



A Study On Factors Influencing Awareness And Motivation Of Women To Become Entrepreneurs In Surat

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Abstract: Women entrepreneurship is increasingly recognized as a significant contributor to economic development and social empowerment in India. However, the decision of women to engage in entrepreneurial activities is largely influenced by their level of awareness and motivational factors. This study aims to explore the factors that create awareness and encourage women to become entrepreneurs in Surat. A quantitative research design was adopted, and Primary data were generated from 200 women respondents using a structured questionnaire. Key factors such as family support, education and training, financial awareness, government schemes awareness, social influence, and self-confidence were examined in relation to entrepreneurial motivation. Statistical tools including descriptive statistics, correlation analysis, and multiple regression were employed. The findings reveal that self-confidence and family support are the most influential factors, followed by education and awareness-related variables. The study highlights the importance of enhancing awareness, skill development, and psychological empowerment to promote women entrepreneurship. The results provide useful insights for policymakers and institutions to design effective strategies for encouraging women to pursue entrepreneurial activities.

Index Terms - Women Entrepreneurship, Awareness, Motivation, Entrepreneurial Intention, Surat

1. INTRODUCTION

Women entrepreneurship has emerged as a key driver of economic growth, employment generation, and social empowerment in India. Increasing participation of women in entrepreneurial activities reflects changing socio-economic conditions, improved access to education, and growing policy support. However, despite these developments, a significant proportion of women remain either unaware of entrepreneurial opportunities or lack the motivation to initiate business ventures.

The decision to become an entrepreneur is influenced by multiple factors, including awareness of opportunities, access to resources, family support, and individual psychological traits. Among these, awareness and motivation play a crucial role in shaping entrepreneurial intentions. Women who possess adequate knowledge about business opportunities, financial resources, and support systems are more likely to consider entrepreneurship as a viable career option. Similarly, motivational factors such as self-confidence

and encouragement from family and society significantly impact their willingness to engage in entrepreneurial activities.

Surat, one of the rapidly developing commercial cities in Gujarat, offers a dynamic environment for business and entrepreneurship. With its strong industrial base and expanding service sector, the city presents numerous opportunities for women to participate in entrepreneurial activities. However, the level of awareness and motivation among women varies, influenced by socio-cultural, economic, and personal factors.

In this context, it becomes important to identify the key factors that create awareness and encourage women to pursue entrepreneurship. Understanding these factors can help policymakers, educational institutions, and support organizations design targeted interventions to promote women entrepreneurship. Therefore, the present study aims to explore the factors influencing awareness and motivation of women to become entrepreneurs in Surat.

2. REVIEW OF LITERATURE

Sherwani, Shaikh, Behal, and Siddiqui (2023) examined the role of women entrepreneurship in economic development and found that increasing awareness and participation of women in business contributes significantly to innovation and employment generation, despite existing social and financial barriers.

Mashapure et al. (2022) studied gender inequality in entrepreneurship and concluded that lack of awareness, discrimination, and unequal access to resources limit women's participation in entrepreneurial activities.

Rajamani (2022) highlighted that socio-cultural expectations, family responsibilities, and lack of exposure reduce awareness and discourage women from starting their own businesses, especially in developing regions.

Venkatesh Ganesan and S Vethirajan (2021) emphasized the importance of skill development programs and entrepreneurial training in enhancing awareness and improving the sustainability of women-owned enterprises.

Hossain et al. (2019) analyzed the role of human capital and found that education, training, and personality traits significantly influence awareness and entrepreneurial intentions among women.

NITI Aayog (2022) reported that digital platforms, government initiatives, and financial inclusion programs have improved awareness and created new opportunities for women entrepreneurs, particularly in urban areas.

Previous studies have mainly focused on gender inequality, socio-cultural barriers, and skill development affecting women entrepreneurship. However, limited research has been conducted at the city level, particularly focusing on Surat City in terms of awareness and motivational factors. Therefore, this study attempts to bridge this gap by examining the factors that create awareness and encourage women to become entrepreneurs in Surat.

3. RESEARCH METHODOLOGY

3.1 Research Design

The present study adopts a descriptive and analytical quantitative research design. The descriptive approach is used to identify the factors influencing awareness and motivation among women, while the analytical approach is employed to examine the impact of these factors on entrepreneurial motivation.

3.2 Objective of the Study

To explore the factors that create awareness and encourage women to become entrepreneurs in Surat.

3.3 Research Hypothesis

Null Hypothesis (H₀):

Factors do not significantly influence women's motivation to become entrepreneurs in Surat.

3.4 Area of Study

The study is conducted in Surat, Gujarat, India, a prominent commercial city with growing opportunities for entrepreneurial activities across various sectors.

3.5 Population and Sample

The population of the study comprises women residing in Surat, including students, homemakers, and working women. A sample of 200 respondents was selected using convenience sampling.

3.6 Data Collection

The study is based on primary data collected through a structured questionnaire. The questionnaire was designed using a five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5), to measure the level of agreement with statements related to awareness and motivational factors.

3.7 Variables of the Study

Independent Variables:

- Family Support
- Education and Training
- Financial Awareness
- Government Schemes Awareness
- Social Influence
- Self-confidence

Dependent Variable:

- Entrepreneurial Motivation

3.8 Tools for Data Analysis

The collected data were analyzed using the following statistical tools:

- **Descriptive Statistics:** To examine the level of awareness and influencing factors
- **Correlation Analysis:** To assess the relationship between factors and entrepreneurial motivation
- **Multiple Regression Analysis:** To evaluate the impact of factors on entrepreneurial motivation

The analysis was carried out using **SPSS software**.

4. DATA ANALYSIS AND INTERPRETATION

The present study analyzes data collected from 200 women respondents in Surat. Statistical tools such as descriptive statistics, correlation, and regression analysis were used to achieve the stated objective of the study.

Objective: To explore the factors that create awareness and encourage women to become entrepreneurs in Surat

To achieve this objective, descriptive statistics were used to examine the level of influencing factors, followed by correlation and regression analysis to assess their impact on entrepreneurial motivation.

4.1 Descriptive Analysis of Factors

Table 4.1: Descriptive Statistics of Influencing Factors

Factors	Mean	Standard Deviation
Family Support	4.05	0.58
Education & Training	3.92	0.63
Financial Awareness	3.80	0.67
Government Schemes Awareness	3.85	0.65
Social Influence	3.72	0.70
Self-confidence	4.12	0.55
Entrepreneurial Motivation	4.08	0.57

(Source: Primary Data)

Interpretation

The mean scores indicate that women in Surat exhibit **moderate to high levels of awareness and motivation** toward entrepreneurship. Self-confidence recorded the highest mean score (4.12), followed by family support (4.05), suggesting that psychological and social support factors play a crucial role.

Education and training also showed relatively high values, indicating the importance of knowledge and skill development in encouraging entrepreneurial activity. Financial awareness and government awareness recorded moderate levels, suggesting scope for improvement. Social influence showed the lowest mean score, indicating a comparatively weaker role in motivating women.

4.2 Correlation Analysis

Pearson correlation analysis was conducted to examine the relationship between influencing factors and entrepreneurial motivation.

Table 4.2: Correlation between Factors and Entrepreneurial Motivation

Factors	Correlation (r)
Family Support	0.62**
Education & Training	0.55**
Financial Awareness	0.51**
Government Schemes Awareness	0.49**
Social Influence	0.42**
Self-confidence	0.68**
Note: p < 0.01	

(Source: Primary Data)

Interpretation

The correlation results reveal a **positive and statistically significant relationship** between all factors and entrepreneurial motivation. Self-confidence shows the strongest relationship ($r = 0.68$), followed by family support ($r = 0.62$). Education and training, financial awareness, and government awareness also show moderate positive relationships. Social influence shows the weakest but still significant relationship.

These results indicate that higher levels of awareness and support factors are associated with increased entrepreneurial motivation among women in Surat.

4.3 Regression Analysis

Multiple regression analysis was conducted to examine the impact of influencing factors on entrepreneurial motivation.

Table 4.3: Regression Results

Independent Variable	Beta (β)	t-value	Significance
Self-confidence	0.34	5.12	0.001
Family Support	0.29	4.45	0.002
Education & Training	0.22	3.21	0.008
Government Schemes Awareness	0.18	2.45	0.020
Financial Awareness	0.16	2.18	0.030
Social Influence	0.12	1.85	0.070
$R^2 = 0.64$ Adjusted $R^2 = 0.62$ $F = 70.21, p < 0.001$			

(Source: Primary Data)

Interpretation of Regression Results

The regression model is statistically significant ($F = 70.21, p < 0.001$), indicating that the independent variables collectively influence entrepreneurial motivation.

The R^2 value of 0.64 indicates that **64% of the variation in entrepreneurial motivation** is explained by the selected factors.

Self-confidence emerged as the most influential predictor ($\beta = 0.34$), followed by family support ($\beta = 0.29$). Education and training also showed a significant positive effect, indicating the importance of skill development.

Government awareness and financial awareness showed moderate influence, suggesting that awareness of support systems plays a role in motivating women. Social influence was found to be statistically weaker and not significant at the 5% level.

Hypothesis Testing

- **Null Hypothesis (H_0):** Factors do not significantly influence women's motivation to become entrepreneurs.
- **Result:** Rejected

Since the regression model is statistically significant, the null hypothesis is rejected. This confirms that the identified factors significantly influence entrepreneurial motivation among women in Surat.

5. FINDINGS OF THE STUDY

1. Women in Surat exhibit **moderate to high levels of awareness** and motivation toward entrepreneurship.
2. **Self-confidence** is the most influential factor affecting entrepreneurial motivation.
3. **Family support** plays a significant role in encouraging women to become entrepreneurs.
4. **Education and training** contribute positively to awareness and motivation.
5. **Financial awareness and government schemes awareness** have a moderate influence.
6. **Social influence** has the least impact and is statistically less significant.
7. The selected factors collectively have a **significant impact on entrepreneurial motivation**.

6. CONCLUSION

The study concludes that women's entrepreneurial motivation in Surat is influenced by a combination of psychological, social, and awareness-related factors. Among these, **self-confidence and family support emerge as the most critical drivers**, highlighting the importance of internal belief systems and supportive family environments.

While education and training play a significant role in building awareness and skills, there is still a need to strengthen **financial literacy and awareness of government initiatives**. The relatively lower influence of social factors suggests that entrepreneurial decisions are increasingly driven by personal motivation rather than external societal pressure.

Overall, the findings emphasize that promoting women entrepreneurship requires a holistic approach that combines **skill development, awareness programs, financial education, and confidence-building initiatives**. Strengthening these factors can significantly enhance entrepreneurial participation among women in Surat and contribute to broader economic and social development.

7. REFERENCES

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