

ENTREPRENEURIAL MOTIVATIONS AMONG WOMEN ENTREPRENEURS IN RAJOURI DISTRICT OF J&K.

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Abstract

Entrepreneurship is crucial for every economy of the world. Apart from the economic perspectives, entrepreneurship has social and personal inferences for the masses. Entrepreneurship has been the talk of the world since a few decades, it has projected the concept of women entrepreneurship as a solution for the gender discrimination and other problems faced by women globally. Women entrepreneurs are largely subjected to various factors that either attract or compel them to start up their own enterprises. The present study analysis these pull and push factors that motivate women for entrepreneurship in District Rajouri of J&K. The Study considered 30 women entrepreneurs from the district for the data collection. Using various statistical tools, the study found that women entrepreneurs in Rajouri District are usually motivated because of the push factors.

Keywords: Entrepreneurship, Women Entrepreneurship, Motivation, Pull and Push Factors.

Introduction

The term entrepreneur has been derived from French verb “Entrepredre” which means, “to undertake”. Entrepreneurship is the practice of initiating ventures or revitalizing existing organizations as a response towards anticipated opportunities (Onuoha, 2007). Hartman (1959) defined Entrepreneurship as a process whereby people, money markets, production facilities and knowledge are brought together to create a commercial enterprise which did not exist before.

Women Entrepreneurs may be defined as women or a group of women who start and operate a business venture. Women entrepreneurship is an important aspect of today's economy. For the development of economy of a country, it is important to develop women entrepreneurship and for developing women entrepreneurship, it is necessary to gain the knowledge about the all aspects of women entrepreneurship. According to Master Card index, there are 163 million women entrepreneurs around the world and of 8.50 million women entrepreneurs were only in India. Females around the world have a budding source of entrepreneurial talent and innovation, but unluckily a lot talent is unrealized yet due to lot of hurdles related with their gender (OECD, 2014).

Motivation is a process of inspiring people to achieve preferred goals" (Scott et al., 2012). Motivation originates out of a perceived need that triggers individuals to take action towards the specific objective or goal. Entrepreneurial Motivation is defined as the collection of various factors stimulating desires and activating enthusiasm in entrepreneurs, which makes them to attain a particular goal. Women are motivated to run businesses to have more job flexibility and autonomy. Entrepreneurial Motivations are widely classified as Pull and Push factors, where pull factors refer to those factors that attract women for getting into entrepreneurship like the desire for higher rewards and push factors refer to those factors that compel women into entrepreneurship. "Traditionally women were considered to be more likely 'pushed' rather than 'pulled' into small business ownership" (Still & Walker 2006). When it comes to the family responsibility, largely women can balance their professional and personal lives in a better way, as compared to men who are more often motivated by financial or economic gains. The entrepreneurial motivations for women entrepreneurs determine the course of action they take in their entrepreneurial journey and also channelize their talents and ensure the proper utilization of their personal resources for eliciting a successful venture.

Rajouri is a district of Jammu region of Indian Union Territory of Jammu & Kashmir, having area of 2630 sq.km. is located in the foothills of PirPanjal range. According 2011 census the total population of the district is 642415 out of which male population is 345351 and the female population is 297064. As we know the women entrepreneurship is increasing day by day all over the world and same follows in this district, the total number of establishments under Women Entrepreneurship is 639. This number in such a huge population is less but insignificant.

Review of Literature

Ismail, H. et al (2012) studied Motivational Factors that motivate the women of Malaysia for starting their ventures. The aim of the research was to highlight those factors, which influence the Entrepreneurial Motivations of these women. For this study, a sample size of 80 women by using random sampling has taken from the population. The hypotheses has been tested by using regression analysis & correlation by taking variables like gender, education, age, start-up funding and years of experience. The finding of the study stated that the women entrepreneurs of Malaysia are highly influenced by pull factors of motivation rather than push factors.

Mahamud. H & Ali. A (2013) studied the effect of motivational factors on the performance of Women Entrepreneurs in Banadir region in Somalia. The objective of the study is to observe the factors by which the Women were motivated to indulge in the entrepreneurial activities in the specific region. For this study, the sample of 125 women entrepreneurs were taken in to consideration from small and medium enterprises .The finding of study stated that there is sensible correlation between factors of motivation and the outcome of women entrepreneurs. It also stated that self-recognition and economic necessities are the major factors by which women are motivated to become entrepreneurs.

Trusic.A et al (2017) studied the Motivational factors and the drivers behind the entrepreneurial motivations towards starting the business in Croatia. The objective of the study was to highlight the key factor for motivation of women entrepreneurship. For this study, the primary data was employed and was collected through a close-ended questionnaire. The sample size for this study was 1157 and the graduate and under graduate women were taken in to consideration. Some descriptive statistics were used such as percentage, arithmetic mean and standard deviation and inferential statistics such as chi square test and ANOVA were employed for the analysis of data. Findings of the study were that the women are highly motivated by the means of financial requirements. This study also suggests that there should be some focus entrepreneurial education to improve their motivations further.

Muthuraman. S & Hazaizi. M (2018) studied the Pull & Push motivations of Women Entrepreneurs in Sultanate of Oman. The objective of the study is to investigate the various motivational factors that trigger the women to become the entrepreneurs in Oman .The focus was

given to Pull and Push factors that encourage the entrepreneurial spirit in women of Sultanate of Oman. For the study, both secondary and primary data was taken in to consideration. For the collection of primary data 13 interviews of women, entrepreneurs were taken in to consideration. The findings of the study indicate that Push and Pull factors makes great impact on the women entrepreneurial activities in Oman and stated that women of Oman were highly motivated by financial assistance by banks and advice-giving help from the government.

Hasan.l et al (2019) examined the factors that motivate the women to become social entrepreneurs; the study was conducted in Lundu district of Sarawak. The objective of the study was to identify the socio-demographic features and identify the various types of motivational factors for women of Lundu district to become the social entrepreneurs. The study was quantitative approach; for this study sample, size of 150 has taken. The data for the study was collected using well-designed questionnaire and for the analysis of data, SPSS version 23.0 was used. Finding of study highlighted the Financial independence, Contribution towards Society and Need for Affiliation as the motivational factors for the women to become entrepreneurs.

Objectives of study

1. To analyze the Entrepreneurial Motivations of Women Entrepreneurs of Dist Rajouri. .
2. To provide suggestionsand recommendations based on findings of the study.

Research Methodology

Both primary and secondary data has used in this study. For the primary study, the data was collected from 30 women entrepreneurs of district Rajouri. The secondary data has collected from the secondary sources such as books, journals. Research papers, records etc. the present study takes dimensions for its analysis, demographic variables and its entrepreneurial motivational forces.

A well-structured questionnaire was employed in order to obtain primary data from women entrepreneurs. It includes demographic profile of women entrepreneurs and the dimension of entrepreneur motivation. For the study women entrepreneurs of district Rojouri, registered with DICs and WDCs are taken into consideration as the population for the study. Women entrepreneurs having more than two yearsentrepreneurial experience in the business or appropriate persons for the

study. Convenience sampling method has used to know the entrepreneurial motivations. Descriptive statistical tools has used for analysis of data.

Table 1Frequency Distribution of Women Entrepreneurs Age Groups in years

Options	Frequency	Percentage
Below 25	11	36.67
25-30	4	13.33
31-40	15	50
41-50	0	0
51 and Above	0	0

Source: Primary Data

The sample distribution according to 5 age groups shows that a large majority of women entrepreneurs belong to the age group of 31-40 (50%) and below 25 (36.67%) years. A smaller size of women entrepreneurs' also belongs to the age group of above 25-30 years (13.33%). This can be viewed among all selected women entrepreneurs engaged in different types of business ventures showed a similar age group distribution according to age factor. They may have enough experience and can manage their business venture in professional way. In addition to this, it may also be possible for this age group as they are free from major family responsibilities.

Table 2 Frequency Distribution of Women Entrepreneurs and their Marital Status

Options	Frequency	Percentage
Unmarried	12	40
Married	13	43.33
Widow	1	3.33
Separated	4	13.33

Source: Primary Data

The data in above table show that 40% of women were unmarried, 43.3% were married, 3.3 % were Widows and 13.33% of the selected women entrepreneurs were separated. From the above graph it proves that most of the women entrepreneurs surveyed were married and unmarried women and both groups felt confident in running and expanding business with the support of their family members.

Table 3 Women Entrepreneurs educational qualification and its frequency distribution

Options	Frequency	Percentage
Below Matric	7	23.33
Matric	13	43.33
Inter-grad	8	26.67
Post-grad	2	6.67

Source: Primary Data

The collected data pointed out that a large majority of women entrepreneurs had high school (10th) standard of education 43.33% of women entrepreneurs had 10th followed by 26.67% having Inter-grad, 23.33% having below high school, and 6.67% having Post-grad.

Table 4. Frequency Distribution of Women Entrepreneurs and their job before becoming entrepreneurs.

Options	Frequency	Percentage
House Wife	16	53.33
Student	11	36.67
Employed	0	0
Unemployed	3	10

Source: Primary Data

The collected data revealed that a large majority of women entrepreneurs were Housewives before becoming entrepreneurs. 53.33% of women entrepreneurs were house wives had followed by 36.67% were students, and remaining 10% were unemployed. The data in the above table clearly show that Women entrepreneurs have no experience before starting enterprises therefore it clearly indicates that women entrepreneurs without previous experience are also able to begin a new business venture.

Table 5. Frequency Distribution of Reasons for choice of present line of activity

Options	Frequency	Percentage
Easy to enter	5	16.67
Dissatisfying jobs	2	6.67
Use of ideal fund	0	0
Use of technical skill	9	13.33
Leisure time on hand	0	0
Unemployment	14	46.67

Source: primary data

The frequency distribution of reason for choices of present line of activities revealed that majority of the women entrepreneurs about 47% are due to unemployment followed by the use of technical skill, which is 30 percent. The remaining were due to easy to enter and Dissatisfaction of jobs which contributes 16.67 and 6.67 percent respectively.

Table 6. Motivators for starting the enterprise

Options	Frequency	Percentage
Husband	6	20
Family Members	8	26.67
Self Motivated	16	53.33
Government Agencies	0	0

Source: Primary Data

The frequency distribution in the above table shows that 20% of women entrepreneurs whose husband is the head of the household and they motivate and guide their wives to achieve entrepreneurial success. For 26.67% of women entrepreneurs' family members motivate them to face the various challenges in their business. Nearly 53.33% of women entrepreneurs' act as the head of the household and prove their self-confidence level through success in their business and society.

Table 7. Descriptive statistics and inter-correlations among all variables

	Pull motivation	Push motivation	Mean	Standard deviation
Pull motivation	1	0.25	2.33	1.24
Push motivation	0.37	1	2.9	1.86

Table 7 indicates that while both pull ($r=0.25$) and push ($r=0.37$) motivation are positively correlated with women entrepreneurial activity, pull factors of motivation posit a stronger correlation with entrepreneurial activity than push factors of motivation. Regression analysis was then employed to examine the relationship between two independent variables (see Table 8). This was aimed at determining the highest influence factor toward entrepreneurial activity and also at testing the study model. The results are summarized in Table 8.

Table 8. Coefficients of determination between independent variables and dependent variable

Variable	T value	Significance
Pull motivation	2.78	0.175
Push motivation	1.38	0.009
Model summary: Adjusted R-square 30% F = 1.92 Significance .000		

As can be seen in Table 8, push motivation ($p<0.05$) affected line of activity in a positive direction, and has more influence on women intention to become entrepreneurs, as evidenced by the highest T (see Table 8) and pull factors of motivation are not statistically significant ($p>0.05$). Adjusted R-square for this model is 0.30, which indicates that 30% of the changes in the dependent are explained by the independent variables. Altogether, independent variables explained 30% of the variation.

SUMMARY OUTPUT

<i>Regression Statistics</i>	
Multiple R	0.25347925
R Square	0.06425173
Adjusted R Square	0.030832149
Standard Error	1.834489524
Observations	30

ANOVA					
	<i>Df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>
Regression	1	6.470149254	6.470149254	1.922577375	0.176514656
Residual	28	94.22985075	3.365351812		
Total	29	100.7			

	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>
Intercept	2.011940299	0.722760657	2.783688179	0.009521634	0.531432226
X Variable 1	0.380597015	0.274488064	1.386570364	0.176514656	-

Q no.5. to 10 Descriptive statistics

<i>Column1</i>	
Mean	2.75
Standard Error	0.11
Median	3
Mode	1
Standard Deviation	1.57
Sample Variance	2.47
Kurtosis	-0.66
Skewness	0.53
Range	5
Minimum	1
Maximum	6
Sum	479
Count	174

Q no. 7 and 8

<i>Column1</i>		<i>Column2</i>	
Mean	2.333333333	Mean	2.9
Standard Error	0.226585516	Standard Error	0.340216294
Median	2.5	Median	3
Mode	1	Mode	1
Standard Deviation	1.241059984	Standard Deviation	1.863441384
Sample Variance	1.540229885	Sample Variance	3.472413793
Kurtosis	1.664433695	Kurtosis	-1.917946672
Skewness	0.120263108	Skewness	0.121275348
Range	3	Range	4
Minimum	1	Minimum	1
Maximum	4	Maximum	5
Sum	70	Sum	87
Count	30	Count	30

Conclusion:

This study examines the various motivational factors that pull or push women into Entrepreneurship in Rajouri district of J&K. The results of the study reveal that women taking part Entrepreneurial activities in the district Rajouri of Jammu and Kashmir are mostly married and possess low educational qualifications (mostly 10th level) and are of the age group of 31-40 of age. The women go for Entrepreneurial activities due to some pull and push motivational factors. Pull factors include their desires and wishes for certain goals and targets like higher rewards, better life style, or something else. The Push factors include the compelling factors because of which women are compelled to open up their business, such as family hardships, unemployment, or poverty. The results of the study depict that the women entrepreneurs in the selected district are more motivated by the push factors than the pull factors.

Suggestions:

Based on the findings of the study the following suggestions can be proposed:

- Enhancing the existing schemes and incorporating newer schemes for the promotion of women entrepreneurship.
- Efforts must be made to aware the masses about various schemes and programs for the assistance of women entrepreneurship in the district.
- Seminars and Workshops should be conducted in colleges and universities in order to create a positive environment for entrepreneurial development.
- Awareness campaigns should be carried out in order reduce the curbs of gender inequality in the district.

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