

# A study on Motivational Factors affecting Women Micro Entrepreneurs in Vadodara city of Gujarat

Mrs Bijal M Shah<sup>1\*</sup>, Dr .Rupal R Patel<sup>2\*</sup>

<sup>1</sup>Research Scholar, Sardar Patel University, V.V.Nagar, Anand Gujarat -India

<sup>2</sup>Associate Professor, B.J.V.M College, V.V.Nagar, Anand Gujarat -India

## Abstract

For the development and prosperity of any country in the World entrepreneurship is considered to be the most effective and important instrument. Women and entrepreneurship goes hand in hand, as women are capable enough to balance both social and family lives. The core key towards Nation's development is development of women entrepreneurs which will not only help in making women independent but it will also add to overall economic and social development as well. This study reveals the profile of women entrepreneurs and identifying the motivational factors behind their entrepreneurship development. This survey was done on 50 women entrepreneurs of Vadodara City on both primary as well as secondary levels.

**Key Words:** Women Entrepreneurs, Motivational Factors and Micro Enterprise.

## Introduction:

When a group of women decides to start up a new business venture together along with the risk-taking capacity and profit motive it is generally termed as Women Entrepreneurship. Such kind of ventures are managed, owned and controlled by such women entrepreneurs as per the Government of India. Women of India are highly capable of doing business or say opening new ventures and new avenues for business with their knowledge and in-built capabilities. They have capability of risk taking, making changes in existing pattern of doing business along with their effective coordination and efficient administrative skills. For some women it is a matter of choice or say freedom for which they are willingly doing business. This can be termed as a positive pull factor. Whereas for some women doing business can be out of compulsion or say force from the family side for additional income. This situation can be termed as push factor.

## LITERATURE REVIEW

**Cphoon, Wadhwa and Mitchell (2010)** studied in detail on Men & Women Entrepreneur's Motivations, Background and Experiences. The study reveals top five financial & psychological forces motivating women to become entrepreneurs. These are desire to build the wealth, the wish to capitalize own business ideas they had, the willingness of start-up 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. **Itani (2011)** described that three major factors which contribute to women entrepreneurs' success include family support, self confidence to achieve their target and increased profits. Prior studies revealed that females are influenced to start the business either due to pull or

push factors or combination of both (**Brush, 1999; Buttner and Moore, 1997**). It can also be due to either internal factors including personal life (such as divorce) or external factors (such as job redundancy, higher rate of unemployment) that made them push ahead (Itani et al., 2011). Other pull factors include their strive to get self-satisfaction or to maintain social status and their independence (**Sarri and Trihopoulou, 2005**). The push and pull approach can be used together, for example, women turn to business ownership in both factors because of job dissatisfaction and market opportunity (**Ramadani et al, 2015; Hisrich and Brush, 1987**). Most of the women start up their businesses and expand them with the helps from family and their friends' supports. Without them, the entrepreneurs may face difficulties and challenges to manage their daily businesses. Even though they are motivated themselves, they still need family full support to become successful in their businesses due to women plays an important role to both sides; working in their workplace and at home (**Alam et al., 2011**). A lot of women-owned enterprises are family-based business where family members, relatives and close friends are part of the work team (**Ahmad, 2011**).

## • OBJECTIVES

The study aims to explore:

- To measure the motivational factors for taking up women entrepreneurship
- To prepare a profile of women entrepreneurs based on their motivating factors

## • Hypothesis

- HO1: There is statistically no significant difference among the categories of women micro entrepreneurs on the factor –“family Support”
- HA1: There is statistically significant difference among the categories of women micro entrepreneurs on the factor –“family Support”
- HO2: There is statistically no significant difference among the categories of women micro entrepreneurs on the factor –“profit margin”
- HA2: There is statistically significant difference among the categories of women micro entrepreneurs on the factor –“ profit margin”
- HO3: There is statistically no significant difference among the categories of women micro entrepreneurs on the factor –“ No difficulty in technical know-how”
- HA3: There is statistically significant difference among the categories of women micro entrepreneurs on the factor –“ No difficulty in technical know-how”
- HO4: There is statistically no significant difference among the categories of women micro entrepreneurs on the factor –“Enough skill”
- HA4: There is statistically significant difference among the categories of women micro entrepreneurs on the factor –“ Enough skill”
- HO5: There is statistically no significant difference among the categories of women micro entrepreneurs on the factor –“Availability of raw material”
- HA5: There is statistically significant difference among the categories of women micro entrepreneurs on the factor –“ Availability of raw material”

## • RESEARCH METHODOLOGY

This research paper design is descriptive. For this purpose, the primary data is collected from Women Micro entrepreneurs who have started their own venture. A total of 50 respondents were selected through simple random sampling method from Vadodara city. The data used in this research paper are both the Primary data as well as secondary data. With regard to the sampling plan, the convenience sampling is used for the purpose of

collecting the data. The primary data collection was done with the help of structured questionnaire. The secondary data were collected from reports, research journals, and surfing on the Net.

### Profile of the women entrepreneurs and their business

Table 1: Profile of the Women Entrepreneurs' in VADODARA CITY

Basic information		No. of respondents	Percentage
Age	20-30 years	22	44
	31-40 years	21	42
	41-50 years	6	12
	Over 50 years	1	2
Total		50	100
Educational qualification	Below HSC	29	58
	HSC pass	15	30
	Graduate	5	10
	Post-graduation	1	2
Total		50	100
Marital Status	Married	31	62
	Unmarried	15	30
	Divorced	3	6
	Widowed	1	2
Total		50	100
Type of family they belong to	Nuclear	33	66
	Joint family	17	34
Total		50	100

Source: Calculated from primary data

Table-1 shows that, among the women entrepreneurs interviewed, 44% belong to the age group 20-30 years, age group 31-40 years contain 42%. Women entrepreneurs belong to rest two groups (41-50 years, over 50 years) are 12% and 2%. This percentage distribution of the women entrepreneurs indicates that most of the women entrepreneurs are young in Vadodara city. From the survey it is found that, educational qualification is not so good among the women entrepreneurs. 58% of the respondents are below HSC which is not encouraging. But here we can see in the table that, graduate (10%) and post graduate (2%) are also involving in field of entrepreneurship without finding a job. Only 30% of the women are HSC pass. For facing risk and uncertainty of entrepreneurial career educational qualification as well as training is a prerequisite. The survey result shows that, 62% women are married and also, they are entrepreneurs. From this it can be said that, now husbands are helpful in their wife's profession and women are gradually interested to continue their enterprise even after handling the family. Only 30% are unmarried. Divorced and widowed are 6% and 2%

respectively. One of the widow interviewees expressed: “My enterprise helps me when I was alone after my husband’s death. I can support myself in every sphere of my life.” From this it can be said that, women entrepreneurship is a helping hand for women. The survey result shows that 66% of the women entrepreneurs are from nuclear family, and 34% are from joint family. It indicates that gradually nuclear families are increasing, and most of the women entrepreneurs are from nuclear family.

### • DATA ANALYSIS AND INTERPRETATION

#### Motivating factors of different Micro Women Entrepreneurs category

5= Strongly Agree, 4= Agree, 3= Neutral, 2= Disagree, 1= Strongly Disagree

Motivating factors																									
	Family support					High profit margin					No difficulty in technical know how					Enough skill					Availability of raw material				
Entrepreneur's Category	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1	5	4	3	2	1
1. Beauty Parlour	11	3	1	0	0	5	8	0	1	1	2	9	2	1	1	9	3	2	0	1	7	6	1	1	0
2. Gruh Udhog	4	2	0	0	0	2	3	1	0	0	1	3	1	1	0	6	0	0	0	0	3	3	0	0	0
3. Tailoring	9	4	1	0	0	1	9	4	0	0	2	11	0	0	1	11	4	0	0	0	5	7	1	1	0
4. Other	8	7	0	0	0	3	8	3	1	0	5	5	3	2	0	9	5	0	0	0	3	9	2	0	0

#### Ranks N= numbers

Entrepreneur's category	N	Mean Rank
Beauty Parlour	15	28.03
Gruhudhyog	6	28.17
Other	15	21.80
Tailoring	14	25.61
Total	50	

#### Kruskal-Wallis Test

Test Statistics<sup>a,b</sup> hypothesis 1 test

	Motivating Factors [Family support]
Chi-Square	2.083
Df	3
Asymp. Sig.	.555

**Test Statistics<sup>a,b</sup> hypothesis 2 test**

	Motivating Factors [High profit margin]
Chi-Square	1.408
Df	3
Asymp. Sig.	.704

**Test Statistics<sup>a,b</sup> hypothesis 3 test**

	Motivating Factors [No difficulty in technical knowhow]
Chi-Square	3.778
Df	3
Asymp. Sig.	.286

**Test Statistics<sup>a,b</sup> hypothesis 4 test**

	Motivating Factors [Enough skill]
Chi-Square	2.562
Df	3
Asymp. Sig.	.464

**Test Statistics<sup>a,b</sup> hypothesis 5 test**

	Motivating Factors [Availability of raw material]
Chi-Square	1.886
Df	3
Asymp. Sig.	.596

**Interpretation**

- As  $p > .05$ , the null hypothesis cannot be rejected. So There is statistically no significant difference among the categories of women micro entrepreneurs and all the motivating factors –“family Support, Availability of raw material, High profit margin, No difficulty in technical knowhow and Enough skill”

**Findings**

So, on the bases of above study it can be analysed that highly motivating factors are Family support, Availability of raw material and High profit margin. These factors are generally affecting for all categories of women entrepreneurs. Other motivating factors are No difficulty in technical know-how and enough skill. These other factors can be change from category to category. Entrepreneurship is presently the most discussed and encouraged concept all over the world to overcome economic challenges.

- Limitations of the study**

The study has several limitations which suggest the implications for further research. The major limitation of the study is the extent to which the study can be generalised to wider

population of small businesses since it was based on only 50 respondents. Other limitation of the study is majority of women entrepreneurs are not able to understand and response in English. Some have denied to response as they have fear for misuse of information .Future studies can include more samples from various cities and states.

### • Conclusion

From the above study it can conclude that family support is the back bone of women entrepreneurs and their entrepreneurship. For a woman to become an entrepreneur there must be considerable motivation either from within herself or from others close to her .Hence, the women entrepreneurs can be considered a social change agent.

### • References

1. Brush, C.G. (1999), Research on women business owners: Past trends, a new perspective and future directions. *Entrepreneurship Theory and Practice*, 16(4), 5-30.
2. Buttner, H. (1993), Female entrepreneurs: How far have they come? *Business Horizons*, 36, 59-65.
3. Buttner, H., Moore, D. (1997), Women's organizational exodus to entrepreneurship: Self-reported motivations and correlates with success. *Journal of Small Business Management*, 35(1), 34-47.
4. Sarri, K., Trihopoulou, A. (2005), Female entrepreneurs personal characteristics and motivation: A review of the Greek situation. *Women in Management Review*, 20(1-2), 24-36.
5. Ahmad, S.Z. (2011), Evidence of the characteristics of women entrepreneurs in the Kingdom of Saudi Arabia: An empirical investigation. *International Journal of Gender and Entrepreneurship*, 3(2), 123-143.
6. Alam, S.S., Jani, M.F.M., Omar, N.A. (2011), An empirical study of success factors of women entrepreneurs in southern region in Malaysia. *International Journal of Economics and Finance*, 3(2), 166-175.

### Links referred

7. <http://serialsjournals.com/serialjournalmanager/pdf/1482230944.pdf>
8. <http://www.econjournals.com/index.php/irmm/article/viewFile/2492/pdf>
9. <http://www.eajournals.org/wp-content/uploads/Determining-Women-Entrepreneurial-Motivation-A-Review-of-Theoretical-Models.pdf>
10. <http://publicationslist.org/data/gdeb/ref-25/GDEB%209.4.pdf>