
FACTORS INFLUENCING ENTREPRENEURIAL MOTIVATION OF WOMEN ENTREPRENEURS

(A Case study with special reference to Lucknow District of Uttar Pradesh)

Dr. Vivekanand Pandey

Abstract

The field of entrepreneurship is characterized by competition, financial gain & independence and the socio-economic setting provides a base for individuals to venture into entrepreneurship. Women constitute the family, which leads to society and nation. Social and economic development of women is necessary for overall economic development of any society or a country. Entrepreneurship is the state of mind in which every woman has in her but has not been capitalized in India in way in which it should be. In the current scenario this study focuses on examining the demographic profile of women entrepreneurs and tries to analyze the various motivational factors responsible for women entrepreneurs to start up their own enterprise in the Lucknow District of Uttar Pradesh. The data for the study was collected from the respondents belonging to the Lucknow district of Uttar Pradesh. As the population to be covered for the study was large, so a representative sample of 120 respondents were taken. The research was conducted to determine the factors that could motivate the women entrepreneurs to establish an enterprise in Lucknow district of Uttar Pradesh. Five-point Likert scale was used to measure the satisfaction level of the women entrepreneurs. Reliability of the scale by Cronbach's Alpha was found satisfactory (0.75). Structural Equation Modeling using SPSS AMOS software was applied to the data. It was concluded that financial institutions and banks should come forward to support and motivate women entrepreneurs to start their business. Financial help should be provided to women entrepreneurs by government as well as non-government financial agencies as it removes their difficulty in procuring loans. Education is a positive booster in motivating women to venture into entrepreneurship. With higher education, women experience an increase in self-confidence and become more capable of recognizing their strengths. Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nation. So a women entrepreneur should be provided support from the family as it is a very important motivating factor for them. Women entrepreneurs should be provided with special training and development programs for developing their innovative instincts.

Key Words: Women Entrepreneurship, Influencing factors and Motivation.

Introduction

Economic growth and development of the country is determined by human, physical and financial resources. An economy can move on to the higher levels of growth either by acquiring a larger quantum of the factors of production or through technical progress. The objective of any planned development is to develop human resources to their brimming utilization. Therefore, industrialization is one of the ways of bringing about socio-economic development in any country.

The word "Entrepreneur" is derived in the 17th century from French word "Entreprendre" which means to undertake. Over the years this term is widely used by social scientists and with the changing socioeconomic

context, the concept of entrepreneurship has further evolved as well as refined. The characteristics of enterprising emerge from the interplay of behavior and activity of special segment of the population known as entrepreneurs. It is now generally accepted that entrepreneurship is a driving force of economic development in our country. It is not only considered as a powerful tool to increase national as well as per capita income, but also as an essential instrument to bring structural, social and cultural changes to the economy.

Entrepreneurial ventures are considered to be the most critical factor's that would help both urban and rural population through the creation of jobs, rescue out of unemployment and poverty and thereby gives an impact

on developing skills, self-esteem and self-sufficiency of women. With the changing global scenario, women entrepreneurship has emerged in the forefront. Women business owners are continuing to demonstrate economic prowess worldwide. According to the Global Entrepreneurship Monitor (GEM), one in eleven (8.9%) position among the 22 countries where 14.1% of women's have ventured into entrepreneurship. The increase in the levels of entrepreneurial activities among women's increases as levels of education rise especially among those who go beyond education. Women, especially those belonging to low-income strata and who have no other option for employment, are taking to entrepreneurship not only to meet the survival needs of the family but also due to low barriers of entry and flexibility.

PROBLEMS OF WOMEN ENTREPRENEURS IN INDIA

1. The greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal-male dominant social order is the building block to them in their way towards business success.
2. The financial institutions are skeptical about the entrepreneurial abilities of women. The bankers consider women loonies as higher risk than men loonies. The bankers put unrealistic and unreasonable securities to get loan to women entrepreneurs.
3. Women in developing nations have little access to funds, due to the fact that they are concentrated in poor rural communities with few opportunities to borrow money. The women entrepreneurs are suffering from inadequate financial resources, working capital and lack access to external funds due to their inability to provide tangible security.
4. Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. "Having primary responsibility for children, home and older dependent family members, few women can devote all their time and energies to their business".
5. Another argument is that women entrepreneurs have low-level management skills. They have to depend on office staffs and intermediaries, to get things done, especially, the marketing and sales side of business.
6. The male-female competition is another factor, which develop hurdles to women entrepreneurs in the business. Despite the fact that women entrepreneurs are good in keeping their service prompt and delivery in time, due to lack of organizational skills compared to male entrepreneurs women have to face constraints from competition.
7. Women entrepreneurs usually lack in knowledge regarding: alternative source of raw materials, availability of cheap labor, low-level negotiation and bargaining skills etc., are the factors which creates hurdle for them to run a business.
8. The low level of education and confidence leads to low level achievement and advancement motivation among women folk to engage in business operations and running a business concern.
9. Finally high production cost of some business operations adversely affects the development of women entrepreneurs. The installation of new machineries during expansion of the productive capacity and like similar factors dissuades the women entrepreneurs from venturing into new areas.

REVIEW OF LITERATURE

The status of women in India has long been paradoxical. They have had access to professions such as medicine, teaching and politics and have the right to own property. Except some social classes, women are extremely powerful. Women have been taking increasing interest in recent years in income generating activities, self-employment and entrepreneurship. This is seen in respect of all kinds of women both in urban and rural areas Rajani, N. (2008).

The reasons and motivations for starting business or economic activities by women are enormous. The important reasons for starting a new business are: earning better life, influence of success stories, personal

satisfaction, desire to utilize own skills and talents, unfavorable present working environment, self-employment and employment of others, assurance of carrier and family security, fulfillment of creative urge of the borrower's, experience in family business, self-confidence, non-ability to find suitable job or work, encouragement and advice of the family members, economic necessity and so on Afrin, S. and Ahmed, S U. (2008).

Shahina, Begum (2006), in her study on Women Entrepreneurship, presented the fact-file of women entrepreneurs in industry, service and business, which is based on the coverage of 80 entrepreneurs, as middle-aged, married, middle-income group, educated, many with prior business background, through own family business or husband being in business, or in own business on their own. Many made efforts to acquire experience or at least exposure to the product line/activity they would like to pursue, before promoting the venture.

Lalitha Rani (1996), in her study of 100 women entrepreneurs in manufacturing, trading and services, analyzed the socio-economic background of women entrepreneurs. The respondents were either from families which were already in business or having highly educated husbands or fathers. Women preferred to start enterprises based on their educational background. Service sector enterprises had entrepreneurs with higher level of education, and trading with comparatively lower education level. In manufacturing, nearly half of them had technical education. Majority of entrepreneurs in the service sector were employed prior to start the enterprise.

A study done by Azad (1982) reveals that the main motivating factors for women entrepreneurs are economic compulsion, the presence of knowledge and skills, need for achievement, inspiration gathered from the success of other's and frustration in the present occupation. S. Mathivanam and M. Selvakumar (2008) conducted a survey among 200 women entrepreneurs in small scale industrial units and they analyzed various socio-economic background factors and status of women entrepreneurs in small scale industries, and they concluded that, the women should be allowed freely to undertake the business and the women entrepreneurship must be recognized, if it is recognized well then the

country's economic growth will be flourished.

Knight (1971), while describing his entrepreneurs, considers that an entrepreneur is a person with a high degree of self-confidence, and the power to judge his own personnel qualities as compared to those of other individuals competitors, suppliers, buyers and employees; a person with a disposition to act on his own opinion; a person with a venturesome nature and a foresight which helps him to handle uncertainty effectively.

A study done by Ufuk and Ozgen, 2001 stated that cultural difference between and within countries add another dimension to the consideration of personal and professional roles. In examining the relationship between business and family roles of the female married entrepreneurs in Turkey, respondents reported role conflict in their personal and professional lives. Being an entrepreneur had a negative impact on their family life but a positive effect on their social, economic and individual's lives.

Gundry, T.T., L.K. and Welsch, H.P. (2001), in the study found that the representation of women entrepreneurs is still relatively low which can be attributed to the factors such as lack of education, lack of capital and cultural or religious constraints, most category of "forced" entrepreneurs seeking for better family income. Deshpande and Sethi (2009), in their study concluded that because of attitude change, diverted conservative mindset of society to modern one, daring and risk taking abilities of women, support and cooperation by society members, changes and relaxations in government policies, granting various upliftment schemes of women entrepreneurs etc., the percentage of women participation in the field of entrepreneurs is increasing at a considerable rate.

Jesurajan and Gnanthas (2011), in their study revealed that husbands/fathers were the main motivators for taking up entrepreneurship. So motivation of husbands/fathers/family members would certainly prove to be fruitful. Once they get convinced about significance of women entrepreneurship then their attitude will change, their roles and expectations will change and they will provide morale support, necessary guidance and help as needed.

OBJECTIVES

- To examine the demographic profile of women entrepreneurs in Lucknow district of Uttar Pradesh.
- To analyze the factors motivating women entrepreneurs in Lucknow district of Uttar Pradesh.
- To offer suggestions based on the findings of the study.

METHODOLOGY

The data for the study was collected from the respondents belonging to the Lucknow district of Uttar Pradesh. As the population to be covered for the study

was large, so a representative sample of 120 respondents were taken. The research was conducted to determine the factors that could motivate the women entrepreneurs to establish an enterprise in Lucknow district of Uttar Pradesh. The sample was chosen through convenient sampling from the list of women entrepreneurs provided by Udyog Bandhu. Likert scale (Five Point Scale) was used to measure the satisfaction level of the women entrepreneurs. Reliability of the scale i.e. Cronbach alpha was calculated using SPSS and it was found satisfactory as it was more 0.75. Structural Equation Modeling using SPSS AMOS software was applied to the data. The model structure is given in chart below:

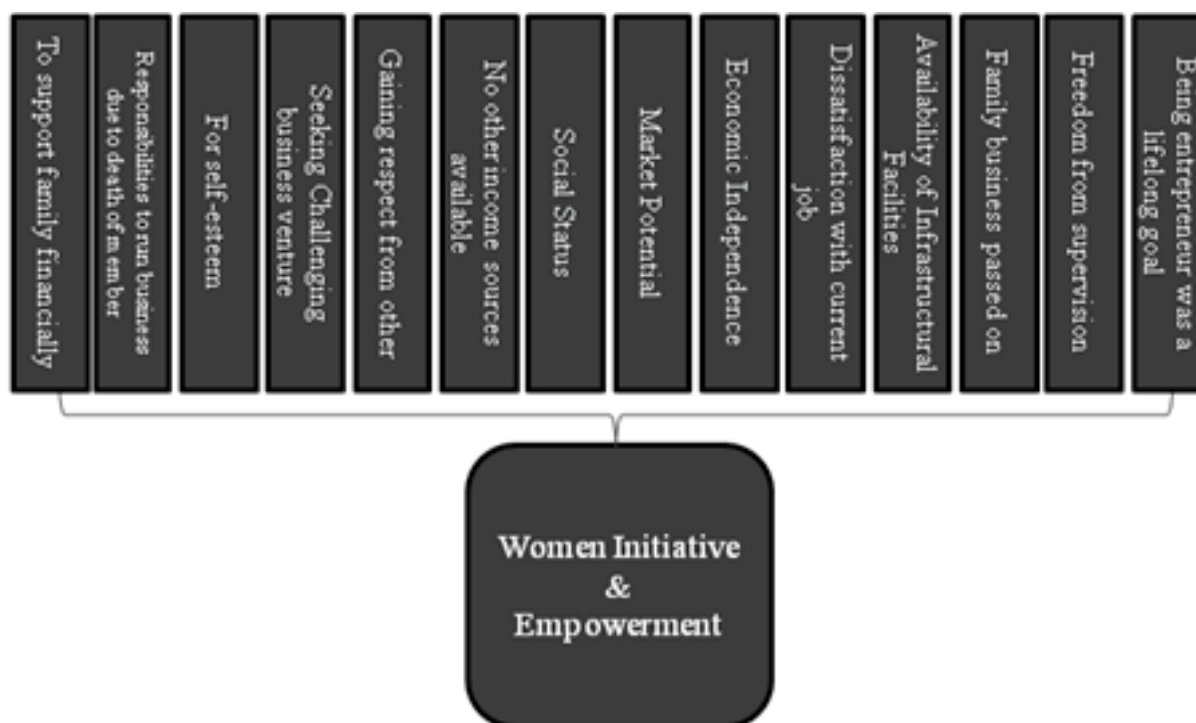


Diagram 1: Path diagram for Women Initiative and Empowerment

Table 1.1: Age Group of Respondents

S.No	Age Group	No. of women	%
1	Below 25 Years	0	0.0
2	26-35 Years,	13	10.83
3	36-45 Years,	54	45.00
4	46-55 Year	21	17.50
5	55 and above years	32	26.67
Total		120	100

The given table shows the respondent's age profile. In this the majority of the respondents i.e., 45 percent of the women entrepreneurs belongs to 36-45 years of age group, 26.67 percent of the women entrepreneurs belongs to 55 and above years of age group, 17.50 percent of the women entrepreneurs belongs to 46-55 years of age group and 10.83 percent of the women entrepreneurs belongs to 26-35 years of age group

Table 1.2: Educational Qualification of Respondents

S.No.	Highest Educational Qualification	No. of women	%
1	Illiterate	06	5.00
2	Primary School	19	15.83
3	High School	11	9.18
4	Intermediate	25	20.83
5	ITI/Diploma	09	7.50
6	Graduation	46	38.33
7	Post graduation	04	3.33
8	Any Other	00	0.00
Total		120	100

The above table shows the educational profile of the respondents. In this majority of the respondents i.e., 38.33 percent of the women entrepreneurs have completed graduation, 20.83 percent of the women entrepreneurs have completed intermediate, 15.83 percent of the women entrepreneurs have primary level of education, 9.18 percent of the women entrepreneurs have completed high school, 7.50 percent of the women entrepreneurs have completed ITI/Diploma, 5.00 percent of the women entrepreneurs are illiterate and 3.33 percent of the women entrepreneurs have completed post-graduation.

Table 1.3: Type of Entrepreneur

The above table shows the type of entrepreneurs in which the respondents are indulged. It shows that majority of the respondents i.e., 40.85 percent of the women entrepreneurs are running beauty parlor, 23.33 percent of the women entrepreneurs are running grocery shop, 14.16 percent of the women entrepreneurs are fashion designer or doing tailoring type of business, 9.17 percent of the women entrepreneurs are running financial services type of business, 6.66 percent of the women entrepreneurs are running confectionary and bakery shop and 5.83 percent of the women entrepreneurs are interior designer.

Table 1.4: Demographic Profile of the Respondents

S.No.	Attributes	Frequency	%
1.0	Marital Status		
1.1	Married	97	80.84
1.2	Unmarried	03	2.50
1.3	Divorced	08	6.66
1.4	Widowed	12	10.00
Total		120	100
2.0	Type of Family		
2.1	Nuclear Family	17	14.17
2.2	Joint Family	103	85.83
Total		120	100
3.0	Availability of Finance		
3.1	Own fund	31	25.83
3.2	Relatives	49	40.85
3.3	Friends	11	9.16
3.4	Commercial Banks	14	11.66
3.5	Co-operative Banks	09	7.50
3.6	Financial Institutions	06	5.00
Total		120	100
4.0	Category of Business		
4.1	First generation entrepreneurs	82	68.34
4.2	Parents as Entrepreneurs	31	25.83
4.3	In-laws as Entrepreneurs	07	5.83
4.4	Any Other	00	0.00
Total		120	100
5.0	Nature of Enterprise		
5.1	Sole Proprietorship	99	82.50
5.2	Partnership	21	17.50
5.3	Private Limited Company	00	0.00
5.4	Cooperative Society	00	0.00
Total		120	100

S. No	Type of Entrepreneurs	No. of women	%
1	Fashion Designing and Tailoring	17	14.16
2	Interior Designing	07	5.83
3	Beauty Parlor	49	40.85
4	Confectionary and Bakery shop	08	6.66
5	Grocery shop	28	23.33
6	Financial Services	11	9.17
7	Internet/Mobile Application Services	00	0.00
8	Medical and General Store	00	0.00
Total		120	100

The above table shows the demographic profile of the women entrepreneurs, which are as follows:

- Marital Status: Majority of the respondents i.e., 80.84 percent of the women entrepreneurs are married, 10 percent of the women entrepreneurs are widowed, 6.66 percent of the women entrepreneurs are divorced and 2.50 percent of the women entrepreneurs are unmarried.
- Type of Family: Majority of the women entrepreneurs i.e., 85.83 percent belongs to joint type of family and 14.17 percent of the women entrepreneurs belong to nuclear type of family.
- Availability of Finance: In this majority of the respondents i.e., 40.85 percent of the women entrepreneurs use to borrow money from relatives, 25.83 percent of the women entrepreneurs have their own funds to run their business, 11.66 percent of the women entrepreneurs use to take money from commercial banks, 9.16 percent of the women entrepreneurs use to borrow money from their friends, 7.50 percent of the women entrepreneurs use to take money from co-operative banks and 5.00 percent of the women entrepreneurs use to take money from any financial institution.

- Category of Business: In this majority of the respondents i.e., 68.34 percent of the women entrepreneurs are first generation entrepreneurs, 25.83 percent of the women entrepreneurs are entrepreneurs due to their parents and 5.83 percent of the women entrepreneurs are entrepreneurs due to their in-laws.
- Nature of Enterprise: In this majority of the respondents i.e., 82.50 percent of the women entrepreneurs are Sole proprietorship and 17.50 percent of the women entrepreneurs are running their business in partnership.

Table 1.5: Standardized Regression Weights of Impact Variables : Women Initiative & Empowerment (Women Entrepreneurs, Unconstrained)				
Impact Variable	Regression Coefficient	SE	Critical Value	p Value
Availability of Infrastructural Facilities	0.761			
Dissatisfaction with current job	0.643	0.113	8.673	***
Economic Independence	0.959	0.067	11.867	***
Market Potential	0.472	0.101	6.240	***
Social Status	0.150	0.119	1.941	0.050
No other income sources available	0.479	0.193	4.425	***
Gaining respect from other	0.530	0.152	4.657	***
Seeking Challenging business venture	0.755	0.156	4.441	***
For self-esteem	0.449	0.172	4.253	***
Being entrepreneur was a lifelong goal	0.130	0.137	1.1431	0.052
Freedom from supervision	0.599	0.038	8.670	***
Family business passed on	0.671	0.047	10.807	***
Responsibilities to run business due to death of member	0.213	0.069	2.872	0.004
To support family financially	0.858	0.098	7.030	***
Note: According to AMOS software *** indicates p -value is smaller than, thus, the regression coefficient value is statistically significant. It is not significant if p -value is greater than 0.05.				

- Nature of Enterprise: In this majority of the respondents i.e., 82.50 percent of the women entrepreneurs are Sole proprietorship and 17.50 percent of the women entrepreneurs are running their business in partnership.
- Economic Independence of entrepreneurs was the most important factor for the entrepreneurs having highest regression coefficient 0.959 followed by factor to support family financially with regression coefficient 0.858, Availability of Infrastructural Facilities with regression coefficient 0.761, Seeking Challenging business venture with regression coefficient 0.755, Family business passed on with regression coefficient 0.671, Dissatisfaction with current job with regression coefficient 0.643, Freedom from supervision with regression coefficient 0.599, etc.

RECOMMENDATIONS AND SUGGESTIONS

The result of the study shows that women entrepreneurs face a number of problems. So as to overcome these problems, some recommendations are being given by a researcher, which are as follows:

- Financial institutions and banks should come forward to support and motivate them to start their business.
- Financial help should be provided to women entrepreneurs by government as well as non-government financial agencies as it removes their difficulty in procuring loans.
- Education is a positive booster in motivating women to venture into entrepreneurship. With higher education, women experience an increase in self-confidence and become more capable of recognizing their strengths.
- Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nation. So a women entrepreneur should be provided support from the family as it is a very important motivating factor for them.
- Women entrepreneurs should be provided with special training and development programs for

developing their innovative instincts.

CONCLUSION

It is now generally accepted that entrepreneurship is a driving force for economic development in our country. It is not only considered as powerful tool to increase national as well as per capita income, but also as an essential instrument to bring structural, social and cultural changes to the economy. In the present era, the Indian women entrepreneurs are eager to do the business. Promotion of women entrepreneurs ensures economic independence, creates more respect in the family and gives self prestige to them.

REFERENCES:

- Afrin, S., Islam. N. and Ahmed, S.U. (2008), "A Multivariate Model of Micro-credit and Rural Women Entrepreneurship Development in Bangladesh", *International Journal of Business and Management*, 3(8), pp. 169-185.
- Gundry, T.T., L.K. and Welsch, H.P. (2001), "Women Entrepreneurship in Asian Developing Countries: Their Development and Main Constraints", *Journal of Business Venturing*, Vol. 16, No. 5, pp.453-470.
- Azad, G.S. (1982), "Development of Entrepreneurship among Indian Women: A Psychological Analysis", *SEDME*, Vol. 16.
- Deshpande, S. and Sethi, S. (2009), "Women Entrepreneurship in India (Problems, Solutions and Future Prospects of Development). Shodh, Samiksha aur Mulyankan". *International Research Journal*. Vol.2, Issue: 9-10.
- Begum Shahina, S. (2006), "Women Entrepreneurship in Rayalaseema District of AP", Unpublished doctoral dissertation, Sri Venkateshwara University.
- Gopalakrishnan, Class., Muncherji, N. and Dhar, Upinder. "Creating Wealth through Strategic HR and Enterperneurship", First edition (2009), Excel Publication.
- Holt, H. David. "Entrepreneurship: New Venture

- Creation”, Sixth Edition (2002), Prentice-Hall of India Private Limited.
- Gupta, C.B. and Khanka, S.S. “Entrepreneurship and Small Business Management”, Fourth Edition (2000), Sultan Chand and Sons.
 - Desai, Vasant. “Dynamics of Entrepreneurial Development and Management”, Fourth Edition (2007), Himalaya Publishing House.
 - Charantimath, M. Poornima. “Entrepreneurship Development and Small Business Enterprise”, First Edition (2006), Pearson Education Publication.
 - Knight, F.H. (1971), “Risk, Uncertainty and Profit, Stigler, G.J. (ed.)”, University of Chicago Press, Chicago.
 - Lalitha Rani (1996), “Women Entrepreneurship: A Case study of Visakhapatnam City”, APH Publishing Corporation New Delhi.
 - S. Mathivanam and M. Selvakumar (2008), “A study on Socio-economic background and Status of Women Entrepreneurs in Small Scale Industries”, Indian Journal of Marketing. Vol. XXXVIII, No. 5, pp. 35-41.
 - Rajani, And. (2008), “Management Training Needs of Women Entrepreneurs”, Anthropologist, 10(4), 277-281.
 - Ufuk, H. and Ozgen, O. (2001), “Interaction between the business and family lives of Women Entrepreneurs in Turkey”, Journal of Business Ethics, Vol. 31, No. 2, pp. 95-106.
 - S. Vargheese Antony Jesurajan and M. Edwin Gnanadhas (2011), “Study on the factors motivating women to become entrepreneurs in Tirunelveli District”, Asian Journal of Business and Economics, Vol. 1, No.1, pp.2231-3699.

