

Motivational factors influencing women entrepreneurs – An evidence from Goa.

Ms. Smita Sanzgiri*

Dr. Y. V. Reddy**

Abstract: *The focus of paper is on studying the factors of motivation for the women engaged in micro enterprises. The major objective is to analyze the motive behind women entrepreneurs starting their own business. The empirical study is conducted with 11 items of motivation which might have influenced the women entrepreneurs in micro enterprises to venture into business. The study is based on primary data and the perception about motivation is measured with the use of LikertScale. The findings reveal that the motivational factors depend on the entrepreneurial factors. However a motivational boost is required for sustaining the development of the enterprise and managing the same efficiently.*

keywords : *women entrepreneurs, micro enterprise, motivation.*

1.Introduction

The development of entrepreneurship is considered utmost essential for the success of any economy. It is entrepreneurship which constitutes the major developing force for the economies. It is the micro, small and medium enterprises which contribute towards the long term economic growth to a greater extent. It has been widely agreed that there is a positive correlation between economic growth and entrepreneurship Carree, Thurik (2002), Acs, Audretsch (2003). In India, being a developing economy, the development of micro and small enterprises towards the development is highly valued. It accounts for nearly 45% to manufacturing sector and 40% towards exports. Thus understanding the motives behind starting their own business by the entrepreneurs becomes very important. This study thus provides insight into developing various platforms in order to boost the growth of entrepreneurship especially, women entrepreneurs in the economy. The share of small firms in strengthening the economies of Europe, UK and other countries of far East is well known. Several studies support the fact that there is significant contribution of entrepreneurship towards creation of employment. UK accounts for 99% of small business, whereas in Europe, it stands at 99.8%. Japan has 6 million SMEs. On an average, small business accounts for 65% of nations employment in those economies..

There is a major chunk of SMEs, nearly 97%, which dominate 19 European countries, Australia, New Zealand, U.K., U.S. Among all these, the largest group is of micro enterprises. In Australia, 82% of firms are micro units. Whereas in those 19 European countries, the share of micro units is 92%.

As far as Goa is concerned, being a famous tourist destination there is a vast scope for entrepreneurship using the local resources. The spirit of entrepreneurship is picking up gradually

*Assistant Professor, G.V.M's G.G.P.R. College of Commerce & Economics, Ponda - Goa

**Dean, Department of Commerce, Goa University

among women in Goa .They mostly restrict themselves to micro units. There emerges a need to study the behavioural pattern of women entrepreneurs and to provide the required measures so that their level of motivation can be enhanced to a greater extent.Kalyani (1999),Hashemi,Schuler (1993) support the need for understanding the factors contributing towards the development of women on the field of entrepreneurship.

2.Literature Review

According to Karl Vesper (1983),Khanka (2004),Batra (2004) every individual aspiring to be on the field of entrepreneurship, has to have an innate desire to be one's own boss .However at several stages, proper mentoring and due motivation becomes essential. Brinda Kalyani et. al. (2011) focuses on the importance of support services from government ,non- government agencies and educational institutions. According to the author, achievement motivation and performance factors circle around financial independence and desire to be one's own boss. In his study, S. Vargheese et. al. (2011), considers right education as the motivational force, the study supports the view that as the level of literacy increases, there is increase in the number of business enterprises owned by women. Zahra et. al. (2014),while studying the business failures factors, considers the non financial support as very important for an entrepreneur to venture in business. Inadequate economic circumstances also becomes the major cause for women to stay away from entrepreneurial ventures. According to Suganthi J.(2009) the technical and professional skills possessed, motivates women to indulge in business. The previous experience gained, the personality, advice from family members act as motivators .Ivan Stetanovic et .al .(2010) while studying the motives of women entrepreneurs starting their business, finds that factors affecting entrepreneurs primarily depends on the current situation in the local environment. On the other hand, entrepreneurs in India were most strongly motivated by the desire for autonomy and then to increase their income Benzng et.al.(2005). A study of entrepreneurs in Kenya and Ghana ,Chu et.al (2007)found that the strongest two motivators were to increase income and to provide employment to themselves .In Turkey,entrepreneurs are motivated to start their own business so they could provide security for themselves and their family and to increase income Ozsoy et.al (2001). Benzng, et.al (2009) also presented research results from African countries stating that Ugandan entrepreneurs are motivated by “making money”. Roy et.al (2006) found that microenterprise owners in West Africa were motivated by a desire to satisfy basic psychological needs – food and shelter.

Findings from their studies show that motivation of entrepreneurs can be categorized into four factors : 1. extrinsic rewards, 2. independence 3. intrinsic rewards and 4. family security. These four group of factors determine the motivation level of entrepreneurs which decides the success of the venture in the long run.

3.Objectives:

- 1.To study the demographic profile of women entrepreneurs engaged in micro enterprises.
- 2.To analyse the motivational factors influencing women entrepreneurs in micro enterprises.
- 3.To suggest the measures to build up motivation among potential women entrepreneurs.

4.Methodology

The study is based on primary data collected from women entrepreneurs engaged in micro enterprises in Goa. Simple random sampling is used and the data is collected through a

Table 1 Demographic profile of women entrepreneurs :

Variables	Categories	Number	Percent
Age	20 – 29	32	21.33%
	30 – 39	39	26%
	40 – 49	58	38.66%
	50 & above	21	14%
Education	Primary	18	12%
	S.S.C.	23	15.33%
	Secondary	50	33.33%
	Graduation	49	32.66%
	Post – Graduation	10	6.66%
Marital Status	Married	114	76%
	Single	33	22%
	Widow	03	2%
Type of Business	Manufacturing	54	36%
	Trading	33	22%
	Service	63	33%
Monthly Income	Upto 10000	15	10%
	10000 – 20000	36	24%
	20000 – 30000	48	32%
	Above 30000	51	34%
Yearly Sales	Upto 10 lakhs	63	42%
	Upto 8 Lakhs	56	37.33%
	Upto 5 Lakhs	31	20.67%

Table 2: Mean score and standard deviation for motivation of entrepreneurs in Goa.

Motivation	Mean	Standard Deviation
1. To be on my own	3.18	1.27
2. To use the previous experience and the skills developed.	4.58	0.69
3. To prove my capability	4.35	1.18
4. To increase my earnings	4.62	0.70
5. To create asset for the family	2.18	1.55
6. For developing the sense of self actualization .	3.25	1.07
7.To have a secured job	4.57	0.78
8. For my children to take over	3.32	1.40
9. To have personal freedom and be a sole decision maker	4.40	1.17
10. To have control over the time and be with the family when desire.	3.50	1.44
11. To pass the time and keep myself busy.	2.13	1.48

(Source: Author)

The above table with 11 items suggesting the motivational inputs for the women entrepreneurs in starting their own ventures depict that increasing the earnings and supplementing the family income is the main motive behind the women entrepreneurs to venture in business. This findings are contradictory to the conclusion drawn by Benzing et.al (2005) that in India, the entrepreneurs are primarily motivated by the desire to have autonomy .Security of the job gets the next priority and venturing into business for making use of available skill and the experience becomes the other motivator.

5.Findings

The socio – economic profile included the details about age, education, monthly income

,marital status , type of business and annual sales. Majority of respondents were in the age group of 40 – 49 years (38.66%). As far as education was concerned , nearly 33.33 % had completed secondary school and an equal percentage were found to be graduates. The monthly income of 34% was above 30000 rupees. Most of the respondents, which accounted for 76 % were found to be married. As far as the motivational aspect of respondents was concerned , an increase in the earnings was considered as a basic determinant with a mean score of 4.62 followed by the use of previous experience, with a mean score of 4.58 and job security with a mean of 4.57 . The respondents are of the strong opinion that it is entrepreneurship which helps one to prove the capability and also provides due personal freedom. Low the standard deviation, the statements are found to be more consistent as compared to the statement with higher SD. Previous experience as the strongest motivational factor (SD 0.69) ,increased earning (SD 0.70) and the perceived job security (SD 0.78) depict lower values. This shows that the entrepreneurial factors do influence individuals to enter into business. Developing these factors may help the women entrepreneurs to effectively manage and sustain the enterprise in the long run, which becomes a cause of major concern many a times. Available resources along with the active role of government and non-government agencies serve as the motivator for women at the grassroots level.Kabeer (1999).

6. Suggestions:

- I) To conduct Needs Analysis Survey and provide mentoring to understand the level of motivation.
- II) To expand research to understand those various motivational needs.
- III) To increase the level of investment in developing the network in order to provide the motivational boost.
- IV) To empower the women entrepreneurs with required resources and make them indulge in micro enterprises.
- V) To set up the platform to manage and develop the motivational aspects for successful development of entrepreneurship.

7. Conclusion

It is indeed essential to support the efforts of all the micro businesses and the entrepreneurial ventures which are encompassed in the industrial activities of the region .Some economies do thrive in any uncertain conditions while some others have to struggle. In a place like Goa, where there is a wide scope for floating of new business with a tremendous intake of nearly 15 lakh tourists visiting the place. Proper models need to be designed which can assist in planning entrepreneurial activity . Amongst Goan women entrepreneurs,increase in the earnings followed by previous experience and a secured job tend to be the basic motivators for a business venture. Thus there is a need to foster that culture which can bring about creativity and continuous innovations in the region and be a region with maximum women being successful on the entrepreneurial field.

References:

1. Acs,Z.J.and D.B.Audrotsch (2003),Handbook of Entrepreneurship Research,Kluwer Academic Publishers.
2. Benzing, C., Chu, H. M. (2005),'*Entrepreneurship Business In Andhra Pradesh*',

- Proceedings of the Association of Global Business 2005, Miami Beach, Florida,52-58
3. Benzing, C., Chu, H. M. and Kara, O. (2009) '*Entrepreneurs in Turkey: A Factor Analysis of Motivations, Success Factors and Problems*', Journal Of Small Business Management, Vol. 47, No. 1 ,37-40
 4. Chu, H. M., Benzing, C. and McGee, C. (2007) '*Ghanaian and Kenyan Entrepreneurs: A Comparative Analysis of Their Motivations, Success Characteristics, and Problems*' Journal Of Development Entrepreneurship, Vol.12, No. 3,19-23
 5. Carree, M.A. and A.R.Thurik (2003), '*The impact of entrepreneurship on economic growth*', Handbook of Entrepreneurship Research, Kluwer Academic Publishers.
 6. Calas M., Smircich I., Bourne k.(2009), '*Extending the Boundaries: Reframing Entrepreneurship as a Social Change Through a Feminist Perspective*', Academy of Management Review.
 7. G.S.Batra (2004), '*Development Of Entrepreneurship*', Deep and Deep Publications.
 8. Hashemi, S.M. Schuler S.R.(1993) '*Empowerment of Women : A Research Note From Bangladesh*', JSI Working Paper, Arlington.
 9. Ivan Stefanovic, Sloboda P., L.Rankovic (2010), '*Motivational and Success Factors of Entrepreneurs*', Zb.rad.fak.Rij.
 10. Kabeer N. (1999), Resources, Agency, '*Achievements: Reflections on the Measurement of Women's Empowerment, Development & Change*'.
 11. Kalyani Kulshreshtha,(1999), '*Successful Entrepreneurship*', Kanishka Publishers and Distributors.
 12. Karl Vesper,(1983), '*Entrepreneurship and National policy*', W.H.International Institute of Small Business.
 13. Khanka S.S.(2004), '*Entrepreneurship Development*', S. Chand & Company
- Roy, M. A., Wheeler, D. (2006) '*A Survey of Micro-Enterprise in Urban West Africa: Drivers Shaping the Sector*', Development In Practice, Vol. 16, No. 5,33-37