A Study on Motivational Factors Influencing Women Entrepreneurs

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Abstract--- Most women in India work and contribute to the economy in one form or another. Women’s entrepreneurship needs to be studied on various levels as it can play a unique role in breaking down the barriers to women in the society and increasing the full participation of women in business. A higher proportion of women become entrepreneurs in order to balance work and family, while a higher proportion of men seek wealth creation and/or economic advancement. Women become entrepreneurs due to several factors which may be grouped under “Pull factors” and “Push factors”. The study identified the motivational factors influencing women towards entrepreneurship. The study concluded that the need for achievement is the highest motivating factor for women entrepreneurs.

Keywords--- Women, Entrepreneurs, Motivational Factors, Need, Economic.

Introduction
In India, as in many other developing countries, the role of women in the economic activity of the nation was practically ignored. The increasing participation of men in the work-force and multiple role of women as mothers, homemakers and paid workers and misunderstandings of the nature of unemployment among women, suggests the usefulness of describing trends and relationships, in labour force participation as a background for assessing the volume of employment, occupational structure and the impact of economic growth.

Most women in India work and contribute to the economy in one form or another and most of their work is not documented or accounted for in official statistics. Entrepreneurs are people who innovate and whose function is to carry out new combinations called “enterprises” and are the prime movers in economic development (Schumpeter, 1934). Women entrepreneurs are those who use their knowledge and resources to develop or create new business opportunities, who are actively involved in managing their businesses, and own at least 50 per cent of the business and have been in operation for longer than a year (Moore & Buttner, 1997).

Women’s entrepreneurship needs to be studied on various levels as it can play a unique role in breaking down the barriers to women in the society and increasing the full participation of women in business. With help of various studies during last decade it has become evident that in the field of entrepreneurship women have also become important role player. But still their contribution is very small. There are lots hindrances in the success of women entrepreneurs due finance, marketing, workplace facilities, social constraints etc.
Motivational Factors Influencing Women Entrepreneurs

Motivation is the set of forces that initiate behaviour and determine its form, direction, intensity and duration. Motivation is a significant factor in the start-up and success of the business. There have been a number of empirically-based researches to describe the attributes of entrepreneurship in terms of traits, social psychological and behavioural approaches. Focusing on psychological approaches, Manifest Needs Questionnaire (MNQ) developed by Steers and Braunstein has been furthered as a parameter to measure the four needs of power, achievement, affiliation and autonomy. The need for power is defined as the desire for control over one’s environment, the need for achievement is the desire to excel, need for autonomy is the desire to be independent and the need for affiliation reflects an individual’s desire to associate oneself with a bigger group.

![Figure 1: Motivational Factors Model for Women](Source: Steers & Braunstein)

**Pull & Push Motivational Factors**

Motivation is an essential factor in the establishment of entrepreneurial activity. A better understanding of entrepreneurial motivations may well contribute to a better understanding of entrepreneurial behaviour. For example, a recent model developed by (Morris et. al, 2006) posits that the relative growth orientation of women entrepreneurs is a function of motivations, perceived obstacles, female identity, as well as personal and business descriptors. Women become entrepreneurs due to several factors which may be grouped under “Pull factors” and “Push factors”. Pull factors refer to the urge in women to undertake ventures with an inclination to start a business. Women entering business, driven by financial need due to family circumstances are said to be influenced by push factors (Jesurajan & Gnanadhas, 2011). The research findings of (Zhu, 2010 & Chu, 2011), show that the main motivations for business ownership are to increase income, to prove their ability, to be independent and to be able to use their past experience and training.

**Current Challenges**

It has been observed that even though female entrepreneurship and the formation of female-owned business networks are steadily rising, there are a number of challenges and obstacles that female entrepreneurs face. One major challenge that many female entrepreneurs face is the effect that the traditional gender-roles society
may still have on women. Entrepreneurship is still considered as a male-dominated field, and it may be difficult to surpass these conventional views. Other than dealing with the dominant stereotype, female entrepreneurs are facing several obstacles related to their businesses.

**The Difference between Women Entrepreneurs and Men Entrepreneurs**

A higher proportion of women become entrepreneurs in order to balance work and family, while a higher proportion of men seek wealth creation and/or economic advancement (DeMartino & Barbato, 2003). Gender differences in starting a business have driven much of the research in developed countries. Another research study examined female married entrepreneurs in Turkey and reported that meeting family needs and initiating social relations are the most important factors in becoming business owners (Ufuk & Ozgen, 2001). The results from a study of Nigerian women entrepreneurs show that the main motivation for engaging business is to reduce poverty and to reverse their deteriorating economic condition (Woldie & Adersua, 2004). A research study conducted by Chu in 2011 pointed out that increasing income, proving that they can do it, a desire to be their own boss are the main motivation factors for women to become business owners.

**Objectives**

- To identify the motivational factors influencing women towards entrepreneurship.
- To analyse the demographic and business profile of the women entrepreneurs.
- To analyse the relationship between demographic, business profile and motivational factors influencing women entrepreneurship.

**Limitations**

- The result and the findings are based on the opinion of the respondents and hence cannot be generalized.
- The sample size is small limited to 75.

**Literature Review**

Behara and Niranjan in 2012 analyzed rural women entrepreneurship in Andhra Pradesh, wherein the study concluded that economic independence, establishing their own creative idea, establishing their own identity, excellence, confidence, developing risk taking ability and equal status in society were the main motivational factors influencing women entrepreneurs. In addition to this finding, a research study on factors analyzed various aspects that are motivating women to become entrepreneurs in Tirunelveli district with primary data of 300 women entrepreneurs. The study revealed that economic independence, market potential, family background and utilization of funds are major motivational factors (Jesurajan & Gnanadhas, 2011). A study conducted by Mitchelmore and Rowley in 2013 examined the five top financial and psychological factors motivating women to become entrepreneurs. These were the desire to accumulate the wealth, the wish to capitalize on the idea of one’s own business, the appeal of start-up culture, a long standing desire to own one’s company and to work with someone else whom they like. The challenges are more related to entrepreneurship rather than gender.
**Methodology**

The present research adopted descriptive research method. The entire study comprise of 75 samples using stratified random sampling technique. The duration of the study has been three months (Feb-April 2017) and responses have been collected through a structured questionnaire. The study has used percentage analysis, descriptive statistics and correlation to analyze the data and draw conclusions accordingly.

**Findings**

*Percentage Analysis*

- 53.3 percent of the respondents’ age group is less than 35 years.
- 34.7 percent of the respondents possessed UG level education.
- 62.7 percent of the respondents are married.
- 60 percent of the respondents’ family size is between 3-5 members.
- 42.7 percent of the respondents have their own fund as source of finance.
- 40 percent of the respondents belong to urban area.
- 40 percent of the respondents do the business as a main activity.
- 33.3 percent of the respondents’ period of operation is less than 2 years.
- 64 percent of the respondents do full time business.
- 49.3 percent of the respondents’ annual income is below Rs.200000.
- 40 percent of the respondents’ family belong to first generation entrepreneurs.
- 21.3 percent of the respondents do fashion designing and tailoring business.
- 53.3 percent of the respondents do not have any experience.
- 34.7 percent of the respondents contribute to the family income.
- 37.3 percent of the respondents belong to semi-urban area.

*Descriptive Statistics*

- The average mean score of 4.26 implied that the respondents agree towards need for achievement
- The average mean score of 4.02 implied that the respondents agree towards need for affiliation.
- The average mean score of 3.94 implied that the respondents agree towards need for dominance.
- The average mean score of 3.74 implied that the respondents agree towards need for autonomy.
- The average mean score of 4.27 implied that the respondents agree towards great business achievement.
- The average mean score of 3.74 implied that the respondents agree towards intrinsic factor.
- The average mean score of 4.24 implied that the respondents agree towards desire to serve.
- The average mean score of 4.20 implied that the respondents agree towards desire to achieve change.
- The average mean score of 3.99 implied that the respondents agree towards pull motivational factors.
• The average mean score of 3.86 implied that the respondents agree towards push motivational factors.
• The average mean score of motivational factors implied that great business achievement (4.27) have high impact on women entrepreneurs.

Correlation
• Age of the respondents showed positive relationship with desire to achieve change; family size of the respondents indicated positive relationship with need for achievement and need for autonomy; place of residence of the respondents exhibited positive relationship with need for achievement; type of business operation indicated positive relationship only with push motivational factors.
• Source of finance of the respondents have exhibited negative relationship with need for achievement and need for autonomy respectively; experience before starting a business showed negative relationship only with need for autonomy.

Suggestive Measures
• Various programmes should be extended at local level for encouraging women Entrepreneurship.
• To handle the problems of women entrepreneurs all over the state, women entrepreneurs guidance cell should be established.
• Women entrepreneurs should have a clear goal in order to direct their activities in making the business successful one.
• Financial institutions and banks should come forward to support and motivate women entrepreneurs to start their business.
• Success stories of women entrepreneurs from varied backgrounds should be popularized in schools and colleges itself.

Conclusion
The study was conducted to analyze the motivational factors influencing women entrepreneurs. It has been found that most of the respondents belong to age group of less than 35 years and are graduates. Also, a vast majority of women entrepreneurs used their own funds as source of finance and do business as their main activity. In addition to this, women entrepreneurs in the present study are into fashion designing and tailoring, which has been indicated as the most preferred business. It has been a finding that a majority of the women entrepreneurs have previous experience in doing business. Women with high need for affiliation prefer to be in groups and to be proactive and responded that it facilitates them to improve their business performance.

The need for achievement motivates the women to have aims and goals towards their business success. Also, it encourages them to perform better than others, improve authority to gain more control and be as risk takers. The needs for dominance educate the women to be leaders by organizing, directing and controlling others in their business enterprise. Moreover, the need for autonomy related to independence has been described as the freedom and self-dependence behaviour of women entrepreneurs taken in the study. The overall observation from the present research study is that a woman aspiring to become an entrepreneur, needs the
appropriate facilitation at appropriate time in terms of training, incubation and periodic motivation so as to sustain and run their enterprises successfully.

References


