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MOTIVATIONAL FACTORS: A STUDY ON WOMEN MICRO ENTREPRENEURS IN TIRUPUR CITY**K.PRABHA KUMARI****ASST. PROFESSOR****PG & RESEARCH DEPARTMENT OF MANAGEMENT SCIENCE****PARK'S COLLEGE (AUTONOMOUS)****TIRUPUR****ABSTRACT**

Entrepreneurship refers to setting up of a new business to take advantages from new opportunities. Entrepreneur is the key factor of entrepreneurship and now women in India are also successful in this as they have qualities desirable for entrepreneurship development. Entrepreneurship is a much suitable profession for women than regular employment. Women are considered an important human resource of the nation and every state should try to utilize them as mediators of economic growth and development. The principle purpose of the study is to identify the major problems faced by women entrepreneurs the sample size of the study is 250 respondents. The data collected was subjected to structured questionnaire and the tools used for analysis are percentage analysis, t-test, Two-way anova and factor analysis. The Result of the analysis indicated that women entrepreneurs in Tirupur city generally countenance on three kinds of problems like environmental/business problems, social/personal and financial problems too. Hence, an attempt has been made in the study to examine the constraints faced by women entrepreneurs and the motivating factors to start up their own business of micro industry in Tirupur city.

KEYWORDS

Tirupur city, entrepreneurship, women micro entrepreneurs, motivational factors.

INTRODUCTION

The terms "Entrepreneurs" and "Entrepreneurship" plays important roles in today's global business environment. Media like newspapers, journals, magazines, television channels, radio etc, also very often bring out the successful stories of entrepreneurs. The concept of entrepreneurship has become a popular topic these days.

The "Entrepreneurship describes process and activities undertaken by entrepreneurs. Entrepreneurs are individuals who organize, operate and assume the risks associated with a business venture they establish in pursuit of an opportunity they and others have identified. Entrepreneurship as a distinct factor of production contributes to the economic development of an economy. Its contributions to the economic development include promotion of capital formation, creation of immediate large scale employment, promotion of balanced regional development, effective mobilization of capital and skill, induction of backward and forward linkages etc.

Entrepreneurship accelerates the economic development of a country. Its role is more important in developing countries. Understanding the importance of promoting entrepreneurial spirit among the people, both central and state governments have set up many organizations. Various management institutions, universities and autonomous colleges also have incorporated Entrepreneurial Development in their curriculum so as to provide necessary exposure to the students regarding entrepreneurial and industrial climate of the nation. **Women entrepreneurs are one who innovate, imitate and adopt a business activity.**

"Empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured"

- Dr. A.P.J Abdul Kalam

ENTREPRENEUR

The term "Entrepreneur" is derived from the French word known as "Entreprendre", which means to "Undertake". It appeared in French language also only in the beginning of the 16th century. The word was originally used to mean an organizer of musical and other entertainments. Later in the early 16th century itself it was used for the leaders of military expedition also. In 17th century it was extended to cover civil engineering work also. The term was first used for the economic activities only in 18th century by Richard Cantillon who is originally an Irish man but living in France. According to him the term entrepreneur denotes "A person who buys factors of production at certain prices with a view to selling his product who bears risks, which are not insurable.

MEANING AND DEFINITION OF ENTREPRENEUR

In olden days based on the role played our society was divided into four categories namely, Brahmins, Kshatriyas, Vaishyas, and shudras. Of them, the third category known as Vaishyas refers the entrepreneurs who were carrying on trade. In Tamil nadu they are termed as chettiers, because those days they only involved in trade both internal and external.

The term Entrepreneur refers to "A person who starts his own business". The views can be broadly categorised into three namely, risk-bearer, organiser and innovator.

WOMEN ENTREPRENEURS

"Women entrepreneurs is a Women or group of women who initiate, organize and run a business enterprise."

Woman constitutes the family, which leads to Society and Nation. Female entrepreneurs make significant contributions to economic growth and to poverty reduction. The conceptual paper indicated the role and emphasized the women entrepreneurs as the potentially emerging human resource in the 21st century to overcome the economic challenges in global perspective. Women have been taking increasing interest in recent years in income generating activities, self employment and entrepreneurship. It is clear that more and more women are coming forward to set up enterprises. In the process of entrepreneurship, women have to face various problems associated with entrepreneurship and these problems get doubled because of her dual role as a wage earner and a homemaker. Women in India constitute a larger proportion of total unemployed population and hence it is imperative to find out the entrepreneurial constraints faced by them.

Women-owned business is playing a significant role in the stage of entrepreneurial activity in the United States. The centre for women's business research states that the number of majority-owned and privately held women-owned businesses has increased from 5.4 million in 1997 to 6.2 million in 2002. These businesses employed almost 9.2 million people and generated over 1.5 trillion in sales.

Vasant Dessai stated that "The stage is set for social take-off for women from a low development path to an accelerated pace in achieving higher level of self-sustaining economic growth".

DEFINITION

Women entrepreneurs may be defined as a 'Women or group of women who initiate, organize & run a business enterprise. Majority of these women are engaged in the unorganized sectors like agricultural, agro based industries, handicrafts, handloom & cottage based industries.

CONCEPT OF WOMEN ENTREPRENEURS

Women entrepreneurs may be defined as the woman or group of women who take initiative to set up a business enterprise and to run it smoothly.

According to **Schumpeter's** concept, **"Women who innovate, imitate or adopt a business activity are known as Women entrepreneurs"**.

Government of India based on women participation in equity and employment of a business defined women entrepreneurs as "An enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women".

Women entrepreneurs are those who generate business idea, set up an organization, combine the factors of production, operate the unit, undertake risks and handle problems involved in operating a business enterprise.

STATEMENT OF THE PROBLEM

Entrepreneurship is one of the important factors of industrialization; in the absence of entrepreneurship, industrialization cannot take place. Entrepreneurs are playing an important role in the economic development of underdeveloped country. Women skills and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize industries. According to World Bank, investing more in business of women rather in men leads to greater development of a nation. Empowering women in entrepreneurship leads to break the inequalities and reduces the poverty. Entrepreneurship plays an important role in developing society of a fast developing country like India. Nowadays it has been realized that enterprising women have cast entrepreneurial talents which could be harnessed so as to convert them from the position of "Jobseekers" to "Job givers".

The government has realized the importance of women entrepreneurship. As a result, it offers a variety of programmes for women entrepreneurs. The state of Tamilnadu is the industrially developing area in which some of the entrepreneurs excel in small scale industry. Even though the government organizes women by various associations, they are not ready to undertake the business. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities. Thus, the study aims at undertaking the entrepreneurial development among women and it highlights their motivational forces, relationship between socio-economic background of women entrepreneurs, constraints and their expectations.

NEED OF THE STUDY

Women should create their own jobs and become entrepreneurs since opportunities of getting employment in either government, non government or a private organization is currently almost declining. This is possible only if the barriers of women entrepreneurs are solved. In addition to their economic and income-generating activities, women assume multi-faceted roles in society, i.e, as breadwinner of a family, unpaid family worker, service providers in the communities and mother/care-taker of the family. Hence this study attempts on the reasons why women group venture into business and what motivates them to do so.

This researcher has made an attempt to understand and analyze the various constraints involved in women entrepreneurs in Tirupur city in order to develop entrepreneurship among women in Tirupur city.

OBJECTIVES OF THE STUDY

1. To examine the demographic profile of women micro entrepreneurs in Tirupur city.
2. To analyze the various motivational factors responsible for women entrepreneurs to start up their own enterprise.
3. To probe into constraints faced by women entrepreneurs to start up their own business.
4. To identify the challenges / opportunities encountered in the implementation of the innovation.
5. To study the expectations of the entrepreneurs in Tirupur city.
6. To offer suggestions to improve the satisfaction of women entrepreneurs.

SCOPE OF THE STUDY

The study primarily aims at analysing the development of women entrepreneurs. However, the study is confined to only micro level women entrepreneurs in Tirupur city. The study focuses on the women entrepreneurs in Tirupur city. The scope of the study encompasses women entrepreneurs in Tirupur city and the problems faced by women entrepreneurs who are engaged in starting a new enterprise. The future will be focused on women entrepreneurs in medium and small level sector of Tirupur city.

LIMITATIONS OF THE STUDY

1. The study covers only Tirupur city. Hence the findings of the study are entirely applicable to this city only.
2. The study is based on the perceptions of the women entrepreneurs. Their attitudes may change with the change of times. Therefore, the responses reflect their contemporary views on the prevailing conditions.

REVIEWS RELATED TO WOMEN ENTREPRENEURS

Shiny Vijayan and Aliber Marshal (2014) Identified the major problems faced by women entrepreneurs in Thiruvananthapuram and also owned the impact of those problems on the working efficiency of the women entrepreneurs. They concluded that women entrepreneurs in Thiruvananthapuram District generally countenance on three kinds of problems like entrepreneurial/business problems, social/personal and financial problems too.

Fortunate Mandipaka (2014) Investigated the contribution and significance of women entrepreneurs to the South African economy. He suggested that most of the women and young people in South Africa with the unemployment rate currently being 25.7 percent. Due to these factors more people are forced to choose entrepreneurship as their career path or forced to be self-employed. He paper discussed the contributions and significance of women entrepreneurs to the economy of South Africa as well as the support strategies offered to the women entrepreneurs by the Government.

Anjali Singh (2014) Female entrepreneurs make significant contributions to economic growth and to poverty reduction. she indicated the role and emphasized the women entrepreneurs as the potentially emerging human resource in the 21st century to overcome the economic challenges in global perspective. Her research work focussed about the status of women entrepreneurs and the problems faced by them; simultaneously the paper gives an insight into the challenges faced by women entrepreneurs.

Vinesh (2014) Author stated that role of women is to build and maintain the homely affairs like task of fetching water, cooking and rearing children. He suggested that women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena,

Jadhawrao Madhavi Sugaraj and Salve P.S (2014) Identified that the study is based on the secondary source of data which are collected from Fourth All India Census on MSME (Micro, Small and Medium Enterprises) published by Government of India. The limitation of the study is availability of data. They suggested that the latest data available regarding women entrepreneurs are for the year 2006-07, published by Government of India through Fourth All India Census on MSME. Government of India in Ministry of MSME has conducted three Censuses of registered Small Scale Industries (SSI) prior to the enactment of MSME Development Act, 2006.

Rajat K.Sant (2014) Analysed that the word 'entrepreneur' has been taken from the French language where it cradled and originally meant to designate an organiser of musical or other entertainments. He stated that the Financial Institutions also has been contributing its share to this cause. And they have launched a number of schemes of assistance to the favour of women entrepreneurs. He concluded that several women's Organisations at national and regional levels have also taken up this cause and sponsored a number of conferences and workshops in recent times, which gave a great moral support and inspiration for the women entrepreneurs to take up viable schemes of business and industry.

Dipanjani Chakraborty and .Barman(2014) Explained that India may be one of the fastest growing economies of the world today of a large area of darkness in the rural hinterland. They interpreted that 69 percent of our population lives in the rural areas and majority of people in rural areas depend on agriculture for

their livelihood. The study is made in the Sonitpur district of Assam based on data collected from 288 entrepreneurs through structured questionnaire. They suggested that there is need to strengthen employment opportunities in the rural areas by promoting rural entrepreneurship. They concluded that the entrepreneurs have to be faced by the women entrepreneurs while running the business as a women in the society. Some women entrepreneurs are having capacity to face the risks involved in the business and they overcome such burden but some women entrepreneurs are not having such capacity to face the business problems and overcome it. She categorised the problems which are faced by the women entrepreneurs are categorized in to personal- Domain constraints, Socio-Psycho Domain constraints, Resource problems and support – Domain problems.

Fathima (2014) Discussed that the development of women has been one of the Focal Point of Planning Process in India and women entrepreneurship is inherent with the qualities of entrepreneurship; much potential is available among the Indian Women on their entrepreneurial ability. She analysed that various problems and constrains have to be faced by the women entrepreneurs while running the business as a women in the society. Some women entrepreneurs are having capacity to face the risks involved in the business and they overcome such burden but some women entrepreneurs are not having such capacity to face the business problems and overcome it. She categorised the problems which are faced by the women entrepreneurs are categorized in to personal- Domain constraints, Socio-Psycho Domain constraints, Resource problems and support – Domain problems.

AmanDeep Singh and Manisha Raina (2013) Discussed that women are generally perceived as home makers with little to do with economy or commerce. They explained that in Modern India, more and more women are taking up entrepreneurial activity especially in micro, small and medium scale enterprises. They analyzed the problems and challenges faced by women entrepreneurs and also to suggest the policies of Indian government for women.

Tamilarasi (2013) Stated that women entrepreneurship has a tremendous potential in empowering women and transforming society. She had done her research work in Salem District, and she explained that many women entrepreneurs have been carrying on various businesses – manufacturing enterprises, trading enterprises and service enterprises. She discussed the problems which are peculiar for a particular women entrepreneur could be resolved by taking up a brief case study.

RESEARCH METHODOLOGY

Research methodology is the systematic way to solve the research problem. Research methodology describes how the research study was under taken.

The target industry for the study is micro scale sector i.e. the firms having investment not exceeding Rs.10 Lakhs. The population of the study is confined to the women entrepreneurs in Tirupur district, who are registered under District Industries Centre (D.I.C) Tirupur region. The firms that are in operation for at least last 2 years are included in the study. The sample of the study is 250 women run micro scale enterprises. The time period taken by the researcher to conduct the study is 2013-2015.

RESEARCH DESIGN

A research design is purely and simply the frame work or plan for a study that guides the collection and analysis of the data. In this study the researcher has adopted descriptive research design. It includes surveys and fact finding enquires of different kinds. It simply describes something such as a demographic characteristic of employee. It deals with description of the state of offers as it is and the researchers have no influence on the respondents.

The Primary data was collected through questionnaire and in depth interviews. Primary data are that which are collected afresh and for the first time and happen to be original character. A pilot study was carried out prior to the main survey with a sample of 25 respondents to check the reliability of the questionnaire. It is the process of selecting representative subset of a total population for obtaining data for the study of the whole population the subset is known as sample. The sample size selected for the study is 250 entrepreneurs who are engaged in entrepreneurship in Tirupur city.

SAMPLING TECHNIQUES

Judgmental sampling technique was used in the selection of sample for the present study. The term Judgmental sampling is applied to those samples which are readily available. The basic assumption in Judgmental sampling is that, with good judgment and an appropriate strategy, one can hand pick the cases to be included in the sample and thus develop samples that are satisfactory in relation to one's needs .As on 31.3.2015 there were 800 micro enterprises run by women entrepreneurs in the district. A sample of Thirty percent of the total enterprises has been chosen using Judgmental sampling method from micro level category.

TOOLS FOR ANALYSIS

The following statistical tools have been used to analyze the collected data Simple percentage analysis, Factor Analysis and Two-Way Anova.

DATA ANALYSIS AND FINDINGS

TABLE 1: DEMOGRAPHIC FACTORS

S.NO	VARIABLES	CLASSES	PERCENTAGE
1.	AGE	21-30	16
		31-40	56
		Above 40	28
2.	OCCUPATION	Beauty parlor	40
		Boutique	16
		Dress makers	24
		Fancy Store	16
		General store	4
3.	MARITAL STATUS	Married	88
		Unmarried	-
		Widowed	8
		Separated	4
4.	EDUCATIONAL QUALIFICATION	No Formal Education	20
		Primary	10
		Secondary	30
		Higher Secondary	70
		Diploma	40
		Degree	80
5.	MONTHLY INCOME	Below 5,000	8
		5,001-10,000	20
		10,001-15,000	12
		Above 15,000	60
6.	WORKEXPERIENCE	Below 5 Years	56
		6-10 Years	24
		11-15 Years	8
		Above 15 Years	12

Source: Primary data, 2015

INTERPRETATION

The above table shows that the majority 56 percent of the respondents were in the age group of 31-40, 40 percent of the respondents owned is beauty parlor, 88 percent of the respondents are married, 32 percent of the respondents are degree holders, 60 percent of the respondents monthly income was above 15,000, 56 percent of the respondents had working experience below 5 years.

FACTOR LOADING OF MOTIVATIONAL VARIABLE- FACTOR ANALYSIS

Factor analysis of motivational variables influencing the women entrepreneurs to start their own business. The 15 variables are designed to explore the levels of motivational variables influence on the women entrepreneurs.

The exploratory factor analysis (EFA) is used for the motivational variables to identify the factors which these variables belong to. The requirements of factor analysis are satisfied to reduce the variables. After some rounds of removing the unsuitable variables, the analysis results that the remaining variables are grouped into five factors. Here Bartlett’s test of sphericity and the Kaiser-Meyer-Olkin ure of sampling adequacy (George & Mallery, 2003) are used. A measure of sampling adequacy of 0.765 with a value of Bartlett’s test of sphericity (1135.56) with a high significant level ($p < 0.000$), indicates the suitability of factor analysis and the results is presented in the following table .

TABLE 2: KMO AND BARTLETT'S TEST

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.765
Bartlett's Test of Sphericity	Approx. Chi-Square	1135.56
	Df	91
	Sig.	.000

INTREPRETATION

From the above table, two tests namely, Kaiser-Meyer-Olkin Measure of Sampling Adequacy(KMO) & Bartlett’s Test of Sphericity have been applied to test whether the relationship among the variables has been significant or not. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy shows the value of test statistics is 0.765, which means the factor analysis for the selected variable is found to be appropriate or good to the data. Bartlett’s test of Sphericity is used to test whether the data are statistically significant or not with the value of test statistics and the associated significance level. It shows that there exists a high relationship among variables.

TABLE 3: COMMUNALITIES

S.No	Variables	initial	extraction
1	Economic independence	1.000	.776
2	Unemployment	1.000	.791
3	Use of idle funds	1.000	.786
4	Availability of infrastructural facilities	1.000	.719
5	Social status	1.000	.613
6	Sole bread winner	1.000	.785
7	Support from family	1.000	.801
8	Seeking challenging business venture	1.000	.527
9	Gaining control on my life	1.000	.688
10	Improve standard of living	1.000	.727
11	Self identity	1.000	.584
12	Being entrepreneur was a lifelong goal	1.000	.726
13	Freedom from supervision	1.000	.725
14	Family business passed on to me	1.000	.686
15	To supplement family income	1.000	.765

Extraction Method: Principal Component Analysis.

INTERPRETATION

The communalities for each variable were assessed to determine the amount of variance accounted for by the variable to be included in the factor rotations. All the variables have value greater than 0.50 signifying substantial portions of the variance in the variables accounted by the factors.

EIGEN VALUES AND PROPORTION OF TOTAL VARIANCE OF EACH UNDERLYING FACTORS FOR MOTIVATIONAL VARIABLES

TABLE 4

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.293	23.518	23.518	3.293	23.518	23.518	3.541	13.617	13.617
2	3.004	21.456	44.974	3.004	21.456	44.974	2.823	10.857	24.475
3	1.881	13.434	58.407	1.881	13.434	58.407	2.427	9.334	33.809
4	1.763	12.591	70.999	1.763	12.591	70.999	2.330	8.960	42.769
5	1.220	8.717	79.715	1.220	8.717	79.715	1.929	7.418	50.187

Extraction Method: Principal Component Analysis

INTREPRETATION

The results of the factor analysis presented in the above table regarding motivational factors on women entrepreneurs, have revealed that there are five factors that had Eigen value exceeding “One”. Among those five factors, the first factor accounted for 23.518 percent of the variance, the second 21.456 percent, the third factor 13.434 percent, the fourth factor 12.591percent, the fifth factor 8.717 percent of the variance in the data set. The first five factors are the final factors solution and they all together represent 79.715 percent of the total variance in the scale items measuring the motivational variables on women entrepreneurs.

TABLE 5: FACTOR LOADING OF MOTIVATIONAL VARIABLES

S.No	Variables	Factor Loadings				
		1	2	3	4	5
1	Economic Independence	.045	.703	.306	.368	.130
2	Unemployment	.227	.194	.415	.593	.145
3	Use of Idle Funds	.597	.402	.200	.187	-.149
4	Availability Of Infrastructural Facilities	-.018	.850	.011	.030	.014
5	Social Status	.268	.552	.094	.364	.039
6	Sole Breadwinner	.073	-.065	.316	.053	.716
7	Support From Family	.255	.634	.249	-.122	.083
8	Seeking Challenging Business Venture	.416	.400	.133	.509	.043
9	Gaining Control On My Life	.069	.210	.799	-.204	.182
10	Improve Standard Of Living	.138	-.115	.809	-.044	.253
11	Self Identity	.218	.508	-.171	-.224	.123
12	Being entrepreneur was a Life Long Goal	-.154	.238	.583	.153	.220
13	Freedom From Supervision	.026	.115	-.213	.583	-.388
14	Family Business Passed On To me	-.017	.017	-.029	-.193	.840
15	To Supplement Family Income	.806	-.046	.050	-.051	-.246

Extraction Method: Principal Component Analysis

Rotation Method: Varimax with Kaiser Normalization

TABLE 6: NAMING OF THE FACTORS

Factors	Variables	Factor Loadings
Financial Independence	Use of Idle Funds	.597
	To supplement family income	.806
Social Recognition	Economic Independence	.045
	Social Status	.552
	Infrastructure Facilities	.850
	Self Identity	.508
	Support From Family	.634
Attitude	Being entrepreneur was a Life Long Goal	.583
	Gaining Control On My Life	.799
	Improve Standard Of Living	.809
Self Improvement	Freedom From Supervision	.583
	Seeking Challenging Business Venture	.509
	Unemployment	.593
	Family Business Passed On To me	.840
Situational Factors	Sole Breadwinner	.714

INTREPRETATION

The first factor which identified is financial independence and the variables which come under are use of idle funds and to supplement family. The second factor which identified is social recognition and the variables which come under are economic independence, Social Status, Self Identity, infrastructure facilities and support from family. The Third factor which identified is attitude and the variables which come under are being entrepreneur a lifelong goal, gaining control on my life and Improve standard living. The fourth factor which identified is self improvement and the variables which come under are freedom from supervision, seeking challenging business venture and unemployment. The fifth factor which identified is situational factors and the variables which come under are family business passed on to me and sole breadwinner.

ANALYSIS OF VARIANCE (TWO WAY ANOVA)

ASSOCIATION BETWEEN PROFILE VARIABLES AND MOTIVATIONAL FACTORS

The use of ANOVA enables to establish associate between motivation factor and the profile variable. The level of significance are generated and the value listed in the below table.

ASSOCIATION BETWEEN PROFILE VARIABLES AND FINANCIAL INDEPENDENCE

To find out the association between profile variables and financial independence factor, the test ANOVA was applied.

H₀ : There is no significant association between profile variables and financial independence.

H_a : There is a significant association between profile variables and financial independence.

TABLE 7

Profile Variables	Financial Independence						
	Variance	Sum of Squares	D.F	Mean Square	F-Statistics	Sig	Remarks
Age	Between Groups	6.105	2	3.053	7.519*	0.01	Reject Ho
	Within Groups	100.295	247	0.406			
Marital Status	Between Groups	6.956	2	3.478	5.246*	0.01	Reject Ho
	Within Groups	163.761	247	0.663			
Educational Qualification	Between Groups	6.169	2	3.085	7.598*	0.01	Reject Ho
	Within Groups	100.282	247	0.406			
Occupation	Between Groups	9.766	2	4.883	5.632*	0.01	Reject Ho
	Within Groups	214.149	247	0.867			
Work experience	Between Groups	11.752	2	5.876	5.984*	0.01	Reject Ho
	Within Groups	242.554	247	0.982			

*S-Significant at 1% level (p value<=0.01);

NS-Not Significant at 1% level (p value>0.01)

INTERPRETATION

It is understood from above table that the factor financial independence is significant with profile variables. Hence it is concluded that there is a significant association between the motivational factor of financial independence and the profile variable of age, marital status, educational qualification, occupation and work experience.

ASSOCIATION BETWEEN PROFILE VARIABLES AND SOCIAL RECOGNITION

To find out the association between profile variables and Social recognition factor, the test ANOVA was applied.

H₀ : There is no significant association between profile variables and Social recognition.

H_a : There is a significant association between profile variables and Social recognition.

TABLE-8

Profile Variables	Social Recognition						
	Variance	Sum of Squares	D.F	Mean Square	F-Statistics	Sig	Remarks
Age	Between Groups	7.136	2	3.568	7.9113*	0.01	Reject Ho
	Within Groups	123.674	247	0.451			
Marital Status	Between Groups	5.432	2	2.716	4.367*	0.01	Reject Ho
	Within Groups	153.543	247	0.622			
Educational Qualification	Between Groups	6.1571	2	3.078	5.954*	0.01	Reject Ho
	Within Groups	127.765	247	0.517			
Occupation	Between Groups	9.766	2	4.883	5.632*	0.01	Reject Ho
	Within Groups	214.149	247	0.867			
Work experience	Between Groups	7.675	2	3.837	8.359*	0.01	Reject Ho
	Within Groups	113.567	247	0.459			

* S-Significant at 1% level (p value<=0.01);

NS-Not Significant at 1% level (p value>0.01)

INTERPRETATION

It is understood from above table that the factor social recognition is significant with profile variables. Hence it is concluded that there is a significant association between the motivational factor of social recognition and the profile variable of age, marital status, educational qualification, occupation and work experience.

ASSOCIATION BETWEEN PROFILE VARIABLES AND ATTITUDE

To find out the association between profile variables and Attitude factor, the test ANOVA was applied.

H₀ : There is no significant association between profile variables and Attitude.

H_a : There is a significant association between profile variables and Attitude.

TABLE-9

Profile Variables	Attitude						
	Variance	Sum of Squares	D.F	Mean Square	F-Statistics	Sig	Remarks
Age	Between Groups	6.156	2	3.078	6.721*	0.01	Reject Ho
	Within Groups	113.295	247	0.458			
Marital Status	Between Groups	6.956	2	3.478	5.246*	0.01	Reject Ho
	Within Groups	163.761	247	0.663			
Educational Qualification	Between Groups	9.546	2	4.773	11.756*	0.01	Reject Ho
	Within Groups	100.282	247	0.406			
Occupation	Between Groups	9.766	2	4.883	5.632*	0.01	Reject Ho
	Within Groups	214.149	247	0.867			
Work experience	Between Groups	11.752	2	5.876	5.984*	0.01	Reject Ho
	Within Groups	242.554	247	0.982			

*S-Significant at 1% level (p value<=0.01);

NS-Not Significant at 1% level (p value>0.01)

INTERPRETATION

It is understood from above table that the factor attitude is significant with profile variables. Hence it is concluded that there is a significant association between the motivational factor of Attitude and the profile variable of age, marital status, educational qualification, occupation and work experience.

ASSOCIATION BETWEEN PROFILE VARIABLES AND SELF IMPROVEMENT

To find out the association between profile variables and Self improvement factor, the test ANOVA was applied.

H₀ : There is no significant association between profile variables and Self improvement.

H_a : There is a significant association between profile variables and Self improvement.

TABLE-10

Profile Variables	Self improvement						
	Variance	Sum of Squares	D.F	Mean Square	F-Statistics	Sig	Remarks
Age	Between Groups	8.453	2	4.227	6.346*	0.01	Reject Ho
	Within Groups	164.584	247	0.666			
Marital Status	Between Groups	8.134	2	4.067	8.598*	0.01	Reject Ho
	Within Groups	116.892	247	0.473			
Educational Qualification	Between Groups	6.167	2	3.083	4.847*	0.01	Reject Ho
	Within Groups	156.987	247	0.636			
Occupation	Between Groups	6.478	2	3.239	6.624*	0.01	Reject Ho
	Within Groups	120.683	247	0.489			
Work experience	Between Groups	9.432	2	4.716	8.103*	0.01	Reject Ho
	Within Groups	143.786	247	0.582			

* S-Significant at 1% level (p value<=0.01);

NS-Not Significant at 1% level (p value>0.01)

INTERPRETATION

It is understood from above table that the factor self improvement is significant with profile variables. Hence it is concluded that there is a significant association between the motivational factor of self improvement and the profile variable of age, marital status, educational qualification, occupation and work experience.

ASSOCIATION BETWEEN PROFILE VARIABLES AND SITUATIONAL FACTORS

To find out the association between profile variables and Situational factor, the test ANOVA was applied.

H₀ : There is no significant association between profile variables and Situational Factors.

H_a : There is a significant association between profile variables and Situational Factors.

TABLE-11

Profile Variables	Situational Factors						
	Variance	Sum of Squares	D.F	Mean Square	F-Statistics	Sig	Remarks
Age	Between Groups	7.236	2	3.618	8.911*	0.01	Reject Ho
	Within Groups	100.295	247	0.406			
Marital Status	Between Groups	9.348	2	4.674	9.329*	0.01	Reject Ho
	Within Groups	123.783	247	0.501			
Educational Qualification	Between Groups	7.836	2	3.918	7.283*	0.01	Reject Ho
	Within Groups	132.865	247	0.538			
Occupation	Between Groups	9.766	2	4.883	5.632*	0.01	Reject Ho
	Within Groups	214.149	247	0.867			
Work experience	Between Groups	9.352	2	4.676	4.762*	0.01	Reject Ho
	Within Groups	242.554	247	0.982			

*S-Significant at 1% level (p value<=0.01);

NS-Not Significant at 1% level (p value>0.01)

INTERPRETATION

It is understood from above table that the factor Situational factors is significant with profile variables. Hence it is concluded that there is a significant association between the motivational factor of Situational and the profile variable of age, marital status, educational qualification, occupation and work experience.

FINDINGS DEMOGRAPHIC FACTORS

- It can be observed from table shows that the majority 56 percent of the respondents were in the age group of 31-40, 40 percent of the respondents owned is beauty parlour, 88 percent of the respondents are married, 32 percent of the respondents are degree holders, 60 percent of the respondents monthly income was above 15,000, 56 percent of the respondents had working experience below 5 years.

FACTOR LOADING FOR MOTIVATIONAL VARIABLES

- It can be analyzed that the two tests namely, Kaiser-Meyer-Olkin Measure of Sampling Adequacy(KMO) & Bartlett's Test of Sphericity have been applied to test whether the relationship among the variables has been significant or not. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy shows the value of test statistics is 0.765, which means the factor analysis for the selected variable is found to be appropriate or good to the data. Bartlett's test of Sphericity is used to test whether the data are statistically significant or not with the value of test statistics and the associated significance level. It shows that there exists a high relationship among variables.
- The communalities for each variable were assessed to determine the amount of variance accounted for by the variable to be included in the factor rotations. All the variables have value greater than 0.50 signifying substantial portions of the variance in the variables accounted by the factors.
- The results of the factor analysis presented in the above table regarding motivational factors on women entrepreneurs, have revealed that there are five factors that had Eigen value exceeding "One". Among those five factors, the first factor accounted for 23.518 percent of the variance, the second 21.456 percent, the third factor 13.434 percent, the fourth factor 12.591percent, the fifth factor 8.717 percent of the variance in the data set. The first five factors are the final factors solution and they all together represent 79.715 percent of the total variance in the scale items measuring the motivational variables on women entrepreneurs.
- The first factor which identified is financial independence and the variables which come under are use of idle funds and to supplement family. The second factor which identified is social recognition and the variables which come under are economic independence, Social Status, Self Identity, infrastructure facilities and support from family. The Third factor which identified is attitude and the variables which come under are being entrepreneur a lifelong goal, gaining control on my life and Improve standard living. The fourth factor which identified is self improvement and the variables which come under are freedom from supervision, seeking challenging business venture and unemployment. The fifth factor which identified is situational factors and the variables which come under are family business passed on to me and sole breadwinner.

TWO-WAY ANOVA

- It can be observed that factor financial independence is significant with profile variables. Hence it is concluded that there is a significant association between the motivational factor of financial independence and the profile variable of age, marital status, educational qualification, occupation and work experience.
- It is understood that the factor social recognition is significant with profile variables. Hence it is concluded that there is a significant association between the motivational factor of social recognition and the profile variable of age, marital status, educational qualification, occupation and work experience.
- It is analyzed that the factor attitude is significant with profile variables. Hence it is concluded that there is a significant association between the motivational factor of Attitude and the profile variable of age, marital status, educational qualification, occupation and work experience.
- It is found that the factor self improvement is significant with profile variables. Hence it is concluded that there is a significant association between the motivational factor of self improvement and the profile variable of age, marital status, educational qualification, occupation and work experience.
- It is observed from that the factor Situational factors is significant with profile variables. Hence it is concluded that there is a significant association between the motivational factor of Situational and the profile variable of age, marital status, educational qualification, occupation and work experience.

SUGGESTIONS

"Women have full freedom to work and prosper. From the moment they go out of their homes they are human beings: business woman has the same weight as a business man."

These are the few suggestions given for the women entrepreneurs according to their constraints level and motivation factor.

GENERAL SUGGESTIONS

- Entrepreneurship is a dynamic concept and no specific personality attribute can generate success. However, the technical knowledge and skill, parental support, previous job experience may help an entrepreneur to compete successfully in the market
- The number of entrepreneurs from scheduled caste and most backward communities is very low, awareness is to be created those women, by providing special attention.
- Women entrepreneurs should be encouraged to start their business as joint stock companies rather than as a sole trade and partnership concerns to avail the advantages of large scale operation.
- Parents of unmarried potential women entrepreneurs should be encouraged in spending money on setting up business rather than giving preference to their marriage.
- Improve the factual and analytical underpinnings of our understanding of the role of women entrepreneurs in the economy.

SUGGESTIONS FOR MOTIVATIONAL FACTORS

- The Universities and Colleges should take more interest to understand women motivational factors to become entrepreneurs. Establishment of Centre of Excellence in Entrepreneurship in Colleges and Universities that support young entrepreneurial aspirants.
- More training to be imparted to young entrepreneurial aspirants in various young entrepreneurial aspects like, handling finance, operations, marketing, market research and manpower management.
- The influence of success stories of entrepreneurs has recognized as another important factor for facilitating entrepreneurship. Hence there is a need for introduction of such success stories of entrepreneurship among those who have not even completed high school are to be put in front of graduates to instill confidence. Success stories not only generate entrepreneurship but also quality.

- Entrepreneurship development training should be directed not only to motivate but also to instill confidence in the trainees. The trainees should be made aware that failure is inevitable but success is possible if they pursue with determination. An environment and culture that tolerates initial failures should be created.
- New paradigm in business management education is required that includes functional differentiation, rationalization, flexibility and customization, practice and participation, technological receptivity and internationalization.
- It is also equally important that an entrepreneur will have to take up responsibility for their own continuous learning and re-learning for their development.
- In the present context, Entrepreneurship Development Programme could be more pro-active, broad-based (in terms of target group) and of a continuous nature.
- Training institutions like Institutes of Entrepreneurship Development (IEDS) and centers for entrepreneurship development (CEDS) should be established to organize training programmes in rural areas. There is a need to enlighten the rural entrepreneurs on the various management skills.
- Formation of village development council, under the guidance of appropriate Government, at the village level. This council should lead in forming and propagating about negative impacts of drain of rural demand, rural resources to urban area. Such a village development council will be forum where issues relating development will be discussed and opinions will be floated among the people for course of action.
- Intensive follow-up services have to be provided to the entrepreneurs in the post-training phase so that the trained entrepreneurs are able to pursue the activities on a sustainable basis.
- Job creation, economic prosperity and improvement of social welfare are to be the critical goals to be followed by the entrepreneurial education.
- Formation of Rural entrepreneurship Development Bank of India, on the line of Industrial Development bank of India, is essential to promote entrepreneurship in the rural areas. It's role would be to make available finance, knowledge, technical expertise, managerial advice, help in marketing, string etc. it has to take case from beginning to end. Even its role would be to come up with plans.
- Careful selection and proper planning of the project are also important to the success of the enterprise. A fair degree of knowledge of the proposed project is essential to meet any uncertainty that may arise later.

CONCLUSION

Women in India now have the potential to grab the opportunities. All they need now is the platforms to showcase their talent. Women entrepreneurs face so many problems in aspects of financial, marketing, health, family, and problems. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. As government encouragement and support is very important to women entrepreneurs mean while family support is also very essential for development of such entrepreneurs. This study examines the problems faced by women entrepreneurs in Tirupur city at various levels in their journey as entrepreneur, further the study also tries to probe in to the factors motivating these women to become entrepreneur and suggests a framework for the opportunities of women entrepreneurship. It's been found in the study that Women entrepreneurs face lots of problems like role conflict, lack of motivation, lack of finance, maintaining work life balance, discriminating treatment, understanding government rules and regulations etc. For some of them factors motivating to start their own enterprise is to support family financially, while for some of them it is the urge to be economically independent. The right kind of assistance from family, society and Government can make these Women Entrepreneurs one of the crucial entrepreneurial resource and they can contribute towards the economic and social development of India. To conclude, in the words **"EMPOWERING WOMEN IMPROVES THE WEALTH OF THE NATION"**

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