

Motivational Factors towards Women Entrepreneurship with Reference To Coimbatore City

Parvin Banu

Abstract: *The role of Women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship. Women entrepreneurship must be molded 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. The study is about analyzing the entrepreneurship of women in Coimbatore city. The main objective is to investigate pull and push factors for women in entering entrepreneurship and to find out what kind of motivations women have as well as what barriers they need to faced. For this purpose primary data will be collected from 150 respondents who are residing at Coimbatore and it is concluded that women in Coimbatore city have higher interest towards starting a new business and this has to be taken in to consideration by the government towards women empowerment.*

Keywords: *Women, Entrepreneurship and Economic development.*

I. INTRODUCTION

Entrepreneurship is an attempt to create value through recognition of business opportunity, the management of risk taking appropriate to the opportunity and through the communicative and management skills to mobilize human, financial and material resources necessary to bring the project to the fruition.

Labour market is a place of constant changes. Last century brought us new technologies, fast modernization, easy flow of information, capitals and people. These processes are “enabling individuals, corporations and nation-states to reach around the world farther, faster, deeper and cheaper than ever before”(Chineze J. Onyejekwe, 2004, p.1). All this factors make labour market an interesting field for a research.

Because globalization processes, market became a place of an interplay of international corporations, which became one of the most important actors on the world stage. As a result, these corporations, relations that they create inside as well as outside of them, affects alterations in social mores.

II. STATEMENT OF THE PROBLEM

In India, the need is now kneel felt that woman should also work outside the home for getting better living standards for all. It is in this context that, the question of women entrepreneur has taken new significance especially when unemployment has become a matter of great concern for all.

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Parvin Banu, Associate Professor, Department of International Business, Sri Ramakrishna College of Arts and Science, Coimbatore.

The main problem taken towards the research is about enhancement and motivational factors towards women empowerment.

III. OBJECTIVES OF THE STUDY

- To analyse the perception of women about women entrepreneurship .
- To analyse the impact of social factors towards women entrepreneurship.
- To investigate pull and push factors for women in entering women empowerment.

IV. SCOPE OF THE STUDY

- The study is about analyzing the phenomenon of women in entering self-employment.
- The study will help out to know about the development of themselves to be in the self help group in future period of time.
- The study will give an idea about analyzing the perception of women on self help group.
- The government can initiate new schemes based on the research.

V. LIMITATIONS OF THE STUDY

The following are the limitations of the study

- 150 respondents cannot represent the population, as a whole. So the findings may be biased.
- Time plays a havoc role in data collection. So, the sample is restricted to 150.
- Chances of biased responses from the customers.

VI. RESEARCH METHODOLOGY

Area of the study: The area of the study is Coimbatore city only.

Sampling design

For the purpose of this study the data were collected from 150 respondents using convenience sampling technique.

Sampling size: The sample size of the research is 150 respondents.

Source of data collection: he data bases of the study consist of both primary and secondary data that helped the researcher in systematic frame work of the study.

Primary data: The primary data was collected through questionnaire.It was prepared and administered by taking a sample of 150 respondents, which contains different categories of respondents like male & female etc.

Motivational Factors towards Women Entrepreneurship With Reference To Coimbatore City

Secondary data: The secondary data were collected from books, journals and magazines. Periodical information from different websites was also used for the study.

VII. STATISTICAL TOOLS AND TECHNIQUES

Percentage analysis, Chi-square analysis:

ANALYSIS AND INTERPRETATION

		Frequency	Percent
Area of residency	Urban	67	44.7
	Semi urban	71	47.3
	Rural	12	8
	Total	150	100
	Below 18	8	5.3
Age	18-25	86	57.3
	26-30	46	30.7
	Above 30	10	6.7
	Total	150	100
Educational qualification of the respondents	HSC	104	69.3
	Graduate	38	25.3
	Post graduate	6	4
	Others	2	1.3
	Total	150	100
Marital status	Married	87	58
	Unmarried	63	42
	Total	150	100
Type of family	Joint	93	62
	Nuclear	57	38
	Total	150	100
No of people employed	1-2 employee	99	66
	3-5 employees	47	31.3
	More than 3 employees	4	2.7
	Total	150	100
Type of business	Services	67	44.7
	Production	70	46.7
	Business	11	7.3
	Others	2	1.3
	Total	150	100

44.7% are from urban area, 47.3% are from semi urban area, and 8% are from rural area. 5.3% are from the age group of below 18, 57.3% are from the age group of 18-25, 30.7% are from the age group of 26-30, 6.7% are from the age group of above 30. 50% are male and 50% are female. 69.3% are from higher secondary, 25.3% are graduates, 4% are post graduates, and 1.3% are from others category. 58% are married and 42% are unmarried. 62% are from joint family and 38% are from nuclear family. 66% said that they have employed 1-2 employee in their company, 31.3% said that they have employed 3-5

employees in their company, 2.7% said that they have employed more than 3 employees in their company.

Opinion about starting business

	Frequency	Percent
Yes	90	60.0
No	60	40.0
Total	150	100.0

60% are willing to start the business and 40% are not willing to start which shows that most of the respondents are willing to start business.

Interest in starting own business

	Frequency	Percent
Yes	107	71.3
No	43	28.7
Total	150	100.0

Interpretation

71.3% are having more interest in starting their business and 28.7% are not having interest in starting own business which shows that most of the respondents are having interest in starting their own business.

Contacting other entrepreneurs

	Frequency	Percent
Yes	105	70.0
No	45	30.0
Total	150	100.0

70% said that they contact other entrepreneurs and 30% said that they won't contact which shows that most of the respondents contact other entrepreneurs.

Running the business

	Frequency	Percent
Yes	90	60.0
No	60	40.0
Total	150	100.0

60% are successfully running their business and 40% are not successfully running their business which shows that most of the respondents are successfully running their business and increasing the salary of workers.

VIII. COMPARISON BETWEEN AGE AND FACTORS RELATED TO WOMEN ENTREPRENEURSHIP

H01: There is a significant difference between age and factors related to women entrepreneurship

		N	Mean	Std. Deviation	F	Sig
Type of business	Below 18	8	1.50	0.535	1.89	0.034
	18-25	86	1.62	0.652		
	26-30	46	1.80	0.749		
	Above 30	10	1.32	0.483		

	Total	150	1.65	0.675		
Type of loan borrowed from bank	Below 18	8	1.5	0.756	0.497	0.650
	18-25	86	1.45	0.607		
	26-30	46	1.43	0.688		
	Above 30	10	1.2	0.632		
	Total	150	1.43	0.639		
Opinion about starting business	Below 18	8	1.37	0.518	0.667	0.017
	18-25	86	1.43	0.498		
	26-30	46	1.39	0.493		
	Above 30	10	1.20	0.422		
	Total	150	1.40	0.492		

The above table shows that there is no significant difference between age and type of business (0.034) and opinion about starting business (0.017). It also reveals that there is a significant difference between age and type of loan borrowed from bank by the women entrepreneurs.

Independent Samples Test

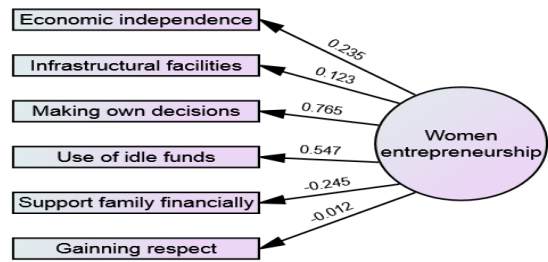
Comparison between gender and perception of women entrepreneurs towards entrepreneurship

H02: There is a significant difference between gender and perception of women entrepreneurs towards entrepreneurship

	F	Sig.	t	df	Sig. (2-tailed)
Interest in starting own business	15.829	.000	1.999	148	.047
			1.999	144.433	.047
Connection with people	.463	.497	-.341	148	.734
			-.341	147.952	.734
Contacting other entrepreneurs	6.127	.014	1.245	148	.215
			1.245	146.816	.215
Running the business	10.598	.001	-2.014	148	.046
			-2.014	147.309	.046
Perception on hardworking	7.733	.006	1.515	148	.132
			1.515	147.432	.132

The above table shows that there is a relationship between gender and interest in starting own business by women employees (0.000), Contacting other entrepreneurs (0.014), ready to run their own business (0.001) and perception on hardworking (0.006).

Multiple regression Influence of social factors towards women entrepreneurship



It was found out that economic independence of the women employees (0.235), infrastructure facilities required to start a business (0.123), making their own decision (0.765) towards stating their own business are the factors influencing a lot towards women entrepreneurship.

IX. FINDINGS

- Most of the respondents are from semi urban area.
- Maximum of the respondents are from the age group of 18-25.
- Most of the respondents are both male and female.
- Maximum of the respondents have completed higher secondary.
- Most of the respondents are married.
- Maximum of the respondents are from joint family.
- Most of the respondents have employed 1-2 employees in their company.
- Maximum of the respondents are in to production sector.
- Most of the respondents are preferring termed loan.
- Maximum of the respondents are willing to start business.
- Most of the respondents are having interest in starting their own business.
- Maximum of the respondents are having connection with people.
- Most of the respondents contact other entrepreneurs.
- Maximum of the respondents are successfully running their business and increasing the salary of workers.
- Most of the respondents are working hard than men.
- Economic independence of the women employees, infrastructure facilities required to start a business, making their own decision towards stating their own business are the factors influencing a lot towards women entrepreneurship.

X. SUGGESTIONS

- Most of the women respondents are from semi urban area in our survey which shows that the target people can be from semi urban area so that the fulfillment of the respondents can be made easily.
- The respondents said that the are interested in stating new business which shows that the government should make some primary measure to fund the interested persons.

Motivational Factors towards Women Entrepreneurship With Reference To Coimbatore City

- When concentrating a lot towards women empowerment women entrepreneurship can be taken in to consideration towards empowerment of the society.

XI. CONCLUSION

It is concluded that women in Coimbatore city have higher interest towards starting a new business and this has to be taken in to consideration by the government towards women empowerment.

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AUTHORS PROFILE



Dr Parvin Banu I is currently working as an Associate Professor in the Department of International Business, Sri Ramakrishna College of Arts and Science, Coimbatore. She is also the IQAC Coordinator of the College. She has 15 years of Teaching, Research and Industry experience. She is serving as a Reviewer in Africa Development and Research Journal. She has published three books in her domain area, out of which two are International Publishers based in UK. She has also published 60 articles in peer reviewed Journals of which a few are Scopus Indexed. She has organized Management Development programmes, Panel Discussions, Entrepreneurial Awareness Camps, Expos, International Conferences and Workshops . She has also developed Learning Resources packed with Case Studies on Corporate Culture. She is also the recipient of “Best Women Faculty Award” from DK International Research Foundation.