

EXAMINING MOTIVATIONAL FACTORS IN LIFESTYLE ENTREPRENEURSHIP: A QUALITATIVE RESEARCH

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ABSTRACT

Entrepreneurial motivation research mostly examines the entrepreneur's goals and motivations to create wealth, create social value and make a living based on the income they generate. The aim of this research is to investigate the motivation sources of a new type of entrepreneur called lifestyle entrepreneurs (LE). Literature on LE have stated that they are individuals who enjoy doing the job they love or are in that place for this job and prioritize the creation and consumption of the opportunities their enterprises generate. In this article, the motivation sources of the founders of 22 lifestyle entrepreneurs located in Türkiye were examined. The activities they have focused on and carried out since the day they were founded and their motivations for their establishment purposes were discussed with qualitative methods. The findings of this study reveals that the motivations that influence lifestyle entrepreneurship are in search of self-actualization and authenticity, acting with social transformation and responsibility, emphasizing entrepreneurial motivations and processes, trying to balance work and life, psychodynamic motivations and emotional compensation, aesthetics, experience and desire for high life.

Keywords: Entrepreneurship, Lifestyle Entrepreneurship, Motivation, Qualitative Research.

JEL Codes: L26, M13, D91, C83.

1. INTRODUCTION

Entrepreneurs are adventurous individuals who take risks in a global or local competitive environment, allocate resources to establishing a business, create and protect opportunities for economic development with a focus on profit, value creation and growth, and take decisions that lead the proactive entry and change process (Akarsu and Döven, 2022a: 17). Entrepreneurs talk about their entrepreneurship, their successes (Akarsu, 2024: 58) and their motivation sources without realizing or knowing the interactional, emotional, embodied and material aspects of their entrepreneurial journey. In the traditional sense, the motivation sources affecting entrepreneurship are profit-oriented, such as making money and acquiring wealth, with the influence of widespread capitalism. Lifestyle entrepreneurs, on the other hand, give priority and importance to the creation and consumption of the

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Makale Geçmişi/Article History

Başvuru Tarihi / Date of Application : 22 Temmuz / July 2025

Düzeltilme Tarihi / Revision Date : 15 Eylül / September 2025

Kabul Tarihi / Acceptance Date : 17 Eylül / September 2025

opportunities generated by their ventures. Lifestyle entrepreneurship as a new type of entrepreneurship is characterized by the desire to engage in certain activities or live in certain places that entrepreneurs find rewarding. Lifestyle ventures are therefore different because they are ends in themselves. Wealth-oriented, income-oriented and social ventures differ from lifestyle entrepreneurs in that they are means to ends, such as wealth, income or social value creation (Ivanycheva, Schulze, Lundmark, & Chirico, 2024: 2251).

Motivation is defined as a phenomenon used to explain a person's social behavior and to justify actions in the past, future or present (Demetry, 2017: 190). In the historical process, many different types of entrepreneurship and definitions of entrepreneurship have been given (Akarsu and Döven, 2022a: 1-2; Keskin, 2020: 364). The motivations of entrepreneurs have differentiated over time, the goals that lead them to entrepreneurship and the factors that cause them to continue their entrepreneurship have changed. These differentiated goals and needs are discussed in the literature as the factors that determine the motivation of entrepreneurs (Carsrud and Brännback, 2011). Motives are socially and historically embedded structures, not static. They are unformed justifications that emerge when actors try to legitimize their actions by exerting will. This study advances the literature in terms of identifying the motivations of lifestyle entrepreneurship, which is a new phenomenon, revealing what kind of motives these entrepreneurs act with while establishing and maintaining their businesses, and presenting findings from a developing country.

The purpose of this study is to address the motivational sources that drive lifestyle entrepreneurs when they start and sustain their ventures and to reveal the meanings attributed to these motivational sources. For this purpose, semi-structured interviews were conducted with these entrepreneurs using qualitative methods. The sample and data for this study are based on in-depth qualitative interviews with 22 lifestyle entrepreneurs in different sectors in different regions of Türkiye in an emerging economy in 2025 (in a post-pandemic period). The findings are in line with the general findings of lifestyle entrepreneurship in the literature, but also include Türkiye-specific results.

The most important contribution of the study to the existing literature is that it presents findings by addressing an emerging phenomenon in the context of Türkiye and contributes to the theoretical expansion towards determining the motivational factors behind the emergence and maintenance of lifestyle entrepreneurship. It is expected that this type of entrepreneurship, which is sustained with different motivations than traditional entrepreneurship, will be frequently discussed theoretically in the literature and seen in practice in the field in the following years.

This article consists of 6 sections. In the second section, the conceptual framework of lifestyle entrepreneurship is discussed, the theories in entrepreneurship studies are briefly summarized and the motivation theories used in the study are mentioned. In the third section, a literature review is conducted, previous studies are summarized and the position and contribution of the study are determined based on

the available information. In the fourth chapter, the qualitative research method and the design used were introduced. In this chapter, information about the research question and its importance, the study group, data collection and analysis were also provided. In the fifth chapter, the findings of the study were evaluated and the findings were presented in a narrative by including direct quotations. In the last section, the results of the study are discussed, contributions to theory and practitioners are expressed, limitations and suggestions for future studies are listed.

2. CONCEPTUAL FRAMEWORK

The conceptual framework of this study builds on previous literature on lifestyle entrepreneurship and entrepreneurship and argues that the motivations of lifestyle entrepreneurs cannot be fully understood without considering achievement and motivation theory within psychological theories. Therefore, the aim is to identify the sources of motivation of these entrepreneurs. The literature on lifestyle entrepreneurs is scattered across a number of fields, disciplines and journals and lacks conceptual clarity. Ivanycheva et al. (2024) stated in their study that the literature on lifestyle entrepreneurship (LE) includes research on artisanal, artistic, craft, creative, fitness, hobby, leisure, sports and tourism entrepreneurship. In this study, the phenomenon is discussed within the framework of push factors such as personal factors, motivations, and motives that affect lifestyle entrepreneurs' decisions to start and sustain a business.

Entrepreneurship studies have been addressed with different theories in the existing literature. To exemplify these theories, there are theories or models in the literature that address entrepreneurship with psychological theories (Frese and Gielnik, 2023), sociological theories (Goss, 2005), economic theories, managerial theories and finally cultural theories (Virtanen, 1997). In this study, since the level of analysis is lifestyle entrepreneurs, an evaluation was made by taking into account the conceptual framework of psychological theories, and brief information about other theories was given.

Psychological theories include “need for achievement, tolerance of ambiguity, conflict theory, impulsive entrepreneurship, locus of control, vigilance theory, expectancy theory, self-efficacy theory, regulatory foci and motivation theory etc.”. The theories that deal with entrepreneurship within the framework of sociological theories include “need for opportunities theory, institutional theory, emancipation theory, respect for the status of the entrepreneur theory, organizational ecology theory and social capital theory”. Economic theories include “radical subjectivity, Jack all Trades, creative destruction, clustering, knowledge diffusion, transaction cost, X efficiency, etc.” Managerial theories include “first mover theory, resource-based approach, resource allocation, dynamic capabilities, person-job fit and career theory etc.” Cultural theories include “social network theory, mismatch theory, cultural theory and religious theory”.

Within the scope of this study, the phenomenon of lifestyle entrepreneurship is discussed within the framework of “achievement and motivation theory” within the psychological theories. Although

entrepreneurship studies have been studied in many different fields and with different methods in the literature, lifestyle entrepreneurship is an emerging phenomenon that is relatively new in the literature. The main purpose of this type of entrepreneurship, which can be seen in many fields ranging from sports to art, from establishing museums to craftsmanship, from craftsmanship to event organization, from tourism to many types of migration, that is not to make profit and produce social value. This type of entrepreneurship is defined by Henricks (2003) as a type of entrepreneurship driven by personal beliefs, values, morals and passions. There is something about this type of entrepreneurship that gives life to entrepreneurs and leads them to discover the meaning of life.

Ivanycheva et al. (2024), in their study of three categories of motivation, defined lifestyle entrepreneurs as expression-oriented lifestyle entrepreneurs who are motivated to create new ventures to express their identity and passion through their craftsmanship, artistic expression and participation in crafts. The underlying reality behind this type of motivation is a passion for crafting and seeing the quality of their creative achievements. The second category the authors refer to is activity-oriented lifestyle entrepreneurs, who find fulfillment, pleasure and success in specific activities that are central to the operations of their venture. The final category, they found, consists of people who start ventures to live in a particular location by making the characteristics of that location, such as small hotels, a central aspect of their venture's product and service offerings. These entrepreneurs are usually trying to pursue an interesting, enjoyable, adventurous, balanced, free, social or holistic lifestyle.

This new type of entrepreneurship in the literature raises the question for the researcher, does the motivational background of lifestyle entrepreneurship vary and differentiate from country to country? What are the motivational sources of these entrepreneurs? Weber's approach to social inequality and stratification emphasizes causal pluralism and the probabilistic nature of social explanation (Grusky, 2019). It is necessary to comprehend a particular society, historical period or a culture with ideal types to be established within its integrity. In this study, a qualitative study was conducted on lifestyle entrepreneurs in Turkish society by referring to their own historical and cultural dynamics, accumulated knowledge and statements. Using in-depth interviews and descriptions, it is necessary to understand how the entrepreneur's rationality is structured formally and substantively, what the situation means and implies for him/her. This is important to uncover the deep attachment to traditions, place, history and culture (Bredvold and Skålen, 2016: 103). Therefore, in this study on lifestyle entrepreneurship as an emerging phenomenon, the nature of reality is explored through qualitative research. The sample of this study is based on semi-structured qualitative interviews with 22 lifelong entrepreneurship owners operating in different sectors in different regions of Türkiye, in an emerging economy, in the year 2025 (in a post-pandemic period).

After the theoretical explanations, in order to filter the research process, the factors that affect the entrepreneurship phenomenon from the outside to the inside are discussed in the literature and information about the study gaps are included. Among the factors affecting the phenomenon of

entrepreneurship in the literature, within the geography where the entrepreneur lives, which can be considered as the environmental context of the entrepreneur; the way countries do business (J Stanković, Marjanović, Milanović, and Jovanović Vujatović, 2022; Gast, Gundolf, and Cesinger, 2017), commercial, professional infrastructure and physical access (Gomes, Ferreira, and Lopes, 2023; Ajide, 2020), ecosystem and attractions (Liu, Wang, Wen, He, and Liu, 2024), technological infrastructure (Audretsch, Heger, and Veith, 2015). Among the factors affecting entrepreneurship, there is a growing body of literature that deals with cultural heritage. These include cultural tightness and looseness (Pidduck, Hechavarria, and Patel, 2024), fatalistic beliefs (Pidduck, Townsend, and Busenitz, 2024), Weberian ethics (Mody, Day, Sydnor, and Jaffe, 2016), religion (Rahman, Ullah, and Thompson, 2024), push and pull factors (Ghatak and Bhowmick, 2022), entrepreneurial heritage (Summatavet and Raudsaar, 2015), and being located on historical routes such as the Silk Road and the Spice Route (Fritsch and Storey, 2014). After geography and cultural heritage, another factor that can influence the motivational factors of the entrepreneur is genetic heritage. Genetic heritage (Diallo, 2019) has been considered together with birth order (Wang, Wang, and Mu, 2022; Vladasel, 2018), initiation (Pidduck, Clark, and Lumpkin, 2023) and imitation mindset (Blaese and Liebig, 2021; Naumann, 2017). Other factors that may affect the motivation of the entrepreneur can be expressed as the education (Akarsu and Döven, 2022b; Hassan, Anwar, Saleem, Islam, and Hussain, 2021), family structure and spousal support (Edelman, Manolova, Shirokova, and Tsukanova, 2016), the environment and context (Gaddefors and Anderson, 2017; Welter and Gartner, 2016).

Traditional entrepreneurship aims to create value “for wealth-oriented, income-oriented or social entrepreneurial purposes” (Ivanycheva et al., 2024). Lifestyle entrepreneurship, on the other hand, is an emerging type of entrepreneur with different goals and motivations. The arguments they use and the values they defend differ from traditional entrepreneurship because this type of entrepreneurship is an end in itself. These entrepreneurs are seen to be experiencing a career transition because of (due to or because of) their newly formed identity (Demetry, 2017). This career transition perspective is thought to accelerate when lifestyle entrepreneurs leave the safe harbor and gain approval. Their social legitimacy and the constructive reinforcing effects of the environment (Algesheimer, Borle, Dholakia, and Singh, 2010) differentiate them from traditional entrepreneurs in many ways. On an individual level, it is thought that these entrepreneurs' sense of self changes and evolves over time, that they do not fit into their shells and that they decide to make some adjustments and revisions in their lives and that they want to show this lifestyle through entrepreneurship. Feedback on an individual's activity may lead them to pursue new goals (Frey and Neckermann, 2008: 3) or maintain existing goals. Moreover, this feedback can function as a source of information by creating signals for appropriate subsequent processes or behaviors (Goodman, Wood, and Hendrickx, 2004), as receiving feedback often facilitates an individual's self-monitoring in relation to a specific task or goal (Kadile and Biraglia, 2022: 586). The evolving economic effects of lifestyle entrepreneurship and the issues related to its conceptual

framework mentioned in all this literature show that the phenomenon should be evaluated in a holistic sense by addressing it with the relevant theories in the literature and integrating it with the existing entrepreneurship theory. In this way, information about the motivations of these entrepreneurs can be obtained by referring to the sociological, economic, psychological and institutional logics behind the phenomenon.

3. LITERATURE REVIEW

The phenomenon of traditional entrepreneurship is often discussed in the literature in terms of opportunity, discovery and decision-making (De Clercq, Dimov, and Thongpapanl, 2013; Gümüşay, 2018; McKenny, Short, Ketchen Jr, Payne, and Moss, 2018), franchising and valuation (Lanchimba, Windsperger, and Fadairo, 2018; Block, De Vries, Schumann, and Sandner, 2014), financing, capital, exit and harvest (Vaznyte and Andries, 2019; Mathias, Solomon, and Madison, 2017), family businesses and support (Stanley, Hernández-Linares, López-Fernández, and Kellermanns, 2019; Arzubiaga, Kotlar, De Massis, Maseda, and Iturralde, 2018), organizational culture, dynamic capabilities, social capital, multinationals, various antecedents and successors (Al-Jinini, Dahiyat, and Bontis, 2019; Sahi, Gupta, Cheng, and Lonial, 2019; Yang, Dess, and Robins, 2019; García-Villaverde, Rodrigo-Alarcón, Parra-Requena, and Ruiz-Ortega, 2018; Eshima and Anderson, 2017), and many others.

Lifestyle entrepreneurship is considered as a balance between work that does not violate ethical and moral rules, time spent with family and friends, community involvement, and the pursuit of hobbies and side interests (Henderson, 2002). Apart from this, it is also seen that people engage in lifestyle entrepreneurship for ideological reasons (Ateljevic and Doorne, 2000: 378).

A review of the literature on lifestyle entrepreneurship reveals that the outputs of this type of entrepreneurship can be instantaneous. This situation differs greatly from traditional business environments and emphasizes the fact that it produces more paced, short-lived and unpredictable outputs in line with the speed and pleasure world of our age. This type of entrepreneurship emphasizes short-term immediate returns, pleasures or satisfactions. Ivanycheva et al. (2024: 2257) argue that lifestyle entrepreneurs choose to start a venture in order to create and obtain the benefits they derive from engaging in activities they find rewarding and/or living a particular lifestyle or living in a particular location. Here, the shift from profit expectation to benefit creation in terms of economic motivation is noteworthy. Akarsu (2021: 31-32) conceptualized this issue in his doctoral dissertation under the name of basic concepts of entrepreneurship and decision perspective. Namely, for traditional entrepreneurs, the risk propensity level has evolved into a reward expectation perspective. Similarly, in the basic assumption of autonomy, which is one of the factors of entrepreneurship, a tendency towards freedom and leaving the safe harbor has drawn attention. As with many concepts, the concepts that have been used for years about entrepreneurship have evolved and started to take on a different meaning. People living in this age are reevaluating their priorities and considering alternative career paths, pursuing more

meaningful work, chasing pursuits that are aimed at achieving physical and emotional well-being (De Massis and Rondi, 2020: 3), and chasing pursuits where they can spend more time with their immediate environment.

Among the reasons for this transformation are the global financial crises, wars, Covid-19 Pandemic and the tendency towards individual life instead of collectivist life and the search for meaning in life. It is thought that this change will gain more momentum as humanity begins to realize that everything in its age is more valuable not with economic outputs, but with individual meanings and socially beneficial efforts. Behavioral economics studies reveal academic outputs that support this view (Åstebro, Herz, Nanda, and Weber, 2014; Mullainathan and Thaler, 2000).

In the literature, lifestyle entrepreneurship has been found to be a process of identity formation (Demetry, 2017), hobby activity (Milanesi, 2018), entrepreneurs' physical and psychological health and feelings of happiness, satisfaction and fulfillment (Wiklund, Nikolaev, Shir, Foo, and Bradley, 2019), passion (Guercini and Ceccarelli, 2020), business support (Bouette and Magee, 2015), migration and the search for a better lifestyle (Benson and O'reilly, 2009), recreational migration (Ugolotti and Caudwell, 2021), artistic (Duxén and Nilsson, 2014; Eikhof and Haunschild, 2006), business migration and expatriation (Despotovic, Hutchings, and McPhail, 2025), migration tendency towards rural or mountain life and ecotourism (Cunha, Kastenholz, and Carneiro, 2020), and the search for bohemian and lumpen life (Korpela, 2020). Ivanycheva et al. (2024: 2254) emphasized that lifestyle entrepreneurship is considered as a wide-ranging and incomplete field ranging from agriculture, arts and crafts, fitness/sports, hobby/leisure-based activity, hospitality, lifestyle, leisure activities and various types of tourism. Furthermore, the authors also stated that what differentiates traditional entrepreneurship from traditional entrepreneurship is the intrinsic motivation, the focus on present consumption instead of future consumption, and the motivations and behaviors towards the phenomenon differ in three types or categories.

4. METHOD

Based on the theoretical framework of success and motivation, this study aims to identify the sources of motivation of lifestyle entrepreneurs in Türkiye. The motivations that these entrepreneurs use and attribute importance to while establishing and sustaining their businesses are evaluated. In this study, data were obtained through semi-structured qualitative interviews. This dataset examined the statements of lifestyle entrepreneurs in order to holistically assess the meanings they attribute to their sources of motivation. This research design was chosen because it can reveal the how and why of the phenomenon, as the motivational sources of lifestyle entrepreneurs operating in Türkiye have not been examined.

Ethical principles were followed throughout the research process. Participants were informed about the purpose and methods of the study, and their written consent was obtained. Participants' identities were kept confidential, and data were used solely for research purposes. The study was

approved by the Bilecik Şeyh Edebali University Ethics Committee on 27/02/2025 (Meeting No: 7, Decision No: 1).

It is important for qualitative researchers to make sampling decisions on a systematic basis and with rational justifications (Yağar and Dökme, 2018: 4). The sample examined is within the boundaries of the field of lifestyle entrepreneurship in the sense that entrepreneurs did not establish and maintain their businesses for economic motives. Since snowball sampling, one of the non-probabilistic sampling types, was preferred and since they are a relatively hard-to-reach group, the purity of the data was tried to be guaranteed at this point. In this type of sampling, a reference person is selected in relation to the subject of the study and other people are reached through this person (Yağar and Dökme, 2018). While this is going on, the research is completed when it is seen that the answers given to the research questions have become repetitive and saturated (Mwita, 2022). Considering the views that in-depth examination of a newly developing social phenomenon overlaps with the qualitative research approach (Flick, 2022), it can be said that this methodological orientation is appropriate and justified.

In line with this research design, semi-structured interviews were conducted in order to allow the participants to openly express their subjective statements about their motivations and to ensure consistency and integrity between the interviews. The in-depth and descriptive research questions were selected from the literature and compiled from the call for a special issue of the Journal of Management Studies (Schulze et al., 2024), one of the leading journals in the field of management. Through the data set created in this context, data on the sources of motivation of these entrepreneurs were collected. The data provided a comprehensive and holistic analysis of the meanings they attribute to their motivations through the statements of these entrepreneurs, who are just emerging in Türkiye.

In this study, lifestyle entrepreneurs were selected in an exploratory manner through snowball sampling. Snowball sampling, which is one of the non-probability-based sampling types, is preferred to keep the quality of the data set of a relatively hard-to-reach group high (Naderifar, Goli, and Ghaljaie, 2017). In snowball sampling, researchers usually start with a small number of first contacts (seeds) who meet the research criteria and are invited to participate in the research. In this study, these criteria were based on the fact that the entrepreneurs did not establish and maintain their ventures for economic motives. Taking into account the overall plan and methodological framework of the research, the respondents who agree are then asked to suggest other contacts who fit the research criteria and could potentially be willing participants. They then suggest other potential participants and so on (Parker, Scott, and Geddes, 2019). Entrepreneurs who stated at the beginning of the research questions that these entrepreneurs' goals were "to generate wealth and income and to create social value" were politely terminated and interviews with these entrepreneurs were discontinued and the purposive sample was excluded. When the answers given by lifestyle entrepreneurs started to resemble and repeat each other, it was understood that the saturation point was reached and the study was terminated (Hennink and

Kaiser, 2022). Hennink and Kaiser (2022) stated that data saturation usually occurs between the 9th and 17th interviews. As seen in Table 1, there are 22 participants in this data set.

Table 1. Demographic and Descriptive Characteristics of The Participants

P.	G.	A.	Edu.	M.S.	Field of Activity	Date of Establishment	Migration History	Corporate Background
P1	M	55	B	M	Craft Beer	2011	Yes	Yes
P2	F	41	B	S	Art&Museum&Hotel	2019	Non	Non
P3	M	55	B	M	Café	2003	Non	Yes
P4	M	45	B	M	Dairy	2015	Yes	Yes
P5	M	47	B	M	Global Agency	2006	Yes	Yes
P6	M	39	B	M	Wewalk	2019	Non	Yes
P7	M	58	B	M	Restaurant	2005	Yes	Yes
P8	F	45	B	S	Restaurant	2015	Non	Yes
P9	F	55	B	M	Hotel	2010	Non	Yes
P10	F	43	B	S	Pole Dancing	2019	Non	Yes
P11	M	48	M	M	Whiskey 101	2013	Non	Yes
P12	M	55	B	M	İntercity (Motorsport)	2013	Non	Non
P13	F	50	B	M	Jewellery Design	2010	Non	Yes
P14	M	37	B	S	Authentic Clothing	2014	Yes	Non
P15	M	31	B	S	Internet of Beer	2015	Yes	Yes
P16	M	61	H	M	Cheese Production	2000	Yes	Non
P17	M	32	B	M	Aviation	2016	Non	Yes
P18	F	49	B	M	Recycling of Biodegradable Products	2010	Yes	Yes
P19	M	35	B	S	Real Estate Promotion	2010	Yes	Non
P20	M	42	B	M	Butique Bungalov	2020	Non	Non
P21	F	45	B	M	Vehicle Restoration	2019	Yes	Yes
P22	F	47	B	M	Education	2001	Yes	Non
Abbreviations: P.= Participant, G.=Gender, A.=Age, Edu. =Education, M.S.= Marital Status								

The first reference person of the study was Mr. Ataç, the owner of the Gara Guzu core family business, a craft beer producer operating in Muğla province. Based on this person, a total of 37 different people were reached, among whom those who met the criteria of the study were interviewed. In this

study, 22 lifestyle entrepreneurs were interviewed through snowball sampling. It is essential that the sample used in qualitative research is both appropriate and sufficient. While suitability is important in terms of serving the purpose of the study, adequacy is expressed in terms of satisfaction (van Rijnsoever, 2017).

It can be said that 72% of these lifestyle entrepreneurs in the sample examined have a corporate history, are relatively new businesses in terms of their establishment year (average establishment year 2012), and operate in different sectors ranging from craft beer production to museums, boutique hotels to aviation. The data obtained from this study, for which the necessary ethics committee permission was obtained, were kept during the analysis process. It will be destroyed at the end of this study. Through voice recordings, notes and additional questions asked by the researcher himself, insights into the sources of motivation of these lifestyle entrepreneurs were tried to be obtained. As the data was collected by the researcher herself, she was familiar with the data. The recorded interviews were transcribed and combined with notes. In the pre-coding phase, the data obtained from the semi-structured in-depth interviews were analyzed through open coding in which meaningful, repetitive and conceptually related statements were identified line by line in accordance with the grounded theory approach proposed by Corbin and Strauss (1990). Since the sample size was not very high, statistical programs used in qualitative research were not used, and a table of descriptive codes and pattern codes were created through Excel and Word. The coding process was carried out in detail and comprehensively, and the study data and coding process were confirmed by three academicians who are experts in their fields. While creating these codes, it is necessary to follow a pattern due to the nature of snowball sampling. In this study, the study was conducted on the basis of Biernacki and Waldorf's (1981: 144) suggested pattern to be followed in snowball sampling. These are as follows;

- Finding interview participants and starting referral chains,
- Verifying the eligibility of potential interview participants,
- Involving interview participants as research assistants,
- Control chain types and the number of cases in any chain,
- Accelerating and monitoring routing chains and data quality have been followed.

In qualitative research, coding is a systematic process that enables data to be structured, grouped and analyzed in line with themes. In this way, it provides a consistent basis for making sense of and interpreting the data. In this study, axial coding and constant comparison method was used to further refine, align and categorize themes in order to make in-depth sense of the motivational sources of lifestyle entrepreneurs (Williams and Moser, 2019). A large number of thematic expressions obtained as a result of in-depth interviews with 22 entrepreneurs reached through snowball sampling method were captured in the open coding stage, these expressions were then grouped under meaningful categories with axial coding and combined in the selective coding process and transformed into the main themes at the center of the study. In accordance with the nature of the data, which consisted of the experiences

of lifestyle entrepreneurs while establishing and sustaining their businesses, direct quotations were included, thus presenting the in-context validity of the developed themes and codes to the reader in a narrative. Qualitative research validity and reliability criteria such as reliability, verifiability, transferability and consistency were systematically addressed in this process, reinforcing both the content and contextual validity of the study (Wesley, 2014). Patton (1999) argues that the logic of triangulation in qualitative research is based on the assumption that no single method can adequately address the problem of competing explanations. Therefore, in this study, three of the four types of triangulations were tried to be varied. These four types of triangulations are method triangulation, researcher triangulation, theory triangulation and data source triangulation.

In this study, psychological characteristics such as achievement and motivation were taken into consideration as the theoretical framework, and two other academicians who are experts in their fields were asked for their opinions on codes and themes. In addition, it can be said that the study was methodologically purposeful by using snowball sampling to reach the sample suitable for the purpose of the study. This study adhered to the principles of analytical openness, methodological transparency and traceability in the research process by conducting the interviews with various lifestyle entrepreneurs operating in different sectors in different regions of Türkiye, by conducting a second review of the coding process by expert academics, and by analyzing the audio recordings in an organized and systematic manner. The process and criteria for validity and reliability in this study are shown in Table 2 as the stages of reliability, verifiability, transferability and consistency (Guba, 1981).

Table 2. Process and Criteria for Validity and Reliability Conducted in The Study

Criteria	Processes Performed in Inquiry
Credibility (Wood, Sebar, and Vecchio, 2020)	Credibility in this qualitative study is related to the findings accurately and meaningfully representing the lived experiences of lifestyle entrepreneurs. Participants were identified through snowball sampling in the context of lifestyle entrepreneurship, which does not have a defined and accessible population. Through this method, interviews were conducted with other entrepreneurs reached through the recommendations of the first participants. While forming the sample, attention was paid to diversity in terms of sector, region, age, etc. and contextual saturation was ensured by achieving data repetition. The data obtained from the interviews were supported by direct participant statements, and care was taken to preserve the meaning within the context. Codes and themes were linked to the literature specific to the Turkish context, and depth of meaning was ensured through carefully selected quotations. Throughout the coding process, the data were reviewed twice by different academics, thus strengthening the integrity of the analysis and internal consistency.

Criteria	Processes Performed in Inquiry
Confirmability (Golafshani, 2003)	Confirmability is about the researcher conducting an objective data analysis process free from subjective judgments. Although participant suggestions were received in the snowball sampling method, the directive effect of these suggestions on the research was tried to be eliminated by considering their compliance with the criteria of the research, especially in terms of the purity of the sample. During the interview process, the researcher only supported the process with clarifying and deepening questions and did not intervene in the participants' statements. In the coding and theme generation stages, only the participant discourses were relied on, and interpretative subjective content originating from the researcher himself was avoided. The interview notes did not contain any statements reflecting the subjectivity of the researcher, and only data-driven observations were recorded. In this respect, the research findings are presented with an objective analysis framework that reflects the reality of the participants.
Transferability (Wood et al., 2020)	The transferability of the research is supported by a detailed description of the findings in a contextually appropriate manner. Participants were selected through snowball sampling and consisted of lifestyle entrepreneurs living in different geographical regions of Türkiye and operating in various sectors. This diversity facilitates the transferability of the findings to other contexts. The interview content is supported by exemplary direct quotations, and explicit links are made between theoretical explanations of motivational drivers and findings in the literature. Thus, the context-specific contribution of the study was preserved and the potential for adaptability to settings with similar social-cultural structures was increased.
Reliability (Golafshani, 2003)	The reliability of the research was ensured by conducting the data collection and analysis process in a systematic, repeatable and transparent manner. Although the participants were selected through a snowball method, care was taken to ensure diversity that “meets the criteria of the research” and to obtain different perspectives without homogeneity within the sample. Interviews were audio-recorded, participant consent was obtained and the data were transcribed verbatim. The coding process was reviewed a second time by academics specialized in qualitative analysis, and contextual integrity was optimized. The interview questions were semi-structured and the same questions were asked to each participant, which strengthened consistency in the analysis process. The data was fed from multiple sources (direct quotations, observation notes) and the principle of methodological transparency was adhered to throughout the research process.

Source: Created by the author, adapted from Coşkun (2017: 363-364)

4.1. Research Question, Model and Importance

The purpose of this study is to identify the factors affecting the motivational sources of lifestyle entrepreneurs, a phenomenon that is just beginning to emerge in a developing economy like Türkiye, and to gain insights into the founding motivations of these entrepreneurs. The qualitative method used

in this study is semi-structured interviews. This method is important in terms of showing the meanings that these new entrepreneurs attribute to their businesses and the work they do. The research questions were formulated in an exploratory way with support from the relevant literature. Within the scope of the study, the participants were asked the following research questions, which were filtered from the literature and compiled from the Journal of Management Studies special issue call for articles (Schulze et al., 2024).

1. What was your purpose and founding motivation in establishing this “lifestyle entrepreneurship” that you own?
 - Did you ever have a goal to create social value within this motivation?
 - Did you ever have a goal to create or build wealth within this motivation?
 - Did you ever make a living from this business based on the income you generated and did you have a goal in this direction?

(Entrepreneurs who answered even one of the sub-questions of the first question in the affirmative were not continued with the interview.)

2. Are there other businesses like yours in Türkiye?
3. What is the main feature that distinguishes you from other businesses? What do you have in common with other businesses?
4. Can you tell us about your start-up process in lifestyle entrepreneurship?
5. Do you continue your main activity before starting this business? If so, how would you describe this transition process?
6. Are you concerned that the environment, technology and changes of all kinds may affect the future of your business?
7. Have you experienced multiple conflicting objectives in business processes? If so, how did you overcome this problem?
8. Would you describe yourself as a traditionalist or an innovator?
9. Has this business helped you to maintain work-life balance and contribute to your quality of life? If so, how?

These research questions to identify the motivational sources of lifestyle entrepreneurs were compiled from the relevant literature (Schulze et al., 2024). Although contextually limited, it is aimed to make sense of the sources of motivation from similar answers. In addition to the research questions, we aimed to deepen with some additional supplementary questions. Some demographic information about the entrepreneurs was also accessed, but no analysis was made with this demographic information. While collecting qualitative data, the researcher plays the role of a listener. In this study, the naming and

structuring of the themes, categories and codes on entrepreneurs' sources of motivation were carried out using open, axial and selective coding stages based on the grounded theory approach outlined by (Corbin and Strauss, 1990). This method enables the inductive identification of conceptual relationships through iterative interaction with the data, structuring the path from raw data to theoretical explanations.

4.2. Study Group / Data Collection and Analysis

A total of 22 interviews with lifestyle entrepreneurs in Türkiye were conducted, each lasting approximately 45 minutes to 1 hour. After obtaining the prior informed consent of the participants, the interviews were recorded with a digital recorder for those who consented to be audio-recorded, while interviews with participants who preferred not to be audio-recorded were documented by taking detailed written notes. All data obtained were then systematically coded and included in the analysis process.

To ensure the confidentiality of the participants and the organizations they represent, each was assigned a code name ranging from P1 to P22. Table 1 presents some descriptive characteristics of lifestyle entrepreneurs in Türkiye, such as gender, age, education level, marital status, field of activity of their business, date of establishment, migration and institutional life history, to introduce our dataset. These data were not processed in the qualitative analysis.

5. FINDINGS

There are some noteworthy points in the demographic information on lifestyle entrepreneurs. The average age of 22 entrepreneurs in the sample is 46,1 years. It can be said that this is a relatively young average age. The fields of activity of these entrepreneurs were found to be in many different sectors ranging from craft beer production, museums, boutique hotels, aviation, authentic clothing design and biodegradable waste recycling. 50% of these entrepreneurs have a migration story in their personal history.

The average year of establishment was 2012. These entrepreneurs are also relatively new to lifestyle entrepreneurship. 72% of the participants have a corporate background. In this study, in which the sources of motivation of lifestyle entrepreneurs in Türkiye were discussed, categories were formed from subcategories and themes were derived from categories.

Looking at the answers given to the questions in the interviews, it is seen that the motivational factors of lifestyle entrepreneurs are divided into themes such as **“self-realization and authenticity, social transformation and responsibility, entrepreneurial motivations and processes, understanding of success and relationship with money, work and life balance, psychodynamic motivations and emotional compensation, and aesthetic experience and desire for high life”**. The topics emphasized in the 22 qualitative semi-structured interviews were coded separately and the results in Table 3 were obtained.

Table 3. Sources of Motivation of Lifestyle Entrepreneurs

Theme	Category	Sub Category
Self-Actualization and Authenticity	Authenticity and Identity Construction	Moving away from institutional life and desire for autonomy
		Establishing a lifestyle in line with one's values, overlapping with one's philosophy of life
		Self-expression through art, design or investment, identification with creativity
	The Search for Meaning and Passion	Desire to fulfill dreams, collecting and sharing memories
		Pursuing childhood or youth passions
		Search for originality and independence, fresh starts
Social Transformation and Responsibility	Social Benefit and Contribution	Solidarity with disadvantaged groups, empowerment of women, migrants and people with disabilities, but in savior role
		Ecological sensitivity and sustainability, transformation of consumption habits, vegan culture
		Social inclusion and equality
	Cultural Transmission and Heritage	Keeping local values alive, rural development
		Universal presentation of national culture, representation of national values
		Desire to leave a professional or cultural legacy
Entrepreneurship Motivations and Processes	Intrinsic Motivations	Re-establishing the meaning of life, meaningful living, emotional fulfillment
		Desire for independent decision-making, simple living
		Aesthetic, moral or spiritual fulfillment
	External Conditions and Breaking Points	Impact of pandemics/global crises
		Migration history
		Turning or breaking points in life
Sense of Success and Relationship with Money	Definition of Success	Happiness and inner satisfaction
		Making an impact, leaving a mark
		Recognition on a global scale
	Distant Relationship with Money	Money is a means, not an end
		Spiritual fulfillment
		Allocation of non-financial resources
Work and Life Balance	Flexible and Adaptable Working Style	Ability to manage one's own time
		Business model integrated with family, nature and social life
	Turning Work into a Way of Life	Work becomes a passion
		Workplace or brand becomes an identity
Psychodynamic Motivations and Emotional Compensation	Making amends for the past	Lack of voice in the family, middle child syndrome
		Traumatic past experiences
	Unexpressed Self	Reconstruction of the self
		Expression and repair of repressed emotions
Aesthetics, Experience and the Desire for a Higher Life	Artization of Life	Establishing an aesthetic lifestyle
		Creating and sharing experiences
	Symbolic Expression and Spectacle	Design thinking, brand symbolization
		Presenting, watching and showing experiences

In this section where the qualitative findings of the research are presented, the sources of motivation of lifestyle entrepreneurs in Türkiye, a developing country, are presented and each source of motivation is discussed in the following sections with reference to the literature and the preferred theoretical framework. In the literature, lifestyle entrepreneurs are seen to address the phenomenon as a process of creating a sustainable business that aligns with their passions, provides them with autonomy, control and the ability to engage in activities they value, and ultimately provides them with fulfillment and satisfaction. Self-actualization is characterized by the love for certain activities, creating a fun work environment, making work like a hobby, escape from daily routines, freedom and nature, climate or nature that affects comfort zones, quality of life. Another noteworthy aspect is the efforts of these entrepreneurs to involve society in their individual passion for any subject, their desire to attract, their efforts to create a group of people with whom they can share the same dream and life. It is seen that they have established their businesses for many niche areas such as vegan lifestyle, use of quality products, sports and athletics. The ideas of these entrepreneurs to turn themselves and the dream they live in into a brand stand out. It is stated that the praise and appreciation they receive from the environment motivate them and lead them to create an enterprise. It should be stated that the most important common point of these entrepreneurs is that they have taken care of something about their lives and have reached order. It was stated that these entrepreneurs established a profit-oriented business beforehand and after earning enough money and social capital from there, they wanted to move to the next level in their lives. It was observed that they tried to reveal the space in their original selves about themselves. Elements such as becoming permanent, leaving a work in this world, and creating something of their own were evaluated within the findings of the study. It can be easily said that entrepreneurs are in search of originality within different concepts. Inferences can be made such as feeling different from the social group they are in, rejecting and repairing their own self. Their desire to be the woman or man they want to be, to manage the phenomena related to their own lives, to be the master and lift up what falls and to be in a group draws attention. It has been observed that lifestyle entrepreneurs attach obsessive importance to experience. They want people to experience what these entrepreneurs have experienced. Quotations regarding the themes and categories of the study findings are presented in a narrative in order not to be tedious.

5.1. Self-Actualization and Authenticity

In this study conducted in the context of lifestyle entrepreneurship, the theme of “Self-Actualization and Authenticity” reveals that individuals structure their work life not only as a source of livelihood, but also as an area of identity construction and individual fulfillment. Most of the participants stated that they move away from institutional structures and move towards establishing a more meaningful and subjective lifestyle that is compatible with their own values. This orientation is based on the search for freedom, the need for autonomy and the desire to build a life that coincides with individual values.

Among the participants, the number of those who transformed their work into art, design or creative expression is quite high. For example, P13, while describing the process of ending her corporate career and realizing her creative potential through jewelry design, emphasizes the emotional intensity of this process by saying, “Something was boiling inside me, a new world opened up to me”. Similarly, P6 defines her initiative as a cultural space of representation by saying, “I am a person who likes to attach meanings to her work”. These examples show that the search for authenticity is not only an aesthetic but also an existential endeavor. Similarly, P1, the desire to create something of one's own is combined with the desire to leave a lasting mark and branding. The desire to produce one's own beer and to put the figure of one's brand on it is on the one hand related to authenticity, but on the other hand, it also points to a search for identity constancy.

The search for meaning also determines the participants' motivation to dream and embody these dreams. P6's statement that “The fact that we can change people's lives with our work is an important source of motivation” shows that the entrepreneurial experience gains meaning not only at the individual but also at the social level. P7's fear of death and the desire to leave a mark are directly related to the individual's desire to produce a meaning that will be left behind when they leave this world. Participants' statements such as “He is an industrialist but writes books” and “I want to leave my mark” reveal that entrepreneurship is also seen as a means of eternalizing the self. Lifestyle entrepreneurship is shaped as a journey in which individuals realize their passions and add meaning to their lives.

5.2. Social Transformation and Responsibility

The theme “Social Transformation and Responsibility” reveals that entrepreneurs have a strong motivation to go beyond individual interests to generate social benefits. It is observed that the majority of the respondents have designed their initiatives in line with the principles of social inclusiveness, equality, ecological sensitivity and cultural sustainability.

Some participants aim to empower disadvantaged groups. For example, P18 aims to create both environmental and social impact in his initiative centered on food waste recycling, and he assumes a strategic and ethical responsibility by stating “I put this business in a system for the future of people and made this system work”. When asked whether they aim to create social value at this point, the participant denied this. He emphasized that he was a member of other foundations and non-governmental organizations in order to create social value and that this lifestyle entrepreneurship was a savior for people. The same participant said, "The processes of the world are changing. From a gastronomy perspective, they are changing people's lives".

Similarly, P6 defines the process of developing a technological product for the visually impaired as “the emergence of an innovative product that will change the lifestyles of the visually impaired” and emphasizes the transformative power of social innovation. P6 states that the product designed by their initiative is “a symbol of independence for me” because they are visually impaired individuals. Since

P6 himself is a visually impaired individual, he attributed value to the use of a possibility produced by his initiative by other visually impaired individuals.

Entrepreneurs who act with ecological sensitivity also stand out in the findings. While P4 stated that he developed an environmentally and socially sensitive business model with sustainable milk production, P2 expressed his desire for transformation in consumption culture by emphasizing his preference for veganism.

Cultural transmission and the desire to leave a legacy are also included under this theme. While P12 describes bringing the Formula 1 organization to the country as "serving the country", P8 sees the goal of introducing Turkish cuisine to the world as "an art and lifestyle". These examples show that entrepreneurship is seen as not only an economic but also a cultural and social responsibility. P8 stated that "There are diamonds in the world that are more valuable than the unprocessed “Kaşıkçı” diamond, but in its raw form, it is waiting for its master because if a good master does not process that diamond, it has no meaning and value. This is how we look at our work and Turkish cuisine. We established and maintain our business with this motivation."

5.3. Entrepreneurship Motivations and Processes

In this theme, it is seen that both intrinsic and extrinsic motivation sources are effective in entrepreneurs' business start-up processes. In the category of "Intrinsic Motivations", elements such as individuals' search for meaning, emotional satisfaction, need for freedom and commitment to spiritual values come to the fore.

P11 said, "I am not doing this to make money, but to promote the drinking culture", while P17 defined his passion for flying as "The sky is freedom", indicating that his motivation is not material but spiritual. This shows how intertwined entrepreneurship is with individual value systems. In P3's statements, this intrinsic motivation is integrated with the desire to define the self and establish a unique identity. With the same participant's statement "This is my originality", the individual develops an understanding of entrepreneurship in the direction of revealing his/her own self and differentiating from others.

On the other hand, in the category of “External Conditions and Breaking Points”, factors such as pandemic, migration history and life turning points come to the fore as external factors that trigger entrepreneurial decisions. P10's statement “I gave up broadcasting and turned to this business, I adapted according to the conditions” or P22's statement “It was like a slap in the face” shows that individuals listen to their inner voices and turn to lifestyle entrepreneurship at moments of breakage. These breaks can be considered as harbingers of not only economic but also existential decisions.

5.4. Sense of Success and Relationship with Money

The theme “Sense of Success and Relationship with Money” reveals that the participants do not limit success solely to economic gain; on the contrary, they emphasize criteria such as inner satisfaction, social impact and leaving a mark.

P8's statement “Success is not money, happiness is success” clearly summarizes this approach. Similarly, P17 defines his initiative with the words “I did not come to this world to be the gatekeeper of money” and thus, financial gain is not the primary motivation. In this context, success is redefined on the axes of individual fulfillment, touching the lives of others, producing cultural value and making a social contribution. P21 defines his entrepreneurial motivation in terms of success, making a name for himself, branding and leaving a lasting mark. The fact that her name is mentioned at the end of her work or that she is recognized for the product she uses can be interpreted as an important symbolic level that embodies success. In the interviews, it was noteworthy that lifestyle entrepreneurs frequently used symbolic perceptions and analogies for symbols.

Participants also seem to establish a distanced and functional relationship with money. Participants such as P2 and P19 emphasize that they act “not for money but for meaning” despite allocating significant resources to their ventures. This suggests that in lifestyle entrepreneurship, financial resources have instrumental value, while the main goal is meaning production and authenticity. At this point, it is also important to note that entrepreneurs do not rely on non-financial resources.

5.5. Work and Life Balance

This theme reflects entrepreneurs' desire to integrate their work with their lives, to manage their time freely and to establish a business model that is more compatible with social life. Participants aim to achieve work-life balance through flexible working styles and life-integrated business models.

P20 stated that he created his business venture to establish a lifestyle intertwined with nature and said, "I did this business (Bungalows Boutique Hotel) for people to get away from city life". Similarly, P19 said, "Animals, nature, birdsong... Peace is the biggest luxury", associating the spatial dimension of the business with quality of life.

For some entrepreneurs, business has become not just a profession but a part of personal identity and life philosophy. P6 and P18, while defining their business as a way of life, emphasize that this integration keeps them motivated. The fact that work is done with passion shows that for these individuals, work-life balance is not a contradiction, but rather an area of harmony.

5.6. Psychodynamic Motivations and Emotional Compensation

In this theme, psychodynamic elements such as traumas, shortcomings, or exclusions in participants' past lives appear to shape their entrepreneurial motivations. It has been observed that

experiences such as not having a say in the family, growing up without love, and being ostracized can translate into a strong need for compensation and self-reconstruction in some entrepreneurs. P22's past experiences of not gaining autonomy over parental decisions, or P10's extreme experiences of being left too autonomous, create a void in satisfaction, and the entrepreneurial process becomes a tool for this emotional compensation. Dynamics such as middle child syndrome, the search for in-group belonging, and the drive to prove oneself trigger individuals' pursuit of new avenues where they can express themselves and be influential. P19, in this regard, cited the example of wealthy individuals encouraging their children to run sports clubs.

P22 stated that she compensated for the emotional deprivation she experienced as a child through her entrepreneurship, saying, "This is how I filled the emotional void in a 10-year-old girl." Similarly, P18's statement, "I left the life my family forced me into and went my own way," describes the process of reconstructing the repressed self. In this context, lifestyle entrepreneurship is considered not only a business-building activity but also an effort to come to terms with the past and achieve personal integrity.

5.7. Aesthetics, Experience and the Desire for a Higher Life

The theme "Aesthetics, Experience, and the Desire for a Higher Life" demonstrates that entrepreneurship is conceived not only as an economic tool, but also as a tool for generating aesthetic and symbolic value. Participants prioritize ensuring that the products and services they offer are not only functional but also possess emotional, aesthetic, and experiential values. In P19's example, experiential difference, aesthetic presentation, and uniqueness are strongly emphasized. Actions such as his own beer can design, brand creation, experience presentation, and group gift giving are practices that integrate individual creativity with symbolic expression and demonstration. These examples demonstrate that lifestyle entrepreneurship has become a tool for the modern individual to transform life into an art form.

P21's description of her experience when she first presented her custom-designed vehicles to her customers, saying, "He never looked at his wife that way," points to the emotional impact of the artistic service they offer with their products on their customers. P8 describes the dining experience as an artistic and visual feast, while P10 interprets pole dancing as more than just a sport, but a special space where individuals demonstrate their mental and physical strength. In this theme, design thinking and performance culture are intertwined, and entrepreneurship has evolved into a practice of transforming life into art. The symbolization of brands, the prominence of experiential offerings, and the sharing of individual aesthetics with customers are key components of this approach.

6. DISCUSSION AND CONCLUSION

The thematic structure revealed in this research largely aligns with the core motivational sources identified in the lifestyle entrepreneurship literature. Rather than traditional goals of economic growth

and wealth accumulation, lifestyle entrepreneurs' motivations for doing what they love, establishing a life order aligned with their values, expressing their individuality, and achieving work-life integration are clearly articulated in the themes. The findings are discussed in the section "Contributions to theory and practitioners" with reference to the literature.

6.1. Contribution to Theory and Practitioners

Themes such as "Self-Actualization and Authenticity," "Work-Life Balance," and "Aesthetics, Experience, and Desire for a Higher Life" expressed within the study findings indicate that individuals experience entrepreneurial activity as a lifestyle and identity-building process. These findings are consistent with existing literature, which defines lifestyle entrepreneurs through "living and consuming the opportunities generated by their ventures" (Ivanycheva et al., 2024). Furthermore, under the theme "Social Transformation and Responsibility," the study found that individuals acted not only on personal satisfaction but also on broader value sets such as social benefit, cultural transmission, and ecological sensitivity. In this respect, lifestyle entrepreneurship, as a form of entrepreneurship open to generating social impact beyond individual choice, is often evaluated with an emphasis on self-savior roles. Furthermore, the theme "Psychodynamic Motivations and Emotional Compensation" emerging from the study points to a motivational dimension less visible in the existing literature but strongly observed in the field. Individual life stories, such as family structures, childhood emotional experiences, repressed identities, or belongingness issues, underlie entrepreneurial decisions. This finding provides a unique contribution to the lifestyle entrepreneurship literature in terms of psychological and existential dimensions. The fact that these entrepreneurs, expressed under the theme "Aesthetic Experience and Desire for Higher Life," examine their ventures with reference to symbolic values is one of the most fundamental contributions of this study to the field. Seeing their individual aesthetics and tastes spread, shared, and utilized throughout society stands out as one of the most fundamental motivational elements for these entrepreneurs.

In conclusion, the research findings reveal that lifestyle entrepreneurship is not limited to spatial, aesthetic, or activity-based preferences but is also shaped by an individual's psychosocial development, identity construction, and sense of social responsibility. In this respect, the thematic structure of the study deepens the existing theoretical framework and allows for the understanding of alternative motivational dimensions. Although lifestyle entrepreneurship is a relatively new field in the literature, there are findings that support the study's findings.

6.2. Limitations of the Research

This research has inherent limitations inherent in qualitative research. Due to the purposive sampling, it cannot be claimed to be representative of all lifestyle entrepreneurs, and generalizability is not warranted. Although research questions derived from the literature were chosen, the researcher's

preconceptions may have influenced this choice. In the study, the risk of the researcher's preconceptions being reflected in the analysis can be considered a limitation due to the interviewer and coder being the same person. The findings may contain the stigmatizing effects of time. Sectoral or regional differences may influence the motivations of these entrepreneurs. In particular, the internal realities not fully and completely expressed in the emotional statements of these entrepreneurs may be considered a limitation of this research. Limitations of the study include the risk of homogenization associated with the snowball sampling method and the limited analytical depth of the Excel/Word-based coding.

6.3. Suggestions for Future Studies

In the Turkish context, lifestyle entrepreneurs seek opportunities that fulfill what they believe they are passionate about in their lives. Because this is a new topic in the literature, the findings of this study can be used to generate future research questions on lifestyle entrepreneurship. Multiple case studies are also recommended to better characterize lifestyle entrepreneurship, compare findings with entrepreneurs who engage in this type of entrepreneurship, and facilitate further qualitative studies. Once the antecedents and consequences of the phenomenon are clarified, developing scales that can be analyzed using quantitative methods is important for numerical proof and replicability. This article contributes to a field still lacking in research by exploring a specific group of entrepreneurs, particularly by presenting findings from a developing country. The study concludes that lifestyle entrepreneurship is influenced by various factors, including **self-actualization and authenticity, social transformation and responsibility, entrepreneurial motivations and processes, understanding of success and relationship with money, work-life balance, psychodynamic motivations and emotional compensation, and aesthetic experience and aspirations for the high life**. It is recommended in the literature that lifestyle entrepreneurs' motivational differences should also be examined in terms of the types of advice and support they value (Kuhn and Galloway, 2015). Supporting this type of entrepreneurship, particularly in our country, a developing economy, through entrepreneurship support programs could be beneficial. Support measures and grants could be implemented to motivate and encourage these entrepreneurs to take action. An entrepreneurial ecosystem could be created for these entrepreneurs, enabling them to achieve their lifestyles and fulfill themselves effectively. Further studies could examine the impact and prevalence of lifestyle entrepreneurs using methods such as surveys, case studies, and social media analysis. Studies could be conducted on the transfer of these entrepreneurs' businesses to future generations and their longevity. The strategies these entrepreneurs adopt for the sustainability of their businesses could be studied. In addition to common characteristics such as passion, originality, and identity, the distinguishing characteristics of individual goals and lifestyle differences could be addressed. The economic, social, and individual factors that drive the initial motivations of lifestyle entrepreneurs could be evaluated separately. Another study could be conducted to discuss the characteristics of this type of entrepreneur that differ from and are similar to traditional entrepreneurs in terms of work-life balance. The resource allocation of these entrepreneurs, who seek satisfaction beyond

financial goals, could be examined, and the phenomenon could be evaluated holistically in terms of financial and non-financial resource allocation. Future studies could explore the approaches of these entrepreneurs and traditional entrepreneurs to tradition and innovation through comparative analyses, examining how they balance these two concepts. How lifestyle entrepreneurs overcome the strategic challenges and financial bottlenecks they face could be considered a separate area of study. Cross-country studies could assess whether motivational differences exist between countries in lifestyle entrepreneurship. Do individual motivations influence lifestyle entrepreneurship manifest differently across countries' institutional structures and socioeconomic conditions? How might this shape decisions to enter lifestyle entrepreneurship at the macro level?

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Hakem Değerlendirmesi: Dış bağımsız.

Çıkar Çatışması: Yazar çıkar çatışması bildirmemiştir.

Finansal Destek: Yazar bu çalışma için finansal destek almadığını beyan etmiştir.

Teşekkür: -

Peer-review: Externally peer-reviewed.

Conflict of Interest: The author has no conflict of interest to declare.

Grant Support: The author declared that this study has received no financial support.

Acknowledgement: -
