



A STUDY ON MOTIVATIONAL FACTORS FOR WOMEN SELF HELP GROUP MEMBERS TO START ENTERPRISES

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Abstract

The contribution of women entrepreneurs in economic development is remarkable in India. The Indian economy has been experiencing a radical change since mid 1991 due to economic liberalization, globalization and privatization of the Indian government. The women entrepreneurs have expanded over a period of time, especially in the 1990s because of opportunities and exposure of women to entrepreneurial activities. Self Help Groups (SHGs) are innovative and novel idea adopted in India for the development and welfare of women. In India, each and every woman has opportunity to join SHG for their growth and trainings, so as to be potential entrepreneur. The exploratory factor analysis indicates that economic independence, aspiration, peer influence, familiarity and opportunity are the motivational factors for women self help group members to start enterprises. The regression analysis reveals that familiarity, peer influence, opportunity, aspiration and economic independence are significantly and positively influencing the success of enterprises of women self group members. Women should inform about various opportunities for entrepreneurship activities and update their knowledge and improve their skills based on technological and social transformations. Women entrepreneurs should be provided with adequate and timely information, family and social support for improving the performance of their enterprises

Key Words: Motivational Factors, Self Help Groups, Women Members

1. Introduction

Today, in all the developing countries, greater emphasis is given for development of women and their vigorous participation in the process of development. It is also largely accepted that in addition to managing family, having children, women generate income to family through carrying out productive activities in agriculture, factories, manufacturing activities and petty business in rural areas. Women have been proved that they are capable of doing various kinds of entrepreneurial activities and efficiently managing and utilizing various resources including human resources. Thus, it is imperative and necessary to provide all types of supports for women to be empowered and provide opportunities in human and entrepreneurial development process. It is believed that empowering rural women is the process of making them to understand and identify their abilities, potentials and providing power in all walks of life (Murali, 2006).

The contribution of women entrepreneurs in economic development is remarkable in India. The Indian economy has been experiencing a radical change since mid 1991 due to economic liberalization, globalization and privatization of the Indian government. In general, women engaged in entrepreneurial activities is spotted by poor participation in work, involvement in unorganized sector and low paid jobs. The women entrepreneurs have expanded over a period of time, especially in the 1990s because of opportunities and exposure of women to entrepreneurial activities.

Now-a-days, women are more interested in starting of new and challenging income generating activities by utilization of their knowledge, skills and experience. They are ready to adopt improved technologies, increase investments, and create employment opportunities for others, exploring new market potential and role models for other women. If women entrepreneurs use their hidden potential fully, they will contribute more to their family, society and also for country (Fazalbhoy, 2014). Self Help Groups (SHGs) are innovative and novel idea adopted in India for the development and welfare of women. In India, each and every woman has opportunity to join SHG for their growth and trainings, so as to be potential entrepreneur. Hence, the present research is made to study on motivational factors for women self help group members to start enterprises in Dindigul district.

2. Methodology

Dindigul district is selected for the present study. The data have been collected from 711 women self help group members in Dindigul district through pre-tested, structured questionnaire by adopting multi stage random sampling method. The frequency and percentage analysis have been carried out for profile of women self group members. To identify the motivational factors for women self help group members to start enterprises, the exploratory factor analysis has been applied. To study the influence of motivational factors for women self help group members to start enterprises on success of enterprises, the multiple linear regression has been applied.

3. Results And Discussion

3.1. Profile of Women Self Help Group Members

The profile of women self help group member were analyzed and the results are presented in Table-1. The results indicate that 41.21 per cent of women self group members are in the age group of 21 – 30 years, 37.41 per cent of women self group members are in the age group of 31 – 40 years, 12.80 per cent of women self group members are in the age group of 41 – 50 years, 4.50 per cent of women self group members are in the age group of below 20 years and 4.08 per cent of women self group members are in the age group of above 50 years. It is clear that 34.32 per cent of women self group members are illiterates, 21.94 per cent of women self group members have the educational qualification of primary school education, 17.44 per cent of women self group members have the educational qualification of middle school education, 13.08 per cent of women self group members have the educational qualification of secondary education, 9.00 per cent of women self group members have the educational qualification of higher secondary education and 4.22 per cent of women self group members are graduates.

The results reveal that 58.93 per cent of women self group members are Hindus, 28.83 per cent of women self group members are Christians and 12.24 per cent of women self group members are Muslims. It is observed that 58.65 per cent of women self group members are married, 22.36 per cent of women self group members are unmarried, 10.13 per cent of women self group members are separated and 8.86 per cent of women self group members are widows. The results show that 54.99 per cent of women self group members have joint family, whereas, 45.01 per cent of women self group members belong to the joint family.

Table-1. Profile of Women Self Help Group Members

| Profile | Frequency | Percentage |
|----------------------------------|-----------|------------|
| Age Group | | |
| Below 20 years | 32 | 4.50 |
| 21 – 30 years | 293 | 41.21 |
| 31 – 40 years | 266 | 37.41 |
| 41 – 50 years | 91 | 12.80 |
| Above 50 years | 29 | 4.08 |
| Educational Qualification | | |
| Illiterate | 244 | 34.32 |
| Primary | 156 | 21.94 |
| Middle | 124 | 17.44 |
| Secondary | 93 | 13.08 |
| Higher Secondary | 64 | 9.00 |
| Graduation | 30 | 4.22 |
| Religion | | |
| Hindu | 419 | 58.93 |
| Christian | 205 | 28.83 |
| Muslim | 87 | 12.24 |
| Marital Status | | |
| Married | 417 | 58.65 |
| Unmarried | 159 | 22.36 |
| Separated | 72 | 10.13 |
| Widow | 63 | 8.86 |
| Type of Family | | |
| Nuclear Family | 320 | 45.01 |
| Joint Family | 391 | 54.99 |

3.2. Motivational Factors For Women Self Help Group Members To Start Enterprises

To identify the motivational factors for women self help group members to start enterprises, an exploratory factor analysis has been carried out and the results are presented in Table-2. The values Kaiser-Meyer-Olkin (KMO Test) measure of sampling adequacy (KMO = 0.812) and Bartlett's test of Sphericity (Chi-square Value = 0.0027; Significance = 0.000) indicates that the factor analysis method is appropriate.

Five factors that are extracted which account for the total of 77.21 per cent of variations on 25 variables. Each of the five factors contributes to 20.42 per cent, 17.56 per cent, 15.97 per cent, 12.55 per cent and 10.71 per cent respectively.

Table-2. Motivational Factors for Women Self Help Group Members to Start Enterprises

| Factor | Item | Rotated Factor Loadings | Eigen Value | % of Variation | Factor Name |
|------------|--|-------------------------|-------------|----------------|------------------------------|
| I | Aspiration for better life style led me to entrepreneurship | 0.68 | 4.16 | 20.42 | Economic Independence |
| | Demand for the product / services led me to start this business | 0.63 | | | |
| | My desire to direct and control others got fulfilled | 0.69 | | | |
| | Profits earned by similar units induced me to start this business | 0.62 | | | |
| | Sick units sold at cheap rates led me to entrepreneurship | 0.60 | | | |
| | I started this business for getting self employed | 0.66 | | | |
| | I desired to formulate my own business ideas and execute it | 0.67 | | | |
| II | I wanted to learn many things and develop as an entrepreneur | 0.65 | 2.83 | 17.56 | Aspiration |
| | I desired to achieve something new through entrepreneurship | 0.61 | | | |
| | I wanted to perform better than others | 0.63 | | | |
| | I choose entrepreneurship to fully utilize my ability | 0.66 | | | |
| | I wanted to create job opportunities | 0.69 | | | |
| | I wanted to become a role model in the society | 0.67 | | | |
| Factor | Item | Rotated Factor Loadings | Eigen Value | % of Variation | Factor Name |
| III | Successful entrepreneurs induced me to start business | 0.68 | 1.49 | 15.97 | Peer Influence |
| | Government policies and institutional support induced me to start business | 0.65 | | | |
| | Friends and relatives advice induced me to start this business | 0.69 | | | |
| | My family tradition induced me to entrepreneurship | 0.66 | | | |
| | My wide network induced me to entrepreneurship | 0.64 | | | |
| IV | Proper training helped me to formulate this business idea | 0.60 | 1.37 | 12.55 | Familiarity |
| | Previous job experience induced me to start this business | 0.67 | | | |
| | Knowledge was the basis for starting this business | 0.64 | | | |
| | My attitude towards hard work led me to entrepreneurship | 0.62 | | | |
| V | I choose entrepreneurship to do business for a longer period | 0.63 | 1.05 | 10.71 | Opportunity |
| | My desire to determine my future would get fulfilled | 0.66 | | | |
| | The right business environment led me to entrepreneurship | 0.61 | | | |
| | Cumulative % of Variation | - | - | 77.21 | - |
| | Cronbach's Alpha | - | - | 0.89 | - |

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
Rotation converged in 11 iterations.

Factor-I includes aspiration for better life style led me to entrepreneurship, demand for the product / services led me to start this business, my desire to direct and control others got fulfilled, profits earned by similar units induced me to start this business, sick units sold at cheap rates led me to entrepreneurship, I started this business for getting self employed and I desired to formulate my own business ideas and execute it. Thus, this factor is named as **Economic Independence**.

Factor-II consists of I want to learn many things and develop as an entrepreneur, I desire to achieve something new through entrepreneurship, I want to perform better than others, I choose entrepreneurship to fully utilize my ability, I wanted to create job opportunities and I wanted to become a role model in the society. Hence, this factor is named as **Aspiration**.

Factor-III encompasses successful entrepreneurs induced me to start business, Government policies and institutional support induced me to start business, friends and relatives advice induced me to start this business, my family tradition induced me to entrepreneurship and my wide network induced me to entrepreneurship. Therefore, this factor is named as **Peer Influence**.

Factor-IV comprises of proper training helped me to formulate this business idea, previous job experience induced me to start this business, knowledge is the basis for starting this business and my attitude towards hard work led me to entrepreneurship. So, this factor is named as **Familiarity**.

Factor-V includes I choose entrepreneurship to do business for a longer period, my desire to determine my future would get fulfilled and the right business environment led me to entrepreneurship. Hence, this factor is named as **Opportunity**.

The overall Cronbach's Alpha value of the all the items is 0.89 showing that each measure exhibits acceptable internal consistency. It reveals that economic independence, aspiration, peer influence, familiarity and opportunity are the motivational factors for women self help group members to start enterprises.

3.3. Influence Of Motivational Factors For Women Self Help Group Members To Start Enterprises On Success Of Enterprises

To study the influence of motivational factors for women self help group members to start enterprises on success of enterprises, the multiple linear regression has been applied and the results are presented in Table-3.

The multiple determination (R^2) is 0.58 and adjusted R^2 is 0.56 indicating the regression model is good fit. It implies that 56.00 per cent of the variation in dependent variable (Success of Enterprises) is explained by the independent variables (Motivational Factors). The F-value of 197.674 is significant at one per cent level revealing that the model is significant.

Table-3. Influence of Motivational Factors for Women Self Help Group Members to Start Enterprises on Success of Enterprises

| Motivational Factors | Regression Co-efficients | t-Value | Sig. |
|---------------------------------|--------------------------|---------|------|
| Intercept | 3.748** | 14.312 | .000 |
| Economic Independence (X_1) | .021** | 3.412 | .000 |
| Aspiration (X_2) | .030** | 6.992 | .000 |
| Peer Influence (X_3) | .059** | 11.234 | .000 |
| Familiarity (X_4) | .140** | 23.316 | .000 |
| Opportunity (X_5) | .046** | 4.607 | .000 |
| R^2 | 0.58 | - | - |
| Adjusted R^2 | 0.56 | - | - |
| F | 197.674 | - | .000 |

** Significance at one per cent level

The results show that familiarity, peer influence, opportunity, aspiration and economic independence are significantly and positively influencing the success of enterprises of women self group members at one per cent level. Thus, the null hypothesis of there is no significant influence of motivational factors for women self help group members to start enterprises on success of enterprises is rejected.

4. Conclusion

The study reveals that majority of women self group members are in the age group of 21 – 30 years and most of them are illiterates. Majority of women self group members are Hindus and most of women self group members are married and majority of them have joint family. The exploratory factor analysis indicates that economic independence, aspiration, peer



influence, familiarity and opportunity are the motivational factors for women self help group members to start enterprises. The regression analysis reveals that familiarity, peer influence, opportunity, aspiration and economic independence are significantly and positively influencing the success of enterprises of women self group members.

Women should inform about various opportunities for entrepreneurship activities and update their knowledge and improve their skills based on technological and social transformations. Women entrepreneurs should be provided with adequate and timely information, family and social support for improving the performance of their enterprises. SHGs should monitor and disseminate knowledge and skills among the women entrepreneurs in an organized way in association with various rural institutions for enhancing the economic development of women enterprises. The professional institutions and Government departments should intervene effectively in designing of products, giving new technological innovations and market access to women entrepreneurs of self help groups.

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