



INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE AND MANAGEMENT

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NURTURING ENTREPRENEURSHIP IN RURAL COMMUNITIES

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ABSTRACT

The development of entrepreneurship can be a major means of fighting economic inertia in rural areas. In this paper, the researcher made an attempt to understand the determinant factors of entrepreneurial activity. 400 rural entrepreneurs are selected in 40 Villages of 8 Taluk in Karnataka State, India through multiple sampling methods. Research study involved an in-depth examination of entrepreneurial activity, socio-economic variables and motives associated with rural entrepreneurship. To conclude, the various motivational factors will influence the entrepreneurship activity and their development.

KEYWORDS

Entrepreneurial Motivation, Rural Development and Rural Entrepreneurs.

INTRODUCTION

After centuries of colonial rule, we started to think about ourselves as a Nation. We had made up our minds that India needs the goodness of both capitalism and socialism. Hence, we adopted a middle path called mixed economy. It was a partnership of private and government enterprises. Government concentrated on basic infrastructure, core industries and others were left to the private sector. The father of the nation, Mahatma Gandhi said that "India lives in villages". Following the vision of ramrajya, first five year plan was dedicated to agriculture. From there onwards, we have not looked back. However, the pace of development was so slow up to 1980, that the Westerners termed it as the "Hindu rate of growth".

Promoting entrepreneurship is viewed as part of a formula that will reconcile economic success with social cohesion (Organization for Economic Co-operation and Development, 1998). Raising employment levels and encouragement of new entrepreneurs were recognized as some of the main objectives of the Bank Nationalization in 1969. History has shown that societies where people had shown qualities of initiative, courage and a forward looking attitude have always been ahead of other societies. Jagadeesan and Santana Krishnan (2008), is of the view that "the development in rural India can only be supported by the growth of rural entrepreneurship". Recent empirical research also has shown that people of more advanced and developed societies have evinced a greater degree of what is known as entrepreneurial qualities. In India also, a number of studies have proved that success in most fields is accompanied by a high degree of entrepreneurial qualities and the qualities of entrepreneurship can offset other disadvantages. With this background, the present research was undertaken. This study was aimed at assessing the relationship between Entrepreneurial activity and rural transformation. The paper, therefore, identified the factors influencing rural entrepreneurship amongst people in 40 villages of different taluk in Karnataka State.

RESEARCH METHODOLOGY

The study had to be descriptive against the backdrop of the fact that the researcher had no control over the scheme of the prevalent and evolving dynamics of the research environment. In this sense, the research effort has made a sincere attempt to measure and report the most relevant factors in an unbiased manner. The researcher has opted Descriptive Research method. The researcher has used survey with field visits to select villages of Karnataka State to collect data.

DATA COLLECTION METHODS

The present study is based on both primary data and secondary data, in order to serve the purpose of the study and to achieve the research objectives. Primary data is gathered from the rural entrepreneurs spread across in different villages of Karnataka state using pre-tested structured questionnaire. One of the parameters by which the entrepreneur was chosen to be depicted is the age of business. The entrepreneurs are chosen with minimum criteria that at least they should be of one year of existence in business.

SAMPLE UNITS/RESPONDENTS

It consists of Entrepreneurs in Villages. The sample units for gathering the primary data, keeping in view the nature of the research problem and objectives have been decided to have the person involved in economic activity like Fertilizer, renting Farm equipment, Seeds, Dairy activities, Grocery, General store, Garments Shop, Garage, Chemist, Shoe store, Electronic goods, Commission agents, Sanitary goods, Tailor, Utensil store, Parlor, Goldsmith, Blacksmith, Carpenter, Cycle repair, Photographer, Sweet shop, Electric Shop, Tent house, Flour mill, PCO, Tea shop, Stationary Shop, Hotel and other similar business activities.

SAMPLING

In view of the regional diversity involved in the respondents, different sampling methods had to be adopted. The sample size under each category of respondents and how they have been drawn from sampling frame is portrayed in the following table

Table – 1: Composition of Sample Size

| Sl. No. | Category | Sample Size | Sampling technique used |
|---------|---------------------|-------------|-------------------------|
| 1 | Districts | 04 | Random sampling |
| 2 | Taluk Place | 08 | Random Sampling |
| 3 | Villages | 40 | Random Sampling |
| 4 | Rural Entrepreneurs | 400 | Purposive Sampling |

In each village, 10 entrepreneurs are selected using purposive sampling, who possess at least one year of experience as entrepreneurs. The sample is selected deliberately or purposively for study to represent different trades or businesses in that village.

RESULTS AND DISCUSSIONS

Demographic Variables: Detailed analysis revealed that 88.8 percent of the respondents were male while 11.2 percent was female. About 88.5 percent was ascribed to those who were married, 9.5 percent to the unmarried and 2 percent to the widow / widower. 50 percent of respondents belong to the family size of 2-5 members and 40.3 percent to the Over 31 percent of the respondents had secondary level schooling and 24.8 percent Pre-University and 23.5 percent had primary schooling. 63 percent own agriculture land. 69.5 percent of the respondents are first generation entrepreneurs.

Socio-economic Variables: 71 percent respondents have no previous job experience. 44.3 percent of the respondents got business information through news paper, 42 percent by visiting market place and 62.5 percent through friends and relatives. The significant proportion of entrepreneurs under study- 31.50 percent- entrepreneurs had existence in business for more than seven and above years. The next category of entrepreneurs is between three years and five years accounted for the second highest category with 30.50 percent. The shortest of all is between one year and three years with 18 percent. About 54.5 percent of respondents said that their initial investment to the business is less than Rs. 25000/-.

41.5 percent of respondents agree that their income from entrepreneurial activity is between Rs. 25001/- to Rs. 75000/-. About 65.5 percent of entrepreneurs generated at least one employment to the maximum of 6.

69.7 percent of entrepreneurs own two wheelers, 70.3 percent have mobile connection, 76.5 percent have LPG connection, 74.8 percent of entrepreneurs own house, 82.5 percent have television set for entertainment. 24.5 percent of entrepreneurs are willing to look for new opportunities along with the existing one.

FACTOR ANALYSIS

"Often among the many variables you measure, a few are more related to each other, than they are to others. Factor Analysis allows us to look at these groups of variables that tend to relate to each other and estimate what underlying reasons might cause these variables to be more highly correlated with each other", Jeff Miller, Vice President, Consulting and analytical, Burke, Inc. (Source: Marketing Research, Naresh K Malhotra).

This tool of SPSS was extensively used to classify a large number of variables into smaller number of factors. Factor analysis was used to determine whether there was any common constructs that represented entrepreneurial motives. 34 variables were analyzed using the Varimax rotation, the most commonly used method. Factor analysis was done using principal component analysis.

Bartlett's test of sphericity and Kaiser Meyer Olkin (KMO) measure of sampling adequacy were used to examine the appropriateness of factor analysis. The approximate chi-square statistic is 5463.421 with 561 degrees of freedom with p value 0.000. The KMO statistic (0.828) is also large (>0.5). Hence, factor analysis is considered an appropriate technique for further analysis of data.

Table – 2: KMO and Bartlett's Test

| KMO and Bartlett's Test | | |
|--|--------------------|----------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.827956 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 5463.421 |
| | df | 561 |
| | Sig. | 0.000 |

Table 3 shows the results of varimax factor rotation pattern, in which the variables that had high loadings on each of the eight factors extracted in the analysis. Retaining only the variables with Eigen values greater than one (Kaiser's criterion), we can infer that 19.19 percent of variance is explained by factor 1; 12.56 percent of variance is explained by factor 2; 8.77 percent of variance is explained by factor 3; 6.24 percent of variance is explained by factor 4; 4.81 percent of variance is explained by factor 5; 3.61 percent of variance is explained by factor 6; 3.45 percent of variance is explained by factor 7 and 3.13 percent of variance is explained by factor 8 and together, all the factors contributed to 61.75 percent of variance. On the basis of Varimax Rotation with Kaiser Normalization, 8 factors have emerged. Each factor is constituted of all those variables that have factor loadings greater than or equal to 0.5. Factors extracted were labeled or named based on the researcher's subjective interpretation of experiences from literature and joint explanation or interpretation of the meaning of the highly loaded variables on each factor. Table 4 shows the eight (8) major factors derived with their latent roots as they associate with motivation. The factors extracted are Lucrative Business Environment (19.19%), Opportunity to generate additional income (12.56%), Community affiliation (8.77%), ability to cope with changing trends (6.24%), self orientation (4.81%), owning family responsibility (3.61%), family tradition (3.45%) and ability to mobilize the resources (3.13%). About 61.75 percent of the variation was explained by the eight factors. 38.25 percent of variation was explained by unknown factors. This relatively high value of the unknown factors may have been due to the influences of the myriad of indicators, which could not be individually isolated.

Table – 3: Rotated factor matrix for respondent's motivational factors associated with entrepreneurship

| Variable | Factors | | | | | | | |
|--|---------|--------|--------|--------|--------|-------|--------|--------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 3. Market was Less Competitive | 0.749 | -0.022 | 0.182 | -0.013 | 0.045 | 0.040 | -0.054 | -0.028 |
| 4. Circumstances / situations are conducive to become entrepreneur | 0.724 | 0.060 | 0.118 | 0.106 | -0.095 | 0.111 | -0.194 | 0.144 |
| 6. Ample Opportunities were available | 0.698 | 0.004 | -0.033 | 0.016 | -0.006 | 0.121 | -0.065 | 0.197 |

| | | | | | | | | |
|--|--------|--------|--------|--------|--------|--------|--------|--------|
| 8. Favorable Demographic and economic factors | 0.674 | 0.251 | 0.005 | 0.053 | -0.031 | -0.002 | 0.281 | -0.034 |
| 5. Impressive profit attraction | 0.625 | -0.025 | 0.091 | -0.001 | 0.137 | 0.325 | -0.177 | -0.012 |
| 2. I was having better exposure / informed, so I thought of seizing that opportunity | 0.612 | -0.004 | 0.318 | 0.050 | -0.002 | 0.156 | -0.178 | -0.167 |
| 10. To have self dependent life | 0.321 | 0.247 | 0.030 | 0.155 | -0.227 | 0.243 | -0.212 | 0.091 |
| 26. Opportunity to utilize the profits for agricultural purpose | -0.128 | 0.786 | -0.045 | 0.027 | 0.103 | -0.046 | 0.006 | 0.063 |
| 27. This is one among different employment opportunities | 0.054 | 0.701 | -0.254 | -0.226 | 0.231 | 0.172 | -0.165 | -0.008 |
| 30. Need for dominance | 0.221 | 0.662 | 0.256 | 0.103 | -0.030 | 0.038 | 0.060 | 0.320 |
| 18. I had Economic / financial stability | 0.286 | 0.553 | 0.219 | 0.297 | -0.232 | -0.041 | 0.130 | 0.038 |
| 29. Fluctuations in income / To avoid seasonal income (income variations) | 0.185 | 0.485 | 0.298 | -0.124 | 0.152 | 0.321 | -0.134 | 0.289 |
| 19. Encouragement from friends and relatives | 0.103 | 0.148 | 0.760 | 0.115 | 0.060 | 0.049 | -0.039 | 0.019 |
| 28. This was my last option / resort in life | 0.123 | -0.050 | 0.634 | 0.172 | 0.010 | 0.223 | -0.120 | 0.287 |
| 32. Passion for work (Motivation to do the business) | 0.500 | -0.052 | 0.606 | 0.010 | 0.034 | 0.176 | 0.196 | -0.046 |
| 34. Support and encouragement from NGOs | -0.019 | 0.482 | 0.559 | 0.064 | 0.243 | -0.039 | -0.010 | -0.186 |
| 31. Need to shape my life | 0.394 | -0.090 | 0.500 | 0.031 | -0.007 | 0.425 | 0.016 | 0.043 |
| 33. Self efficacy (beliefs about their capabilities) | 0.472 | -0.054 | 0.485 | -0.090 | 0.033 | 0.074 | 0.057 | 0.216 |
| 16. I was having specialized expertise in technical Know-how | -0.061 | 0.059 | 0.109 | 0.838 | 0.127 | 0.061 | 0.024 | -0.028 |
| 9. Technological developments / advancements | 0.143 | 0.035 | 0.065 | 0.756 | 0.167 | 0.046 | 0.129 | -0.062 |
| 15. I was having Business expertise | 0.071 | -0.207 | -0.007 | 0.701 | -0.081 | 0.270 | 0.027 | -0.018 |
| 14. I was having Innovation motive | -0.180 | 0.393 | -0.423 | 0.543 | 0.240 | -0.076 | 0.041 | 0.039 |
| 20. I had Joint family background | 0.092 | 0.055 | 0.123 | 0.463 | 0.140 | -0.280 | 0.157 | 0.102 |
| 17. Previous Experience | -0.089 | 0.428 | -0.436 | 0.452 | 0.112 | -0.049 | -0.002 | 0.065 |
| 22. Possessing Knowledge of different languages | 0.127 | -0.040 | -0.033 | 0.386 | 0.714 | -0.079 | -0.011 | 0.157 |
| 21. Possessing required qualification / education | 0.063 | -0.011 | 0.232 | 0.407 | 0.679 | 0.004 | -0.071 | 0.139 |
| 23. I had the support / influence of Politician | -0.087 | 0.142 | -0.014 | 0.033 | 0.598 | 0.042 | 0.128 | -0.101 |
| 24. Encouragement from Govt. Policy/ Schemes | -0.010 | 0.527 | 0.043 | -0.009 | 0.584 | -0.139 | 0.014 | -0.146 |
| 25. Need for social security | 0.057 | 0.313 | 0.411 | -0.193 | 0.449 | 0.344 | -0.047 | -0.139 |
| 13. To Safe guard against uncertainty in life | 0.250 | 0.164 | 0.115 | 0.075 | -0.033 | 0.685 | 0.101 | 0.016 |
| 11. Responsibility of family | 0.275 | -0.113 | 0.226 | 0.088 | 0.003 | 0.656 | 0.023 | 0.065 |
| 7. To continue family tradition | -0.053 | 0.193 | -0.052 | 0.238 | 0.180 | 0.022 | 0.768 | 0.044 |
| 1. Opportunity to create own Destiny (Achievement motivation) | 0.273 | 0.325 | -0.012 | -0.068 | 0.090 | -0.072 | -0.728 | -0.043 |
| 12. I was having the ability to organize and administer factor of production | 0.087 | 0.173 | 0.071 | -0.013 | -0.027 | 0.034 | 0.066 | 0.825 |

Source: field survey 2009

Table – 4: Principal component analysis of independent variables associated with motivation to become entrepreneur

| Factor Identified | Variables loading above 0.5 | Loading | % of Variance | Cumulative % of Variance |
|---|--|---------|---------------|--------------------------|
| Lucrative Business Environment | 3. Market was Less Competitive | 0.749 | 19.19 | 19.19 |
| | 4. Circumstances / situations are conducive to become entrepreneur | 0.724 | | |
| | 6. Ample Opportunities were available | 0.698 | | |
| | 8. Favorable Demographic and economic factors | 0.674 | | |
| | 5. Impressive profit attraction | 0.625 | | |
| | 2. I was having better exposure / informed, so I thought of seizing that opportunity | 0.612 | | |
| | | | | |
| Opportunity to generate additional income | 26. Opportunity to utilize the profits for agricultural purpose | 0.786 | 12.56 | 31.75 |
| | 27. This is one among different employment opportunities | 0.701 | | |
| | 30. Need for dominance | 0.662 | | |
| | 18. I had Economic / financial stability | 0.553 | | |
| community affiliation | 19. Encouragement from friends and relatives | 0.760 | 8.77 | 40.52 |
| | 28. This was my last option / resort in life | 0.634 | | |
| | 32. Passion for work (Motivation to do the business) | 0.606 | | |
| | 34. Support and encouragement from | 0.559 | | |

| | | | | |
|--------------------------------------|---|-------|------|-------|
| | NGOs | | | |
| | 31.Need to shape my life | 0.500 | | |
| Ability to cope with changing trends | 16.I was having specialized expertise in technical Know-how | 0.838 | 6.24 | 46.76 |
| | 9. Technological developments / advancements | 0.756 | | |
| | 15.I was having Business expertise | 0.701 | | |
| | 14.I was having Innovation motive | 0.543 | | |
| Self Orientation | 22.Possessing Knowledge of different languages | 0.714 | 4.81 | 51.57 |
| | 21.Possessing required qualification / education | 0.679 | | |
| | 23.I had the support / influence of Politician | 0.598 | | |
| | 24.Encouragement from Govt. Policy/ Schemes | 0.584 | | |
| Owning family responsibility | 13.To Safe guard against uncertainty in life | 0.685 | 3.61 | 55.18 |
| | 11.Responsibility of family | 0.656 | | |
| Family Tradition | 7. To continue family tradition | 0.768 | 3.45 | 58.62 |
| Ability to mobilize the Resources | 12.I was having the ability to organize and administer factor of production | 0.825 | 3.13 | 61.75 |

CONCLUSION

It is obvious that motivation is an essential part of all successful entrepreneurs. One or more factors together influence Entrepreneurial activities in villages. "Lucrative Business Environment", "Opportunity to generate additional income", "community affiliation", "ability to cope with changing trends", "self orientation", "owning family responsibilities", "continue family tradition" and "ability to mobilize the resources" are the eight motivational factors, which energizes the rural entrepreneurs. It might be comforting to conclude that the success of business venture or long term survivability of business totally depends upon the nature of entrepreneur motivational factors.

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