

## **A STUDY ON MOTIVATIONAL FACTORS TOWARDS WOMEN ENTREPRENEUR WITH SPECIAL REFERNECE TO COIMBATORE CITY**

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### **ABSTRACT**

This study is about analysing Motivational Factors of Women Entrepreneur. This 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 analysing the overview of women on self-help group. The appropriate leadership styles encourage employees to develop objectives and goals in their positions, work towards those goals and help employees maintain that motivation throughout the course of their time at the organization. The study find out the crucial push and pull factors for women entrepreneurs and Motivation factors .The goal is countries should support the Entrepreneurial development opportunities of the women and provide better environment for their participation.

### **INTRODUCTION**

A motivation factor is anything that drives or inspires someone to take action or achieve a goal. It can be an internal or external force that influences behavior, attitudes, or emotions. Internal motivation factors come from within a person, such as their values, beliefs, interests, or personal goals. For example, someone may be motivated to learn a new skill because they find it personally fulfilling or because they want to achieve a specific career goal. External motivation factors come from outside a person, such as rewards, recognition, or social pressure. For example, an employee may be motivated to work harder because of a performance bonus or the desire to impress their boss.

## STATEMENT OF THE PROBLEM

The need is now keenly 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. Understanding the specific motivational factors that drive women Entrepreneurs to start and sustain their businesses is crucial for developing .The study is attempted to know the various factors that motivated women to become Entrepreneurs and also the marketing practices used by them to market their products and services by the women Entrepreneur in Coimbatore city

## OBJECTIVES OF THE STUDY

- ❖ To analyse the factors influencing towards women entrepreneurship.
- ❖ To analyse the motivational factors towards women entrepreneurship.
- ❖ To investigate “pull” and “push” factors for women in entering women entrepreneurship.

## REVIEW OF LITERATURE

**Dr.C.Subathra, et al, (2021)**, The foremost purpose of this article is to find out the status of women entrepreneur in India and it also focuses on rationale grounds behind women entrepreneurship. They should explore the forecast of starting new enterprise; under take risks, introduction of new innovations ,coordination, administration and control of business and provide effective leadership in all aspects of business. Apart from training programs, Newsletters, mentoring, trade fairs and exhibitions also can be a source for entrepreneurial development. As a result, the desired outcomes of the business are successfully achieved and more of remunerative business opportunities will be initiated

**Parvin Banu(2020)**The study was about analyzing the women entrepreneurship in Coimbatore city. Entrepreneurship is an attempt to create value through recognition of business opportunity. The government can initiate new schemes based on the research. Maximum of the respondents are from the age group of 18-25. It was concluded that women in Coimbatore city had higher interest towards starting a new business and that has to be taken in to consideration by the government towards women empowerment. Tri Siwi Agustina<sup>1</sup> , Nan Hlaing

## RESEARCH METHODOLOGY

The primary data are collected for the first time. In this study primary data are collected by conducting a survey through a well-structured questionnaire, 90 samples were collected from the women entrepreneur belonging to Coimbatore city Secondary data are collected from the Internet, Books and Journals tools used for analysis.

### Tools

- ❖ Simple Percentage
- ❖ Likert Scale

**TABEL SHOWING THE FUND FOR ENTREPRENEURS BUSINESS**

| Business fund          | No of responses | Percentage |
|------------------------|-----------------|------------|
| Bank loan              | 12              | 13.34      |
| Self-help group        | 6               | 6.66       |
| Private                | 23              | 25.55      |
| Savings/family support | 45              | 50         |
| Government schemes     | 4               | 4.45       |
| <b>Total</b>           | <b>90</b>       | <b>100</b> |

### INTERPRETATION

It is clear from the table 4.1.6 that 45(50%) of the respondents are Savings/family, 23(25.55%) of respondents are Private, 6(6.66%) of the respondents are Self-help group, 12(13.34%) of the respondents Bank loan and 4(4.45%) of the respondents are Government scheme

### INFERENCE

Most (25.55%) of the respondents are savings/family support

### TABLE SHOWING THE PREVIOUS OCCUPATION OF THE RESPONDENTS

| Occupation | No of responses | Percentage |
|------------|-----------------|------------|
| Business   | 9               | 10         |
| House wife | 24              | 26.66      |
| Student    | 43              | 47.78      |
| Employee   | 13              | 14.45      |
| Other      | 1               | 1.11       |
| Total      | 90              | 100        |

### INTERPRETATION

It is clear from the table 4.1.7 that 43 (47.78%) of the respondents are Student, 24(26.66%) of respondents are House wife, 13 (1.45%) of the respondents are Employee, 9(10%) of the respondents are Business and 1(1.11%) of the respondents are others.

### INFERENCE

Most (47.78%) of the respondents are student.

### TABLE SHOWING THE GOVERNMENT MOTIVATED ENTERRPRENURSHIP BY FINANCIAL INSTITUTION DOES FINANCIAL INTITUTATION SATISFY YOU

| S.NO | PARTICULAR    | NO.OF. RESPONDENTS | IKETSCALE<br>VALUE | TOTAL |
|------|---------------|--------------------|--------------------|-------|
| 1.   | SATISFY       | 42                 | 4                  | 168   |
| 2.   | NOT SATISFY   | 14                 | 3                  | 42    |
| 3.   | IGHLY SATISFY | 12                 | 2                  | 24    |
| 4.   | NAUTRL        | 29                 | 1                  | 29    |
|      | TOTAL         | 100                |                    | 263   |

Likert Scale Analysis =  $\sum FX / \text{NO.OF. RESPONDENTS}$

$$= 263/100$$

$$= 2.63$$

#### INFERENCE

The Likert Scale value 2.63 is greater than mid value (2.5) So, the respondents are satisfied towards the motivation by government.

**TABLE SHOWING THE EXTEND DO YOU AGREE ONDIFFICULT IT IS TO BALANCE PROFESSIONAL ANDFAMILY LIFE**

| S.NO | FACTORS        | NO. OF RESPONDENT S | LIKER SCALEVALUE | Total scale |
|------|----------------|---------------------|------------------|-------------|
| 1    | VERY DIFFICULT | 27                  | 4                | 108         |
| 2    | DIFFICULT      | 36                  | 3                | 108         |
| 3    | NOT DIFFICULT  | 16                  | 2                | 32          |
| 4    | NEUTRAL        | 27                  | 1                | 27          |
|      | TOTAL          | 100                 |                  | 275         |

$$\text{Likert Scale} = \sum(fx) / \text{Total number of respondents}$$

$$= 275/100$$

$$= 2.75$$

#### INFERENCE

The Likert Scale value 2.75 is greater than mid value (2.5). So,that the respondents are satisfied towards to balance professional and family life.

### FINDINGS OF SIMPLE PERCENTAGE

- ❖ 77.78 % of respondent are 20-29
- ❖ 66.67% of the respondents are urban
- ❖ 65.55% of the respondents are unmarried.
- ❖ 63.33% of the respondents has UG

- ❖ 77.77% of the respondents are 3-5
- ❖ 25.55% of the respondents used savings \family support
- ❖ 47.78% of respondents are students
- ❖ 54.45% of respondents are 0-3 years
- ❖ 24.45% of respondents are less than 50000
- ❖ 41.1% of the respondents are service
- ❖ 30% of respondent are food
- ❖ 60% of the respondents are local
- ❖ 33.3% of the respondents are said good enough to survive
- ❖ 25.55% of the respondents used lack of information
- ❖ 47.7% of respondents are I wanted to be my own boss
- ❖ 22.2% of respondents are recognition
- ❖ 44.4% of respondents are self motivated
- ❖ 52.2% of the respondents are family support
- ❖ 46.6% of the respondents are self independence
- ❖ 41% of the respondents are self motivated

## **FINDINGS OF LIKERT SCALE**

- ❖ The Likert Scale value 2.63 is greater than mid value (2.5) So, the respondents are satisfied towards the motivation by government
- ❖ The Likert Scale value 2.75 is greater than mid value (2.5). So, that the respondents are satisfied towards to balance professional and family life
- ❖ The Likert Scale value 2.95 is greater than mid value (2.5). So, that the respondents motivational factors by customers

## **SUGGESTION**

Success stories of woman entrepreneurs from various background should be popularized through text books of schools and colleges. All possible media should be used to project this role models. The awareness must be created among women entrepreneur on the various credit facilities that can be availed from banks and also the procedure. The study revealed that family support and self-motivation were the main motivators for taking up entrepreneurship. So motivation of family members would certainly prove to be fruitful. Once they get convinced about significance of women entrepreneurship then their attitude will change, their roles and expectations will change and they will provide moral support, necessary guidance and help as needed.

## CONCLUSION

The study find out the crucial push and pull factors for women entrepreneurs and Motivation factors .The goal is countries should support the Entrepreneurialdevelopment opportunities of the women and provide better environment for their participation. A majority of women are engaged in the unorganized sectors like agriculture, agro-based industries, handicrafts, handlooms, kitchen activities and other cottage basedindustries and maximum, they being home-based jobs .The factors identified may vary from place to place, business to business but women entrepreneurship is necessary for the growth ofany economy whether it large or small Entrepreneurship also plays a crucial part in the transition process towards self-employment and self-sufficiency.

## REFERENCES

- ❖ Dr.C.Subathra,Dr.V.P.Rathi,Dr.P.Sindhu,(2021) WomenEntrepreneursa StudyonGovernment Scheme, “**WomenEntrepreneurs: A Study on Government Schemes**”, Vol No: 20, Issue No: 5, p.p. No: 924 - 929
- ❖ **Parvin Banu**, “Motivational Factors towards Women Entrepreneurship with Reference To Coimbatore City “(2020)International journal of recent Technology and Engineering ,ISSN:2277-3878,Vol-8 Issue 5,pg no :1147-1150

## WEBSITES

[www.wikipedia.com](http://www.wikipedia.com)

## BOOKS

Tribal women Entrepreneur

Become a women entrenrepeur