

A Study on Influence of Motivational Factors on Women Entrepreneurs at Mysore District, Mysore, India

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Abstract: In the recent years, women play an important role in entrepreneurial activity. It is witnessed that the increasing in the numbers of women starting business has not only seen in developed countries, but have also been seen in many other developing countries including India. In the last 40 years, there has been increasing number of women entrepreneurs in developing countries. Hence the present study aims to know the motivational factors influencing on women entrepreneurs to take up entrepreneurial activity in Mysore District. The data were collected from 74 women entrepreneurs. The result of the study says that, the very important factor influencing the women entrepreneurs in Mysore district to start their business is their self-accomplishment. They are motivated by the factors like more autonomy and independence, economic independence, control over doing new things, and inspired to become successful entrepreneurs. These factors are influencing them more to start a business.

Keywords: Women Entrepreneurship, motivation, self-accomplishment

Introduction

In India women participation in higher education especially in technical education has been significantly growing to make their careers stronger as the need for one more income at home is becoming necessary. Women are exploring new avenues of economic participation and find the entrepreneurship as one of the ways to be successful personally and financially. There is an enormous interest among the Government, NGO, researchers, national and international agencies to know and understand the issues of women entrepreneurs. Women entrepreneurs have been making a significant impact in all segments of economy. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Though the number of women who undertake entrepreneurship is increasing each year, those numbers are not really encouraging. As compared to men, women are less motivated to be an entrepreneur due to various reasons: fear, lack of motivation, opportunities and lack of direction etc. Thus, the current study aims to study the motivational factors influencing them to start the business.

Theoretical Framework

Jalbert (2000) in her study on women entrepreneurs in the global economy: Education Research perspective describes that, women business owners are making significant contributions to global economic health, national competitiveness and community commerce by bringing many assets to the global market. As per the analysis of the research study, women entrepreneurs have demonstrated the ability to build and maintain long term relationships and network to community effectively, organize efficiently, to be fiscally conservative and to be aware of the needs of their environment and to promote sensitivity to cultural differences.

Shankar and Vijayalakshmi (2007) examine motivating factors among women entrepreneurs. The motivating factors were categorized into push and pull factors. The study concludes that women entrepreneurs are motivated by pull factors.

Nel, Maritz, and Thongprovati (2010) women entrepreneurs play a significant role in contributing to the growth of the global and local economy and many of these contributions come from a strong emerging trend of so called —Mumpreneurs, which describe mothers involved in entrepreneurial activities. Home-based businesses are being considered as possible emancipator vehicles for women juggling to manage work and family.

Rajesh k. Pillania, Madhurima Lall, Shikha Sahai (2010), in their study on “Motives for Starting Business: Indian Women Entrepreneurs Perspectives” explains that entrepreneurship has gained currency across the globe and female-entrepreneurship has become an important component. India is one of the fastest emerging economics and the importance of entrepreneurship is realized across the spectrum. This research is preliminary investigation in which the researchers identified 43 motives for starting business amongst women entrepreneurs. Principal component matrix was used for factor analysis and varimax rotation with Kaiser Normalization was used for rotation, which yielded 8 factors. The 8 factors were labeled as Independence, Flexibility, Achievement, and Money, Opportunity, Escape, Family support and Recognition from other. The motives were further classified into push and pull element, on which Wilcoxon – signed rank test was performed, the statistical test revealed that relatively pull motives attract women entrepreneurs more than the push motives for starting business.

Cohon, Wadhwa & Mitchell (2010), presented a detailed exploration of men & women entrepreneur’s motivations, background and experiences. The study is based on the data collected from successful women entrepreneurs. Out of them 59 per

cent had founded two or more companies. The study identifies top five financial & psychological factors motivating women to become entrepreneurs. These are desire to build the wealth, the wish to capitalize own business ideas they had, the appeal of startup culture, a long standing desire to own their own company and working with someone else did not appeal them. The challenges are more related with entrepreneurship rather than gender. However, the study concluded with the requirement of further investigation like why women are so much concerned about protecting intellectual capital than their counterpart. Mentoring is very important to women, which provides encouragement & financial support of business partners, experiences & well developed professional network.

Orhan and Scott (2011) develop a model of the factors that motivate women to start their own businesses. Qualitative research involving 25 French women entrepreneurs were used to explore case study situations. The research identified a number of situations that relate to women's decisions to become entrepreneurs, namely "dynastic compliance", "no other choice", "entrepreneurship by chance", "natural succession", "forced entrepreneurship", "informed entrepreneur" and "pure entrepreneur". The findings do not reinforce the assumption that a majority of women become entrepreneurs for reasons of necessity and identified antecedents to the generalized "push", "pull" and environmental motives.

Pamela and Iligan (2012) studied entrepreneurial competencies and work life balance of rural women entrepreneurs. The result of the study reveals that rural women entrepreneurs are strong in the goal setting, information seeking and systematic planning and monitoring competencies. It was further found that they are generally able to maintain work – life balance through proper time management and striving to spend more time with family members through a wide array of activities done together with their spouses and children.

Laxmi and Hyderabad (2014) study on state and Institutional support for women entrepreneurship development reveals that the awareness on various schemes available for women entrepreneur is very poor. The study also reveals that failure of institution involved in developing women entrepreneurs and needs area specific and case specific approaches in furthering the women entrepreneurship. Institutions should lay more emphasis in providing quality improvement through the adoption of latest technology and utilization of modern human resource management practices in imparting necessary training to woman entrepreneurs.

Sukhjeet et al., (2016) study on motivational factors of women entrepreneurs reveals that factors like ambition, supportive, professional competence, confidence, affluence, independence, responsive and work environment influence women entrepreneurs to start a business. Identification of motivational factors of women entrepreneurs will help in fostering the entrepreneurial growth by way of fanning of suitable entrepreneurship development strategies. It will be helpful for the entrepreneurs in particular and policy makers in general.

Objective of the Study

1. To study the socio-economic background of the women entrepreneurs in Mysore district.
2. To identify the motivational factors to start the business among women entrepreneurs in Mysore district.

Scope of the study:

The present study focusing on knowing the motivational factors influencing women entrepreneurs to start business. The study was confined to women Entrepreneurs who are functioning at Mysore district, Karnataka State.

Limitations of the Study

1. The present study was carried out among the population of the women entrepreneurs in Mysore District only. Hence the generalization of the results will not represent the entire women entrepreneurs across the state or country.
2. Analysis of the data was done based on the opinion of women entrepreneurs of Mysore district only. Perception may vary from place to place also based on the situation.
3. Random Sampling technique was adopted while choosing the sample of the study. The limitation of the random sampling method may also reflect in the study

Research Methodology

The research is descriptive in nature. The research work is based on primary data that was collected from the sample respondents through survey method by administering the questionnaire developed for the purpose. Other information relevant for the study has been collected from secondary sources such as journals, magazines, published and unpublished research works and websites.

The study was confined to women entrepreneurs who are in Mysore district. A sample of 100 women entrepreneurs have been identified and considered for the study. However, only 74 women entrepreneurs qualified for the final analysis. The data was collected by distributing questionnaire among the sample and it is analysed by applying appropriate statistical tools using SPSS. Reliability, validity and normality test was conducted using the designed questionnaire through a pilot study. After finding the questionnaire is reliable, the final data survey was conducted. Several hypotheses were framed and tested with the help of statistical tools like Z-test, Factor analysis.

Hypotheses

The following is the list of hypothesis framed for the purpose of the study and they were empirically tested for their significance using appropriate statistical tools.

H₀1: Both first and second generation women entrepreneurs give same level of opinion on motivational factors influence them.

H₀2: Both forward and backward category of women entrepreneurs gives same level of opinion motivational factors influence them influence them.

H₀3: Both manufacturing and service sector enterprises owning women entrepreneurs give same level of opinion on, motivational factors influence them.

Socio-Economic Characteristics of Respondent

Out of 74 respondents, about 51% are belong to forward community, 64 % of respondents are first generation entrepreneurs who started their business on their own, about 39% of women entrepreneurs are running the manufacturing industry and 61% are running service industry which includes information technology, health care services etc.,48% are owning the business under proprietorship and 95% of them have already registered their business.

Reliability Test

A reliability analysis is commonly used to identify the internal consistency of the variables. Cronbach's alpha is commonly used to test the reliability and the range of alpha co efficiency value is in between 0 to 1. The higher value indicates the higher reliability (Hair, et al., 1992). A value more than 0.70 is significantly good measure for sufficient scale of reliability (Cronbach, 1951, Nunnally, 1987). The reliability co-efficient for the construct for the construct motivation is 0.919 which is closure unity ensures the reliability of the questionnaire.

Normality Test

The following table gives the descriptive for the three construct under study.

Result of Normality Test

	Motivation
Mean	85.986
Median	88.000
Mode	88.000
Standard Deviation	7.232
Skewness	0.483
Kurtosis	2.019

Source: Primary data

From the above table it is observed that the mean, median and mode for the construct motivation is almost equal and skewness for the constructs is nearer to zero, hence it confirms asymptotic normality of the data. This enables the researcher to apply parametric test on the collected sample data.

Hypothesis Testing

H₀ 1: Both first and second generation women entrepreneurs give same level of opinion on motivational factors influencing them.

Table: 1

Z-Test Result of the Constructs Based on the Generation of Women Entrepreneurs

Construct	Group	Mean	Z	Significance	Remarks
Motivation	First Generation	86.3175	0.655	0.514	Not Significant
	Second Generation	84.7000			

5 per cent level of significance is discussed

Source: Primary data

The above table shows that the significance for the construct motivation under the study is greater than 0.05, therefore the null hypothesis is accepted and it is concluded that the both first and second generation women entrepreneurs do not differ in their opinion on motivational factors influencing them to start the business .

H₀ 2: Both forward and backward category of women entrepreneurs give same level of opinion on motivational factors influencing on women entrepreneurs.

Table: 2

Z-Test Result of the Construct Based on the Category of Women Entrepreneurs

Construct	Group	Mean	Z	Significance	Remarks
Motivation	Forward	84.8627	2.286	0.025	Significant
	Backward	88.9545			

5 per cent level of significance is discussed

Source: Primary data

The Table 2 shows that the significance of the construct motivation of the women entrepreneurs is less than 0.05. Hence, the null hypothesis is rejected and it is concluded that forward and backward category of women entrepreneurs differ in their opinion on motivational factors influencing to start the business. By comparing the mean value for the construct motivation in table 2 it is interpreted that woman entrepreneurs belonging to backward community are more motivated than forward community.

H₀₃: Both manufacturing and service sector enterprises owning women entrepreneurs give same level of opinion on motivational factors of women entrepreneurs.

Table: 3

Z-Test Result of the Constructs Based on the Sector of the Enterprises

Construct	Group	Mean	Z	Significance	Remarks
Motivation	Manufacturing	84.5172	1.530	0.130	Not Significant
	Services	87.1364			

5 per cent level of significance is discussed

Source: Primary data

The significance for the construct motivational factors of women entrepreneurs under the study are greater than 0.05, the null hypothesis is accepted and it is concluded that women entrepreneurs who are running manufacturing and service industry do not differ in their opinion on factors motivating them to become an entrepreneurs.

Factor Analysis

Factor analysis is applied to reduce the complexity of data. A Phenomenon may be influenced by several items. But which particular item will significantly influence, may be difficult to study. So to reduce the number of items, factor analysis can be effectively applied.

The construct motivation of women entrepreneur consists of 20 items. Influence of these items on the women entrepreneur may be difficult to study. Hence to reduce them into few components, factor analysis was used.

Kaiser-Meyer-Olkin (KMO) and Bartlett's Test

To find out whether data is fit to apply factor analysis KMO test is applied on the data

Table: 4

KMO and Bartlett's Test Result on Motivation of Women Entrepreneur

Kaiser-Meyer-Olkin Measure of Sample Adequacy		0.634
Bartlett's Test of Sphericity	Approx. Chi-square	467.266
	df	190
	Sig.	0.000

Source: Primary data

The above table reveals that Kaiser-Meyer-Olkin Measure of sample Adequacy test value is closer to 1 indicates the sample size is sufficient for applying factor analysis. The value of KMO measure of sample adequacy for motivational factors of

women entrepreneur is 0.634, which implies adequacy. Bartley's test of sphericity was applied to know whether appropriate inter-correlation exists for applying factor analysis. The result of Bartley's test of sphericity in the present study indicates a significance value of less than 0.05. Hence the test proves the application of factor analysis to the data.

The following is the Rotated Component Matrix obtained from factor analysis.

Table: 5
Rotated Component Matrix Factor Analysis Result

Factor	Motivational Factors	1	2	3	4	5	6	7
Self-Accomplishment	Improve social /financial status	0.843	0.030	0.052	0.149	0.017	0.141	0.222
	Autonomy and independence	0.728	0.246	0.066	0.067	0.103	0.124	0.046
	Sense of self achievement	0.625	0.073	0.393	0.002	0.012	0.046	0.123
	Inspiration by successful women entrepreneurs	0.616	0.152	0.436	0.252	0.196	0.074	0.140
	Career advancement	0.571	0.318	0.162	0.134	0.210	0.240	0.100
	To take risk and do new things	0.559	0.436	0.002	0.194	0.254	0.190	0.062
	Economic independence	0.552	0.016	0.411	0.260	0.302	0.304	0.182
Hygiene Factors	Quality of supervision	0.172	0.770	0.248	0.336	0.025	0.028	0.077
	Quality of interpersonal relations	0.089	0.763	0.157	0.381	0.002	0.010	0.165
	Feelings of security	0.135	0.717	0.127	0.066	0.091	0.337	0.029
Knowledge and Skill	To make use of my knowledge and skills	0.180	0.043	0.640	0.005	0.031	0.072	0.172
	Lack of other employment opportunities	0.121	0.187	0.577	0.023	0.344	0.009	0.334
Time and Profit	Profit making aspirations	0.099	0.116	0.174	0.788	0.128	0.152	0.054
	Control over time and flexibility	0.132	0.213	0.190	0.710	0.023	0.066	0.086
Independence	Dissatisfaction with salaried job	0.047	0.110	0.020	0.088	0.845	0.062	0.077
	Supplement the family income	0.017	0.024	0.095	0.246	0.690	0.009	0.256
Family and Government Support	Encouragement by family and friends	0.038	0.222	0.128	0.162	0.139	0.822	0.075
	Financial incentives and assistance from Govt. Schemes	0.135	0.074	0.484	0.085	0.061	0.685	0.070
Responsibility in Family Business	To continue in the family occupation	0.109	0.129	0.051	0.065	0.066	0.055	0.717
	To enjoy more responsibility	0.108	0.269	.275	0.078	0.024	0.036	0.630

Source: Primary data

Factor Analysis was applied on the motivational factor of the women entrepreneurs which consist of 20 items. These twenty items were reduced to seven factor.

The very important factor influencing the women entrepreneurs in Mysore district to start their business is **self-accomplishment**. They are motivated by the factors like more autonomy & independence, economic independence, control over doing new things, and inspired to become successful entrepreneurs. These factors are influencing them more to start a business. The findings of the study Nearchou and Loannis (2004) stated in their study that women to have control and make decision was one of the major factor influence them to start their own business.

The second important factor which is influencing on women entrepreneurs are **Hygiene Factors**. The third important factor influencing the respondents are **Knowledge and skills** they and the better utilisation of their knowledge in their own business organisation. The Fourth factor influencing women entrepreneurs are **time and profit**. They are motivated to make more money and wanted to have control over time where they enjoy flexibility in working schedules because of the family responsibility. The findings of the analysis are similar to the study conducted by Hina (2013).

The fifth important factor influencing the women entrepreneurs to start their business is the **need for independence**. Because of the dissatisfaction of salaried job and wanted to supplement the family income by starting their own business. The desire to be independent, need for job satisfaction and economic necessities are the motivational factors of women entrepreneurs (Carlo and Lyons, 1979; Benard and Victor, 2013)

The sixth factor motivating the women entrepreneurs are, **Family and Government support**. Family and close friends play a very important part in ensuring the emotional stability of women entrepreneurs. The similar findings were found in the research conducted by Brindley (2005).

The seventh factor influencing the women entrepreneurs in Mysore district to start their own business is to enjoy more **Responsibility in Family business**. As per the analysis of the demographic factors of the respondents, only 13% of them are belong to second generation entrepreneurs who have continued the business of their family either by their parents and by the family they got married.

Suggestions

The present study was conducted to know the motivational factor influencing the women entrepreneurs to start the business. Following are the suggestions given by the author which will motivate women entrepreneurs to involve in more entrepreneurial activities.

- Strengthen of institutional support for the access to government schemes, access to credit as well as technology are to be considered very important which is necessary for the sustainability of the enterprises. Paying immediate attention to these aspects will be helpful for the women entrepreneurs to come out from the problem of finance.
- Associations existing in Mysore district for the purpose of development of women entrepreneurship must give more importance for conducting workshop, seminar to increase the management skills of women entrepreneurs.
- Government organizations should take initiatives to arrange for national and international level exhibition to give popularity for the product and services provided by the women entrepreneurs in Mysore district.
- Institutions must pay attention for conducting training programmes for women entrepreneurs to enhance their knowledge to run the business professionally as well as gaining knowledge in new concepts like Goods and Service Taxes, Intellectual property rights, listing of public limited companies in stock exchange so on.

Conclusions

The present study attempted to find out the objectives framed. The findings are found to be quite interesting and revealing for further research and necessary interventions to promote women entrepreneurship. The study reveals the motivational factors such as self-accomplishment, hygiene factors, utilization of their knowledge and skills, support from their families and government influencing them to start their business. Therefore these aspects should be further strengthened.

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