

**MOTIVATIONAL FACTORS TO START THE BUSINESS BY RURAL WOMEN ENTREPRENEURS**

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**ABSTRACT**

The economic development of any country depends on the physical resources it is having and also the development and utilization of its human resources. It includes both men and women. In India, women constitute around 50 per cent of the total population and they are playing vital role in boosting the economic development. Entrepreneurs are usually opting for entrepreneurship due to the dual benefits of an income coupled with flexibility at work. Women entrepreneurs have to devote her time to family and work. Efficient planning ensures success in business and the family because she has to balance family and the work properly. Rural women entrepreneurs accounts for 30.31 percent of women entrepreneurship in India. Women entrepreneurs are having common activities such as tailoring, cloth shop, provision store, pickle and papad, sweets and savouries, bakery and tea stall and the like. Women entrepreneurs are growing in the rural area of Pollachi Taluk. The present study analyse the socio-economic profile of the rural women entrepreneurs in Pollachi Taluk and to examine the business profile of women entrepreneurs. Also, it will identify the motivational factors which encourage the women entrepreneurs to start the business. Both questionnaire and interview schedule method has been adopted according to the convenience of the respondents. The women entrepreneurs are selected by using convenience sampling method. The sample size was 250 in number covering villages of Pollachi Taluk. The data have been analysed through simple percentage analysis and Friedman rank analysis. The results indicate that desire to do business is ranked as the first factor followed by economic independence, social status, self-identification, family background, supplement family income and the like. Women have capacity and capability to contribute to economic development of the country. The women entrepreneurs are having own initiation to start the business and most of them are first generation entrepreneurs indicates the women are come forward to start the business. So policies and programs have to be framed and implemented by the government accordingly to encourage the women to start the business and further to support them to stand in the business which creates a good environment among the women entrepreneurs in rural areas and contribute more to the family and uplift the nation.

**Keywords:**

Women Entrepreneurs, Economic Development, Business, Rural area, Government Policies

**Introduction**

The economic development of any country depends on the physical resources it is having and also the development and utilization of its human resources. It includes both men and women. In India, women constitute around 50 per cent of the total population and they are playing vital role in boosting the economic development. Business involves more risk. Families play an integral role in every woman entrepreneur's journey – right from choosing the career path to till providing with resources and support. Entrepreneurs are usually opting for entrepreneurship due to the dual benefits of an income coupled with flexibility at work. Women entrepreneurs have to devote her time to family and work. Efficient planning ensures success in business and the family because she has to balance family and the work properly. It will help in leading a more fruitful family life. In order to encourage them and bring out their potential out it is necessary to formulate policies and also strengthen the existing policies and it includes stimulating, supporting and sustaining their efforts. Stimulating activities include entrepreneurial education and training through this they may be motivated and the supporting activities

include by giving assistance to the entrepreneurial activities. Sustaining activities include helping the enterprise for smooth running and thereby prevent its closure.

Father of our nation Mahatma Gandhi had a conviction by saying that "If village perishes, India will perish too" and that 'the progress of the country lies in the development of majority of its rural villages, the rural economy, industry and rural skills'. Rural women entrepreneurs accounts for 30.31 percent of women entrepreneurship in India. Women entrepreneurs are having common activities such as tailoring, cloth shop, provision store, pickle and papad, sweets and savouries, bakery and tea stall and the like. Women entrepreneurs are growing in the rural area of Pollachi Taluk .

### **Review of Literature**

Geetha and Rajani (2017) studied the factors motivating women to become entrepreneurs in Chittoor district. They discovered seven factors which motivated women strongly to become entrepreneurs were generation of income, economic independence, interest, self-dependent, family encouragement, social status and self prestige out of sixteen attributes.

Bhavani (2018) attempted to study the influence of motivational factors on women entrepreneurs at Mysore district, India. It was identified that influencing factor to start their business in Mysore district by women were self accomplishment followed by hygiene factors, knowledge and skills, time and profit, independence, family and government support and enjoy more responsibility in family business. Most of the women entrepreneurs belong to first generation and the second generation entrepreneurs who have continued the business because of their family either by their parents and by the family they got married.

Shyamala and Benjamin Chirstopher (2018) studied the factors influencing the women to enter in to the business. They found that majority of the women entrepreneurs have entered into business to earn more income, to gain self identity and to supplement additional income for their family.

Parvin Banu (2020) made a study on the motivational factors towards women entrepreneurship with reference to Coimbatore city. The results implied that most of the women entrepreneurs were in production sector preferring term loan. Most of them were willing to start business and majority of them having an interest in starting their own business, connection with people and contact other entrepreneurs for business purposes. Most of the women entrepreneurs were running their business successfully and increasing the salary of workers and hard working as compared to men. Economic independence, infrastructure facilities, making their own decision towards stating their own business are the factors motivating women entrepreneurship.

Tri Siwi Agustina and Nan Hlaing Hlaing Myint and Windijarto (2020) conducted a study on "Entrepreneurship Motivation of Woman Entrepreneurs in Small and Medium-Sized Enterprises in Mandalay, Myanmar". They observed that the influence of push factors like unemployment, underemployment, supporting family income, the need to accommodate work and home roles, and no reliable man in family and pull factors like the desire of achievement, the desire of being own boss and independence as motivation for women entrepreneurs in Mandalay undergo entrepreneurship. On comparing, the women entrepreneurs were motivated by more on pull factors such as different family background, education, ability, environment and conception than push factors.

Ylvije Boriçi Kraja and Alba Berberi (2023) attempted to investigate and analyze the impact of motivational factors on female entrepreneurship. The results indicated that independent, working on scarce jobs, and working from home were the main motivational factors in Albania. There existed a positive correlation between motivational factors and the female business performance.

### **Statement of the Problem**

According to a survey by Bain & Company, more than 45 per cent of Indian women in rural areas were driven to start a business to gain recognition and Women-led start-ups provide 35 per cent higher Return on Investment as compared to those led by men and they run very efficiently because

businesses led by women require less investment but generate higher net revenue, women are great multi-taskers, women entrepreneurs are known to take more risks and women have a dynamic ability to adapt. There are many factors which may drive women to step into entrepreneurship.

There are many factors which may drive women to step into entrepreneurship. Apart from earning money the other factors, such as desire to do business, to exhibiting their skills, social status, self identification also motivates women to enter into business. Generating employment is the new vision of women entrepreneurs now a days which bring upliftment to the society in turn the economy. Employment generation is the perspective of women to start the business now a day. By taking all these perspectives a study has been conducted to identify the motivational factors which encourage women to start business in Pollachi Taluk.

### Objectives of the Study

Based on the statement of the problem the following objectives are framed.

- ✓ To analyze the socio-economic profile of the Rural Women Entrepreneurs in Pollachi Taluk
- ✓ To examine the business profile of Women Entrepreneurs
- ✓ To identify the motivational factors which encourage Women Entrepreneurs to start the business.

### RESEARCH METHODOLOGY

Data related to the present were collected from both primary and secondary sources. The structured questionnaires yielded primary data whereas websites and printed sources supplied the secondary data. Both questionnaire and interview schedule method has been adopted according to the convenience of the respondents. The respondents are selected based on convenient sampling method. The questionnaire is focused on socio economic profile, business profile of the women entrepreneurs, factors that driven towards entrepreneurship and their success factors and problems faced by them while running the business. The sample size was 250 in number covering villages of Pollachi Taluk. The data have been analysed through Simple Percentage Analysis, Fried Man Rank Analysis, Chi-square Test, ANOVA and Correlation.

### ANALYSIS OF DATA

**Table 1 : Socio-economic Profile of Women Entrepreneurs**

Factor	Components	No. of Respondents	% Percentage
Age	Age Up to 30 years	72	28.8
	31 years – 35 years	81	32.4
	36 years – 40 years	52	20.8
	41 years – 45 years	26	10.4
	Above 45 years	19	7.6
Educational Qualification	Illiterate	23	9.2
	Up to Primary	53	21.2
	Up to High School	68	27.2
	Up to Secondary	39	15.6
	Diploma	20	8.0
	Graduation	44	17.6
	Post Graduation	3	1.2
Personal Income (Per Month)	Up to Rs.5,000	28	11.2
	Rs.5,001 – Rs.10,000	112	44.8
	Rs.10,001- Rs.15,000	65	26.0
	Rs.15,001- Rs.20,000	30	12.0

	Above Rs. 20,000	15	6.0
<b>Family Income (Per Month)</b>	Up to Rs.20,000	64	25.6
	Rs.20,001 – Rs.40,000	107	42.8
	Rs.40,001 – Rs.60,000	41	16.4
	Rs. 60,001 – Rs. 80,000	22	8.8
	Above Rs. 80000	16	6.4
<b>Marital Status</b>	Married	218	87.2
	Unmarried	32	12.8
<b>Type of Family</b>	Joint	112	44.8
	Nuclear	138	55.2
<b>Total Members in the Family</b>	Up to 2	25	10.0
	3 – 4	168	67.2
	5 – 6	49	19.6
	Above 6	8	3.2
<b>Earning Members in the Family</b>	Up to 2	164	65.6
	3 – 4	72	28.8
	5 – 6	12	4.8
	Above 6	2	0.8

**Source: Primary Data**

Table-1 depicts that the socio-economic profile of the women entrepreneurs hailing in Pollachi Taluk. 32.4% of the respondents are belonging to the age group of 31 years to 35 years. 27.2% of the women entrepreneurs are completed high school education. The personal monthly income of the respondents is ranges between Rs.5,001 and Rs.10,000 accounts to 44.8% and their family income per month range between Rs.20,001 and Rs.40,000 shows 42.8%. Majority 87.2% of the women entrepreneurs are married and 55.2% of them living in nuclear family and 67.2% of the women entrepreneurs are having 3 to 4 earning members in their family. Most of the women entrepreneurs are having up to 2 earning member in their family.

**Table 2 : Business Profile of Women Entrepreneurs**

Factor	Components	No. of Respondents	% Percentage
<b>Type of Business</b>	Fancy	32	12.8
	Flower shop	19	7.6
	Tailoring	46	18.4
	Restaurant	11	4.4
	Cloths shop	22	8.8
	Provision store	31	12.4
	Handicraft	3	1.2
	Pickle and puppet	7	2.8
	Sweet	8	3.2
	Bakery and tea	26	10.4
	Vegetable vending	25	10.0
	Milk and diary	8	3.2
	Mutton	8	3.2
	Others	4	1.6
<b>Source of Motivation to Start the Business</b>	Self	161	64.4
	Spouse	34	13.6
	Parents	38	15.2
	Friends and Relatives	17	6.8

<b>Type of Business Enterprise</b>	Proprietorship	168	67.2
	Partnership	82	32.8
<b>First Generation of Entrepreneurship</b>	Yes	163	65.2
	No	87	34.8
<b>Previous Experience</b>	Yes	109	43.6
	No	141	56.4
<b>Years of Experience</b>	Less than 1 year	55	22.0
	1 – 5 years	112	44.8
	6 years - 10 years	52	20.8
	More than 10 years	31	12.4
<b>Time Spent for Business (in Hours)</b>	Up to 4	31	12.4
	5 - 8	110	44.0
	Above 8	109	43.6
<b>Source of Fund</b>	Own Fund	54	21.6
	Borrowed Fund	44	17.6
	Both	152	60.8
<b>Capital Invested (Rs.)</b>	Below Rs.25,000	71	28.4
	Rs.25,001 – Rs.50,000	104	41.6
	Rs.50,001 – Rs.75,000	41	16.4
	Rs.75,001 – 1,00,000	22	8.8
	Above Rs.1,00,000	12	4.8
<b>Sources of Borrowings</b>	Spouse	25.2	25.2
	Relatives and Friends	37.6	37.6
	Commercial Banks	16	16
	Co-operative Banks	7.2	7.2
	Financial Institutions	11.2	11.2
	<b>Money Lenders</b>	25.2	25.2
<b>Sales Turnover (Per Year)</b>	Up to Rs.50,000	36	14.4
	Rs.50,001 - Rs.1,00,000	47	18.8
	Rs.1,00,000 – Rs.1,50,000	28	11.2
	Rs.1,50,001 – Rs. 2,00,000	37	14.8
	Above Rs. 2,00,000	102	40.8
<b>Mode of Sales</b>	Cash	95	38.0
	Credit	5	2.0
	Both	150	60.0
<b>Annual Profit (Per Year)</b>	Up to Rs. 25,000	16	6.4
	Rs.25,001 – Rs.50,000	36	14.4
	Rs.50,001 – Rs.75,000	81	32.4
	Rs.75001 – Rs. 1,00,000	34	13.6
	Above Rs.1,00,000	83	33.2
<b>Family Members' Support</b>	Yes	225	90.0
	No	25	10.0
<b>Form of Support</b>	Manual	75	30.0
	Mental	26	10.4
	Both	146	58.4
<b>Distribution of Business Income</b>	Family Expenses	166	66.4
	Personal Savings	119	47.6

	Re-Investment in business	78	31.2
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Table 2 shows that most of the women entrepreneurs are engaged in tailoring business and they motivated to start the business by themselves. 67.2% of the women entrepreneurs are running the business under sole proprietorship. 65.2% of them are first generation entrepreneurs which support the findings of Bhavani (2018) and 56.4% of them are not having any previous experience in business in contrast to the finding of Vargheese Antony Jesurajan (2011). 44.8% of the women entrepreneurs are having an experience between 1 and 5 years in their business and they spent time from 5 hours to above 8 hours slightly contrast with Vargheese Antony Jesurajan (2011). 60.8% of the women entrepreneurs are depending both own fund and borrowings for their investment in business are in line with similar findings of Vargheese Antony Jesurajan (2011), Isaree Karnreungsiri and Nattaya Praditsuwan (2017) and 41.6% of them invested Rs.25,001 to Rs.50,000 in business. Most of the women entrepreneurs are borrowing amount from relatives and friends as compared to other means.

The sales turnover of the 40.8% of the women entrepreneurs shows that above Rs.2,00,000 and 60% of them doing both cash and credit sales in line with the findings of Vargheese Antony Jesurajan (2011). 33.2% of the women entrepreneurs are recorded above Rs.1,00,000 as their profits annually. 90% of the women get help from their family members which supports the findings of Vargheese Antony Jesurajan (2011), and out of which 58.4% receive both physical and mental help. Most of the women entrepreneurs are distributing their business income to family expenses followed by personal savings and re-investment in business.

**Table 3 : Motivational Factors**

S.No	Motivational Factors	Mean Value	Rank
1.	Desire to do Business	4.98	1
2.	Economic Independence	5.44	2
3.	Supplement family income	6.12	5
4.	Exhibiting my Skills	6.20	6
5.	Self-identification	5.47	3
6.	Social Status	5.44	2
7.	Family Background	5.82	4
8.	Employment Generation	7.63	9
9.	Continue Family Business	7.93	10
10.	Unemployment	7.15	7
11.	Leisure Time Activity	7.58	8
12.	Success of Friends and Relatives	8.24	11

Table 3 depicts the Friedman Rank Test for women entrepreneurs towards motivational factors to start the business were the level of significance is at 0.000 which shows that there is a relationship between the ranks given. It is known from the table, desire to do business is ranked as the first factor, economic independence and social status both are ranked as the second factor by women entrepreneurs, self-identification is the third factor, family background is the fourth factor, supplement family income is the fifth factor, exhibiting my skills is ranked as the sixth factor by women entrepreneurs, unemployment is ranked as the seventh factor, leisure time activity is ranked as the eighth factor, employment generation is ranked as the ninth factor, continue family business is ranked as the tenth factor, success of friends and relatives is ranked as the eleventh factor. Similar finding is available in the study conducted by Bhavani (2018) in which she found that the influencing factor to start the business by women entrepreneurs were knowledge and skills, time, independence. Geetha and Rajani (2017) discovered seven factors which motivated women strongly to become entrepreneurs were economic independence, self-dependent, family encouragement, social status and self prestige out of sixteen attributes. Parvin Banu (2020) found economic independence was the main factor for the women to start the business. Santika Timungpi and Ibemcha Chanu (2018) in which they found

that the women entrepreneurs were motivated by the factor to earn additional income, to support family, economic necessity, unemployment, independence, and to get social recognition.

### **Findings**

The socio-economic profile of the women entrepreneurs shows that 32.4% of the respondents are belonging to the age group of 31 years to 35 years. 27.2% of the women entrepreneurs are completed high school education. The personal monthly income of the respondents is ranges between Rs.5,001 and Rs.10,000 accounts to 44.8% and their family income per month range between Rs.20,001 and Rs.40,000 shows 42.8%. Majority 87.2% of the women entrepreneurs are married and 55.2% of them living in nuclear family and 67.2% of them family is having 3 to 4 earning members in their family. Most of the women entrepreneurs are having up to 2 earning member in their family.

Most of the women entrepreneurs are engaged in tailoring business and they motivated to start the business by themselves. 67.2% of the women entrepreneurs are running the business under sole proprietorship. 65.2% of them are first generation entrepreneurs and 56.4% of them are not having any previous experience in business. 44.8% of the women entrepreneurs are having an experience between 1 and 5 years in their business and they spent time from 5 hours to above 8 hours. 60.8% of the women entrepreneurs are depending both own fund and borrowings for their investment in business and 41.6% of them invested Rs.25,001 to Rs.50,000 in their business. Most of the women entrepreneurs are borrowing amount from relatives and friends as compared to other means. The sales turnover of the 40.8% of the women entrepreneurs shows that above Rs.2,00,000 and 60% of them registered both cash and credit sales. 33.2% of the women entrepreneurs are recorded above Rs.1,00,000 as their profits annually. 90% of the women get help from their family members and out of which 58.4% they receive both physical and mental help. Most of the women entrepreneurs are distributing their business income to family expenses followed by personal savings and re-investment in business.

Motivational factors which influence the women entrepreneurs to start the business are desire to do business is ranked as the first factor, economic independence and social status both are ranked as the second factor by women entrepreneurs, self-identification is the third factor, family background is the fourth factor, supplement family income is the fifth factor, exhibiting my skills is ranked as the sixth factor by women entrepreneurs, unemployment is ranked as the seventh factor, leisure time activity is ranked as the eighth factor, employment generation is ranked as the ninth factor, continue family business is ranked as the tenth factor, success of friends and relatives is ranked as the eleventh factor.

### **Suggestions**

The women entrepreneurs of Pollachi Taluk are having an own idea to start business which shows a good sign to the Indian economy. Most of them running the business on their own which showed they have many ideas to implement their own business without any hindrance. Most of them are not having previous business experience for them the government may open a new institution in rural areas which may exclusively provide training and new ideas to start a business and the bank may open a new department related encourage budding entrepreneurs of rural area. Most of them depend both own and borrowed fund for their business and the government may provide loans for subsidy to rural entrepreneurs. The government may be liberal in providing loans to rural women entrepreneurs which encourage them to increase their investment and do credit sales without much hindrance.

### **Conclusion**

Women have both capacity and capability to contribute to economic development of the country. The women entrepreneurs are having own initiation to start the business and most of them are first generation entrepreneurs indicates the women are come forward to start the business. Being the first entrepreneurs, they need more support to start and run the business successfully. So, policies and

programs have to be framed and implemented by the government accordingly to encourage the women to start the business and further to support them to stand in the business which creates a good environment among the women entrepreneurs in rural areas and contribute more to the family and uplift the nation.

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