



AN EMPIRICAL STUDY ON MOTIVATIONAL FACTORS OF WOMEN ENTREPRENEURS IN TIRUNELVELI DISTRICT

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ABSTRACT

This paper examines the impact of motivational factors among women entrepreneurs who started various business Units in Tirunelveli district and also seeks the obstacles faced by the women entrepreneurs in running their businesses. To achieve the objectives of the study, 70 women entrepreneurs involved in manufacturing, Trading and Service Units in Tirunelveli district were identified as the sample by adopting the purposive sampling technique. All hypotheses were tested using Henry Garrett's Ranking Scores and Chi-Square test. While the result of this study found a significant effect on motivational factors. The research will help improve strategy for women employees to explore opportunities for start-ups and would aid in better positioning the significance of the above factors to train women to explore the opportunities for becoming entrepreneurs.

KEYWORDS: Women Entrepreneurs, Motivational Factors, Obstacles, Business enterprise.

INTRODUCTION :

The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The number of women entrepreneurs has grown over a period of time, especially in 2017. Women entrepreneurs need to be lauded for their increased utilization of modern technology, increased investments, finding a niche in the export market, creating a sizeable employment for others, and setting the trend for other women entrepreneurs in the organized sector. While women entrepreneurs have demonstrated their potential, the fact remains that they are capable of contributing much more than what they already are. The present study is to analyze their motivational factors to become an entrepreneur.

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The government of India has defined women entrepreneurs as an enterprise owned and controlled by a woman having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of employment generated in the enterprise to women. Like a male entrepreneur, a women entrepreneur has many functions. They should explore the prospects of starting new enterprises; undertake risks, the introduction of new innovations, coordination administration and control of the business, and providing effective leadership in all aspects of the business.

OBJECTIVES OF THE STUDY

1. To study the motivational factors of women entrepreneurs
2. To evaluate the obstacles of women entrepreneurs
3. To suggest suitable solutions for improvement in their career.

RESEARCH METHODOLOGY

In the study, motivational factors of women entrepreneurs in Tirunelveli district have been examined. The survey research design was carried out as a research design for this study. Well structured and pretested interview schedule was used for collecting the data by personal interview method. To achieve the objectives of the study, 70 women entrepreneurs involved in manufacturing, Trading and Service Units in Tirunelveli district were identified as the sample by adopting the purposive sampling technique. The Henry Garrett's Ranking Scores and Chi-Square test were used to analyze the motivational factors of women entrepreneurs in Tirunelveli district.

ANALYSIS AND RESEARCH FINDINGS

An attempt is made to know the motivational factors of women entrepreneurs and obstacles of women entrepreneurs in Tirunelveli district. The following tables have explained the results of the analysis.

Table 1
Motivational Factors to Become an Entrepreneur

S.No	Sources	Mean	S.D	C.V	't' Value	Rank
1	The existence of traditional/ hereditary atmosphere makes you enter into the entrepreneurial field.	3.39	1.18	39.26	2.07	V
2	Your family background generates you in an inclination to take up entrepreneurial activity.	3.24	1.26	40.28	2.13	VI
3	Encouragement from family members inspiring your entrepreneurial ambitions.	3.47	1.09	37.18	2.19	IV
4	Strong desire to achieve something independent in life.	3.98	1.04	26.17	16.68	I
5	The existence of idle funds prepares you to enter into the enterprise.	2.83	1.67	52.61	2.92	X
6	Self-interest stimulating a desire to achieve something new.	3.74	1.29	31.24	2.14	II
7	Acquiring self-prestige by starting the enterprise.	3.51	1.32	33.62	2.67	III
8	Seeking a self-employment as the basis for building your enterprise	3.19	1.22	42.34	2.03	VII
9	Ambition of family members inducing you to enter into the entrepreneurial world	3.08	1.37	47.25	2.21	VIII
10	Seeking a challenge in the field of entrepreneurship.	2.92	1.69	49.57	2.32	IX

(Source: Primary data)

The above table indicated the ranking of motivational factors which are influenced the women to start a business. The first rank given to "Strong desire to achieve something independent in life", the mean score for this statement is very high (3.98) and standard deviation is very low (1.04) the second rank given to "Self-interest stimulating a desire to achieve something new" and third rank is given to "Acquiring self-prestige by starting enterprise".

Table 2
Hentry Garrett's Ranking Scores

Sl.no	Problem Factors	Rank					Total
		1	2	3	4	5	
1	Dual responsibility of family and enterprise	2475	1080	400	320	125	4400
2	Lack of support from workers	2175	720	300	240	125	3560
3	Lack of support from family	2325	540	400	320	350	3935
4	Lack of skilled labour	3300	600	150	120	175	4345
5	Strong competition	2100	660	500	400	300	3960
6	Lack of working capital	1800	720	750	600	250	4120
7	Lack of managerial skill to tackle the problem	1950	780	600	480	225	4035
8	Male dominant society	2925	660	400	320	75	4380
9	Lack of economic independent	1950	720	600	480	225	3975
10	Lack of advanced technology	1875	480	750	600	325	4030

(Source: Primary data)

The table showed Henry Garrett's Ranking scores the given by the respondents for various statements. The highest score is given to "Dual responsibility of family and enterprise" and least score specified to "Lack of support from workers".

Table 3
Hentry Garrett's ranking

Sl.no	Particulars	Garrett's scores	Rank
	Problem Factors		
1	Dual responsibility of family and enterprise	4400	I
2	Lack of support from workers	3560	X
3	Lack of support from family	3935	IX
4	Lack of skilled labour	4345	III
5	Strong competition	3960	VIII
6	Lack of working capital	4120	IV
7	Lack of managerial skill to tackle the problem	4035	V
8	Male dominant society	4380	II
9	Lack of economic independent	3975	VII
10	Lack of advanced technology	4030	VI

(Source: Primary data)

It is displayed from the table that the first rank allotted to "Dual responsibility of family and enterprise" second rank to "Male dominant society", the third rank given to "Lack of skilled labour" and last rank given to "Lack of support from workers".

Testing of Hypotheses

- Ho : There is no significant relationship between the profile variables of women entrepreneurs and their motivational factors.
- H₁ : There is a significant relationship between the profile variables of women entrepreneurs and their motivational factors.

Table 4
Chi-square Test on Profile Variable of Women Entrepreneurs and Motivational Factors

S. No	Socio-Economic profile	Chi-square value	df	'P' Value	Inference
1	Marital status	16.514	1	0.000**	Significant
2	Age	8.600	2	0.014**	Significant
3	Literacy level	18.200	2	0.000**	Significant
4	Community	1.914	2	0.034**	Significant
5	Religion	22.400	2	0.000**	Significant
6	Family type	3.657	1	0.016**	Significant

**0.05 significant level

Table 4 exhibited the Chi-square value on profile variables of women entrepreneurs and their motivational factors. In all the six cases 'P' value is less than the confidence level at 0.05, the null hypothesis is rejected and accept alternative hypothesis "There is a significant relationship between profile variables of women entrepreneurs and their motivational factors".

Testing of Hypotheses

- Ho : There is no significant relationship between the profile variables of women entrepreneurs and their obstacles.
- H₁ : There is a significant relationship between the profile variables of women entrepreneurs and their obstacles.

Table 5

Tests of Between-Subjects Effects					
Dependent Variable: Obstacles of women entrepreneurs					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	3.078 ^a	17	.181	5.277	0.000**
Intercept	141.478	1	141.478	4124.222	0.000**
Marital Status	.003	1	.003	.075	0.015**
Age of entrepreneur	.133	1	.133	3.864	0.025**
Literature level	.509	2	.255	7.422	0.001**
Communal status	.517	2	.258	7.530	0.003**
Religion	.042	2	.021	.618	0.043**
Family type	.066	1	.066	1.913	0.012**

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a. R Squared = .633 (Adjusted R Squared = .513)

**0.05 significant level

Table 5 demonstrated the 'F' value on profile variables of women entrepreneurs and their obstacles. In all the six cases 'P' value is less than the confidence level at 0.05, hence the null hypothesis is rejected and accept alternative hypothesis "There is a significant relationship between profile variables of women entrepreneurs and their obstacles."

FINDINGS

- ✓ Women are motivated to become an entrepreneur by Strong desire to achieve something independent in life
- ✓ Self-interest stimulating a desire to achieve something new in the life
- ✓ Women entrepreneurs acquiring self-prestige by starting the enterprise.
- ✓ They face the obstacle of dual responsibility of family and enterprise

CONCLUSION

The research was conducted based on existing research and secondary data, as well as the collection of primary data through a structured interview schedule of 70 women entrepreneurs in Tirunelveli district. It studied their motivational factors to become a women entrepreneur and their obstacles in the career. Based on the result, the study suggested that the government should conduct a motivational program regularly for women entrepreneurs.

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