

# A STUDY ON FACTORS INFLUENCING THE MOTIVATION OF WOMEN ENTREPRENEURS IN DINDIGUL DISTRICT

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## 1. Introduction

Women Entrepreneurs shape economic destiny of India by making wealth and employment, serving products and services and increasing taxes for Indian government because of which entrepreneurship has closely associated with economic growth of the country. Women entrepreneurs have convert dreams into economic prospects through their innovations which are considered as the major source of competitiveness in an increasingly the world economy.

## 2. Objectives

1. To study the attitude of the women entrepreneurs in Dindigul District
2. To analyse the impact of demographic profile on the factors influencing the motivation of women entrepreneurs in Dindigul District

## 3. Methodology and data Collection

The present research is an empirical research and it is based on the survey method. The primary data were collected directly from the 50 women entrepreneurs in Dindigul district through a well structured interview schedule. For data collection the researchers have visited the respondents at their homes more than once, because many respondents were busy in their work. For the purpose of the study, a representative sample of 50 sample women entrepreneurs has drawn through the convenience sampling method which are comprises of women entrepreneurs who have started their own businesses in Dindigul district of Tamilnadu.

## 4. Hypotheses

H0: The mean difference of factors influencing motivation of women entrepreneurs in Dindigul District does not differ significantly with their demographic profile.

## 5. Attitude of the Women Entrepreneurs in Dindigul District

### 5.1. Reason for choosing the present business

Reason for choosing the present business by the entrepreneurs is based on more demand, Due to Unemployment, Family business, Passion and Loan availability. The Reason for choosing the present business is depicted in Table 1

Table 1:reason for choosing the present business

SI.No	Reason	Number of the Respondents	Percentage
1	More demand	16	32.0
2	Due to Unemployment	6	12.0
3	Family business	9	18.0
4	Passion	14	28.0
5	Loan availability	5	10.0
Total		50	100.0

The above Table 1 depicts the reason for choosing the present business by the entrepreneurs. It is evident from the above table that 32per cent of the respondents preferred the present business as it has more demand and 28per cent of the respondents have preferred the present business due to their passion.

## 5.2. Nature of Ownership

The nature of ownership is classified as proprietorship and partnershipowned by the women entrepreneurs in Dindigul District.

Table 2:nature of ownership

SI.No	Nature of Ownership	Number of the Respondents	Percentage
1	Proprietorship	21	42.0
2	Partnership	29	58.0
Total		50	100.0

It is clear fromTable 2 that 58 per cent of the respondents have a partnership concern and 42 per cent of the respondents have a proprietorship concern owned by the women entrepreneurs in Dindigul District.

## 5.3. Sector of the Present Business

Thewomen entrepreneurs in Dindigul District those who are engaged various business activities which include Sales, service, manufacturing, ITES, Construction and others. Table 3 explains the details of sector of the present business.

Table 3:sector of the present business

SI.No	Sector	Number of the Respondents	Percentage
1	Sales	4	8.0
2	Service	6	12.0
3	Manufacturing	27	54.0
4	ITES	2	4.0
5	Construction	4	8.0
6	Others	7	14.0
Total		50	100.0

Table 3 that 54 per cent of the respondents have a manufacturing concern 14 per cent of the respondents run other type of business.

#### 5.4. Region of the Business

The entrepreneurs are doing business from district level to International level. The Area of Coverage of the Business is shows in Table 4.

Table 4:region of the business

SI.No	Level of Area Coverage	Number of the Respondents	Percentage
1	State Level	14	28
2	National Level	7	14
3	International Level	5	10
4	District Level	24	48
Total		50	100

Table 4that 24 respondents operated their business in the state level and 14 respondents have operated their business in the state level.

#### 5.5. Type of Ownership of the Business Premises

The respondents business Premises of the study area is classified as owned, rental and leased premises.

Table 5:type of ownership of the sample respondents

SI.No	Business Premises	Number of the Respondents	Percentage
1	Owned	18	36.0
2	Rental	21	42.0
3	Leased	11	22.0
Total		50	100.0

It is clear from Table 5 that 21 respondents have rented business premises, 42 per cent of the respondents have operated with their own premises and 22 per cent of the respondents have operated in leased business premises.

### 6. Impact of Demographic profile on the Factors influencing the Motivation of Women Entrepreneurs in Dindigul District

H0: The mean difference of factors influencing motivation of women entrepreneurs in Dindigul District does not differ significantly with their demographic profile.

**Table 6: impact of demographic profile on the factors influencing the motivation of women entrepreneurs in dindigul district**

S.N o	Profile Variables	F-Statistics					
		Educ ation Induce d	Achieveme nt Induced	Family Induce d	General Induceme nt	Employ ment Induced	Govern ment Induced
1	Age	1.224	0.102	0.726	0.343	0.970	0.841
2	Gender	12.289*	20.516*	11.454*	12.896*	7.720*	18.955*
3	Family Profile	1.546	0.033	0.002	0.000	0.130	0.128
4	Marital Status	.007	1.870	0.460	0.073	0.718	0.448
5	Education	4.661*	4.217*	4.476*	3.876*	1.503	2.483*
6	Family Size	1.111	0.426	0.805	0.104	0.675	1.554
7	Nature of Ownership	2.428	20.951*	14.427*	11.459*	0.157	9.179*
8	Type of Ownership	4.008*	13.546*	10.610*	8.552*	0.458	4.874*

\* Significance at 5 per cent level

A one way ANOVA was conducted to determine whether factors influencing the motivation of women entrepreneurs in Dindigul District which is differ significantly with the demographic profile. Table 6 clears that the demographic variable gender has a significant mean difference with all the factors influencing the motivation of women entrepreneurs in Dindigul District. The variables education and type of ownership differs significantly with all the factors influencing motivation except Employment Induced. The variable nature of ownership differs significantly with the factors Achievement Induced, Family Induced, General Inducement and Government Induced. The demographic variables Age, Family profile, marital status and Family Size did not differed significantly with all the factors influencing the motivation of women entrepreneurs in Dindigul District.

## 7. Suggestions

- Establishing government policies and programs, and support organisations, that offer funding and other resources for small and and micro enterprises.
- Improve the channels of funding and remove any gender-related barriers that limit entrepreneur's access to funds to include bank regulations on lending.
- Promote online database and portals to gather and share women entrepreneur's knowledge and expertise with others.
- Promote tradeshows for women entrepreneurs as a means to gain broader access to the Global marketplace.

## 8. Conclusion

Women Entrepreneurship is a dynamic concept and no specific quality of the personality can produce the success. However, the industrial knowledge and skill may help women entrepreneur to compete successfully in the Indian market. An awareness of various entrepreneurial risks can help an entrepreneur to build up strategies to direct them and become the most successful.

## References

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