



# MOTIVATIONAL AND SUCCESS FACTORS: THROUGH THE LENS OF WOMEN ENTREPRENEURSHIP

V.REGIMA<sup>1</sup>, Dr.C.BRABA<sup>2</sup>

<sup>1</sup>Research Scholar in Commerce

Reg. No. 19213041012018

Holy Cross College (Autonomous), Nagercoil

15- 254 Chettiyar kulam, Peruvilai, Nagercoil,

Kanniyakumari District, Pin 629003, MOB No. 9445527957)

Corresponding Author Mail Id: [vregimaraj@gmail.com](mailto:vregimaraj@gmail.com)

<sup>2</sup>Assistant Professor and Research Supervisor in Commerce

Holy Cross College (Autonomous), Nagercoil

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli – 627 012)

## Abstract:

World over 1/3<sup>rd</sup> of the entrepreneurial ventures are run by women entrepreneurs. Special incentives and drives have been created in India to bolster the growth of women entrepreneurs. More than 50 per cent of Indians struggle to meet their most basic necessities and live in poverty. They can find a solution and escape poverty by launching an entrepreneurial venture, whether it be a small business, cottage industry, or handicraft. The sample size was 100. The primary data were analyzed in percentages and ANOVA. With growing awareness about the business and the spread of education, women have started shifting from 3Ps to 3Es, viz., engineering, electronics and energy. These are opportunities motivating educated women and even not highly qualified women to launch their own enterprises. Thus, this paper focuses on the motivational and success factors: through the lens of women entrepreneurs in Kanniyakumari District.

**Keywords:** Women entrepreneurs, Motivation factors, Independence, Economic Necessity

**DOI Number:** 10.48047/nq.2022.20.22.NQ10152

**NeuroQuantology 2022; 20(22):1639-1644**

## Introduction:

Women entrepreneurs may be defined as a woman or a group of women who initiate, organise and run a business concern. Women entrepreneurs are those who think of a business enterprise, initiate it, organise and combine factors of production, operate the enterprise, undertake risks, and handle the economic uncertainty involved in running it.

World over 1/3<sup>rd</sup> of the entrepreneurial ventures is run by women entrepreneurs. Due to economic progress, better access to education, urbanization, the spread of liberal and democratic culture and recognition by society, there has been a spurt in woman's entrepreneurship in India. Special incentives and drives have been created in India to bolster the growth of women entrepreneurs. Schemes like Start up India and Stand-ups also



make special cases to promote entrepreneurial drive among women. With growing awareness about the business and the spread of education, women have started shifting from 3Ps to 3Es, viz., engineering, electronics and energy. These are opportunities motivating educated women and even not highly qualified women to launch their own enterprises.

#### **Economic Necessity:**

More than 50 per cent of Indians struggle to meet their most basic necessities and live in poverty. They can find a solution and escape poverty by launching an entrepreneurial venture, whether it be a small business, cottage industry, or handicraft. In India, women make up approximately 50 per cent of the population, and their need for money motivates them to start businesses. Economic necessity is always the priority for an individual to satisfy her lower-level needs. It is out of this need that women get motivated to launch their enterprise followed by fulfilment of other needs like safety and security needs, social needs and a sense of independence.

#### **Independence:**

Indian family and social conditioning reduce the confidence, independence and mobility of women. Our society denies independence to women all along. Promoting entrepreneurship will not only give them economic independence but the desired freedom to make their own decisions. If women want society to reverse its traditional attitudes, it is only through their economic independence that they can achieve that status.

#### **Self-actualization:**

Self-actualization implies the desire for expressing and proving oneself. These are the strong motivating forces for a woman entrepreneur. The establishment and successful operation of an enterprise provide her opportunities for self-expression, achievement and growth.

#### **Self-Identity and Social Status:**

Every human being desire to gain reputation, respect, status and appreciation.

He / She wants to create her own identity in society. Self-esteem, self-confidence, self-respect, competence, independence and achievement are vital elements that influence human behaviour in many aspects. The inner urge to fulfil needs is the fundamental factor in motivating women entrepreneurs to be entrepreneurial. Setting up an enterprise is a road to fulfilling such needs.

#### **Review of literature:**

Kurinji.T (2017) in his paper denotes the main objective of the study as to analyse the empowerment aspects acquired by women entrepreneurs. She suggests improving infrastructural facilities in the Chennai region by the State Government, awareness and motivational programs, adoption of technology, enhancement of capacity and management skills and work-life balance techniques.

Vargheese Antony Jesurajan. S, (2013) explained that in India, although women constitute approximately 50 per cent of the total population, the entrepreneurial world is still a male-dominated one. He found that overcomes the struggles and frustrations and handicaps to emerge as an entrepreneur and to achieve success in business. When it comes to competition, women have to fight on the same footing as men. Survival and growth come from individual competencies and skills and not from concessions given to women entrepreneurs.

#### **Objectives of the study:**

1. To know the demographic profile of the sample respondents.
2. To find out the various motivational and success factors: through the lens of women entrepreneurs in Kanniyakumari District.

#### **Scope of the study:**

The study focuses on the women entrepreneurs in the selected Kanniyakumari district.

#### **Statement of the problem:**

Unemployment is the major problem faced by our women's community. Entrepreneurship is the main solution to this problem. Hence the study is an attempt to

find out motivational and success factors: through the lens of women entrepreneurs in Kanniyakumari district.

**Methodology:**

The study is based on primary and secondary data. The sample respondents were selected from women entrepreneurs through convenience sampling. The sample size was 100. The primary data were collected with the help of a well-structured questionnaire. The data were analyzed with the help of percentage, and ANOVA. The secondary data were gathered from journals, books, and websites. Based on the findings, suggestions and conclusion were drawn.

**Limitation of the study:**

- The present study is confined to the motivational and success factors through

the lens of women entrepreneurs in Kanniyakumari district.

- The study is limited to a sample size of 100 only.
- Some of the information given by the respondents hesitated to give the data.
- There may be biased opinions given by the sample respondents.

**Data Analysis and Discussion:**

The demographic characteristics of respondents are the important variables to identify the women entrepreneurs in the Kanniyakumari district. Demographic profiles of the respondents were classified according to their marital status, area of residence, age, educational qualification, annual income and Experience as an entrepreneur.

**Table 1**  
**Demographic Profile of the Sample Respondents**

S. No.	Particulars	No. of Respondents	Percentage
1	Marital Status	Married	82
		Unmarried	18
		Total	100
2.	Age	Below 35 years	20
		36 years to 45 years	48
		46 years to 55 years	26
		Above 56 years	6
		Total	100
	Area of Residence	Rural	25
		Semi-urban	50
		Urban	23
		Total	100
	Education Qualification	Up to SSLC	17
		HSC	31
		Graduates	39
		Others	13
		Total	100
	Family Monthly Income	Below ₹ 25,000	26
		₹ 25,001 to ₹ 35,000	20
		₹ 35,001 to ₹ 45,000	35

1641



		Above ₹ 45,000	18	18
		Total	100	100
6.	Experience as entrepreneur	Below 5 years	29	29
		5 years to 10 years	48	48
		10 years to 15 years	29	29
		Above 15 years	16	16
		Total	100	100

Table 1 clearly denotes that majority (82 per cent) of the respondents are married. 48 per cent of the respondents belong to the age group of 36 to 45 years. 50 per cent of the sample respondents are living in semi-urban areas. 39 per cent of the sample respondents are graduates and 31 per cent of the respondents studied up to HSC. 35 per cent of the respondents are earning income between

₹ 35,001 to ₹ 45,000 and 18 per cent of the respondents are family income above ₹ 45,000. 48 per cent of the respondents are 10 years to 15 years' experience in enterprises.

**Null hypothesis:** There is no significant relationship between the age group and motivational and success factors of women entrepreneurs.

**Table 2**  
**ANOVA for the age group with respect to motivational factors of women entrepreneurs**

S. No.	Statement	Age group				F value	P value
		Up to 35 years	36 years to 45 years	46 years to 55 years	Above 56 years		
1.	Economic Necessity	4.07	3.07	3.95	4.53	10.586	0.000**
2.	Independence	2.92	3.10	3.72	3.30	7.012	0.000**
3.	Self-actualization	3.00	3.02	4.00	3.84	8.954	0.000**
4.	Aligning with the future goals	3.76	4.06	4.45	4.00	6.528	0.005**
5.	Self-Identity and Social Status	3.76	3.76	4.18	3.69	7.091	0.009
6.	Like to be own boss	4.57	4.33	4.55	4.21	17.506	0.000**
7.	Self –prestige	3.92	4.23	4.22	3.76	9.442	0.000**
8.	Self -interest	4.21	4.20	3.90	4.15	10.085	0.000**
9.	Striving to improvement	3.92	3.24	4.22	3.76	6.945	0.000**
10	Encouragement of family members	4.27	3.27	3.95	3.53	5.982	0.000**
11	Self- employment	4.25	4.29	4.01	4.65	15.011	0.000**
12	New opportunities and challenges	2.95	3.66	4.25	3.65	7.982	0.000**



Source: Computed Data

Note \*\* Denotes significance at 1 per cent \*\*

The mean score of motivational or success factors among the age-wise respondents in the group up to 35 years is for 'like to be own boss' (4.57), and the lowest mean score is 'independence' (2.92).

The mean score of motivational or success factors among the age-wise respondents in the group of 36 years to 45 years is for 'like to be own boss' (4.53), and the lowest mean score is 'self-actualization' (3.02)

The mean score of motivational or success factors among the age-wise respondents in the group of above 46 to 55 years is for 'like to be own boss' (4.55) and the lowest mean score is 'independence' (3.72).

The mean score of motivational or success factors among the age-wise respondents in the group above 56 years is for 'like to be own boss' (4.21), and the lowest mean score is 'economic necessity' (3.30).

Inference: it is observed that respondents give the first rank to 'like to be own boss' because most of the respondents want to become their own boss is the freedom, satisfaction and flexibility it offers them. To keep growing their start-ups, women entrepreneurs must embrace new technology and exploit it to their advantage.

Regarding the motivational factors of the respondents in different age groups, the significance difference up to 35 years, 36 years to 45 years, 46 years to 55 years and above 56 years have been identified in the case of all the variables, since their respective 'F' statistics are significant at 1 per cent level.

#### **Suggestions:**

- The government can give special grants and subsidies to women entrepreneurs.
- Society shall provide encouraging support to women who take up entrepreneurial activities.
- Parents in the initial stage and husbands in the later stage should support women in doing entrepreneurial activities successfully.

- The Government must make adequate steps to supply the raw materials at the minimum price.
- To avoid the humiliating attitude of the offices, these divisions may be under the control and management of women officers.
- Family responsibilities prevent women from starting successful businesses in both developed and underdeveloped countries. Therefore, family support should be given to woman entrepreneurs since it is a major source of inspiration for them.

#### **Conclusion:**

Central and State Governments should prioritize women entrepreneurs for starting new ventures. The governments must give them infrastructural facilities, raw materials, tax exemptions and concessions. The government can also give special grants and subsidies to women entrepreneurs. Women have to play a vital role in economic development. They have the potential and will to establish and manage business enterprises. For this, they need encouragement and support from their family members, government and society. Education serves as a strong motivator for women to pursue entrepreneurship. With more education, women feel more confident in themselves and can see their strengths better.

#### **Reference:**

- [1] Vivekanand Pande (2013) "Factors influencing entrepreneurial motivation of women entrepreneurs", BVIMSR's Journal of Management Research, Vol. 5 Issue-2
- [2] Sunil Kumar R and Harold Andrew Patrick (2018) "Motivating factors that influence women entrepreneurs", International Journal of Research in Business Management (IMPACT: IJRBM) ISSN (P): 2347-4572; ISSN (E): 2321-886X Vol. 6, Issue 4, Apr 2018, 65-80
- [3] Patil, Majusha Madhav 2019 Developing Entrepreneurial Skills Among Students



- Through Entrepreneurship Development Programme for College
- [4] Kaur, Kiranjeet (2019) Effect of teaching biotechnology through science technology society approach on higher order thinking skills and entrepreneurial attitude of undergraduate science students
- [5] Tamilselvi, R (2014) A study on entrepreneurial motivation among college students in Tirunelveli district
- [6] Kalpana M (2017) Inculcating Entrepreneurial Skills among College Students
- [7] [https://www.mindtools.com/pages/article/newCDV\\_76.htm](https://www.mindtools.com/pages/article/newCDV_76.htm)
- [8] <https://www.investopedia.com/terms/e/entrepreneur.asp>
- [9] <https://www.investopedia.com/terms/e/entrepreneur.asp>
- [10] <https://www.ivyexec.com/career-advice/2014/6-elements-innovation/>
- [11] <https://content.wisestep.com/effective-communication-in-organization>

