

## IMPACT OF MOTIVATIONAL FACTORS ON WOMEN ENTREPRENEURS

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### ABSTRACT

This study has been undertaken to explore the motivational factors and different reasons for choosing particular business types by women entrepreneurs from the perspectives of different socio-demographic dimensions of women's entrepreneurial life. Women entrepreneurs are a diverse segment going to different age groups and demographic backgrounds. They are also confronted with various gender-specific and gender-neutral challenges during the course of establishing and operating their ventures. Nowadays it has been appreciated that enterprising women have troupe entrepreneurial aptitudes which could be bound so as to convert them from the position of Job seekers to Job givers. The government has realized the importance of women's entrepreneurship. As a result, it offers a variety of programs for women entrepreneurs.

**Keywords:** Women entrepreneurs, Motivational factors.

### 1. INTRODUCTION

Women entrepreneurship must be shaped well with entrepreneurial qualities and skills to encounter the changes in trends, and trials in global markets and also be experienced enough to sustain and endeavor for excellence in the entrepreneurial pitch. An entrepreneur is someone who has the ability to impose new opportunities. It is an inventor of a new business that aspects insecurity and revenue hazards (Batool & Ullah, 2017). "An entrepreneur is a person who starts a business with the objective to perform an income-generating activity" (Grunfeld et al., 2020). Women entrepreneurs are not only creating different jobs for themselves and others, but they are also providing society with different types of resolutions to logistic and business problems as well as to the exploitation of entrepreneurial opportunities in a different way. However, they static represent a minority of all entrepreneurs in our society. For a second time, women are not only obliging lower participation proportions in entrepreneurship than males, but they also generally select to start and manage firms in specific sectors of industries than men tend to do. Stages of Motivation within the workplace have a straight impact on employee productivity. (T. Ramya et al., 2018) Workers who are motivated and happy about their jobs carry out their responsibilities to the best of their ability and production numbers increase as a result. Women entrepreneurs choose primarily retail business, small trading, and other service industries, which are perceived as less important to economic development and growth than that of high technology, capital-intensive, and manufacturing industries.

#### Objective of the Study

- ✓ To understand the wide motivational factors for the business effort of women entrepreneurs.
- ✓ To find the reasons for the choice of businesses by women entrepreneurs.

### 2. REVIEW OF LITERATURE

**Manisha Bhatt (2018)** examined that women entrepreneurs are divided into two parts first one is to inspect character of research papers are obtainable on women entrepreneurship in entrepreneurship and its relevant journals from 1990 to 2017 and another one is to appraisal the improvement of the research area by deliberately reviewing literature published from 1990 to 2017 and put further research directions. During this study found that existing entrepreneur follow campaigner theories which can be applied in obtainable entrepreneurship theories. As per finding record of studies are delimited with in national boundaries.

**Ramesh (2018)** says that entrepreneurship plays a vital role in emerging society of a fast developing country like India. Nowadays it has been appreciated that enterprising women have cast entrepreneurial talents which could be harnessed so as to convert them from the position of Jobseekers to Job givers. The government has understood the importance of women entrepreneurship. As a result, it offers a diversity of programmers for women entrepreneurs. Even though the government organizes women by many associations, they are not prepared to undertake the business. As related to men, women are less driven to start business units due to some unwanted fear, lack of motivation and kind of activities.

### 3. RESEARCH METHODOLOGY

The present study is established on primary and secondary data. Primary data was collected through direct interviews with women entrepreneurs by using an interview schedule with a structured questionnaire through a complete enumeration survey. Secondary data was collected through articles, journals, newspapers, and books. SPSS software is used for data analyses. Respondents for the study is 100 respondent they were selected randomly in Tiruchirappalli District

#### Data Analysis and Interpretation

Table. No.1: Profile of the Respondents

S. No	Particulars	No. of Respondents	Percentage
1	Age	20-30 Years	23
		31-40 Years	32
		41-50 Years	24
		51 years and above	21
2.	Educational Qualification	Graduate	29
		12 <sup>th</sup> Std	15
		10 <sup>th</sup> Std	36
		Illiterate	20
3.	Monthly Income	Below Rs.10,000	65
		Rs.10,001 to 15,000	20
		Above 15,001	15

#### Source: Primary Data

**Age** : 32% of the respondents belong to the age group of 31-40 years. 24% of the respondents belong to the age group of 41-50 years. 23% of the respondents belong to the age group of 20-30 years. 21% of the respondent belong to the age group of 51 years and above.

**Educational Qualification** : 36% of the respondents educational qualification is 10<sup>th</sup> standard. 29% of the respondents educational qualification is graduates. 20% of respondents are illiterates. 15% of the respondents educational qualification is 12<sup>th</sup> standard.

**Monthly Income** : 65% of the respondents monthly income is below Rs.10,000/-. 20% of the respondents monthly income is Rs.10,001 to 15,000/-, 20% of the respondents monthly income is Above 15,001/-

Table No.2: Chi-Square Test Motivational Factors and Women Entrepreneur Profile

S. No	Particulars	Value	df	Asymp. Sig. (2-Sided)
1	Age	18.008*	8	0.21
2	Educational Qualification	40.980**	8	.000
3	Monthly Income	54.097**	4	.000

\*\*Significant at .01 level

\*Significant at .05 level

Table No.2 shows that motivating factors and dissimilar educational levels and Monthly income of the women entrepreneurs are significant with a value of .000 its significant level is .01. age of the women entrepreneurs is significant with a value of 0.21. its significant level is .05.

### 4. CONCLUSION

The study has shown that the motivational factors and details for the choice of specific business types by women entrepreneurs from the perspective of small urban India, which is thriving and prospering in this new millennium. Women are going for entrepreneurial endeavors not only out of compulsion but also out of interest and choice.

To develop entrepreneurship, a woman now accepts a challenging role to meet her personal needs and becomes economically independent. A strong desire to do something positive is an in-built quality of an entrepreneurial woman, who is capable of contributing values both in family and in social life. Though they have been mostly

motivated to do something economical to help their husband and share the burden of the families, there have also been a number of women, who have been motivated on their own to achieve economic self-sufficiency by pursuing business activities and choosing a particular type of businesses due to different reasons.

## 5. REFERENCE

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