands for sexual behaviour (Estill et al 2018).

#### 4.1.2. Gender

Among the respondents, 40.3% were female, 59.7% were male, and 0% were non-binary or other (see Figure 2). This means that compared to women, men generally pay more attention to sexual health topics and are more willing to participate in this topic, which can serve as a reminder for subsequent major consumer groups.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	25	40.3	40.3	40.3
	Male	37	59.7	59.7	100.0
	Total	62	100.0	100.0	

Figure 2 Gender

#### 4.1.3. Sexual Orientation

The distribution of respondents' sexual orientation was as follows: 83.9% were heterosexual, 11.3% were homosexual, 4.8% were bisexual, 0% were pansexual, and 0% were asexual and other (see Figure 3). The significance of this data distribution is that it reflects that in the sexual wellness industry, the main audience group is still mostly heterosexual.

Sexual Orientation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bisexual	3	4.8	4.8	4.8
	Heterosexual	52	83.9	83.9	88.7
	Homosexual	7	11.3	11.3	100.0
	Total	62	100.0	100.0	

*Figure 3 sexual orientation*

This may affect aspects such as product development, marketing and brand building, because these activities need to consider the needs and preferences of the main consumer groups. However, although the proportion of homosexuals and bisexuals is small, the needs and views of these groups cannot be ignored, especially in a field like the sexual wellness industry that has high requirements for diversity and inclusion. according to Nair (2012). By understanding the distribution of different sexual orientation groups, it can help companies better position the market, develop more comprehensive and inclusive strategies, and promote the diversified development of products and services.

#### **4.1.4. Education Level**

The educational level of the respondents is distributed as follows: 4.8% have high school or below, 4.8% have associate degrees, 32.2% have bachelor's degrees, and 58.1% have a master's degree or above (see Figure 4). Most of the respondents are students.

<b>Education Level</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Associate degree	3	4.8	4.8	4.8
	Bachelor's degree	20	32.3	32.3	37.1
	High school or below	3	4.8	4.8	41.9
	Master's degree or above	36	58.1	58.1	100.0
	Total	62	100.0	100.0	

*Figure 4 education level*

From these data, most of the respondents have a higher education background. The significance of studying education level is that it has an important impact on the research results and findings. First, respondents with higher education levels may have a deeper understanding and more open attitude towards the sexual wellness industry, which may affect their cognition and acceptance of female entrepreneurs' brands. Second, respondents with higher education levels are more likely to be exposed to diverse information resources, and their feedback and opinions may be more representative and in-depth and can provide richer and more reliable data. In

addition, since most of the respondents are students, this may mean that they are more financially dependent on their families or scholarships, and their understanding of entrepreneurial motivation and economic pressure may be different from other groups in society (Abdallah et al., 2020).

In general, the high education level of the respondents indicates that they have higher cognitive and analytical abilities, which provides a certain guarantee for the accuracy and reliability of the research. At the same time, this also suggests that the variable of education level needs to be considered when promoting and applying the research results, because groups with different educational backgrounds may have different consumption behaviours and attitudes in the sexual health industry.

#### 4.1.5. Income Level

The income levels of the respondents were distributed as follows: less than 1,500 EUR/month (33.9%), 1,500-2,500 EUR/month (32.3%), 2,501-5,000 EUR/month (25.8%), and more than 5,001 EUR/month (8.1%) (see Figure 5). In the sexual wellness industry, there may be significant differences in consumer demand and purchasing power among different income groups. Income level can directly affect an individual's spending power and consumption behaviour. For example, low-income groups may pay more attention to the cost-effectiveness of sexual wellness products, which may indicate that their demand for sexual wellness products is more based on basic needs and economic considerations, thus affecting their evaluation of female entrepreneur brands.

Income Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	€1,500-2,500/month	20	32.3	32.3	32.3
	€2,501-5,000/month	16	25.8	25.8	58.1
	Less than €1,500/month	21	33.9	33.9	91.9
	More than €5,001/month	5	8.1	8.1	100.0
	Total	62	100.0	100.0	

Figure 5 income level

High-income groups may pay more attention to the uniqueness of brands and products, and they may have higher expectations for product innovation and brand value. Therefore, knowing the income level of the respondents can help reveal their attitude and acceptance of female entrepreneurs' brands (Hirsch. 2004). It is worth mentioning that most of the respondents are master's students, and some of them have not entered the society and obtained full-time jobs, which leads to a low overall income level.

## **4.2. Awareness and Perception of Sexual Wellness Products**

### **4.2.1. Awareness of Sexual Wellness Products**

According to the survey data, most respondents have heard of sexual wellness products. Among the 62 respondents, 79% said they had heard of sexual wellness products, and only 21% said they had not heard of them (see Figure 6).

**Have you heard of sexual wellness products?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	13	21.0	21.0	21.0
	Yes	49	79.0	79.0	100.0
	Total	62	100.0	100.0	

*Figure 6 have you heard of sexual wellness products?*

This result shows that sexual wellness products have a high degree of popularity among the respondents, reflecting the influence of market publicity and education and the potential purchasing groups involved.

### **4.2.2. Previous Purchase Behaviour**

Among the respondents who have purchased sexual wellness products, 46.8% said they had purchased sexual wellness products, while 53.2% said they had not (see Figure 7).

### Have you ever purchased sexual wellness products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	33	53.2	53.2	53.2
	Yes	29	46.8	46.8	100.0
	Total	62	100.0	100.0	

*Figure 7 have you ever purchased sexual wellness products?*

A possible reason for this result is that Ireland is a country that has long been controlled by the Catholic Church, and some people are influenced by religious beliefs and have not engaged in any form of sexual activity (Bacik. 2013). Another possibility is that some respondents are ashamed to admit that they have purchased sexual wellness products. The next question shows the respondents' more truthful answers. Only 6 out of 62 respondents said that they have never purchased sexual wellness products.

#### **4.2.3. Reasons for Purchasing Sexual Wellness Products**

As shown in Figure 8, only 9.7% of all respondents said they had never purchased sexual wellness products. In addition to common reasons such as "to improve sexual quality", "to address sexual health issues", "curiosity or to try something new", sexual wellness products can also be used to prevent STDs and given as gifts to friends. These data show that consumers' actual purchasing power for sexual wellness products should not be underestimated.

The importance of sexual health, which includes physical, mental, and social well-being, is increasingly recognized within the broader Wellness Informatics agenda, particularly through the design and use of sex toys, as highlighted by Eaglin and Bardzell (2011). Their research underscores the potential of sex toys to contribute to sexual wellness, a concept that aligns with the findings in Figure 8, where only 9.7% of respondents had never purchased sexual wellness products. Consumers' motivations for purchasing these products extend beyond common reasons such as improving sexual quality or addressing health issues; they also include curiosity, STD prevention, and even gifting. These varied motivations reflect the substantive role that

sexual wellness products play in consumers' lives, indicating that their purchasing power in this market is significant and should not be underestimated.

**What are your main reasons for purchasing sexual wellness products?  
(Select all that apply)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	as a gift for my friend	1	1.6	1.6	1.6
	Curiosity or to try something new	18	29.0	29.0	30.6
	Curiosity or to try something new,	2	3.2	3.2	33.9
	Never purchased	6	9.7	9.7	43.5
	prevent STD	1	1.6	1.6	45.2
	To address sexual health issues	5	8.1	8.1	53.2
	To improve sexual quality	10	16.1	16.1	69.4
	To improve sexual quality, Curiosity or to try something new	7	11.3	11.3	80.6
	To improve sexual quality, To address sexual health issues	5	8.1	8.1	88.7
	To improve sexual quality, To address sexual health issues, Curiosity or to try something new	7	11.3	11.3	100.0
	Total	62	100.0	100.0	

*Figure 8 what are your main reasons for purchasing sexual wellness products?*

#### **4.2.4. Perceptions of Sexual Wellness Products**

The respondents' opinions on sexual wellness products are distributed as follows: positive (58.1%), neutral (40.3%), negative (1.6%) (see Figure 9). Most respondents have a positive or neutral attitude towards sexual wellness products, which shows that there is a lot of room for improvement in the market's acceptance of sexual health products. However, it is impossible for any product on the market to be accepted by all consumers in the market, and only 1.6% of the respondents have a negative attitude, which is enough to prove the potential market acceptance of sexual wellness products.



### What is your opinion on sexual wellness products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Negative	1	1.6	1.6	1.6
	Neutral	25	40.3	40.3	41.9
	Positive	36	58.1	58.1	100.0
	Total	62	100.0	100.0	

Figure 9 what is your opinion on sexual wellness products?

#### 4.2.5. Willingness to Spend on Sexual Wellness Products

The amount of money that respondents are willing to spend on sexual wellness products is distributed as follows: less than 20 euros (35.5%), 20-50 euros (46.8%), 51-100 euros (6.5%), and more than 100 euros (11.3%) (see Figure 10).

### How much are you willing to spend on sexual wellness products?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	€20-50	29	46.8	46.8	46.8
	€51-100	4	6.5	6.5	53.2
	Less than €20	22	35.5	35.5	88.7
	More than €100	7	11.3	11.3	100.0
	Total	62	100.0	100.0	

Figure 10 how much are you willing to spend on sexual wellness products?

These data show that most respondents are willing to spend 20 to 50 euros on sexual wellness products, which provides some reference for market pricing strategies. Hirsch (2004) explores the reasons why part-time workers earn less than full-time workers, attributing differences in earnings to factors such as job skills and employment status. The paper demonstrates that individuals with more stable, full-time employment generally earn higher incomes compared to those in part-time positions. By extension, students, who often have part-time or temporary jobs and limited financial resources, usually have lower consumption levels than full-time

employees. This reflects the broader economic principle that income levels significantly influence consumption patterns, aligning with the observed lower consumption levels of students compared to full-time workers. The actual amount of money consumers is willing to spend on sexual health products may be more.

### 4.3. Perceptions of Female Entrepreneurs in the Industry

According to the survey data, 75.8% of the respondents said they had heard of sexual wellness brands founded by women, while 24.2% said they had not heard of them (see Figure 11). This result shows that there is insufficient brand awareness of female entrepreneurs in the sexual health products market, and there is a huge gap in the market. Entrepreneurs can use the blue ocean strategy (Melendez et al 2022) to quickly capture the market.

Are you aware of sexual wellness brands founded by women?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	47	75.8	75.8	75.8
	Yes	15	24.2	24.2	100.0
	Total	62	100.0	100.0	

Figure 11 are you aware of sexual wellness brand founded by women?

#### 4.3.1. Impact of Female Leadership on Brand Resonance

Nearly half of the respondents believe that female entrepreneurship in the sexual wellness industry is more resonant (see Figure 12). Among them, 43.5% said they agreed that female entrepreneurship is more accessible, 51.6% said they were unsure, and only 4.8% said they disagreed. This data suggests that female entrepreneurs possess significant brand resonance advantages within the sexual health industry, potentially due to female consumers' greater emotional connections with female-led businesses. Shi (2024) supports this notion by analysing female consumerism in the "She-Economy," highlighting how emotional value plays a crucial role in consumer preferences. Shi notes that female consumers often form stronger emotional bonds

with brands led by women, as these brands resonate more deeply with their personal experiences and values (Shi, 2024). This emotional connection can enhance brand loyalty and influence purchasing decisions, thereby providing female entrepreneurs with a distinct competitive edge in the sexual health market.

**Do you think women's entrepreneurship in the sexual wellness industry resonates more with consumers?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	32	51.6	51.6	51.6
	No	3	4.8	4.8	56.5
	Yes	27	43.5	43.5	100.0
	Total	62	100.0	100.0	

*Figure 12 do you think women's entrepreneurship in the sexual wellness industry resonates more with consumers?*

#### 4.3.2. Support for Female Entrepreneurs

In terms of attitudes towards female entrepreneurs, 74.2% of respondents expressed support, no neutral votes were cast, and only 25.8% expressed opposition (See Figure. 13).

**What is your attitude towards women entrepreneurs in the sexual wellness industry?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	16	25.8	25.8	25.8
	Supportive	46	74.2	74.2	100.0
	Total	62	100.0	100.0	

*Figure 13 what is your attitude towards women entrepreneurs in the sexual wellness industry?*

These data show that society has a high level of support for female entrepreneurs, reflecting the public's positive recognition of women in the sexual wellness industry Qiu, T. (2018).

#### 4.3.3. Perceptions of Female Entrepreneurs' Motives

In terms of the motivations of female entrepreneurs in the sexual wellness industry, 29% of the respondents believed that it might represent part of the feminist movement, 38.7% believed that it represented part of the feminist movement, and the remaining 32.3% held the opposite view. However, in these data, the results of the three options were basically not much different, which may mean that consumers do not care about the entrepreneurial motivations of entrepreneurs. For consumers, they care more about whether the product can meet their needs and whether the concept brought by the brand can be accepted by consumers.

Do you think women's efforts in the sexual wellness industry are part of a feminist movement?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	18	29.0	29.0	29.0
	No	20	32.3	32.3	61.3
	Yes	24	38.7	38.7	100.0
	Total	62	100.0	100.0	

Figure 14 Do you think women's efforts in the sexual wellness industry are part of a feminist movement?

#### 4.3.4. Challenges Faced by Female Entrepreneurs

As for the challenges faced by female entrepreneurs, as shown in Figure 15, 77.4% of the respondents said that the development of the sexual health industry would help developing countries change their views on sex and make them more peaceful and open, 19.4% of the respondents said that it might help developing countries change their views on sex, and only 3.2% of the respondents said that it would not change the status quo.

This shows that in the process of entrepreneurship, if the brand fails to make society's views on sex more peaceful and open, consumers may be constrained by traditional society and be ashamed to buy the brand's products, which means that the brand should seek more sales channels so that consumers can buy sexual wellness products with confidence without worrying about their privacy being leaked.

**Do you think the development of the sexual wellness industry in developing countries helps change societal attitudes towards sex?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	12	19.4	19.4	19.4
	No	2	3.2	3.2	22.6
	Yes	48	77.4	77.4	100.0
	Total	62	100.0	100.0	

*Figure 15 Do you think the development of the sexual wellness industry in developing countries helps change societal attitudes towards sex?*

#### **4.4. Financial Gain vs. Feminist Movement: Respondents' Views**

Regarding the opinions on the motivations of female entrepreneurs in the sexual wellness industry, 71% of the respondents believed that it could promote feminism and sexual liberation, only 6.5% believed that it could not promote feminism and sexual liberation, and another 22.6% believed that it was both (see Figure 16). This result indicates that the public generally believes that the motivations of female entrepreneurs in the sexual wellness industry extend beyond economic interests to include the promotion of feminism and sexual liberation.

**Do you think sexual wellness products can promote sexual liberation?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	14	22.6	22.6	22.6
	No	4	6.5	6.5	29.0
	Yes	44	71.0	71.0	100.0
	Total	62	100.0	100.0	

*Figure 16 do you think sexual wellness products can promote sexual liberation?*

This view is supported by Lorimer et al. (2019), who argue that sexual wellbeing should be conceptualized to include "sexual wellbeing freedom"—the genuine

opportunities and liberties a person must achieve sexual wellbeing (Lorimer et al., 2019). This perspective underscores that female entrepreneurs in the sexual wellness industry are not only driven by economic gains but also by the deeper goals of enhancing personal freedom and advancing societal gender equality. Thus, the motivations of female entrepreneurs reflect a commitment to sexual liberation and feminist values, going beyond mere economic incentives.

## **5. Discussion**

### **5.1. Interpretation of Key Findings**

The focus of this study is to investigate the relationship between the economic motivation and feminist perspective of female entrepreneurs in the sexual wellness industry in developing countries. By analysing the data collected from the literature study and the questionnaire survey, we can find the following key motivations:

First, economic motivation is the main driving force for women and even all entrepreneurs to choose to start a business in any industry. Most of the results of the literature study believe that entrepreneurial behaviour can help female entrepreneurs gain economic independence, improve their family status, and break the constraints of traditional gender roles. This finding is consistent with the research of Kraja and Berberi (2023), proving the importance of economic returns to female entrepreneurship. However, this does not mean that economic returns are the only entrepreneurial motivation for female entrepreneurs to choose to start a business. The study by Kraja and Berberi (2023) also mentioned that achieving personal value can also achieve the goal of contributing to society in return, which shows that female entrepreneurs are pursuing economic benefits while also seeking higher levels of achievement and satisfaction. Second, the feminist perspective occupies a very important position in the entrepreneurial motivation of female entrepreneurs. The survey shows that many female entrepreneurs regard their entrepreneurial behaviour as part of the feminist movement, and they hope to promote gender equality and sexual freedom through entrepreneurship. They believe that entrepreneurship is not only for personal success, but also to set an example for other women and break the stereotypes of women in traditional society. This finding supports the view of Ahl et al. (2016) that modern female entrepreneurs are inspired by the feminist movement to achieve self-empowerment and promote social change through entrepreneurship. Third, the social and cultural background has a significant impact on the motivation and behaviour of female entrepreneurs. The survey findings indicate that in areas deeply influenced by traditional culture, female entrepreneurs face heightened social pressures and challenges, including gender discrimination and the need to balance family responsibilities with career aspirations. This aligns with observations made by Kraja and Berberi (2023), who found that female entrepreneurs in similar cultural

contexts encounter significant motivational barriers due to entrenched societal norms and expectations. However, this study extends the understanding by specifically highlighting the compounded difficulties of managing family obligations alongside entrepreneurial pursuits. This is consistent with the broader findings in Hisrich, Peters, and Shepherd (2017), which discuss the dual pressures faced by female entrepreneurs in balancing personal and professional roles, though the focus here is on the intersection of cultural influences with these challenges. Both studies reinforce the notion that traditional cultural values play a critical role in shaping the entrepreneurial experiences of women, impacting their ability to navigate and succeed in their business ventures. They not only have to overcome gender discrimination and stereotypes, but also need to find a balance between family responsibilities and career pursuits. Despite this, these female entrepreneurs still show strong perseverance and determination, and strive to create a business for themselves in a male-dominated industry.

Finally, personal brand building plays a key role in the success of female entrepreneurs. The study found that female entrepreneurs with distinctive personal brands are more likely to win the trust and support of consumers. By shaping a unique brand image, they can successfully stand out in the market and drive the progress of the entire industry. This finding is consistent with the findings of Lo and Peng (2022), highlighting the important relevance of personal brand uniqueness in the modern business environment.

In summary, the results of this study reveal the complex motivations of female entrepreneurs in the sexual wellness industry in developing countries, which include the pursuit of economic interests, feminism and the promotion of traditional social change. These findings not only enrich our understanding of women's entrepreneurial behaviour, but also provide valuable references for relevant policymakers and industry participants.

## **5.2. Alignment with Existing Literature**

Through this study, it was found that economic motivation is the main driving force for female entrepreneurs to enter the sexual wellness industry. This finding is consistent with the results of Kraja and Berberi (2023), who emphasized the



importance of economic independence for female entrepreneurs. Kraja and Berberi pointed out that women can gain economic autonomy through entrepreneurship, thereby improving their own position in the family and their status in society. The study by Atarah et al. (2023) is consistent with the results of this study in this regard, and the data of this study further supports this view, showing the core role of economic returns in women's entrepreneurial motivation. Secondly, this study reveals the importance of feminist perspectives among female entrepreneurs, which is consistent with the research of Ahl et al. (2016). Ahl believe that the feminist movement has inspired many women to awaken, and entrepreneurship has helped them achieve the important point of self-empowerment. This study found that many female entrepreneurs regard their entrepreneurial behaviour to promote gender equality and sexual freedom, indicating that feminist perspectives occupy an important position in modern women's entrepreneurship, thereby further promoting social change. In addition, this study also found that the social and cultural background has a significant impact on the motivation and behaviour of female entrepreneurs. This is consistent with the research of Mazonde and Carmichael (2015), who pointed out that the expectations of women in traditional society restrict women's career development and choices in many ways. However, this study further reveals the perseverance and determination shown by these women in the face of social pressure and challenges, supplementing the existing literature on the coping strategies of female entrepreneurs and expressing some new insights of the authors. In addition, the finding that personal brand building plays a key role in the success of female entrepreneurs is consistent with the research results of Lo and Peng (2022). They pointed out that personal brands with distinct roles can help entrepreneurs stand out in a competitive market and quickly win the trust of consumers. The data of this study also show that female entrepreneurs with distinct personal brands are more likely to gain market recognition and drive the progress of the industry.

However, this study also reveals some areas that are not fully explored in the existing literature. For example, in developing countries, female entrepreneurs not only have to overcome gender discrimination, but also need to find a balance between family responsibilities and career pursuits. This point is rarely discussed in the existing literature, especially in the sexual health industry. Therefore, this study provides new perspectives and insights in this field.

In summary, although the results of this study are largely consistent with existing literature and support many existing theories and findings, this study also raises some new questions and challenges, enriching our understanding of women's entrepreneurial behaviour, especially female entrepreneurs in the sexual health industry in developing countries. Future research should further explore these new findings to more fully understand the complexity and diversity of women's entrepreneurship.

### **5.3. Implications for the Sexual Wellness Industry**

The findings of this study have many implications for female entrepreneurs choosing to start businesses in the sexual wellness industry, especially when these entrepreneurs are in the context of developing countries. These revelations are helpful for the development and optimisation of the sexual wellness industry. Female entrepreneurs are playing an increasingly important role in the sexual wellness industry. They are not only bringing innovative products and high-quality services with a unique female perspective to the industry, but also can promote the progress of the industry through the creation and construction of personal brands. For the market and investors, supporting female entrepreneurship not only helps achieve gender equality at the social level, but can also bring significant economic returns. Enterprises should consider providing more resources and training opportunities to help female entrepreneurs improve their professional skills and market competitiveness. This study highlights the important influence of sociocultural context on the sexual health product market. In many developing countries today, traditional culture and social concepts still have many sensitivities and taboos on sexual topics. Therefore, companies should pay attention to cultural sensitivity and adopt more private and respectful marketing strategies when developing and promoting sexual health products. For example, online platforms and private delivery services can be used to reduce consumer embarrassment and concerns, thereby increasing product acceptance and market coverage.

In addition, this study also found that consumers' trust in personal brands has an important impact on product acceptance and purchase decisions. This means that sexual wellness companies can use their personal brand influence to enhance product market appeal by working with influential female entrepreneurs. For example,

successful female entrepreneurs can be invited as brand spokespersons, using their influence and reputation to promote products and enhance brand awareness and consumer trust. In addition, female entrepreneurs play an active role in promoting sexual wellness education. Through their entrepreneurial experience and brand influence, they conveyed correct sexual health knowledge to the public and broke many social taboos. Sexual wellness companies should seize this opportunity and cooperate with female entrepreneurs to jointly carry out sexual health education activities and improve public awareness of sexual health. This not only helps eliminate misunderstandings and prejudices about sexual wellness products in traditional society, but also expands market demand and promotes product sales.

Finally, this study also shows that government and social organisations play a key role in supporting female entrepreneurship and promoting the development of the sexual wellness industry. Policymakers should consider providing a more favourable policy environment for industry development, such as tax incentives, entrepreneurial loans, and legal protection, to encourage women to start businesses in the sexual health industry. At the same time, social organisations can help female entrepreneurs improve their professional knowledge and business capabilities by carrying out training and education projects, thereby promoting the healthy development of the entire industry.

In summary, this study provides important implications for enterprises, investors, policymakers and social organisations engaged in the sexual wellness industry. By supporting female entrepreneurship, respecting cultural backgrounds, leveraging personal brand influence and strengthening sexual health education, the sexual wellness industry can develop with higher quality and a more sustainable path.

#### **5.4. The Role of Female Entrepreneurs: Financial Gain vs. Feminist Movement**

This study reveals the multiple and complex roles played by female entrepreneurs in the sexual wellness industry, as well as the balance between their pursuit of economic benefits and the promotion of feminist movements in traditional societies. Female entrepreneurs are not only participants in economic activities, but also a vital

link in promoting changes in traditional societies in the overall environment of developing countries.

First, the economic contribution that female entrepreneurs bring to society in the sexual wellness industry cannot be ignored. They have brought new vitality and profit growth points to the market by creating distinctive personal brands and developing innovative products. This has not only brought economic benefits to female entrepreneurs themselves, but also created many employment opportunities and economic value for the entire industry. However, the pursuit of economic benefits does not mean that female entrepreneurs ignore the value of feminism. On the contrary, they often demonstrate women's power through economic independence and success, thereby promoting social recognition of women's abilities and status. Female entrepreneurs play a pioneering role in the feminist movement in the sexual wellness industry. Through their unique entrepreneurial experience and brand building, they challenge the traditional male-dominated market environment and social taboos, and advocate gender equality and women's autonomy. For example, many female entrepreneurs use social media and public platforms to share their entrepreneurial experience and health knowledge from a female perspective during the process of starting a business, or after they succeed in starting a business, and inspire more women to bravely pursue their careers and dreams. This behaviour not only improves the social status of women, but also promotes the society's attention and support for women's rights.

However, the entrepreneurial process cannot be smooth sailing. Many female entrepreneurs also face many contradictions and challenges when facing economic benefits and the feminist movement. In the process of pursuing economic benefits, some entrepreneurs may make compromises in business decisions, and may even deviate from their original intentions. In addition, the pressure of market competition and the obstacles of traditional concepts also require female entrepreneurs to make more efforts in promoting feminist ideas. To find a balance between economic benefits and feminism, female entrepreneurs need to incorporate feminist values into their business strategies, ensure the development of the enterprise, and do not forget the glorious mission of promoting the progress of traditional society. The role of female entrepreneurs in the sexual wellness industry is not singled. While pursuing economic

benefits, they are also constantly promoting the development of the feminist movement. This dual role not only enriches the connotation of female entrepreneurs, but also brings new opportunities and challenges to the sexual wellness industry. By balancing the economic benefits of entrepreneurial activities with the feminist movement, female entrepreneurs can realize their own value while bringing more positive influences on the concept of sexual liberation in developing countries in traditional societies.

### **5.5. Impact on Social Attitudes Towards Sexuality in Developing Countries**

How do female entrepreneurs' entrepreneurial activities in the sexual wellness industry affect attitudes towards sex in developing countries? Through this study, we can see that female entrepreneurs have played an important role in changing and challenging traditional social concepts about sex, promoting the popularization of sexual health knowledge and gender equality. First, these female entrepreneurs have actively promoted the popularisation and education of sexual health knowledge through the development of sexual wellness products and services. In many developing countries, sexual topics are still taboos, and sexual education is also seriously lacking. Female entrepreneurs have broken this social taboo through their own brands and products, making sexual health knowledge more popular and easier for consumers to accept. This not only raises public awareness of sexual wellness, but also promotes the promotion of sexual education in developing countries. Through social media, brand activities and community activities, female entrepreneurs can directly interact with consumers online and offline, convey scientific sexual health knowledge, and change people's inherent concepts and misunderstandings about sex under the influence of thousands of years of traditional concepts.

Secondly, the success of female entrepreneurs in the sexual wellness industry shows that women's potential and influence in this field cannot be underestimated. These female entrepreneurs have challenged traditional gender roles. Through continuous innovation and unique leadership, they have not only proved women's ability in business, but also changed society's view of women's leadership. This success has inspired more women to participate in entrepreneurial activities and further promoted the development of gender equality. It is precisely because of the role model of these

female entrepreneurs that more and more women dare to break the traditional shackles and pursue their own careers and dreams, thus promoting the whole society's recognition of women's independence and autonomy.

In addition, female entrepreneurs have actively promoted the change of social attitudes towards sex by advocating sexual rights and gender equality. In many developing countries, gender inequality and sexual oppression are still prevalent. Female entrepreneurs advocate sexual rights and gender equality and oppose gender discrimination and violence through corporate activities and brand promotion. This not only raises public awareness of gender equality, but also prompts governments and social organisations to pay more attention to and support relevant policies and measures. For example, by working with non-governmental organisations, female entrepreneurs can promote the formulation and implementation of laws and regulations related to sexual health to protect women's sexual rights and health.

Finally, through the influence of female entrepreneurs in the sexual wellness industry, it also helps to promote an open attitude towards sex in families and communities. By providing high-quality sexual wellness products and services, families and individuals can improve their sexual health and quality of life. This positive change not only helps reduce sexually transmitted diseases and unsafe sex, but also promotes family harmony and happiness. After witnessing these changes, the community will also be more open and accepting of topics related to sex, thus forming a healthier and more inclusive social environment.

## **5.6. conclusion**

The activities of female entrepreneurs in the sexual wellness industry have a profound impact on social attitudes in developing countries. By promoting sexual health knowledge, challenging gender roles, and advocating sexual rights and gender equality, female entrepreneurs have not only promoted social openness and tolerance of sex, but also made important contributions to achieving gender equality and social progress. In future development, female entrepreneurs should continue to exert their influence, promote positive changes in social attitudes towards sex, and promote the sustainable development of the sexual wellness industry.

## **6. Conclusion**

This study aims to explore the relationship between the financial motivations, brand building, gender roles, social attitudes, feminist movements and sexual liberation movements of female entrepreneurs in the sexual wellness industry in developing countries. Through a detailed literature survey and questionnaire data analysis, we reveal the unique contributions of female entrepreneurs in the field of sexual health and the challenges they face.

This finding highlights the importance of economic autonomy for female entrepreneurship, and shows the resilience and unique innovation ability of women in the pursuit of economic independence. Secondly, personal branding plays a key role in the sexual wellness industry. By building and promoting personal brands, female entrepreneurs can not only successfully attract and retain consumers, but also stand out in a competitive market. Consumers increase their trust in products and brand loyalty by understanding brands with distinct personal roles, which shows that the establishment of personal brands is one of the core factors for the success of female entrepreneurship. Personal branding is not only a market strategy, but also an important way for female entrepreneurs to show themselves and build social trust.

The study also found that the success of female entrepreneurs challenged traditional gender roles and promoted the society's open attitude towards sex and the popularization of sexual health knowledge. They promoted the sexual liberation movement by advocating sexual rights and gender equality, emphasizing women's sexual autonomy and sexual rights. This not only changed women's attitudes towards sex, but also promoted society's understanding and acceptance of sex, showing that the sexual liberation movement has an important driving role in the sexual wellness industry. However, female entrepreneurs still face many challenges in the sexual wellness industry, mainly including fundraising, social prejudice and traditional cultural restrictions. To complete these challenges, it is necessary to solve them by changing policy support, increasing social education and joint efforts within the industry.

For future research, longitudinal research can be conducted to observe the long-term development and impact of female entrepreneurs in the sexual wellness industry from

a long-term perspective. Compare the financial motivations and brand building strategies of female entrepreneurs in different cultural backgrounds to explore the impact of cultural differences on entrepreneurship. Evaluate the support effect of existing policies on female entrepreneurs, put forward improvement suggestions, and provide reference for policymakers. Through continued efforts and research, we can better understand and support the development of female entrepreneurs and contribute to promoting gender equality and social progress.



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## **Appendices**

### **Questionnaire**

#### **Section 1: Respondent Demographics**

**1. Age**

- ☐ 18-25
- ☐ 26-35
- ☐ 36-45
- ☐ 46 and above

**2. Gender**

- ☐ Male
- ☐ Female
- ☐ Non-binary
- ☐ Other

**3. Sexual Orientation**

- ☐ Heterosexual
- ☐ Homosexual
- ☐ Bisexual
- ☐ Pansexual
- ☐ Asexual
- ☐ Other (please specify)

**4. Education Level**

- ☐ High school or below
- ☐ Associate degree
- ☐ Bachelor's degree
- ☐ Master's degree or above

**5. Income Level**

- ☐ Less than €1,500/month
- ☐ €1,500-2,500/month
- ☐ €2,501-5,000/month
- ☐ More than €5,001/month

#### **Section 2: Awareness and Consumption Behavior in the Sexual Wellness Industry**

**6. Have you heard of sexual wellness products?**

- ☐ Yes
- ☐ No

**7. Have you ever purchased sexual wellness products?**

- ☐ Yes
- ☐ No

**8. What are your main reasons for purchasing sexual wellness products?**

**(Select all that apply)**

- ☐ To improve sexual quality
- ☐ To address sexual health issues
- ☐ Curiosity or to try something new
- ☐ Other (please specify)

**9. What is your opinion on sexual wellness products?**

- ☐ Positive
- ☐ Neutral
- ☐ Negative

**10. How much are you willing to spend on sexual wellness products?**

- ☐ Less than €20
- ☐ €20-50
- ☐ €51-100
- ☐ More than €100

### **Section 3: Views on Female Entrepreneurs**

**11. Are you aware of sexual wellness brands founded by women?**

- ☐ Yes
- ☐ No

**12. Do you think women's entrepreneurship in the sexual wellness industry resonates more with consumers?**

- ☐ Yes
- ☐ No
- ☐ Not sure

**13. What is your attitude towards women entrepreneurs in the sexual wellness industry?**



- Supportive
- Neutral
- Opposed

#### **Section 4: Sexual Liberation and Sexual Wellness Products**

**14. Do you think sexual wellness products can promote sexual liberation?**

- Yes
- No
- Not sure

**15. Do you think women's efforts in the sexual wellness industry are part of a feminist movement?**

- Yes
- No
- Not sure

**16. Do you think the development of the sexual wellness industry in developing countries helps change societal attitudes towards sex?**

- Yes
- No
- Not sure

**17. What is your outlook on the future development of the sexual wellness industry in developing countries?**

- Very optimistic
- Optimistic
- Neutral
- Pessimistic

#### **Section 5: LGBTQIA+ Perspectives**

**18. Do you think the products and services in the sexual wellness industry adequately cater to the needs of the LGBTQIA+ community?**

- Yes
- No
- Not sure

**19. Do you think the LGBTQIA+ community is sufficiently represented in the sexual wellness industry?**

- ☐ Yes
- ☐ No
- ☐ Not sure

**20. Do you think the needs of the LGBTQIA+ community are fully considered in the sexual wellness industry?**

- ☐ Yes
- ☐ No
- ☐ Not sure

**21. Do you think the needs of the LGBTQIA+ community for sexual wellness products are significantly different from those of other groups?**

- ☐ Yes
- ☐ No
- ☐ Not sure