

WOMEN IN ENTREPRENEURSHIP: ISSUES AND MOTIVATION

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ABSTRACT

Women's entrepreneurship is a new thing in India, despite the fact that entrepreneurship has been around for a long time. From a lot of different socio-demographic factors about women's entrepreneurial lives, this study was done to find out what motivates and drives women to start different types of businesses. It has been a very detailed field study of women entrepreneur in small Rural India in this century from the point of view of how they live, grow, and make money outside of the big cities. The study used interviews with women who own businesses to get its data. Researcher used a standard questionnaire and a set of interview questions. To help their spouse and family with household chores was the most important reason for women to start their own businesses, according to a survey. Self-motivation came in second. A woman's age, education level, instruction status and marriage status have all been linked to her desire to start a business. Family type has little effect on her desire to start a business. Though they have been mostly motivated to do something economical to help their husband and share the burden of the families, there have also been a number of women, who have been motivated on their own to achieve economic self-sufficiency by pursuing business activities.

Keywords: *Women Entrepreneur, Motivational Factors, Choice of Business- Types.*

Introduction

It is now very important for women to be in business in India. People have thought that women's entrepreneurship could be an significant source of economic growth and development that hasn't been used yet. It's not just that women who start businesses are creating jobs for themselves and others, but they are also giving society new ideas about how to solve business and organisational problems and how to use entrepreneurial opportunities in a new way. However, they are still only a small group of all the people who start businesses in our country. As before, women aren't as likely as men to start and run their own business. People who are women also tend to start and run businesses in different fields than people who are men. Retail, small-scale trading, and other service industries are thought to be less important to the growth of the economy than high-tech, capital-intensive, and manufacturing industries, which are thought to be more important. Women are more probable than men to start their own business.

A few years ago, women were happy with 3Ks, which stood for "Kitchen, Kids, and Knitting." But now, they want more. They did most of their work outside. When they were at the most, they did trades with their family members. Because of this, the kitchen activities of women changed from 3Ks to 3Ps, which are "Pickles, Powder, and Pappad." This is because there were smaller businesses after the country became independent. As more and more people learn and become aware, more and more women are starting businesses and making money. The 3Ps have led them to move even further away from the 3Es, which are "Engineering, Electronics, and Energy," to do even more high-level work. Slowly, things are getting better, even though there aren't many of these units around (Ashalata & Acharya, 2009).

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There are now more women who start businesses than there were a few years ago. These women are looking for new ways to get involved in the economy. Some of them have skills and know-how. They're good at business and want to do good things. As a business owner, women want to make more than just money (Rao et al., 2008).

India has a lot of gender inequality, but more women have been able to get an education and start their own businesses in the last few years. This is despite the fact that there aren't many women in organised economic activities, and our society has a lot of negative things to say about how women should act. In most cases, people think of entrepreneurs as people who are good at their jobs, who are willing to take risks in the face of uncertainty, and who show things in a way that is true. Entrepreneurship is a big part of how people start businesses in their community because it has to do with economics, social, cultural, religious, and psychological things. If you want to start a new business, you're an entrepreneur (Begum, 1993).

The goal of this study was to figure out why women start businesses and what kind of businesses they start from the point of view of small urban India in this century. People in this study have looked at how women's business activities are connected to their socioeconomic circumstances. They also looked at why women start businesses and what types of businesses they choose to start from this perspective. You can learn more about women who start businesses at a very small level in this study. It is both exploratory and descriptive at the same time.

Literature Review

Women are very important in business. This has been shown in academic literature and policy documents from a lot of different places today. Women who come from a good socioeconomic background are more likely to start their own businesses than those who don't. In business, women want to make more than just money.

Tambunan (2009) researcher have been case studies done on Asian women businesswomen in the developing world. It has looked at how they've grown and what their main problems are. Author: The study is based on data analysis and a review of important literature from the last few years. This paper only talks about women who run small and medium businesses. The findings of this study have also led the author to come up with three main important facts.

Moses & Amalu(2010) Entrepreneurial motivations have been a factor in the challenges that women face in business. They have looked at the relationship between women's motivations and the challenges they face as businesswomen. This can help policymakers think about some theoretical issues on the one hand, but it also has some practical implications for them. They have also had good results from their correlation analysis.

Goyal M & Parkash(2011) highlights the problems and opportunities in India that fall to the lower parts of the country, which affects women's business. Their paper tries to figure out what it means to be a woman entrepreneur, why women start businesses, why they don't make as much money as men, and what can be done to help women grow. They also did a small case study of women entrepreneurs in Ludhiana.

Sharma Y (2013) has shown a general study on women entrepreneurs in India. They have highlighted the social norms prevailing even to this date that needed prioritization and awareness.

Sarfaraz et al. (2014) have shown a statistical relationship between women entrepreneurship and gender equality. They have used a correlation analysis to investigate how gender-related economic development and women entrepreneurial activities are related.

García (2016) study looks at things that can help women start businesses in the future. They want to figure out what factors in the environment help or hurt female entrepreneurship from a gender point of view. They've shown a qualitative study that looks at 10 interviews in more detail after they were tested on their content from a relational point of view, and they've shown it.

Raghuvanshi et. al.(2017) DEMATEL is a way to look at barriers to women's business. This paper identifies barriers from previous studies and looks at possible casualties among them.

Objective of the Study

The specific goals of the study have been:

- To learn about the broad motivations for business that women have.
- To find out how women entrepreneurs' motivational factors and the socio-economic factors in their lives are linked.
- To find out the main reasons why women choose to start their own business.

Research Methodology

The study was done in the Jamshedpur municipal town area, which is in the Indian state of Jharkhand. It was done from May to June of 2012. Tatanagar railway station is the main station for the Indian city of Jamshedpur. It is where most trains go to and from. Many businesses were found by the researcher, which is why there were 238 of them found Interviews with women who own businesses were used to make the study. Use an interview schedule with a structured questionnaire and a complete survey to get the data. This is how they got the information. When the questionnaire was filled out, it asked objective questions about the socio-demographic and business-motivational reasons why women want to start their own businesses. It then came time to pick which variables to use in the study. With the help of SPSS, the analyses were done.

Data Analysis

Data on women entrepreneurs' age, education level, marital status, family type, and training status was largely gathered for the aim of this research.

Table 1: Demographic Profile of Respondents

Profile of Respondents		No. of Respondents	Percentage (%)
Age group	Below 30 years	34	14.3
	31-40 years	118	49.6
	Above 41 years	86	36.1
Education Level	Up to Secondary	114	47.9
	Under Graduate (UG)	104	43.7
	Post Graduate (PG)	20	8.4
Marital Status	Single	182	76.4
	Widow	28	11.8
	Married	28	11.8
Family Type	Simple	212	89.1
	Joint Family	26	10.9
Training Status	Yes	52	21.8
	No	186	78.2
Total		238	100%

Courtesy: Computed Data

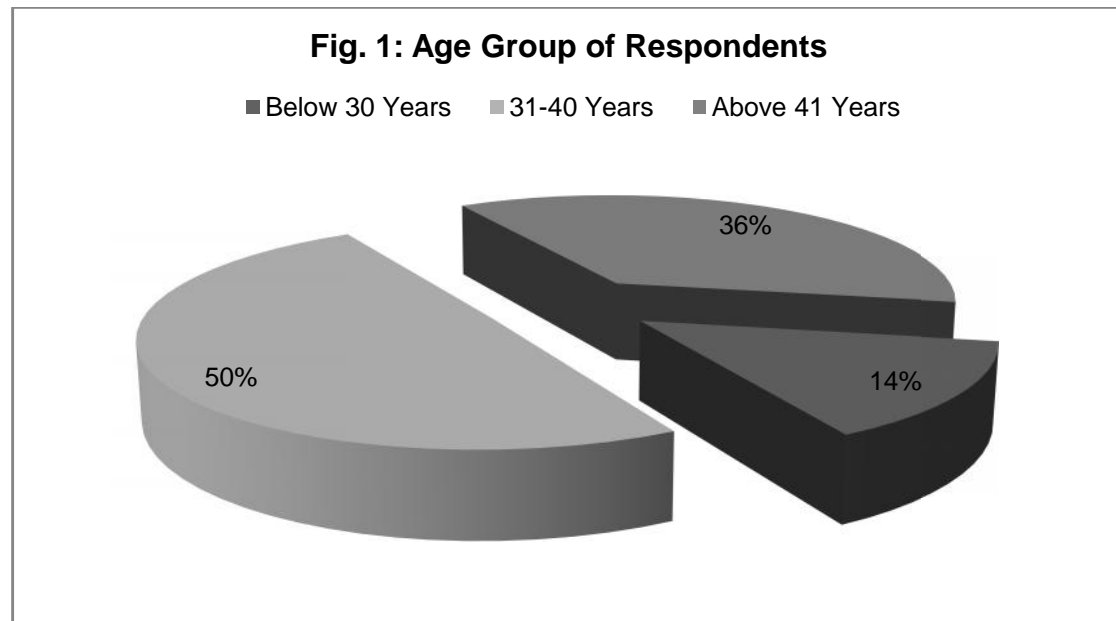


Fig. 2: Education Level of Respondents

■ Up to Secondary ■ UG ■ PG

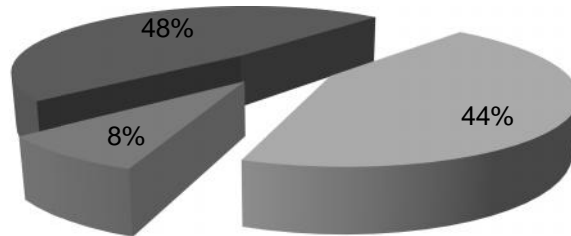


Fig. 3: Marital Status of Respondents

■ Single ■ Widow ■ Married

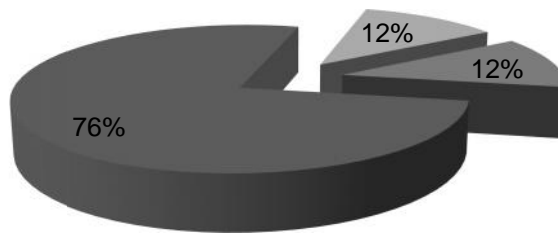
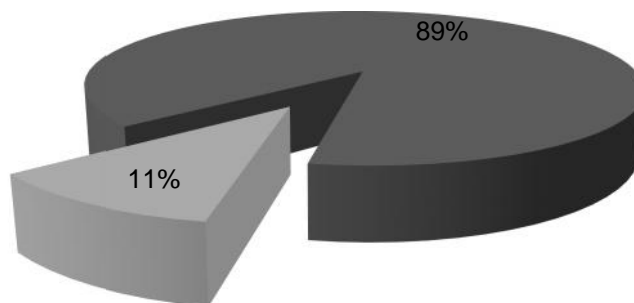
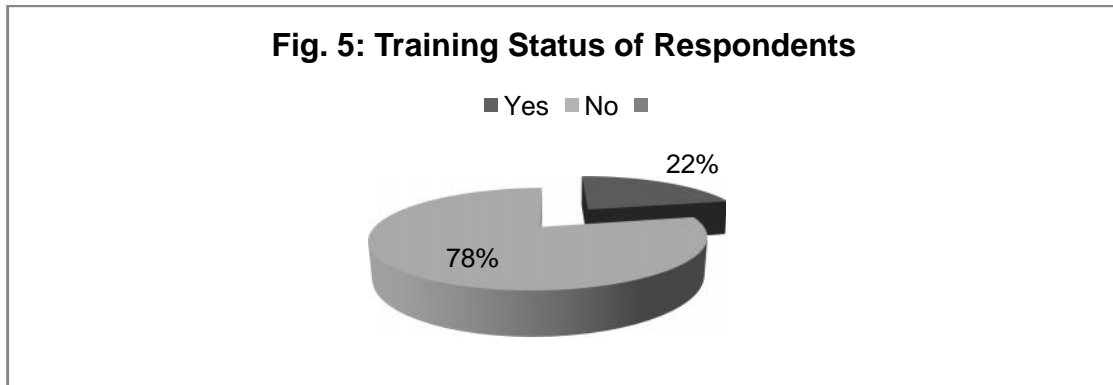


Fig. 4: Family Type of Respondents

■ Simple ■ Joint Family ■





Courtesy: Computed Data

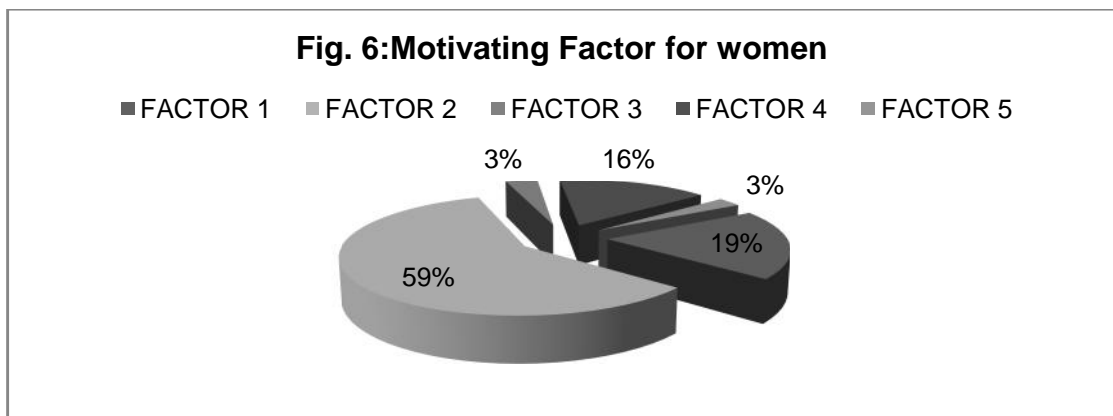
Motivational Factors

It's common for women to overestimate their abilities in order to start their own business. What the researcher has been trying to figure out is why women own businesses. Women who own businesses have been said to be motivated by a variety of things, such as:

- To do something on my own and earn money (Factor 1)
- To do something to help my husband and my family (Factor 2)
- To be self-sufficient and help family (Factor 3)
- To earn a living and sustain family after father/husband's death (Factor 4)
- To start business as per suggestions of my husband (Factor 5)

Table 2: Motivating Factors for Women Entrepreneurs to Start a Business

Statement	No. of Respondents	Percentage (%)	
Motivating Factors	Factor 1	46	19.33
	Factor 2	140	58.82
	Factor 3	8	03.36
	Factor 4	38	15.97
	Factor 5	6	02.52
Total	238	100%	



Courtesy: Computed Data

Factor 2 has been the most important motivator for women who have started businesses. Table 2 shows that this is the case (58.82 percent). There are a lot of ways that married women try to help their husbands with money. They also try to help the whole family by making extra money for them all to use. It shows that women who start their own businesses are the second most important thing to get them to do.

A lot of women started businesses after the main source of income in a family died. This way, they could keep their families from going broke (Factor 4). It was their goal. People who are motivated by Factor 3 (3.36%) and Factor 5 (2.52%) are motivated by very different things.

They are more likely to be motivated by a wide range of things when women start businesses at younger ages. They are also married, have a different type of family, and have more training, so they are more likely to be motivated by many things.

Table 3: Test of Significance of Relationship between Motivating Factors for Women Entrepreneurs and Age Groups

Pearson Chi-Square		
Value	df	Asymp.Sig.(2sided)
18.008*	8	.021

*Significant at .05 level

Table 4: Test of Significance of Relationship between Motivating Factors for Women Entrepreneurs and Educational Levels

Chi-Square Tests		
Pearson Chi-Square		
Value	df	Asymp. Sig. (2-sided)
40.980*	8	.000

* Significant at .01 level

Table 5: Test of Significance of Relationship between Motivating Factors for Women Entrepreneurs and Training Status

Chi-Square Tests		
Pearson Chi-Square		
Value	df	Asymp. Sig.(2 sided)
54.097**	4	.000

* Significant at .01 level

Table 6: Test of Significance of Relationship between Motivating Factors for Women Entrepreneurs and Marital Status

Chi-Square Tests		
Pearson Chi-Square		
Value	df	Asymp. Sig. (2-sided)
100.082**	8	.000

* Significant at .01 level

Table 7: Test of Significance of Relationship between Motivating Factors for Women Entrepreneurs and Family Type

Chi-Square Tests		
Pearson Chi-Square		
Value	df	A symp. Sig. (2-sided)
13.037	4	.011

It's been most important for women who start businesses between the ages of 31 and 40 to pay attention to Factor 1 the most. It turns out that Factor 4 has been the most important thing for people who are 41 years old and over. To keep their families alive, widows and daughters who aren't married have to run the businesses after their husbands or fathers die so that they can keep their families going. In Table 3, there is a statistically significant relationship between the two things. They are linked to each other, so it makes sense. So, the age of women entrepreneurs has had an effect on what women entrepreneurs are motivated by to start their own businesses, which is why they start businesses.

Some women who have secondary or graduate-level education have paid a lot of attention to motivational Factor 2 in the past. It has been shown that the higher the education level of women who start businesses, the more they want to make money and help their family. It has been Factor 1 that has been the most important motivator for women who have been very well-educated, like going to college, to get married. Evidence shows that women who start businesses are motivated by the same things as men who start businesses. They also have the same level of education. Table 4 shows this. So, it has been thought that women who go to college are more likely to start their own businesses.

When women start businesses without any training, Factor 2 has always been the most important thing for them to keep in mind. Women who have been trained, on the other hand, have found that Factor 1 is the most important thing that has kept them going. Table 5 shows that women who want to start a business and how much training they've had are linked. So, formal training is thought to make a woman want to start her own business and make money.

The most important motivator for married women who start businesses is factor 2. Table 6 shows that there is a statistically significant link between business-motivation and marital status for women who start businesses, and that factor 2 is the most important motivator for them. A lot of women who start businesses from simple homes are pushed by Factor 2 and Factor 1. It doesn't seem to be a direct link between women who start businesses and the type of family they have.

When researchers looked at women entrepreneurs' motivational factors for starting a business, they found that they are mostly motivated by their own desire to do something on their own and help their family.

Conclusion

The study has showcased a microcosm of the motivational factors and reasons for choice of particular business- types by women entrepreneurs from the perspective of small rural India, which is thriving and prospering in this new millennium. Women are going for entrepreneurial endeavour not only out of compulsion but also out of interest and choice.

To develop entrepreneurship, a woman now accepts a challenging role to meet her personal needs and becomes economically independent. A strong desire to do something positive is an in-built quality of entrepreneurial woman, who is capable of contributing values both in family and in social life. Though they have been mostly motivated to do something economical to help their husband and share the burden of the families, there have also been a number of women, who have been motivated on their own to achieve economic self-sufficiency by pursuing business activities.

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