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Research on the Current Situation and Influencing Factors of Women's Internet Entrepreneurship in Wenzhou under the Background of Digital Economy

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Abstract: In the context of the digital economy, women's Internet entrepreneurship is of positive significance. Taking women Internet entrepreneurs in Wenzhou as the survey object, this paper comprehensively understands the current situation of women using Internet tools and platforms to start their own businesses. Through factor analysis, the main influencing factors affecting women's Internet entrepreneurship performance were extracted, and further regression analysis was carried out to study the degree of influence of the main factors on their entrepreneurial performance, and it was found that teamwork, family capital and reproductive choice all had an important impact on women's Internet entrepreneurship performance, and the individual soft power performance was also affected by the entrepreneurial environment, and the organizational performance was also greatly affected by the entrepreneurial environment and entrepreneurial motivation. Finally, in order to improve the performance of women Internet entrepreneurs, this paper puts forward suggestions that women Internet entrepreneurs should enrich social network resources and build a reasonable entrepreneurial team, and the government should strengthen policy and financial support and create a good entrepreneurial environment.

Keywords: Women's Entrepreneurship; Internet Entrepreneurship; Influencing Factors.

1. Introduction

Women's employment is important for socio-economic development and stability. In recent years, relying on the rapid development of Internet technology and digital economy, more and more women have achieved entrepreneurship and employment through the Internet. The digital economy brings entrepreneurial dividends to women by breaking down the barriers of entrepreneurship in time and space, providing channels for the dissemination of entrepreneurial information and resources, reducing the cost and threshold of entrepreneurship, and changing the social network and social embeddedness of female entrepreneurs. In 2020, the new crown epidemic had a huge impact on the real economy, but the new business forms of the digital economy developed well under the impact of the epidemic, and the female Internet entrepreneurship market became more and more active. In 2023, the research team of Alibaba Research Institute and the China Employment Pattern Research Center jointly released the "Research Report on Digital Economy and Women's Employment and Entrepreneurship in China", pointing out that the digital economy has created 57 million female employment opportunities in digital trade, e-commerce, live broadcast and other fields. However, at the same time, women's Internet entrepreneurship has long faced problems such as insufficient tolerance of the social entrepreneurship environment, lack of family support, simple social network, and insufficient accumulation of primitive individuals, which has affected the enthusiasm of women's entrepreneurship. Therefore, it is of great practical significance to understand the current situation of women's Internet entrepreneurship in the context of digital economy, explore the important factors affecting their Internet entrepreneurship performance, find out the main difficulties in the process of entrepreneurship, and provide practical countermeasures and suggestions for female entrepreneurs.

2. Literature Review

The existing research on women's entrepreneurship mainly focuses on women's entrepreneurial motivation, influencing factors and entrepreneurial performance. In terms of entrepreneurial motivation, the Global Entrepreneurship Monitor (GEM) divides entrepreneurial motivation into two types: opportunity-driven and survival-driven [1]. The former is mainly driven by the pursuit of self-fulfillment and dignity, while the latter is mainly motivated by the improvement of work income and working conditions. In terms of influencing factors of entrepreneurship, women's individual characteristics (such as education, age, work experience, psychological characteristics, risk preference, etc.), family endowment (such as marital status, reproductive status, family support, etc.), social environment (policy support, economic development level, cultural atmosphere, educational environment, etc.), and venture capital (financial support, social network, financing channels) and other factors have different degrees of influence on women's entrepreneurial performance[2]. Existing studies usually divide entrepreneurial performance into two dimensions: objective performance and subjective performance. [3] The former mainly includes the growth of financial indicators such as revenue, entrepreneurial profit, and scale, while the latter is measured by non-financial indicators such as entrepreneurs' self-identity and satisfaction.

In addition, domestic and foreign studies have also proved that the application of the Internet has a positive impact on women's entrepreneurship, and has a significant positive effect on alleviating the conflict between family and work, increasing women's social capital, reducing the risk of entrepreneurial financing, and reducing the cost of entrepreneurship. Ding Donghong et al. (2019) explored the

relationship between Internet use and women's entrepreneurial probability, based on the data of female entrepreneurs in the China Comprehensive Social Survey, and found that Internet use significantly increased women's entrepreneurial probability, and effectively promoted women's entrepreneurial activities by improving women's human capital and social capital, enriching women's information channels, and other mechanisms. [4] ZhaoLi et al. analyzed a sample of 47 female entrepreneurs and found that the characteristics of female entrepreneurs, such as achievement motivation, work experience, social relations and gender advantages, can effectively promote women's entrepreneurial activities in the digital environment. [5]

In terms of research objects, most of the existing studies limit female Internet entrepreneurs to female entrepreneurs on the Taobao trading platform. However, with the rise of live streaming platforms such as Douyin and entertainment sharing platforms such as Xiaohongshu, the scope of Internet platforms has expanded. In this paper, we limit the research to women entrepreneurs who work on Internet platforms. In addition, most of the current research on the influencing factors of female entrepreneurs is based on their individual characteristics, family endowment and social environment, and there are few studies on their social networks, teamwork, social capital and other influencing factors in the context of the current digital economy.

This paper takes Wenzhou City, which has a high degree of women's Internet entrepreneurship activity, as the research site, and designs a systematic and scientific statistical survey program to comprehensively understand the current situation of women's use of Internet tools and platforms for entrepreneurship, on the other hand, extracts the main influencing factors affecting women's Internet entrepreneurship performance through factor analysis, and finally, further regression analysis studies the impact of the main factors on their entrepreneurial performance, explores the main difficulties and needs faced by women in Internet entrepreneurship, and puts forward targeted countermeasures and suggestions for helping women's Internet entrepreneurship

3. Questionnaire Design and Sample Distribution

3.1. Questionnaire Content Design

The main content of the questionnaire is divided into two parts: the first part is the basic information of the respondents, including the basic information of the respondents and their Internet entrepreneurship, and the second part is the influencing factors of the performance of Internet entrepreneurs. The questionnaire summarized the possible influencing factors as follows: entrepreneurial environment, teamwork, family capital, social network, reproductive choice, entrepreneurial motivation, etc.; entrepreneurial performance was divided into individual performance and organizational performance, the former mainly includes economic performance and soft power performance such as personal income, personal ability, family discourse power, social relations, etc., and the latter mainly includes indicators such as enterprise net profit margin, enterprise scale expansion rate, and employee growth rate.

3.2. Data Source

The survey was conducted using a simple random sampling method, and the questionnaires were distributed in a combination of online and offline methods, and a total of 300 questionnaires were distributed. Among them, 100 copies of the offline survey were mainly distributed in the e-commerce live broadcast industrial park and Internet innovation and entrepreneurship park in Wenzhou, and 200 copies of the online survey were distributed to female Internet entrepreneurs. A total of 276 questionnaires were collected, of which 246 were valid, with a recovery rate of 92% and an effective rate of 89.1%. The distribution of valid samples is shown in Table 1.

Table 1. Sample distribution

Sample type	Injection network		Effective samples	Proportion (%)
Offline surveys	Ouhai District	Live broadcast entrepreneurs	30	12.20
		Taobao entrepreneurs	13	5.28
		Micro-store entrepreneurs	8	3.25
		Overseas shopping entrepreneurs	19	7.72
	Lucheng District	E-commerce entrepreneurs	22	8.94
Online surveys		Internet entrepreneurs	154	62.60

3.3. Sample Description

Based on the requirements of Internet entrepreneurship for female entrepreneurs' learning ability and technical ability, as well as the motivation and environment analysis of Internet entrepreneurship, the survey subjects are mainly post-80s and post-90s, college graduates, married and childbearing women. According to the age group of the respondents collected by the questionnaire, the overall survey respondents were mainly female Internet entrepreneurs born in the 80s and 90s, accounting for 93.1%, and the education background was mainly college degree and bachelor's degree, with bachelor's degree accounting for 74% and college degree accounting for 11%. From the perspective of marriage and childbirth, the overall survey subjects are mainly married people, among which married people with one child account for the highest proportion, accounting for 61.40%. In general, the sample distribution is reasonable, and the age, education, marriage and childbirth are basically in line with the characteristics of women's Internet entrepreneurship in reality, and the survey results are generally representative.

3.4. Reliability and Validity of the Questionnaire

SPSS21 was used to test the reliability and validity of the sample data, and the overall α coefficient of the questionnaire was 0.856, the KMO coefficient was 0.767, and the significance of the Bartlett spherical test was 0, indicating that

the questionnaire had high reliability and validity. The reliability level of the two scales exceeded the critical value of 0.5, and the KMO coefficient was about 0.7, indicating that the internal structure of the questionnaire had good logic and stability, and the data reliability was greater.

Table 2. Reliability and validity tests

Overall questionnaire	Clone Bach Alpha	0.856
	Normalized term-based clonbach alpha	0.863
	KMO	0.767
	Bartlett sphericity test	
	Approximate chi-square	6372.484
	Degree of freedom	741
	Distinctiveness	0
Influencing factors	Clone Bach Alpha	0.831
	Normalized term-based clonbach alpha	0.84
	KMO	0.778
	Bartlett sphericity test	
	Approximate chi-square	4590.038
	Degree of freedom	465
	Distinctiveness	0
Entrepreneurial performance	Clone Bach Alpha	0.683
	Normalized term-based clonbach alpha	0.68
	KMO	0.684
	Bartlett sphericity test	
	Approximate chi-square	390.574
	Degree of freedom	28
	Distinctiveness	0

4. Descriptive Analysis and Contingency Table Analysis

4.1. Analysis of the Current Situation of Women in Internet Entrepreneurship

4.1.1. Years of Internet Entrepreneurship

In this survey, the vast majority of respondents have accumulated some experience in Internet entrepreneurship, and 94% of women have been Internet entrepreneurs for more than one year. Among them, the vast majority of female Internet entrepreneurs have been in business for 1-3 years, accounting for 52%, 32% of female Internet entrepreneurs have been in 4-5 years, and 10% are female Internet entrepreneurs with more than 5-years experience.

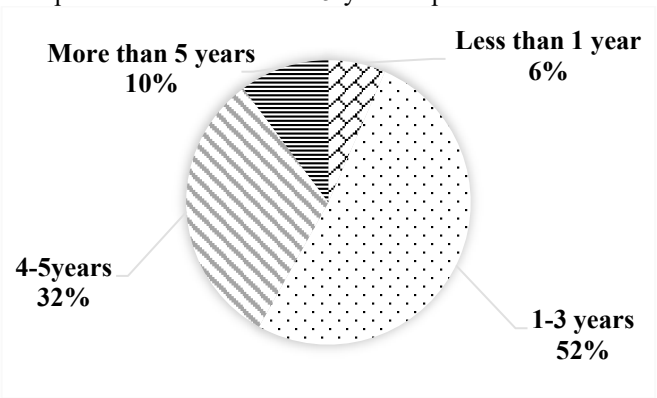

Figure 1. Years of entrepreneurship

4.1.2. Average Time Invested in Internet Entrepreneurship Every Day

According to the survey, the average time invested in Internet entrepreneurship every day of female entrepreneurs is 8-10 hours per day, accounting for 44.7%, 5-8 hours per day, accounting for 33.7%, more than 10 hours per day, accounting for 16.3%, and less than 5 hours per day, accounting for 5.3%. It can be seen that the survey respondents are basically full-time Internet entrepreneurs.

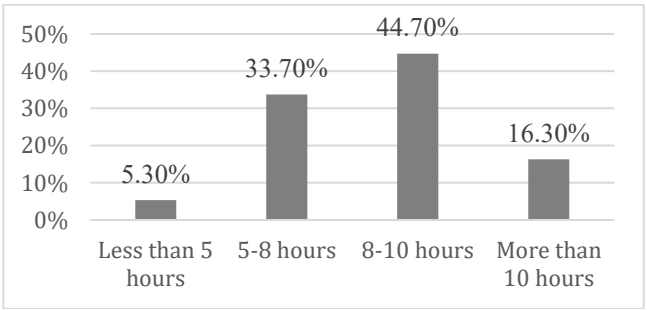

Figure 2. Average time invested in entrepreneurship

4.1.3. The Number and Choice of Internet Entrepreneurship Platforms

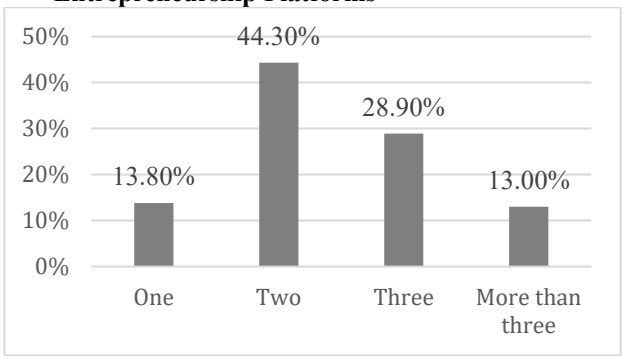

Figure 3. Number of Internet entrepreneurship platforms

According to the survey, women use the Internet platform to start a business, and the majority of women have 2 platforms and 3 platforms, with a total of 73.2%. In addition, 13.8% of the total is 1 platform, and 13% is more than 3 platforms.

According to the survey, traditional e-commerce platforms are the first choice for most women to start their Internet businesses. Among them, e-commerce platforms such as Taobao and Pinduoduo accounted for 35%, and cross-border e-commerce platforms such as Amazon accounted for 7%. This is followed by live entertainment platforms such as Douyin and Bilibili, accounting for 24%, social platforms such as WeChat and WeChat stores accounting for 20%, and sharing platforms such as Xiaohongshu accounting for 13%.

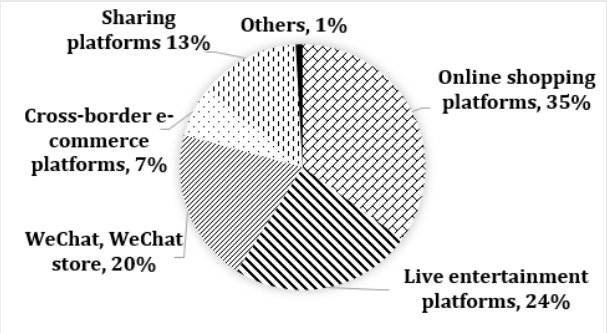

Figure 4. Internet entrepreneurship platform selection

4.1.4. Family Support

In terms of family support, most families are supportive of women's entrepreneurship through the Internet. 58.1% were comparative supportive, 14.6% were very supportive, 23.2% were neutral, and 2.8% were not very supportive and 1.2% were extremely opposed.

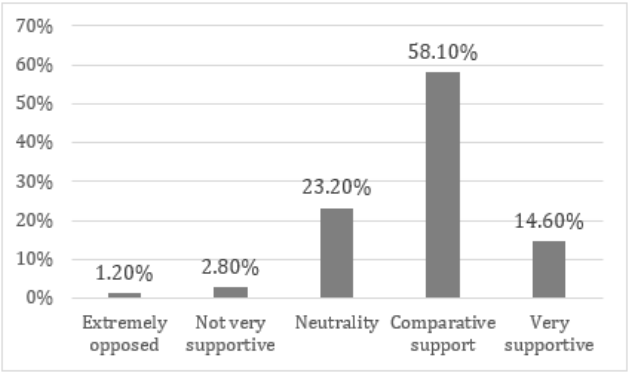

Figure 5. Household support for entrepreneurship

4.1.5. The Average Monthly Income of Internet Entrepreneurship

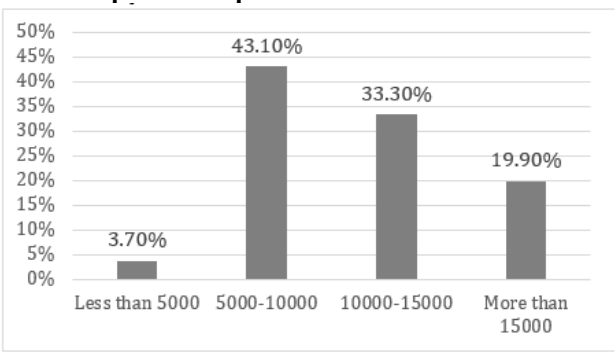

Figure 6. Average monthly income from an Internet entrepreneurship

The survey found that the average monthly income of female Internet entrepreneurs was mainly concentrated in 5,000-10,000 yuan, accounting for 43.1%, followed by 10,000-15,000 yuan, accounting for 33.3%, 19.9% of more than 15,000 yuan, and only 3.7% of less than 5,000 yuan.

4.2. A Conjunctive Table Analysis of the Current Situation of Women in Internet Entrepreneurship

The results of contingency table analysis show that there are significant differences in the business status of women's Internet entrepreneurship in different age groups. There is a positive relationship between age and the number of Internet entrepreneurship years and the monthly income of Internet entrepreneurship, while there is a negative relationship between age and the number of Internet platforms, the time invested in entrepreneurship, and the degree of family entrepreneurship support.

There are significant differences in the status of women's Internet entrepreneurship in different educational situations. There is a positive relationship between academic qualifications and the number of Internet platforms, the time invested in entrepreneurship, and the degree of support for family entrepreneurship.

There are significant differences in the status of women's Internet entrepreneurship and operation in different marital and childbearing situations. There is a positive relationship between marriage and childbirth and the number of years of Internet entrepreneurship and the degree of family entrepreneurship support.

Table 3. Contingency table analysis of age, education, marriage and childbearing and entrepreneurial performance

Factor	Age		Level of education		Marital and childbearing status	
	χ^2	P value	χ^2	P value	χ^2	P value
Number of startup platforms	17.635 [a]	0.04**	21.595 [a]	0.042*	19.715 [a]	0.183
Years of Internet entrepreneurship	22.631 [a]	0.007***	14.329 [a]	0.28	32.420 [a]	0.006***
Invest time in Internet entrepreneurship	18.491 [a]	0.03**	35.913 [a]	0***	16.426 [a]	0.354
Family support	25.061 [a]	0.015**	106.361 [a]	0***	44.877 [a]	0.001***
Monthly income from the business	14.742 [a]	0.098*	16.176 [a]	0.183	11.155 [a]	0.742
a 12 cells (50.0%) have an expected count of less than 5. The minimum expected count is .04.						

5. Principal Factor Extraction and Regression Analysis

5.1. Principal Factor Extraction

5.1.1. Influencing Factor Extraction

In this paper, the six principal components should be extracted according to the variance contribution rate and the actual cost classification. The factors with initial eigenvalues greater than "1" were extracted, and the variance of each dimension of the influencing factor scale was explained as follows: 13.971% for factor 1, 10.258% for factor 2, 10.048% for factor 3, 9.705% for factor 4, 8.9% for factor 5, and 8.419% for factor 6. The six principal factors collectively explained 61.302% of the original variables (see Table 4).

Table 4. Total variance of the original variable explained by the factors influencing the factors

Comp.	Initial eigenvalues			Sum of squares of rotational loads		
	Total	Variance percentage	Cumulation %	Total	Variance percentage	Cumulation %
1	3.48	21.751	21.751	2.235	13.971	13.971
2	1.669	10.429	32.18	1.641	10.258	24.229
3	1.318	8.239	40.418	1.608	10.048	34.277
4	1.214	7.587	48.005	1.553	9.705	43.982
5	1.077	6.731	54.737	1.424	8.9	52.882
6	1.05	6.565	61.302	1.347	8.419	61.302
7	0.907	5.668	66.97			
8	0.774	4.84	71.809			
9	0.749	4.678	76.487			
10	0.638	3.988	80.475			
11	0.61	3.813	84.288			
12	0.6	3.752	88.04			
13	0.533	3.331	91.372			
14	0.496	3.101	94.473			
15	0.473	2.956	97.429			
16	0.411	2.571	100			

Table 5. Common factor variance

Content	Initial	Extract
In terms of government supervision and management, the management of Internet entrepreneurship is less relaxed and less restrictive than that of entrepreneurship in the real field	1	0.694
In terms of taxation, entrepreneurship in the Internet sector is more relaxed than entrepreneurship in the real sector	1	0.702
There are many such training opportunities provided by the government, and there are ways to learn about Internet entrepreneurship	1	0.654
There is a lot of experience in this area with entrepreneurial experience in the family	1	0.638
Surrounded by friends who have successfully started Internet businesses	1	0.658
Individually or a member of my team is still familiar with and good at the Internet field	1	0.578
I found a good business opportunity, so my team and I discussed the Internet business plan	1	0.631
Individually or a member of my team is still familiar with and good at the Internet field	1	0.602
There is an opportunity and platform to communicate with advanced teams or individuals, Internet entrepreneurship and exchange and cooperation	1	0.691
Maintain contact and communication with relatives, friends, and surrounding Internet entrepreneurs, and exchange information with each other	1	0.636
My family is relatively wealthy, and I have certain assets such as real estate, stocks, or other assets that are sufficient to support me	1	0.668
My husband's job is relatively stable, and even if I fail, I can support our family	1	0.689
After the second or third child, the financial pressure on the family increases, and it is more necessary to start a business to increase the family income	1	0.598
My family helps me take care of my children and take care of housework, and my second or third child does not affect my entrepreneurial work	1	0.631
Entrepreneurship is about enriching life and avoiding boredom	1	0.756
The purpose of entrepreneurship is to set an example for children to be independent and active	1	0.783

According to the results of common factor variance extraction, there is a strong correlation and commonality between each variable in the scale and its dimension. The initial commonality of each variable output by SPSS and the

commonality after the principal component method is extracted.

Table 6. Factor loading matrix table and total variance after the influencing factor rotation

Index	Factor	Subfactor	1	2	3	4	5	6
1	Teamwork factor	There are many such training opportunities provided by the government, and there are ways to learn about Internet entrepreneurship	0.537					
		Individually or a member of my team is still familiar with and good at the Internet field	0.575					
		I found a good business opportunity, so my team and I discussed the Internet business plan	0.592					
		The team members are more knowledgeable about Internet operations	0.679					
		There is an opportunity and platform to communicate with advanced teams or individuals, Internet entrepreneurship and exchange and cooperation	0.687					
2	Entrepreneurial motivation factors	Entrepreneurship is about enriching life and avoiding boredom		0.855				
		The purpose of entrepreneurship is to set an example for children to be independent and active		0.872				
3	Household capital factor	There is a lot of experience in this area with entrepreneurial experience in the family			0.57			
		My family is relatively wealthy, and I have certain assets such as real estate, stocks, or other assets that are enough to support me to start a business			0.755			
		My husband's job is relatively stable, and even if I fail, I can support our family			0.636			
4	Entrepreneurial environmental factors	In terms of government supervision and management, the management of Internet entrepreneurship is less relaxed and less restrictive than that of entrepreneurship in the real field				0.799		
		In terms of taxation, entrepreneurship in the Internet sector is more relaxed than entrepreneurship in the real sector				0.81		
5	Fertility factors	After the second or third child, the financial pressure on the family increases, and it is more necessary to start a business to increase the family income					0.707	
		My family helps me take care of my children and take care of housework, and my second or third child does not affect my entrepreneurial work					0.667	
6	Social network factors	Maintain contact and communication with relatives, friends, and surrounding Internet entrepreneurs, and exchange information with each other						0.596
		Surrounded by friends who have successfully started Internet businesses						0.787
Variance contribution rate (%)			13.971	10.258	10.048	9.705	8.9	8.419
Cumulative variance contribution rate (%)			13.971	24.229	34.277	43.982	52.882	61.302

The principal component method is used to extract the common factors, and the initial commonality of the variables

is 1, and the final commonality is basically above 0.6, indicating that the variables are extracted by the principal component information to a high degree, indicating that the extracted factors can describe these 16 indicators well.

Table 6 shows that factor 1 is the teamwork factor, which mainly involves teamwork, factor 2 is the entrepreneurial motivation factor, which mainly involves the main purpose of entrepreneurship, factor 3 is the family capital factor, which mainly involves the basic support of the family economy, factor 4 is the entrepreneurial environment factor, which mainly involves the national macro entrepreneurial environment, factor 5 is the fertility factor, mainly involves the second or third child policy, and factor 6 is the social network factor, which mainly involves the social network of entrepreneurs.

5.1.2. Entrepreneurial Performance Extraction

Three principal components should be extracted according to the variance contribution rate and the actual cost classification. The variance of each dimension of the influencing factor scale was 22.93% for factor 1, 20.738% for factor 2, and 20.453% for factor 3. The three principal factors together explained 64.122% of the original variables (see Table 7).

Table 7. The total variance of the original variable explained by the factors of entrepreneurial performance

Comp.	Initial eigenvalues			Sum of squares of rotational loads		
	Total	Variance percentage	Cumulation %	Total	Variance percentage	Cumulation %
1	1.854	30.896	30.896	1.376	22.93	22.93
2	1.042	17.365	48.262	1.244	20.738	43.669
3	0.952	15.86	64.122	1.227	20.453	64.122
4	0.782	13.037	77.159			
5	0.703	11.72	88.879			
6	0.667	11.121	100			

According to the results of common factor variance extraction, there is a strong correlation and commonality between each variable in the scale and its dimension. The initial commonality of each variable output by SPSS and the commonality after the principal component method is extracted. The principal component method was used to extract the common factors, and the initial commonality of the variables was 1, and the final commonality was basically above 0.6, indicating that the variables were extracted by the principal component information to a high degree, indicating that the extracted factors could describe these six indicators well.

Table 8. Common factor variance

Content	Initial	Extract
The social circle expanded, and he often participated in some social gatherings, increasing his intersection with the upper-class people	1	0.636
The income is much higher than before the start-up	1	0.564
The rate of expansion of the enterprise	1	0.654
The rate of employee growth	1	0.733
After starting a business, I am more flexible in dealing with common social phenomena such as "gift-giving" and human feelings	1	0.613
In the process of starting a business, I formed my own entrepreneurial pattern and management methods, etc., which invisibly migrated to the family, which improved my voice in the family	1	0.645

Table 9. Factor load matrix table and total variance after entrepreneurial performance rotation

Index	Factor	Subfactor	1	2	3
1	Individual economic performance factors	The social circle expanded, and he often participated in some social gatherings, increasing his intersection with the upper class people	0.789		
		The income is much higher than before the start-up	0.727		
2	Organizational Performance Factors	The rate of expansion of the enterprise			0.713
		The rate of employee growth			0.8
3	Individual implicit performance factors	After starting a business, I am more flexible in dealing with common social phenomena such as "gift-giving" and human feelings		0.658	
		In the process of starting a business, I formed my own entrepreneurial pattern and management methods, etc., which invisibly migrated to the family, which improved my voice in the family		0.784	
Variance contribution rate (%)			22.93	20.738	20.453
Cumulative variance contribution rate (%)			22.93	43.669	64.122

Table 9 shows that factor 1 is an individual economic performance factor, which mainly involves the performance

that can be intuitively monetized by individuals, such as income, factor 2 is an organizational performance factor, mainly the performance obtained by enterprises such as enterprise scale, expansion rate and employee growth rate, and factor 3 is an individual implicit performance factor, which mainly involves the performance that is difficult to monetize invisibly obtained by individuals, such as personal emotional intelligence, family discourse, etc.

5.2. Regression Analysis

5.2.1. Correlation Analysis

According to the variable correlation analysis, the results showed that individual economic performance was significantly positively correlated with teamwork (β=.289, p< 0.01), family capital (β=.119, p< 0.01), reproductive choice (β=.131, p <0.01) and social network (β=.216, p<0.01).

There was a significant positive correlation between organizational performance and teamwork (β=.217, P<0.01), entrepreneurial motivation (β=.085, P<0.05), entrepreneurial environment (β=.183, P<0.01), and reproductive choice (β=.131, P<0.01).

There was a significant positive correlation between individual soft power performance and teamwork (β=.226, P<0.01), entrepreneurial motivation (β=.081, P<0.05) and family capital (β=.184, P<0.01).

Table 10. Variable correlation analysis

	Teamwork	Entrepreneurial motivation	Household capital	Entrepreneurial environment	Fertility choices	Social networks	Personal economic strength performance	Organizational performance	Individual soft power performance
Teamwork	1	0	0	0	0	0	.289**	.217**	.226**
Entrepreneurial motivation	0	1	0	0	0	0	-0.016	.085*	.081*
Household capital	0	0	1	0	0	0	.119**	0.068	.184**
Entrepreneurial environment	0	0	0	1	0	0	0.057	.183**	0.047
Fertility choices	0	0	0	0	1	0	.131**	.194**	0.066
Social networks	0	0	0	0	0	1	.216**	0.073	0.047
Personal economic strength performance	.289**	-0.016	.119**	0.057	.131**	.216**	1	0	0
Organizational performance	.217**	.085*	0.068	.183**	.194**	0.073	0	1	0
Individual soft power performance	.226**	.081*	.184**	0.047	0.066	0.047	0	0	1

5.2.2. Stepwise Regression Analysis

The analysis of the first five impact factors in the previous step was taken as the independent variable of the multiple linear regression model, and the individual economic performance factor in the scale was used as the dependent variable to perform multiple linear regression, and Table 11 showed the regression analysis results. The adjusted R2=1.143 indicates that the fitting degree is good, the sig < is 0.01, and the regression coefficients of teamwork, family capital and fertility choice are 0.297, 0.15 and 0.125, respectively.

Table 11. Stepwise regression of individual economic performance to influencing factors

	β	*t*	*P*	*VIF*	R^2
Teamwork	0.297	8.118	0	1.032	0.143
Household capital	0.15	3.879	0	1.149	
Fertility choices	0.125	3.457	0.001	1.017	

Dependent variable: Individual economic performance

The first five impact factors were analyzed as the independent variables of the multiple linear regression model, and the individual soft power performance in the scale was used as the dependent variable to perform multiple linear regression, and Table 12 showed the regression analysis results. After adjustment, R2=1.143, indicating that the degree of fitting was good, the sig< was 0.05, and the regression coefficients of teamwork, family capital, entrepreneurial environment and fertility choice were 0.262, 0.166, 0.089 and 0.095, respectively, and the regression results were significant.

Table 12. Stepwise regression of Individual soft power performance to influencing factors

	β	*t*	*P*	*VIF*	R^2
Teamwork	0.262	7.163	0	1.032	0.143
Household capital	0.166	4.299	0	1.149	
Entrepreneurial environment	0.089	2.435	0.015	1.03	
Fertility choices	0.095	2.624	0.009	1.017	

Dependent variable: Individual soft power performance

The first five impact factors were analyzed as the independent variables of the multiple linear regression model, and the organizational performance in the scale was used as the dependent variable to perform multiple linear regression, and Table 13 is the regression analysis results. After adjustment, R2=1.140, indicating that the degree of fitting was good, the sig< was 0.05, and the regression coefficients of teamwork, fertility choice, family capital, entrepreneurial environment and entrepreneurial motivation were 0.214,

0.207, 0.092, 0.198 and 0.091, respectively, and the regression results were significant, and teamwork, fertility choice, family capital, entrepreneurial environment and entrepreneurial motivation had a positive impact on organizational performance.

Table 13. Stepwise regression of Organizational performance to influencing factors

	β	t	P	VIF	R^2
Teamwork	0.214	5.847	0	1.033	0.140
Entrepreneurial motivation	0.091	2.481	0.013	1.027	
Household capital	0.092	2.377	0.018	1.151	
Entrepreneurial environment	0.198	5.412	0	1.03	
Fertility choices	0.207	5.69	0	1.017	

Dependent variable: Organizational performance

6. Conclusion and Recommendations

6.1. Conclusion

Through regression analysis of influencing factors, the results are as follows:

Teamwork, family capital and fertility choices all have an important impact on women's Internet entrepreneurship performance. Individual soft power performance is also affected by the entrepreneurial environment. Organizational performance is also influenced by the entrepreneurial environment and entrepreneurial motivation.

The regression coefficients of teamwork and individual economic performance, individual soft power performance and organizational performance were 0.297, 0.262 and 0.214, respectively, with the highest weight and the most significant impact, indicating that entrepreneurial performance was most affected by teamwork. The stronger the teamwork, the greater the entrepreneurial performance for female Internet entrepreneurs.

The regression coefficients of household capital, individual economic performance and individual soft power performance were 0.15 and 0.166, respectively, and the weights ranked second, indicating that individual performance was greatly affected by household capital. The stronger the family capital, the greater the personal performance of female Internet entrepreneurs.

The regression coefficients of fertility choice to individual economic performance, individual soft power performance and organizational performance were 0.125, 0.095 and 0.207, respectively. The weight of fertility choice in different performance varied greatly. However, when it comes to economic interests (both individual economic performance and organizational performance), the impact of reproductive choices is heavier. That is, fertility choices have a greater impact on economic performance.

6.2. Recommendations

Based on the empirical analysis of this study, it is concluded that teamwork, family capital and reproductive choices, entrepreneurial environment, and entrepreneurial motivation affect the entrepreneurial performance of Internet female entrepreneurs. In order to stimulate women's entrepreneurial motivation and guide them to carry out entrepreneurial activities, so as to improve the level of entrepreneurial performance, this study puts forward the following suggestions:

6.2.1. Enrich Social Network Resources and Build a Reasonable Entrepreneurial Team

Internet women should have a correct understanding of social networks, actively build personal social networks, improve and maintain their social networks in a targeted manner, keep in touch with people in their social networks, expand access to information and resources, and gain more support from members of social networks. At the same time, actively participate in group activities and various social activities, expand their social circle, obtain the social resources needed for entrepreneurship, and expand the scale of their social network. In addition, teamwork has a great impact on the entrepreneurial performance of Internet women, and high-quality entrepreneurial teams should be actively constructed. Reasonably form an entrepreneurial team, give full play to the complementary advantages of entrepreneurial team members, and improve team cohesion and professionalism.

6.2.2. Actively Expand Financing Channels and Seek Policy Financial Support

Internet women should actively expand the channels of entrepreneurial financing. At present, with the in-depth expansion of some women's Internet entrepreneurship, the demand for funds for some entrepreneurs has also continued to expand after passing the initial stage. At this time, relying only on the original accumulation of family capital can no longer meet the capital needs of entrepreneurs, and they should actively expand financing channels and seek policy and financial support and subsidies from the government and financial institutions.

6.2.3. Intensify Policy Support and Create a Good Environment for Entrepreneurship

On the government side, policy support for women's entrepreneurship should be increased. It is necessary to further strengthen the policy supply and policy innovation related to women's entrepreneurship, stimulate the vitality of women's entrepreneurship, give full play to the advantages of women's entrepreneurship, and release the potential of women's entrepreneurship, so as to promote the development of women's entrepreneurship. In terms of policy, financial support for women's entrepreneurship should be increased. Lowering the threshold for borrowing funds for women's entrepreneurship and increasing the sources of funds for women's entrepreneurship are conducive to promoting the development of women's entrepreneurial activities.

At the same time, it is necessary to build a platform to support women's Internet entrepreneurship and provide corresponding social training and channel resources. On the one hand, it can help female entrepreneurs expand their professional knowledge and improve their ability to resist risks in the process of entrepreneurship, and on the other hand, it is beneficial for Internet female entrepreneurs to enrich social network resources. Actively create a good atmosphere for women's "Internet +" entrepreneurship in the society. Due to the influence of social traditional concepts, social psychology and other factors, women's Internet innovation and entrepreneurship have been hindered to a certain extent. To this end, we can make full use of media channels such as the Internet, television, radio, and WeChat to vigorously publicize the successful experience and advanced examples of women's Internet entrepreneurship, advocate families to improve logistics and support for women's Internet entrepreneurship, and create a good social atmosphere for women's Internet entrepreneurship.

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