

Factors Impacting Intention of Formalisation of Egyptian MSMEs: What about Social Media?

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Abstract: Research on the impact of social media (SM) on the formalisation – switching from the informal to the formal sector – of micro, small, and medium enterprises (MSMEs) is scant if existent; Egypt is no exception. The need for MSMEs to increase productivity and growth are vital to Egypt's own growth and development, and formalisation tops the list of prerequisites. This study aims to examine the impact of the factors perceived by informal entrepreneurs to motivate/hinder formalisation on those entrepreneurs' intention to formalise their MSMEs. SM usage is a new factor whose impact on the intention of formalisation is also investigated. This is accomplished by adopting the conceptual framework of the Theory of Planned Behaviour (TPB). A logistic regression model was used on data collected through questionnaires from a sample of Egyptian female and youth male MSMEs owners, who comprise most informal entrepreneurs in Egypt. Results demonstrate that the factors affecting the intention of formalisation of female and youth male informal entrepreneurs are different. However, for both groups, higher educational levels and SM usage negatively affect their intention of formalisation. The one size fits all policies encouraging formalisation might not work given these differences.

Keywords: Social Media; Informal Economy; Msmes; Theory of Planned Behaviour (TPB); Formalisation; Egypt

1. Introduction

MSMEs play a significant role in the Egyptian economy, contributing in 2017 to around 80% of GDP and 75% of employment in the private sector (El-Said and Ahmed, 2017). MSMEs are predominated by microenterprises (91% of the total number of firms), most of which are in the informal sector (El-Said and Ahmed, 2017; Kolster, 2016).

Informal enterprises in this study are those unofficial/unregistered enterprises that do not comply with the official rules; however, they perform legal economic activities concealed from the formal system (ILO, 2013).

Informal/unofficial enterprises usually result from the desire to escape regulations' administrative and/or financial burdens (Djankov et al, 2010). Informality has favourable socio-economic outcomes, including reducing poverty levels (Nguyen et al, 2014). Nevertheless, it can have adverse effects both on a macro and micro levels. In Egypt, informality is argued to have negatively affected the productivity of Egyptian MSEs (Hendy and Zaki, 2012), and constrained their growth (Saif and Ghoneim, 2013). This consequently curtails Egypt's economic growth and highlights the importance of motivating formalisation. This requires identification of the factors that motivate and hinder formalisation.

In Egypt, being a female and/or a youth is among the main determinants of informality (Abou-Ali and Rizk, 2015; Hendy and Zaki, 2012). As for formalisation, it has many factors, the most important of which is the need to expand to become eligible for government support services and access to finance, to create formal contractual agreements and to avoid legal prosecution (Saif and Ghoneim, 2013). A recent factor that was added to the literature that supports the expansion and development of MSMEs is the use of information and communication technologies (ICTs), including SM (Adam et al, 2016). However, the effect of ICTs, in general, on the size of the informal sector or on formalisation has been scantily discussed with contradictory results (Molony 2008; Garcia-Murillo et al, 2013; Garcia-Murillo and Velez-Ospina, 2017). Meanwhile, to the best of the authors' knowledge, no literature has examined the role that SM specifically plays in the informal economy or on formalisation. Regarding Egypt, recent studies have examined the impact of SM use on MSMEs performance (Fakhreldin et al, 2020; authors, forthcoming), on the formation of informal online businesses/digital entrepreneurship (Miniesy et al, 2022) and on women and youth male entrepreneurs' empowerment (Beninger et al, 2016; Miniesy et al, 2021) but nothing on its impact on formalisation, which highlights a research gap that this study is intended to fill.

Using the conceptual framework of the theory of planned behaviour (TPB), this study utilises a logistic regression model to investigate the impact of the factors perceived by informal entrepreneurs to motivate/hinder formalisation on their formalisation intention. SM usage is a new factor whose impact on the intention of formalisation is also investigated. Relevant data were collected from self-assessment questionnaires, carried

through phone interviews with a sample consisting of Egyptian MSMEs entrepreneurs who reside in Greater Cairo and whose enterprises *started* as informal and have been operating online – thus having SM existence – for more than a year. This study specifically targets female, irrespective of age, and youth male entrepreneurs because they constitute the largest share of informal entrepreneurs according to the literature (Abou-Ali and Rizk, 2015; Hendy and Zaki, 2012).

This study is important considering the skyrocketing usage of SM in Egypt in the past few years (Kemp, 2022), and the importance of MSMEs development to Egypt, given their prevalence and contribution to the economy. Understanding how SM affects MSMEs will be imperative for policymakers to limit the size of the informal sector. Moreover, this study’s findings are timely with the developments and consequences of COVID19 and the fact that worldwide people are becoming more connected through the extensive use of ICTs.

2. Background

2.1 Theory of Planned Behaviour (TPB)

The TPB (Ajzen 1985 & 1991) postulates that the intention of an individual to do a certain act stems from three dimensions: (1) the individual’s personal attitudes and perception regarding the extent of favourability of a certain action; (2) the subjective norms or social pressures to which the individual is subjected and that affect the person’s intention to perform (or not) a certain action; and (3) the individual’s perceived behavioural control (i.e., the person’s ability to perform the action). This control can be internal or external; the former emanates from the individual and his/her perception of his/her ability to do something, whereas the latter arises from other persons’ or entities’ behaviours and actions that influence and drive the individual to form a positive or negative attitude toward the intended behaviour and thus action. Henceforth, attitude, subjective norms, and perceived behavioural control work together to give rise to behavioural intention, the immediate predecessor of behaviour. When the behavioural intention is optimal and the perceived behavioural control is strong, the behaviour will be performed and can be predicted. Like many other theories, TPB has its own limitations (see LaMorte, 2019).

The conceptual framework of the TPB (Figure 1) is used to answer this study’s question. Namely, the impact of the factors perceived by informal entrepreneurs to motivate/hinder formalisation on their intention to formalise their MSMEs, and the role SM plays in this context.

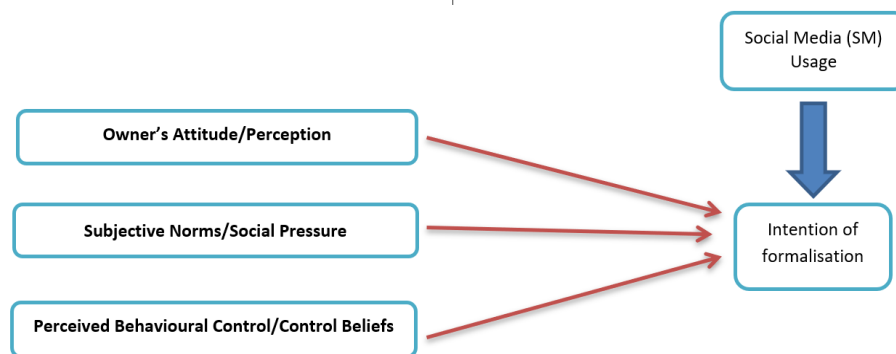


Figure 1: SM and the intention of formalisation through the lens of TPB

2.2 Review of factors motivating/hindering formalisation and hypotheses

The framework has three constructs. The first dimension/construct tackles the entrepreneur’s attitude and perception of the favourability (or unfavourability) of formalisation. Based on the literature, the favourability aspects or benefits of formalisation include informal entrepreneurs’ desire for innovation and expansion, whereby access to finance, much needed for expansion, requires formalisation (Mole et al, 2004). Lack of access to credit is a major obstacle faced by Egyptian MSMEs and is more prevalent among female and youth entrepreneurs (World Bank, 2016). Moreover, formalisation enables firms to establish sustainable formal contractual relationships with suppliers (Levy, 2007) and enjoy legal protection (Loayza, 1997). Furthermore, one of the widely agreed incentives for firms to formalise is to be eligible for government support services and other public goods necessary in the production process (Loayza, 1997; Bennett, 2010). Besides, formalisation

reduces workers' turnover and allows firms to attract well-experienced/educated labour (Perry et al, 2007). In addition, formalisation allows firms to avoid fines and legal sanctions (Nguyen et al, 2014). The above factors that motivate formalisation represent the first hypothesis (H1).

H1: Factors perceived by informal entrepreneurs as benefits of formalisation have positive and significant effects on their intention of formalisation.

More precisely, the following six variables: ability to take a loan/access to credit (*TakeLoan*), better contract enforcement (*ContEnfor*), ability to get governmental and other institutions' support (*G&I support*), reducing workers' turnover (*WksT/O*), ability to attract better quality employees/skilled workers (*Attrcswks*), and avoiding legal prosecution (*Avoidpresc*) are expected to have positive and significant coefficients.

Concerning the unfavourability aspects or costs of formalisation, these are themselves the factors that encourage informality in the first place. According to the literature on Egypt these include avoiding paying direct costs like taxes, social insurance, registration costs, and other overhead costs (Abd El-Fattah, 2012), and circumventing indirect costs like rigorous labour laws, corrupt officials, and bribe payments, as well as other cumbersome bureaucratic procedures, laws, and regulations (Abd El-Fattah, 2012; World Bank, 2013 & 2016). These factors that hinder formalisation represent the second hypothesis (H2).

H2: Factors perceived by informal entrepreneurs as costs of formalisation have negative and significant effects on their intention of formalisation.

More precisely, the two variables *Direct costs* (paying taxes, paying workers' insurance, and other overhead costs) and *Indirect costs* (abiding by rigorous labour laws, dealing with corrupt government officials, and complying with bureaucratic/governmental regulations) are expected to have negative and significant coefficients.

Another factor/variable that may affect an entrepreneur's attitude toward formalisation is her/his perception of the general support that s/he receives from the government or the lack of it. Torgler (2011) asserted that the bigger the feelings of resentment toward the state, the lower the formalisation. This represents our third hypothesis (H3).

H3: Informal entrepreneurs' perception of the government's general support has a significant impact on their intention of formalisation.

This hypothesis has never been tested in Egypt as far as the authors are aware, thus the coefficient of the reciprocate government variable (*RecipGov*) will be determined by the analysis of this study.

The second dimension/construct tackles the subjective norms/social pressure to which the entrepreneur is subjected, or in other words, the entrepreneur's perception of the support or lack of it from key persons important to him/her toward formalisation. As mentioned earlier, being a female and/or a youth are two main determinants of informality in Egypt due to both groups' limited experience and skills (Abou-Ali and Rizk, 2015; Hendy and Zaki, 2012). Moreover, social norms lay the burden of household chores and family care solely on females' shoulders, thus causing families to oppose females joining the formal sector and making informality a better option to try to maintain a work-life balance (El-Shorbagi et al, 2017). Furthermore, operating informally is legitimate and socially accepted. So, although informal enterprises are viewed to be working outside the boundaries of the "formal institutions," they are still within those of the "informal institutions" as institutional theorists (Webb et al, 2009; Williams and Shahid, 2016) argue, where the former refers to the systematised laws and regulations, while the latter refers to the values, norms, and codes of conduct within a society. As Webb et al (2009) expressed it; informal enterprises are "illegal" from the formal institutions' perspective but "legitimate" from the perspective of the informal institutions. The above three factors are the core of H4.

H4: Factors perceived by informal entrepreneurs as social pressures against formalisation have negative and significant effects on their intention of formalisation.

More precisely, the three variables: perceived lack of family support (spouse, parents, or others) (*Ickfamsupp*), poor work-life balance (*Work-Life balance*), and cultural acceptance (in terms of norms, values, and beliefs) of informality (*CultAccept*) are expected to have negative and significant coefficients.

The third dimension/construct tackles the perceived behavioural control of the entrepreneur regarding formalisation. Internal perceived controls stem from the entrepreneur's perception of his/her ability to do something. This could include the entrepreneur's level of education and their belief in themselves. Low levels of education are a main determinant of informality in Egypt (Abou-Ali and Rizk, 2015; Hendy and Zaki, 2012),

consequently, in theory, the higher the level of education, the higher the probability of formalisation should be. Miniesy et al (2021) showed that informal digital entrepreneurship empowers females and youth males in terms of increasing their self-esteem, self-confidence, self-efficacy, autonomy, and confidence in their business abilities. In theory, these empowerment characteristics could augment the entrepreneur's perception of their ability to perform the action (formalise) and could thus motivate formalisation. The above "ability" not "willingness" factors represent the fifth and sixth hypotheses (H5) and (H6).

H5: Informal entrepreneurs' high level of education augments their ability to formalise and thus has a positive and significant effect on their intention of formalisation.

Thus, the sign of the coefficient of the variable *Education* is expected to be positive and significant.

H6: Informal entrepreneurs' self-perception empowerment factors augment their ability to formalise and thus have positive and significant effects on their intention of formalisation.

Thus, self-esteem (*Selfestm*), self-confidence (*Selfconf*), self-efficacy (*Selfeffic*), autonomy (*Autunmy*), and confidence in their business abilities (*Busconf*) are all expected to have positive and significant coefficients.

Concerning external perceived controls, these refer to individuals' or entities' behaviours and actions that influence and drive the informal entrepreneur to form a positive or negative attitude toward the intention to formalise. In the literature, one of the important cited factors that motivates formalisation is the probability of getting caught and punished by the government because of informality (Dabla-Norris et al, 2008). This forms the seventh hypothesis (H7).

H7: Informal entrepreneur's perception of the probability of getting caught and punished by the government has a positive and significant effect on their intention of formalisation.

Thus, the sign of the coefficient of the variable *Probcaught* is expected to be positive and significant.

2.3 Social media and formalisation; review and hypothesis

SM affects MSMEs through many channels. Firstly, SM augments MSMEs creation by reducing barriers to information (Smith et al, 2017); curtailing the bureaucratic processes, lowering the costs of starting-up and operating a business (Cesaroni et al, 2017; Garcia-Murrilo and Velez-Ospina, 2017); and providing female entrepreneurs with flexible entrepreneurial opportunities (Cesaroni et al, 2017). SM was found to be the driver of online business creation or what is referred to as "digital entrepreneurship", which is mostly informal, especially those owned by women and youth (Beninger et al, 2016; Cesaroni et al, 2017; Mehtap et al, 2019; Miniesy et al, 2022). Secondly, SM provides entrepreneurial support to business owners through access to general free consultations and experts' advice (Šceulovs and Gaile-Sarkane, 2010). Thirdly, SM aids MSMEs to attain greater visibility and outreach as it is a strategic marketing tool (Ukpere et al, 2014). Fourthly, SM facilitates creating and interacting with a huge customer network (Chanthinok, et al, 2015). Fifthly, SM leads to MSMEs business expansion and growth financially and non-financially by increasing sales volume, brand performance and customer engagement (Fakhreldin et al, 2020; authors, forthcoming).

However, the question remains: how do the above SM usage characteristics impact formalisation? They can themselves offer enough support for informal MSMEs to operate and thrive, which would consequently depress their incentives to formalise. Alternatively, SM usage can highlight the need for further expansion, which might lead to a formalisation decision. Ukpere et al (2014) highlighted that in Africa, many female entrepreneurs have utilised SM to create informal businesses, which have been converted into formal businesses later, by reinvesting the profits accumulated in the informal phase. SM usage can thus impact the intention of formalisation. This is the core of the eighth hypothesis (H8).

H8: SM usage has a significant direct impact on the informal entrepreneur's intention of formalisation.

The sign of the coefficient of the variable *SMusage* is ambiguous.

3. Methodology

This study used a self-assessment questionnaire for data collection. Data was collected through phone interviews conducted with the entrepreneurs/owners of the sample MSMEs. A purposive sampling method with a pre-set criterion was used. The targeted MSMEs had to have SM presence, started as informal, and operated online for at least one year. Their owners had to be Egyptian females and youth males from Greater Cairo and

were willing to participate in the survey. The sample is composed of 559 observations. SPSS software version 20 was utilised to analyse the data.

4. Results and Discussion

4.1 Descriptive Analysis

Figure 2 displays the demographic traits of the entrepreneurs/owners of MSMEs. Figure 3 shows the main MSMEs characteristics. Following the Central Bank of Egypt’s definition (MTI, 2017), the authors determined that all surveyed enterprises were microenterprises. Figure 4 presents the nature of SM usage, while Figure 5 reveals the SM tools used. Finally, Figure 6 shows the distribution of the intention of formalisation. The descriptive statistics of the independent variables are presented in Table 1.

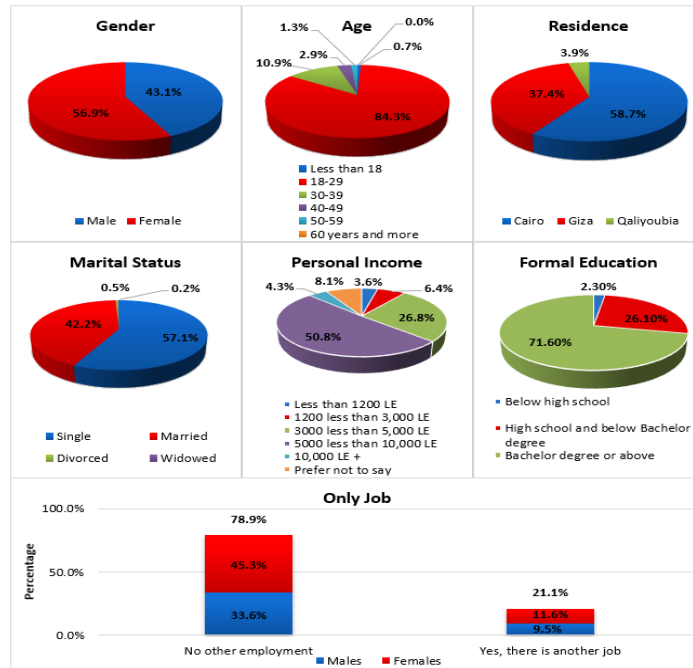


Figure 2: Demographic traits of the owner/entrepreneur

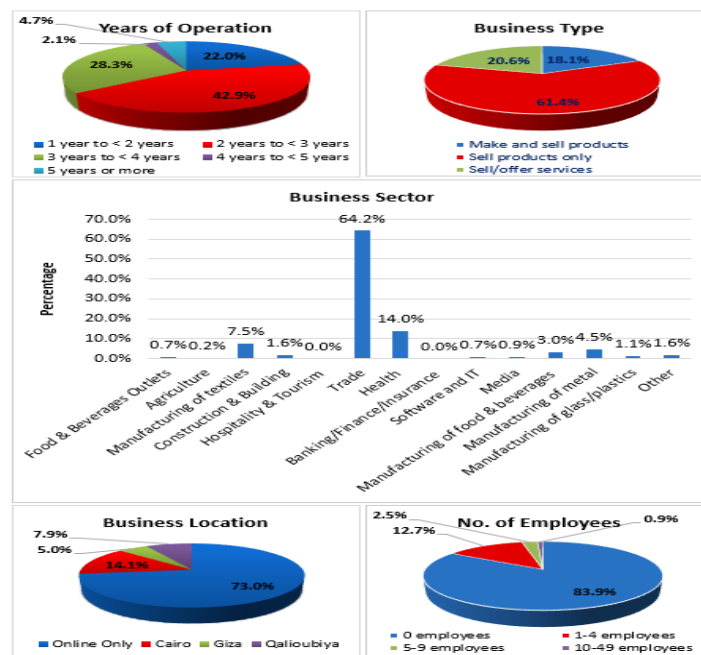


Figure 3: About the MSME

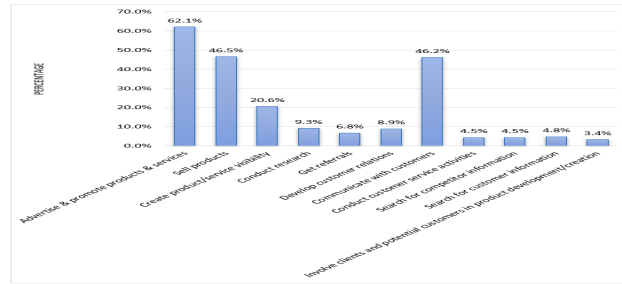


Figure 4: Nature of SM Usage

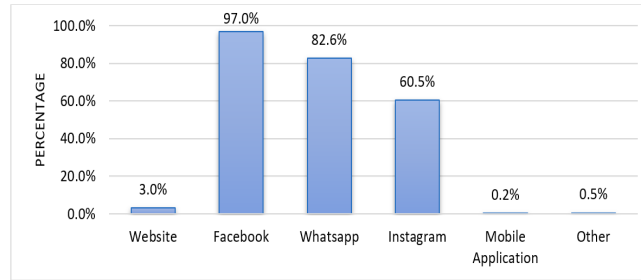


Figure 5: SM Tools

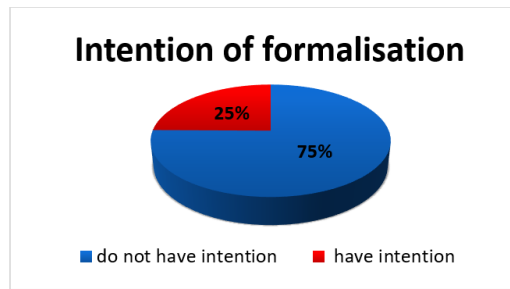


Figure 6: Distribution of sample's intention of formalisation

Table 1: Descriptive statistics of independent variables

	N	Minimum	Maximum	Mean	Std. Deviation
Owners' attitudes/perceptions towards formalisation					
Benefits					
Ability to take loans	559	1	5	3.81	1.44
Better contract enforcement	559	1	5	2.85	1.48
Get government & other institutional supp.	559	1	5	3.8	1.41
Reduce workers' turnover	559	1	5	2.18	1.17
Attract skilled workers	559	1	5	2.13	1.10
Avoid prosecution	559	1	5	2.87	1.20
Costs					
Tax burden	559	1	5	4.4	1.05
Insurance costs	559	1	5	4.14	1.20
Other overhead costs	559	1	5	4.25	1.05
Direct costs	559	2	5	4.61	0.55
Rigorous labour Laws	559	1	5	2.5	1.56
Corrupt officials	559	1	5	4.18	1.15
Compliance & Regulations	559	1	5	3.9	1.28
Indirect costs	559	1	5	3.75	0.71
Other					
Reciprocate government	559	1	5	3.06	1.29

	N	Minimum	Maximum	Mean	Std. Deviation
Subjective norms/ Social pressure towards/against formalisation					
Lack of family support	559	1	5	2.14	1.30
Poor Work–Life balance	559	1	5	4.42	0.86
Cultural acceptance of informality	559	1	5	4.25	1.03
Perceived behavioural controls					
Internal perceived controls					
Self-Esteem	559	0	6	4.13	1.33
Self-Confidence	559	0	6	3.05	1.35
Self-Efficacy	559	0	6	4.10	1.39
Autonomy	559	0	6	3.87	1.40
Business confidence	559	0	6	4.30	1.76
External perceived controls					
Probability of getting caught	559	1	5	3.25	1.38
SM usage					
SM usage	559	2	5	4.48	0.62

4.2 The model, its results, and discussion

To test the research question, a logistic regression model is used, testing hypotheses H1-H8. The model also includes several control variables, a few of them are derived from the literature. For instance, being a small/household business, that is involved in the agricultural, services and manufacturing sectors (Abou-Ali and Rizk, 2015), and being a young-age firm (Abou-Ali and Rizk, 2015; Hendy and Zaki, 2012) were among other determinants of informality.

$$\begin{aligned}
 \text{Log} \left(\frac{P(\text{intention} = 1)}{1 - P(\text{intention} = 1)} \right) &= \beta_0 + \beta_1 \text{Takeloan} + \beta_2 \text{ContEnfor} + \beta_3 \text{G\&I support} + \beta_4 \text{WksT/O} \\
 &+ \beta_5 \text{Attrcskwks} + \beta_6 \text{Avoidprosc} + \beta_7 \text{Direct costs} + \beta_8 \text{Indirect costs} \\
 &+ \beta_9 \text{Recip GoV} + \beta_{10} \text{Lckfamsupp} + \beta_{11} \text{Work - Life balance} + \beta_{12} \text{CultAccept} \\
 &+ \beta_{13} \text{Education} + \beta_{14} \text{Selfestm} + \beta_{15} \text{Selfconf} + \beta_{16} \text{Selfeffic} + \beta_{17} \text{Autunmy} \\
 &+ \beta_{18} \text{BusConf} + \beta_{19} \text{Probcaught} + \beta_{20} \text{Residence} + \beta_{21} \text{SMtool} \\
 &+ \beta_{22} \text{Marital status} + \beta_{23} \text{Income} + \beta_{24} \text{Location} + \beta_{25} \text{Only job} \\
 &+ \beta_{26} \text{Yearsonline} + \beta_{27} \text{Type of bus} + \beta_{28} \text{Sector} + \beta_{29} \text{Number of employees} \\
 &+ \beta_{30} \text{SM usage} + \varepsilon
 \end{aligned}$$

Before estimating the model, correlation tests were conducted, and insignificant variables were removed. The model 1 was run thrice, once for the whole sample, once for the male sub-sample, and once for the female sub-sample. A forward model selection method was used to again select only the significant variables. The goodness of fit of the model is established in all three runs (See Table 2).

Results show that for the whole sample, the variables that have direct and significant positive effects on the intention of formalisation are getting *G&I support*, and *Number of employees*; for the male sample, these are *ContEnfor* and *Number of employees*; while for the female sample, only *G&I support*. These findings support previous literature. Loayza (1997) and Bennett (2010) postulate that becoming eligible for governmental and other institutional support is one of the crucial incentives for firms to formalise. Levy (2007) and Saif and Ghoneim (2013) contend that formalising is necessary to establish sustainable contractual agreements. And Nguyen et al (2014) argue that formalisation for firms with an inherent need to expand, usually characterised by larger number of employees, is essential to avoid fines, legal sanctions, bribery, and other unofficial payments.

Meanwhile, the variables that have direct and significant negative effects on the intention of formalisation are: for the whole sample, *Direct costs*, *Indirect costs*, *Education* (those with bachelor's degrees or higher have lower odds of the intention of formalisation than those with lower levels of education) and *Type of bus*, specifically *sell products*; for the male sample, these are *Education* and *Sector* (being involved in trade causes lower intention of formalisation than being involved in other sectors); while for the female sample, *Direct costs*, *Lckfamsupp* (the more the lack of family support toward formalisation, the less the odds of the intention of formalisation), and *Education*. The findings regarding direct costs (taxes, insurance, and other overhead costs) and indirect costs (rigorous labour laws, corrupt officials and compliance and regulations) are expected as revealed in the literature, where being informal and thus lacking the intention to formalise is usually driven by the need to escape costs (Djankov et al, 2010; Abd El-Fattah, 2012; Abou-Ali and Rizk, 2015; Hendy and Zaki, 2012). The

results concerning the business type and the sector are logical since retail trading does not necessarily require a physical location and can be done online, especially if carried on a small scale. The negative impact of the lack of family support on females' intention to formalise also goes in line with the findings in the literature (Hendy and Zaki, 2012). As for education, the outcome is interesting and opposes the literature (Abou-Ali and Rizk, 2015; Hendy and Zaki, 2012), where it shows that the more educated/skilled the entrepreneurs are, who are also more capable of using SM and all its features, the less their intention of formalisation.

For SM usage, the more its perceived importance and benefits, the lesser the odds of the formalisation intention (same logic as Djankov et al, 2010). The rest of the variables were excluded since their p-values are greater than 0.05.

To summarize, hypotheses H1, H2 and H4 are only partially supported. H3, H6 and H7 are not supported. The reverse of H5 is supported. H8 shows that SM has a significant negative effect on the intention of formalisation.

Table 2: Regression results of the model for the whole sample and the youth male and female sub-samples

Variables	Whole Sample			Males' Sub-sample			Females' Sub-sample		
	Coefficient (Std. Err.)	Exp(B)		Coefficient (Std. Err.)	Exp(B)		Coefficient (Std. Err.)	Exp(B)	
Cont.Enfor.				0.79 (0.373) **	2.20				
G&I support	0.95 (0.238) ***	2.60					0.95 (0.264) ***	2.59	
Direct costs	-0.96 (0.298) ***	0.38					-1.83 (0.35) ***	0.16	
Indirect costs	-0.80 (0.311) ***	0.45							
LckFamSupp							-0.62 (0.242) ***	0.54	
Education	-4.03 (0.509) ***	0.02		-3.96 (1.472) ***	0.02		-4.77 (0.581) ***	0.01	
Business type									
Sell products	-1.75 (0.634) ***	0.18							
Sell/offer	-0.36 (0.55)	0.70							
Sector				-3.66 (1.461) **	0.03				
No. of Employ.	1.21 (0.493) **	3.37		5.23 (1.53) ***	186.97				
SM Usage	-1.25 (0.167) ***	0.29		-1.17 (0.315) ***	0.31		-1.61 (0.235) ***	0.20	
Constant	4.39 (1.098) ***	80.87		-1.17 (1.173)	0.31		6.81 (1.461) ***	909.80	
Chi-Square test	(457.91,7) ***			(153.211,4) ***			(280.053, 4) ***		
Nagelkerke R- Goodness of fit	0.83			0.89			0.81		
Specificity	96.70			100.00			94.70		
Sensitivity	92.80			96.70			90.70		
Overall	95.70			99.60			93.30		

Note: ***, ** represent significance at 1% and 5%, respectively

5. Conclusion

The Sustainable Development Strategy (SDS): Egypt Vision 2030 has among its well pronounced programmes and projects, promoting MSMEs and entrepreneurship, developing ICTs, and formalising the informal sector (CAPMAS, 2016). The earlier results show that policies intended for the development of ICTs and SM, might promote MSMEs and entrepreneurship, but might at the same time conflict with the objective of formalisation. To reconcile these objectives, one could look at them in stages, where policies that advocate digital entrepreneurship should first be sought to augment entrepreneurship and MSMEs creation. These should then be followed by policies that target MSMEs expansion and development to help stimulate their formalisation.

The first set of policies could include constructing the relevant digital infrastructure, promoting basic digital literacy, and using the media to highlight success stories (Miniesy et al, 2021). The second set of policies include governmental and other financial support services and programmes that specifically target relatively successful informal online businesses, such as loans provision with low interest rates or free MSME-specific expert advice. A bundle of incentives and preconditions to entice those MSMEs to formalise should also be included, such as not penalising them for their prior informal status and exempting them from taxes for a certain number of years. The Egyptian government should also endorse creative media campaigns, especially through SM, that would promote formalisation and discourage informality to change informality's cultural acceptance and encourage families to support their female entrepreneurs to formalise.

This study has two central limitations: the sample included was only from Greater Cairo and most of the enterprises were involved in trade. Both render the results not generalisable.

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