



INVESTIGATING THE IMPACT OF MOTIVATIONS IN ENTREPRENEURIAL INTENTION AMONG WOMEN ENTREPRENEURS IN TAMILNADU

Dr. I. Sumathi, M.Com., M.Phil., Ph.D.,

Assistant Professor of Commerce, Nehru Memorial College (Autonomous), Puthanampatti,
Trichy, Tamil Nadu, India

(Affiliated to Bharathidasan University, Tiruchirapalli)

ABSTRACT

Entrepreneurial motivation is the key to success for transferring entrepreneurial initiatives into a successful venture subsequently transforming an ordinary individual to a powerful businessman, who can create opportunities and helps in maximizing wealth and economic development. The purpose of this paper is to explore the key factors, which motivate women to take up entrepreneurial activity and to understand its role in increasing Entrepreneurial intention towards women entrepreneurs in Indian micro, small and medium enterprises in addition, it will help in understanding the relationship between motivation, entrepreneurial potential and intention through hypothesis testing. The paper adopts an exploratory and descriptive research design capitalizing on authentic and reliable secondary data through exhaustive studies of reputed journals/literatures, government sources. A sample of 200 respondents from all across the Tiruchirappalli district (Tamilnadu) has been collected from women entrepreneurs for this study in order to understand the motivational factors and its role in increasing entrepreneurial intention, using cluster and snowball sampling on self-administered questionnaire. Strong correlations were found between motivational factors, perceived desirability, entrepreneurial potential and intention and hence confirmed that all the measures in the instrument were well constructed. Based on this finding, this study among others recommends that women entrepreneurs should take some time to study the relationship between the motivating factors of women entrepreneurs face in business before starting their own business.

Key words: Motivation; Women Entrepreneurship; Entrepreneur; Intension.

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1. INTRODUCTION

Confidence, leadership and Managerial skills are the key requirements for the entrepreneurs to be successful. With growing access to new markets, Entrepreneurs in general and women Entrepreneurs in particular are an on role in developing economies like India (Gopinath & Chitra, 2020). Entering into business as a woman offers challenges of learning how to effectively operate the activities of such business while simultaneously attempting to meet all other expectations that are part of entrepreneurship (Schaefer, 2003). The twenty-first century has witnessed a paradigm shift in the role of women from being simply a home maker to a career oriented professional. This in turn led to improvement in their economic strength as well as position in society. Having realized this present day, modern women do not want to confine themselves within the boundaries of their houses (Suchitra & Gopinath, 2020a). Women entrepreneurship is an act of owning a business, which makes women economically independent. It has been found that an estimated 126 million women were starting or managing new businesses in 67 countries around the world. In addition, an estimated 98 million were running established businesses. Globally men make up 52% of all entrepreneurial activity and remaining 48% of them constituted women entrepreneurs. The gender gap in entrepreneurial activities varies across the world. It ranges from 1.5 to 45.4% women of the adult population (Kelley 2012).

Women entrepreneurship is considered to be instrumental in women's empowerment and improvement in their quality of life (Suchitra & Gopinath, 2020b). Entrepreneurial activity originates at the individual level and can always be traced back to a single person, the entrepreneur. Entrepreneurship is, hence, induced by an individual's attitudes or motives, skills and psychological endowments. The gender gap in entrepreneurship is defined as the difference between men and women in terms of numbers engaged in entrepreneurial activity, motives to start or run a business, industry choice and business performance and growth (Kavitha & Gopinath, 2020). Most entrepreneurship research on individual level analysis has focused on the entrepreneurial activities of male entrepreneurs. Few Researchers in their study has criticized earlier research findings stating that there is no significant difference in male and female entrepreneurs (Carter and Cannon 1988; Sumathi et. al., 2019). Several other studies were conducted with a focus on studying the gender differences in entrepreneurship. It has been observed through the studies that women entrepreneurs are different from that of men in terms of characteristics, background, motivation, entrepreneurial skills and the problems faced by them (Bird and Brush 2002).

Global Entrepreneurship and Development Institute (GEDI) conducted a study and ranked India at 70 among 77 countries. In this study, India has obtained a score of 25.3 in the Female Entrepreneurship Index and the study suggested a need for significant changes to reduce the barriers for female entrepreneurs in India. This study further identified that, women entrepreneurs in India were more opportunity driven than necessity driven (Terjesen and Lloyd 2015). As in any complex undertaking, women entrepreneurship usually focus on survival and growth of the enterprises managed and controlled by women with less attention on those factors that are most likely to result in business failure when they are starting their businesses. The priority choices and sacrifices made by women entrepreneurs can take the form of individual opportunity cost decisions, in which they reject alternative competing activities that via for their time and consideration (Kickul, Welsch and Gindry, 2001). This research intends to study the entrepreneurial intention among women in particular studying the motivational factors that leads to entrepreneurial potential in women entrepreneurs.

2. LITERATURE REVIEW AND PROPOSED FRAMEWORK

Most entrepreneurship research on individual level analysis has focused on the entrepreneurial activities of male entrepreneurs. Rapid increase in the number of women owned enterprises across different countries has attracted several researchers' interest (Gopinath, 2016a). There are not many attempts made to conduct a nation-wide comprehensive research study in order to understand the motivation, issues and challenges of women entrepreneurs. Most of the research studies are cross sectional or longitudinal studies focusing on specific regions within India, which includes Tamilnadu (Thomas and Lavanya 2012; Nagalakshmi 2015; Chandrasekar et al. 2008). An attempt is made in this study to fill these literature gaps. Hence, the literature highlights the various motivational factors and the role of these factors in influencing entrepreneurial intention among women.

Hisrich and Brush (1986) classified these factors into push and pull factors. However, the results of their findings revealed that most women under their study cited push factors as their major motivation into business. These factors include: frustration, job dissatisfaction, deployment, divorce and boredom in their previous jobs. They also identified pull factors to include: independence, autonomy, education and family security.

Definition of micro, small and medium enterprises was given under Micro, small and medium enterprises development (MSMED) Act, 2006 is considered for this study. This act defines women entrepreneurship as "a business entity which owned and managed by a woman" (Ahl 2006). It was in 1970s that the Government of India began to promote and focus on self-employment among women. Because of these initiatives, in late ninety's the concept of women entrepreneurship gained prominence. Women owned enterprises account for 25% of them. Morris et al (1995) reported that family issues and responsibility are important to women and can influence their career choices. Aside from these factors, recent researchers have devoted more attention to the issue of 'glass ceiling' (barriers that prevent female mid-managers from moving up to the executive suite) as a factor that motivate women into business (Griffin, 1995). This was in line with the result of Hisrich and Brush (1986) which saw 'glass ceiling' as an organizational push factor that can motivate women to leave their corporate positions to become entrepreneurs. In 2009, a study carried out by Centre for women's business research indicates women entrepreneurs in India were growing twice as fast as the other business (Mallya 2012). After an extensive analysis of these studies, the following key themes emerged background, profile, characteristics, motivation and entrepreneurial Intention.

3. MOTIVATION AND WOMEN ENTREPRENEURSHIP

Morris et al (1995) reported that family issues and responsibility are important to women and can influence their career choices. Aside from these factors, recent researchers have devoted more attention to the issue of 'glass ceiling' (barriers that prevent female mid-managers from moving up to the executive suite) as a factor that motivate women into business. This was in line with the result of Hisrich and Brush (1986) which saw 'glass ceiling' as an organizational push factor that can motivate women to leave their corporate positions to become entrepreneurs. Entrepreneurial Motivation is the drive of an entrepreneur to maintain an entrepreneurial spirit in all their actions (Gopinath, 2016b). It is an inner state, dynamic force that causes a person to act towards the attainment of goals. To accomplish entrepreneurial goals, the entrepreneur must have a drive, which activates him/her to persistently exert a certain level of effort (Mallya 2012). It includes two types of factors i.e. (Cavada et al. 2017; Kavitha & Gopinath, 2020) Push and Pull factors. Necessity Driven Factors (Push Factors) are those that forces a woman to become an entrepreneur. It includes unemployment, dissatisfaction from the job, career development and family conditions. Opportunity Driven Factors (Pull factors) are those factors

that act as an opportunity and pull a woman to choose entrepreneurial activity as a career. It include desire to generate income, provide employment to others, choose profession as a challenge, desire for self and social recognition, desire to be independent, utilization of own experience and education, keeping oneself busy, family support and encouragement, autonomy, market opportunity, knowledge and skills.

As envisaged in the literature review, we have observed crucial gaps. To overcome those gaps, a conceptual model has been developed which aims to serve the objective of the research study i.e. promoting women entrepreneurship in Tamilnadu. The model has used various constructs in order to understand the role of Motivation in entrepreneurial activity. The conceptual model that we have used for India study is presented as follows (Fig. 1). In the proposed framework, motivational factors lead to perceived desirability, which is defined as “the degree to which starting a new venture is perceived as a desirable career option”. Perceived desirability leads to entrepreneurial potential. Potential Entrepreneurs are defined as the individuals who are desirable and feasible to become an entrepreneur but are not willing to act on it. Individuals with high entrepreneurial potential are found to have high intention towards entrepreneurship.

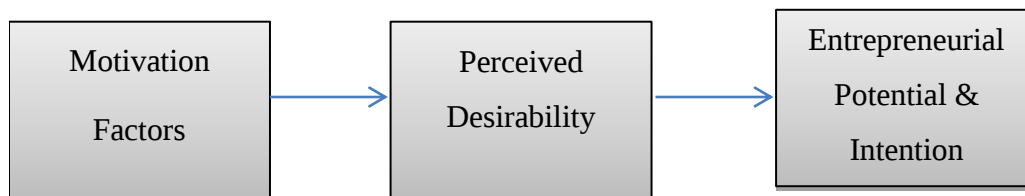


Figure 1 Conceptual model for the study (Lent et al. 1994; Nga and Shamuganathan 2010)

4. RESEARCH METHODOLOGY

In-depth study of literature on women entrepreneurs has provided insight on motivational factors that contribute to entrepreneurial activities. To understand the entrepreneurial intention among women entrepreneurs in Tamilnadu, a nation-wide study has been done using a survey method. An instrument has been designed and administered among women entrepreneurs using cluster and snowball sampling. The study adopts exploratory and descriptive research design capitalizing on primary and secondary data. The sample size is 200 respondents are in the Tamilnadu. This study seeks to clarify the construct of entrepreneurial intention and then reports the validation of Entrepreneurial Intention instrument. To understand the relationship between the variables, hypothesis testing has been done using Pearson Correlation. Spearman's Correlation is used to understand the strength of relationship between motivational factors, perceived desirability, entrepreneurial potential and intention.

5. DATA ANALYSIS AND RESULTS

The results revealed that majority of the businesses owned by women entrepreneurs are in the distribution of in agricultural, in trade, service and manufacturing sector.

Descriptive statistics is required to explain the basic features of data in the study through measure of central tendency, measure of variability and measure of dispersion. It forms a major component of quantitative data analysis. This analysis explained in measuring the distributional aspects of data to cluster around central value, symmetry of data and variability within the data. As presented in Table 1, the values for central tendency are found to be ranging between 7.8284 and 74.142 for the mean, 8.000–78.000 for median. The values for measuring the spread are found to be in the range of 2.249–14.148. The values for dispersion are found to be in the range

of -1.323 to 0.789 for skewness and 0.102 – 1.942 for kurtosis. The ranges obtained during explained that the data is symmetrical, normally distributed, bell shaped.

Table 1

S.No	Measure	Value Ranges
1	Mean	7.8284 and 74.142
2	Median	8.000–78.000
3	Std.Deviation	2.249–14.148
4	Skewness	-1.323 to 0.789
5	Kurtosis	0.102 – 1.942

5.1 Reliability Analysis

Reliability measures the degree to which the instrument can yield same results on repeated trials. In order to evaluate a survey instrument, an internal consistency check has been performed using Cronbach's alpha test. The employed indicators in the instrument have resulted in high reliability with the threshold level of Cronbach alpha greater than or equal to 0.60 on average. As mentioned in Table 2 the composite reliability shows outputs that range from 0.557 to 0.852 , which is nearly equivalent and larger than the threshold level 0.6 . The Inter-item Correlation matrix represents a mean value of 0.049 – 0.165 , which signifies that all the items are positively correlated and measures a single unidimensional latent construct. The employed indicators for all the mentioned constructs i.e. Motivational factors, Perceived desirability, Entrepreneurial potential and Entrepreneurial intention are found to be reliable and hence justifying the adequacy of the sample.

Table 2

S.No	Constructs	No of Items	Cronbach's alpha
1	Motivational Factors	16	0.803
2	Optimism	5	0.557
3	Cognitive Flexibility	9	0.683
4	Action Control	10	0.734
5	Perceived Desirability	4	0.812
6	Intention	4	0.684

5.2 Validity Test

The Content Validity is defined as an extent to which a variable represents all facets of a given construct. An attempt has been made for content clarity using Delphi method by performing the check for wordings, statements for the instruments by experts in this field. Construct validity is defined as the degree to which a test measures what it claims to be measuring. It explains the nature of an underlying construct along with its relationship with other constructs in an instrument. In order to understand the association of variables, Pearson product correlation analysis has been conducted as presented in Table 3.

Table 3 Shearson Correlation Matrix

Constructs	Motivation	Optimism	CF	AC	PD	Intension
Motivation	1					
Optimism	0.445	1				
CF	0.079	0.227	1			

AC	0.348	0.314	0.207	1		
PD	0.238	0.143	0.314	0.255	1	
Intension	0.031	0.468	0.067	0.451	0.570	1

There are two subsets of construct validity i.e. convergent and discriminant construct validity. Convergent construct validity tests the relationship between the construct and a similar measure while discriminant validity tests the relationships between the construct and an unrelated measure. In order to have good construct validity one must have a strong relationship with convergent construct validity and no relationship for discriminant construct validity.

As observed in the Table 3, it has found that i.e. entrepreneurial intensity shows a convergent relationship with optimism i.e. 0.651 at significant level 0.01 and also shows similar relationship with Cognitive Flexibility i.e. 0.570 at significant level 0.01 which further explains the variables are correlated and measures the same construct i.e. Entrepreneurial Potential. The discriminant relationship has been observed too in case of perceived feasibility and intention, optimism, cognitive flexibility and perceived desirability which explains the fact that these variables are discriminant. Hence, it explains that the instrument used for the study is valid.

In order to understand the strength and direction of association between the variables, the Spearman's correlation test has performed. The following hypothesis has been tested as presented

H1: There is a positive relationship between motivation and perceived desirability

H2: There is a positive relationship between perceived desirability and entrepreneurial potential

H3: There is a positive relationship between entrepreneurial potential and entrepreneurial Intension

H4: There is a positive relationship between motivation and entrepreneurial potential

H5: There is a positive relationship between motivation and entrepreneurial intension

Table 4 Spearman's correlation test

Constructs	Motivation	EP	PF	Intension
Motivation	1			
EP	0.224	1		
PF	0.393	0.362	1	
Intension	0.701	0.367	0.147	1

The results presented in Table 4 shows that there is a significant positive correlation between Motivation and Perceived desirability ($r_s=0.39$, $N=200$, $p=0.000$). It is observed that Perceived desirability and Entrepreneurial potential exhibited positive correlation ($r_s = 0.36$, $N = 200$, $p < 0.001$). Also, the positive correlation has found between various constructs i.e., Entrepreneurial potential and Entrepreneurial intention ($r_s = 0.36$, $N = 200$, $p = 0.001$), Motivation and Entrepreneurial potential ($r_s=0.22$, $N=200$, $p=0.026$) and Motivation and Entrepreneurial intention ($r_s = 0.70$, $N = 200$, $p < 0.001$) at 0.05 and 0.01 significant level respectively. The empirical analysis implies that all the hypotheses are accepted.

Further to this, the result suggests that the increase in motivation among women entrepreneurs lead to high-perceived desirability, which in turn will lead to more entrepreneurial potential and hence resulting in more venture creation.

6. CONCLUSION

This research was mainly conceptualized to understand the constructs of Entrepreneurial intention. The study addressed the role of motivation in influencing perceived desirability, entrepreneurial potential towards the entrepreneurial intention (Gopinath, 2020a). In addition, it was observed that Push factors enable the perceived feasibility more than the pull factors. Through hypothesis testing the above relationship among constructs were validated and established. It also confirms that for any behavior to happen among women entrepreneurs, the antecedents like motivational factors, perceived feasibility and entrepreneurial potential plays a major role. These findings are in line with the previous literature on how motivational factors lead to entrepreneurial intentions through entrepreneurial potential. Women entrepreneurial intensity and willingness to handle their business challenges were found to be key motivating factors that propel them to seek for high performance in the industry (Gopinath, 2020b). This study discovered that motivational variables whether intrinsic or extrinsic, push or pull are positively related to the challenges women entrepreneurs face. To investigate more on this, statistical analysis was conducted to determine the multiple effects of motivational factors.

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