

CHAPTER 4

MOTIVATING FACTORS FOR WOMEN ENTREPRENEURS

In many societies, there is a widespread perception that women are expected to assume the responsibility of managing domestic issues, such as fetching water, cooking, and raising children. Since the turn of the century, the position of women in India has been changing due to increased industrialization, globalisation and social laws. As education and knowledge have become more widespread, women have transitioned from domestic roles to higher-level professional endeavours. Entrepreneurship was once predominantly dominated by men, but through time, the situation has evolved, resulting in women emerging as the most notable and inspiring entrepreneurs of today. The presence of women entrepreneurs is crucial for economic progress. In modern times, women are now not just entering some occupations but also professions such as trade, industry, and engineering. Women are equally inclined to engage in entrepreneurship and actively contribute to the progress of their country. Their role is being acknowledged, and measures are being implemented to support women entrepreneurship.

Women entrepreneurs in kokrajhar district have numerous causes and motivations for starting businesses or economic activities. The main factors include financial gain or a profitable income opportunity, improved quality of life, access to loans, favourable government policies, personal fulfilment, inspiration from success stories, desire to utilise one's own skills and talents, dissatisfaction with the current work environment, self-employment and job creation, assurance of career and family stability, fulfilment of creative aspirations, confidence in one's abilities, inability to find suitable employment, encouragement and advice from family members, economic necessity and other similar reasons. Women often initiate business ventures not only as a result of good aspects but also owing to bad conditions such as insufficient family income, limited career prospects, discontent with their existing job, or the desire for a more flexible work environment.

4.1 Motivating factors of women entrepreneurs

There are two factors that influence women entrepreneurs in India to become entrepreneurs:

4.1.1 Pull Factors: Pull factors refer to the incentives that motivate women to pursue entrepreneurship. These factors include a strong aspiration for pursuing new opportunities in life, a desire for independence, access to financial resources, as well as potential incentives and subsidies.

4.1.2 Push Factors: Push factors are the compelling forces that drive women to become entrepreneurs. These factors encompass unfavourable familial conditions such as the demise of a spouse or parent, economic necessities, financial challenges, and familial responsibilities.

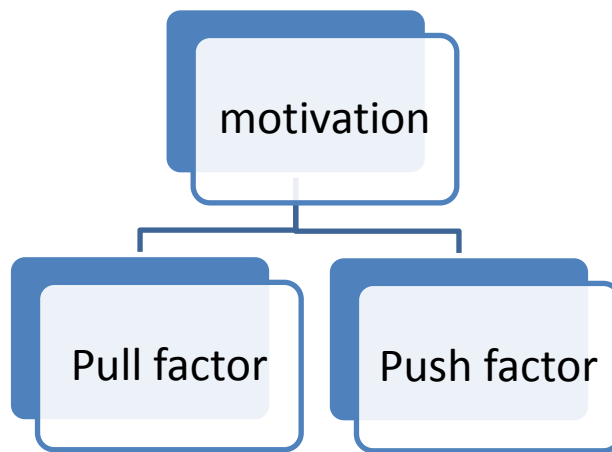


Figure- 6.1 Motivating Factors of women Entrepreneurs

Women initiated their firms and assumed the role of entrepreneurs by exerting influence over one or more elements. Both push and pull factors were present. Several women initiated their own businesses with the intention of providing financial support to their families, addressing the lack of job opportunities, meeting the economic needs of their households, and ensuring a secure lifestyle. Additionally, some women desired

independence, aspired to become entrepreneurs, sought a better quality of life, and wished to utilise their skills for personal fulfilment, which prompted them to start their own businesses. The primary catalysts that motivate women entrepreneurs in the Kokrajhar District to initiate their own Business Enterprises outlined as follows:

Table 4.1:-FAMILY RESPONSIBILITY

Family Responsibility	Frequency	Percentage
Strongly Agree	60	27
Agree	57	26
Not sure	2	1
Disagree	97	44
Strongly Disagree	4	2
Total	220	100

Source-Field Survey

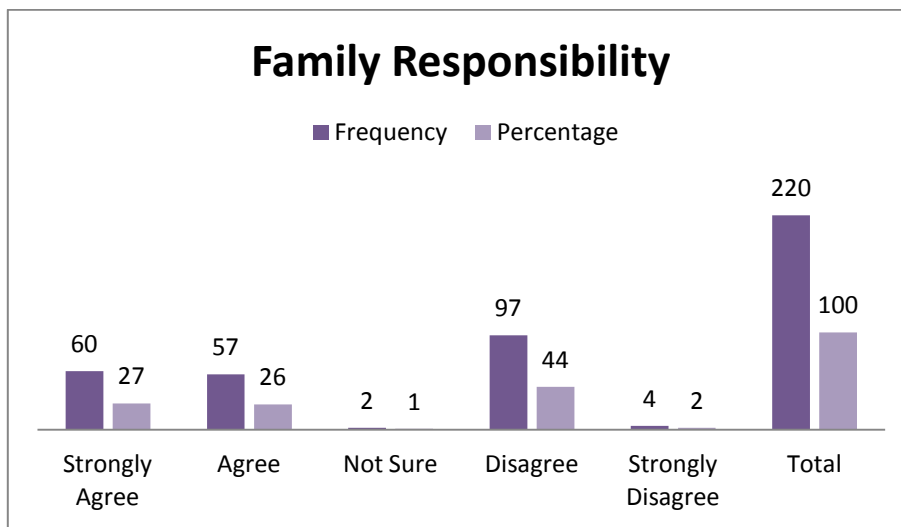


Figure 4.2-Family responsibility of women entrepreneurs

Explanation-The above table depicts that 27% women entrepreneurs were agree and 26% women entrepreneurs were strongly agree that they had started their business due to their family responsibilities. However 1% of women entrepreneurs were not sure 44% women entrepreneurs were disagree to this and 2% women entrepreneurs were strongly disagree to this factor of encouragement. This has been shown from the above explanation that family responsibilities had compelled women entrepreneurs in the Kokrajhar District to start their business. They were doing their business for their family.

Table 4.2:-ECONOMIC NEED

Economic Need	Frequency	Percentage
Strongly Agree	104	47
Agree	81	37
Not sure	0	0
Disagree	24	11
Strongly Disagree	11	5
Total	220	100

Figure: Field Survey

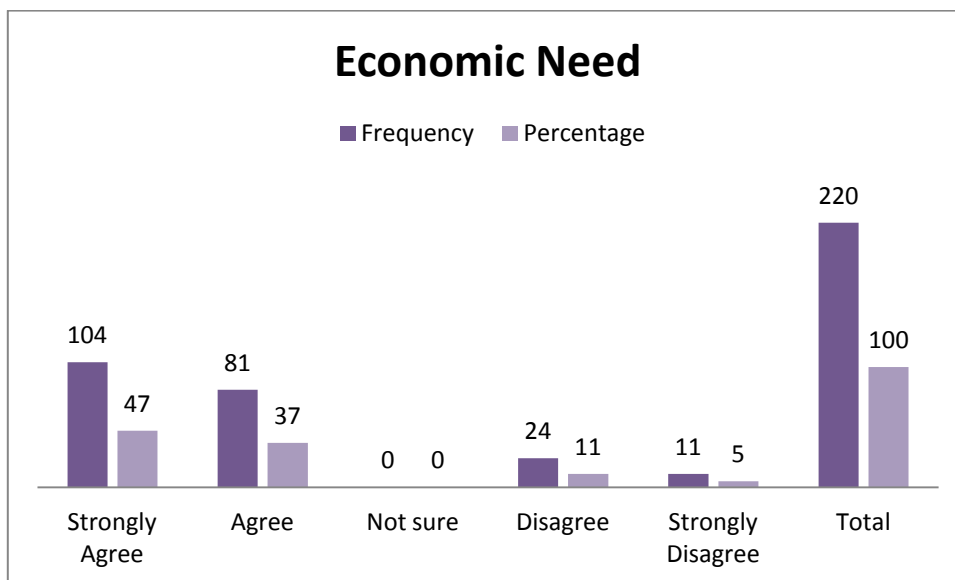


Figure 4.3 -Economic Needs of women Entrepreneurs

Explanation- This is clear from the above table that 47% women entrepreneurs were strongly agree and 37% women entrepreneurs were agree that economic need of the family influence them to start their business. However 11% women entrepreneurs were disagree and 5% were strongly disagree. This is clear from the above explanation that most of the women entrepreneurs in the study area said that economic needs of the family forced them to start a business. They started their business to fulfill the needs of their family.

Table 4.3:- DESIRE TO BE INDEPENDENT

Desire to be Independent	Frequency	Percentage
Strongly Agree	44	20
Agree	125	57
Not sure	9	4
Disagree	24	11
Strongly Disagree	18	8
Total	220	100

Source-Field Survey

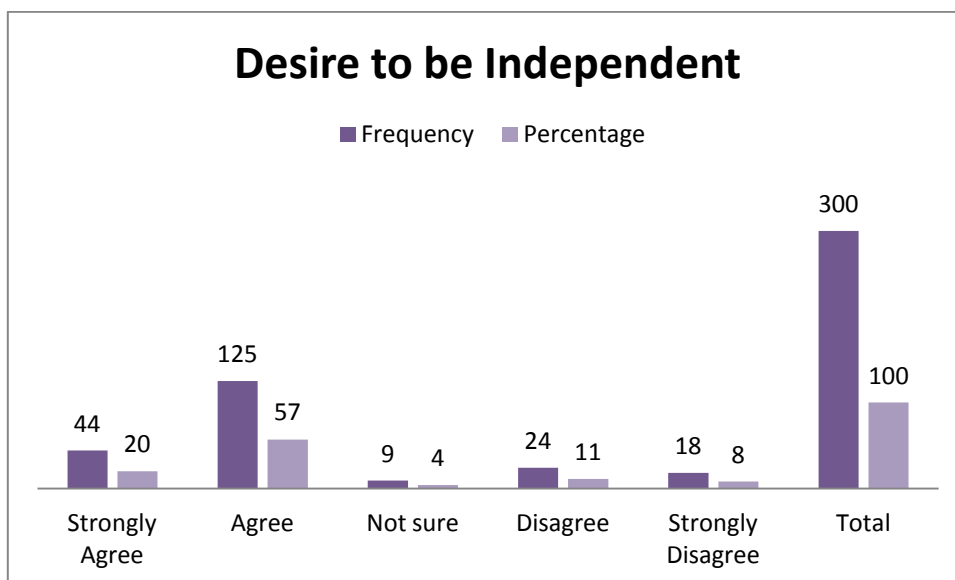


Figure 4.4- Desire to be independent

Explanation-The above table explains that 57% women entrepreneurs were agree and 20% women entrepreneurs were strongly agree that they had a desire to be independent that is why they started their business. However 4% women entrepreneurs were not sure and 11% were disagree and 8% of women entrepreneurs were strongly disagree on this..This is evident from the above explanation that most of the women entrepreneurs wanted an independent life, freedom to take their own decision that's why they started their business.

Table 4.4:- FAMILY ADVICE AND SUPPORT

Family Advice and Support	Frequency	Percentage
Strongly Agree	21	10
Agree	78	35
Not sure	0	0
Disagree	108	49
Strongly Disagree	13	6
Total	220	100

Source-Field Survey

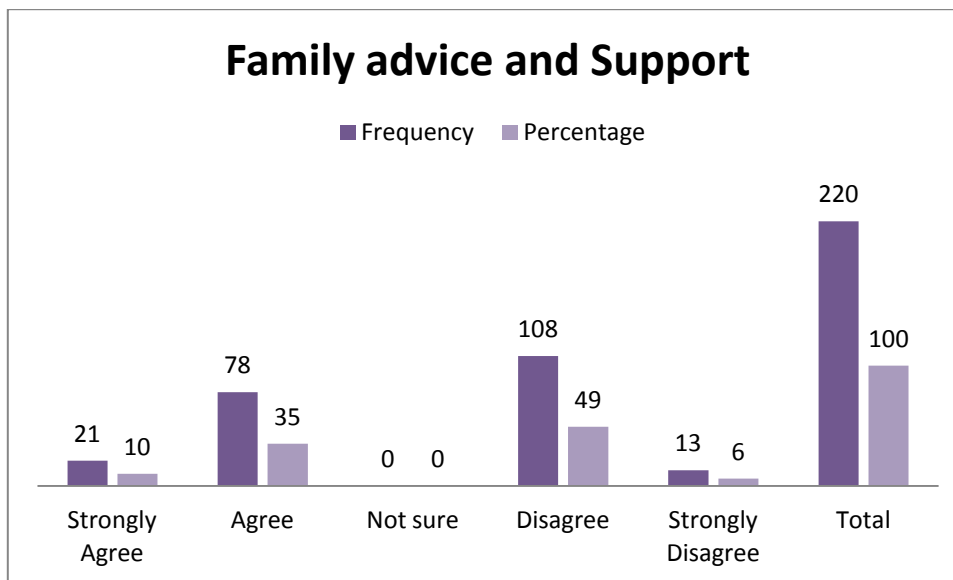


Figure- 4.5-Family advice and Support

Explanation- This table shows that 35% women entrepreneurs were agree that their family members advice them to start their business and 10% women entrepreneurs were strongly agree. However 49% women entrepreneurs were disagree, 6% of women entrepreneurs were strongly disagree to this factor of encouragement and 0% women entrepreneurs were not sure. This is evident from the above explanation that Families have played an important role in making a woman to a woman entrepreneur. Families encouraged them to live their

own dreams and become independent. Most of the women entrepreneurs were inspired by the advice from their family members for starting their enterprises.

Table 4.5:-ASSURANCE OF CAREER AND FAMILY SECURITY

Assurance of Career and family security	Frequency	Percentage
Strongly Agree	11	5
Agree	132	60
Not sure	15	7
Disagree	48	22
Strongly Disagree	14	6
Total	220	100

Source: Field Survey

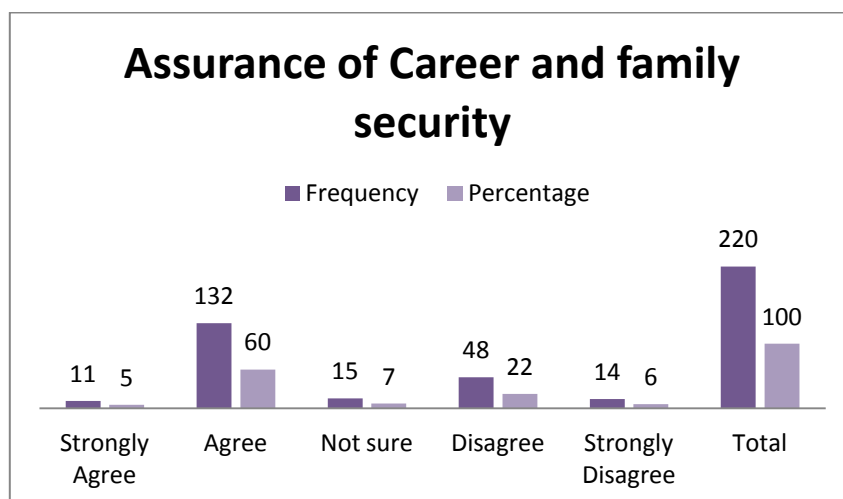


Figure-6.6 Assurance of career and family security

Explanation-This table shows that 60% women entrepreneurs were agree and 5% of women entrepreneurs are strongly agree that they started their business to secure their family and to build up their own career. However 22% women entrepreneurs were disagree to this factor and said it did not encourage them to start their business and 7% women entrepreneurs were not sure on this, 6% women entrepreneurs were strongly disagree to this factor . This is clear from the above explanation that maximum number of women entrepreneurs area

started their business to give a secured and smooth life to their family members and an assured career to their own.

TABLE 4.6:- INABILITY TO FIND A SUITABLE JOB

Inability to find suitable job	Frequency	Percentage
Strongly Agree	20	9
Agree	53	24
Not sure	18	8
Disagree	125	57
Strongly Disagree	4	2
Total	220	100

Source- Field Survey

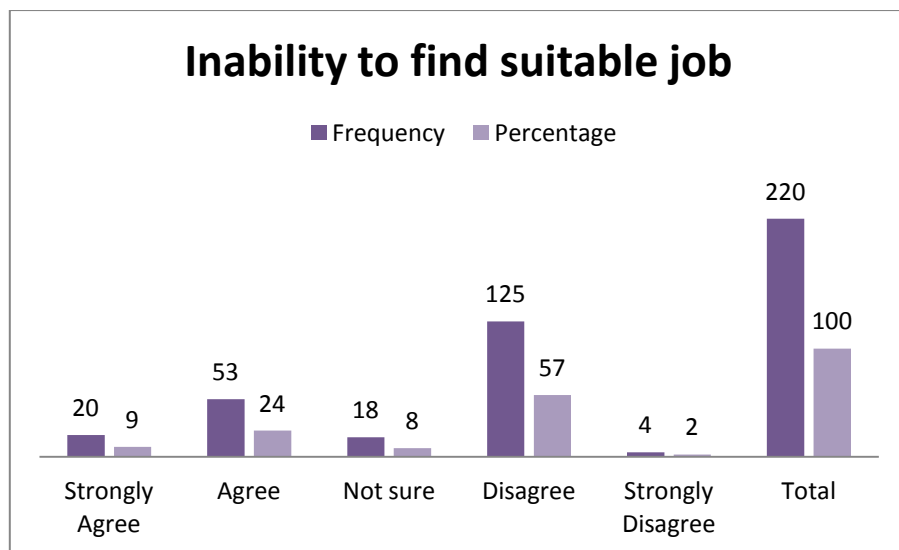


Figure 6.7- Inability to find suitable job

Explanation-This table depicts that 24% women entrepreneurs were agree and 9% women entrepreneurs were strongly agree that they did not get a suitable job. However 57% women entrepreneurs were disagree to this factor and said starting their business was their own choice and 8% women entrepreneurs were not sure on this and 2% women entrepreneurs were strongly disagree to this and said their interest was in doing business. This is evident from the above explanation that women entrepreneurs in the Kokrajhar

district felt that non availability of jobs made women to starts their own business for some extant.

TABLE NO 4.7:- PERSONAL SATISFACTION

Personal Satisfaction	Frequency	Percentage
Strongly Agree	46	21
Agree	103	47
Not sure	11	5
Disagree	51	23
Strongly Disagree	9	4
Total	220	100

Source-Field Survey

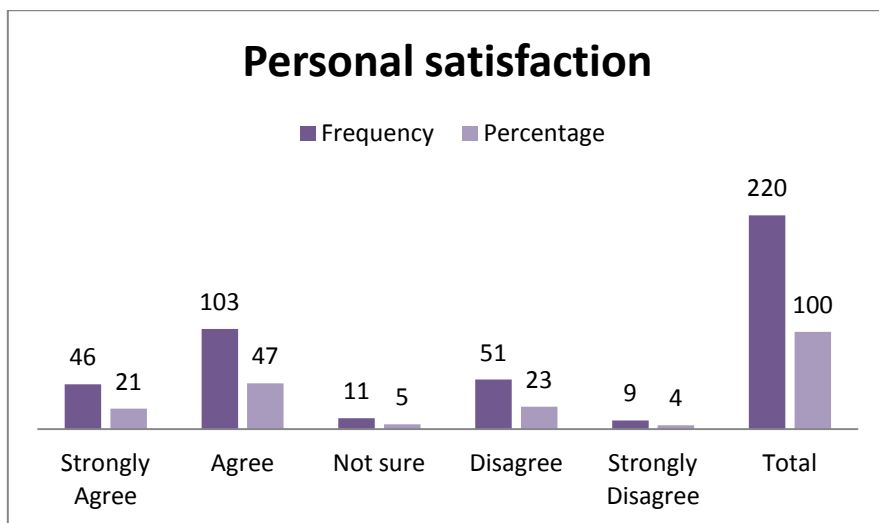


Figure 4.8- Personal Satisfaction

Explanation-The above table explains that 47% women entrepreneurs were agree and 21% women entrepreneurs were strongly agree and said that personal satisfaction was one of their factors of encouragement to start a business. However 23% women entrepreneurs were disagree, 4% women entrepreneurs were strongly disagree and 5% women

entrepreneurs were not sure on this. This is evident from the above explanation that most of the women said that they started their business for their own satisfaction.

TABLE NO 4.8:- INFLUENCED BY SUCCESS STORIES

Influenced success stories by	Frequency	Percentage
Strongly Agree	18	8
Agree	11	5
Not sure	4	2
Disagree	172	78
Strongly Disagree	15	7
Total	220	100

Source-Field Survey

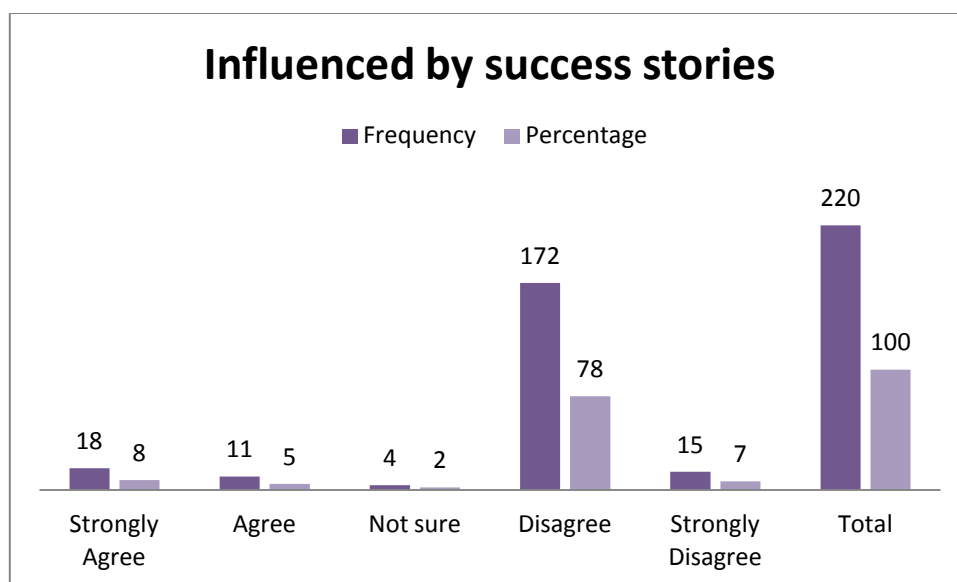


Figure 4.9-Influenced by success stories

Explanation-This table explains that 78% women entrepreneurs were disagree and 7% women entrepreneurs were strongly disagree to this factor and said they were not influenced by any success story. However 5% women entrepreneurs were agree and 8% women entrepreneurs were strongly agree to this factor of encouragement. While 2% of

women entrepreneurs were not sure. This is clear from the above explanation that only few women entrepreneurs were influenced by stories of successful entrepreneurs and in this hope they started their business. Successful women entrepreneurs' stories inspired them and encouraged them to start their own business. Majority of the women entrepreneurs were not motivated to start their business by the success stories of other women entrepreneurs.

TABLE NO 4.9:-DESIRE TO UTILIZE SKILLS AND TALENT

Desire to use Skill and talents	Frequency	Percentage
Strongly Agree	40	18
Agree	114	52
Not sure	9	4
Disagree	24	11
Strongly Disagree	33	15
Total	220	100

Source-Field Survey

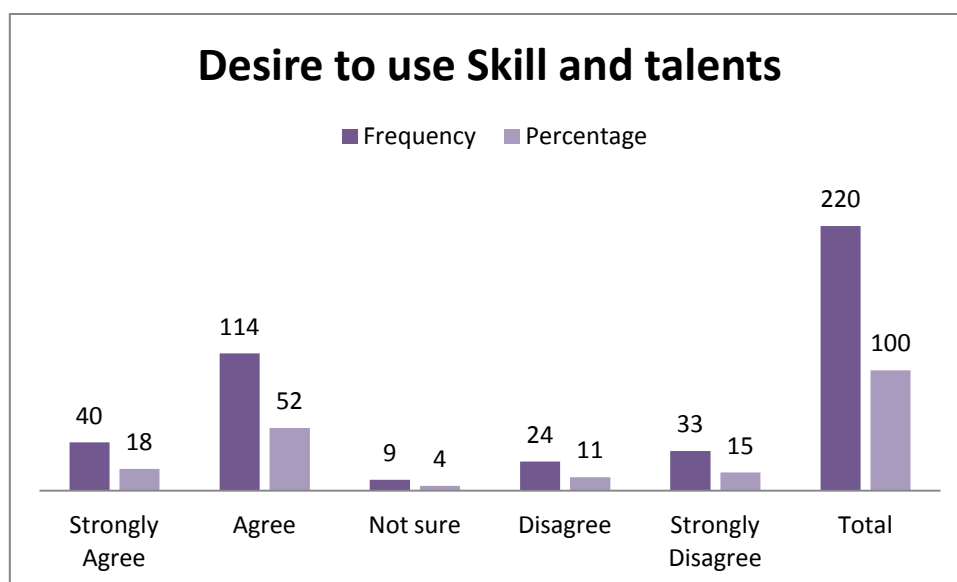


Figure 4.10- Desire to use skills and talents

Explanation-This table depicts that 52% women entrepreneurs were agree and 18% women entrepreneurs were strongly agree that they started their business to utilize their own professional skills. However 15% women entrepreneurs were strongly disagree,11% women entrepreneurs were disagree and 4% women entrepreneurs were not sure on this factor of encouragement. This is evident that women entrepreneurs started their business to utilize their professional skills and talents. Whereas some of women entrepreneurs were disagree to this and said their financial requirement were more in comparison to this.

TABLE NO 4.10:- FAMILY BUSINESS

Family Business	Frequency	Percentage
Strongly Agree	2	1
Agree	22	10
Not sure	4	2
Disagree	161	73
Strongly Disagree	31	14
Total	220	100

Source-Field Survey

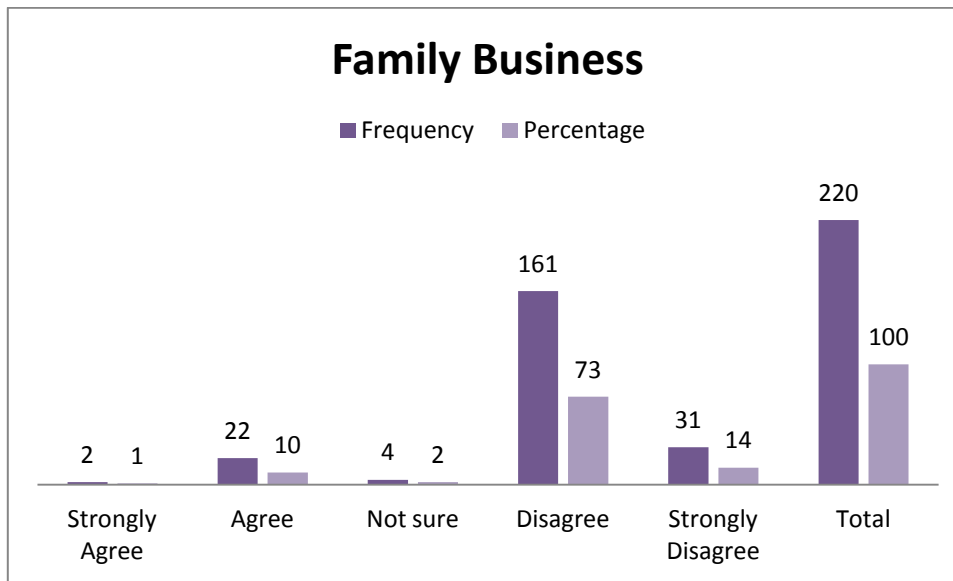


Figure-4.11 Family Business

Explanation -This table explains that 73% women entrepreneurs were disagree and 14% women entrepreneurs were strongly disagree to the family business as the factor of encouragement. However 10% women entrepreneurs were agreeing and 1% women entrepreneurs were strongly agree to this factor and said that they are expanding their family business. Whereas 2% women entrepreneurs were not sure on this encouraging factor. This is clear from the above explanation that some women entrepreneurs were encouraged by their family business and majority of women entrepreneurs in the study area were not encouraged by this factor.

TABLE NO 4.11:- DESIRE TO BECOME AN ENTREPRENEUR

Desire to become an entrepreneurs	Frequency	Percentage
Strongly Agree	29	13
Agree	90	41
Not sure	7	3
Disagree	79	36
Strongly Disagree	15	7
Total	220	100

Source: Field Survey

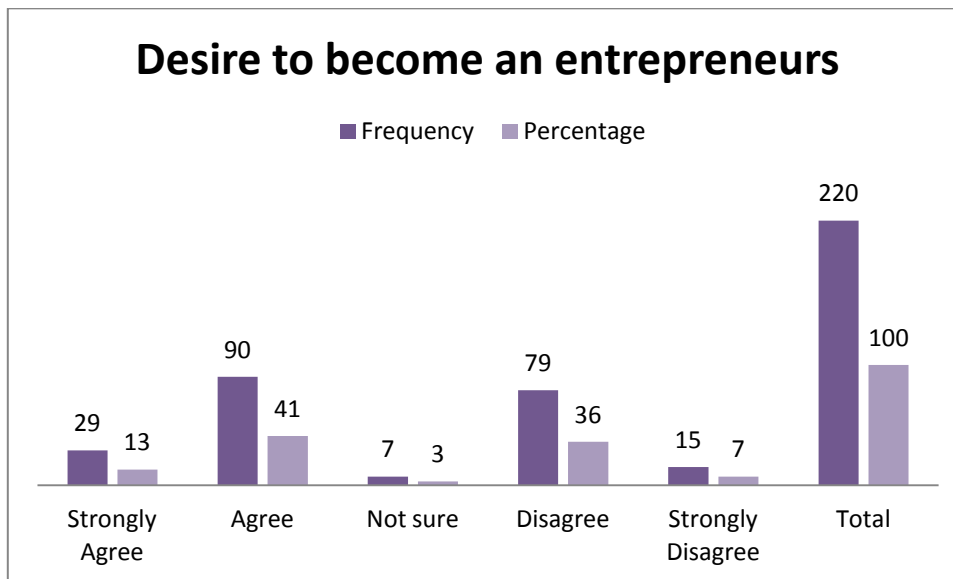


Figure 4.12- Desire to become entrepreneurs

Explanation-This table shows that 41% women entrepreneurs were agree and 13% women entrepreneurs were strongly agree that the reason behind starting their business was, they wanted to become a successful entrepreneur. However 36% women entrepreneurs were disagree followed by 7% women entrepreneurs strongly disagree and 3% women entrepreneurs were not sure to this factor of encouragement. This is evident from the above

explanation that everyone has some dreams only few people live their dream. Women entrepreneurs in the study area were having a dream to become an entrepreneur and they were living their dream. They started their business to be a successful entrepreneur. However some of them were not having such dream.

TABLE NO 4.12:- IMPROVE STANDARD OF LIVING AND LIVE BETTER LIFE

Improve standard of living and live better life	Frequency	Percentage
Strongly Agree	44	20
Agree	136	62
Not sure	18	8
Disagree	20	9
Strongly Disagree	2	1
Total	220	100

Source-Field Survey

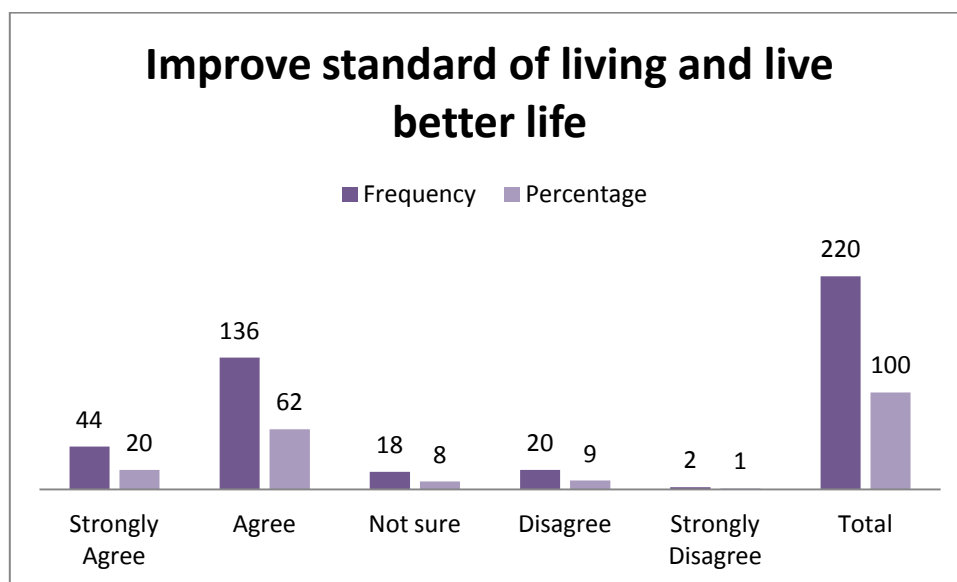


Table 4.13-Improve standard of living and live better life

Explanation-The above table illustrates that 62% women entrepreneurs were agreeing and 20% women entrepreneurs were strongly agree and said the purpose for them to start a business was to enjoy a better life and improve standard of living. However 8% women entrepreneurs were not sure and 9% women entrepreneurs were disagree on this factor of encouragement. Whereas 1% of women entrepreneurs were strongly disagree. This is clear from the above explanation that maximum number of women entrepreneurs said the purpose for them to start a business was to enjoy a better and improve standard of living. They agreed that they wanted to give a better future to their children and a smooth life. This made them to start their business.

TABLE NO 4.13:- HIGH PROFITABILITY INCOME SOURCE

High Profitability income source	Frequency	Percentage
Strongly Agree	15	7
Agree	112	51
Not sure	31	14
Disagree	44	20
Strongly Disagree	18	8
Total	220	100

Source: Field Survey

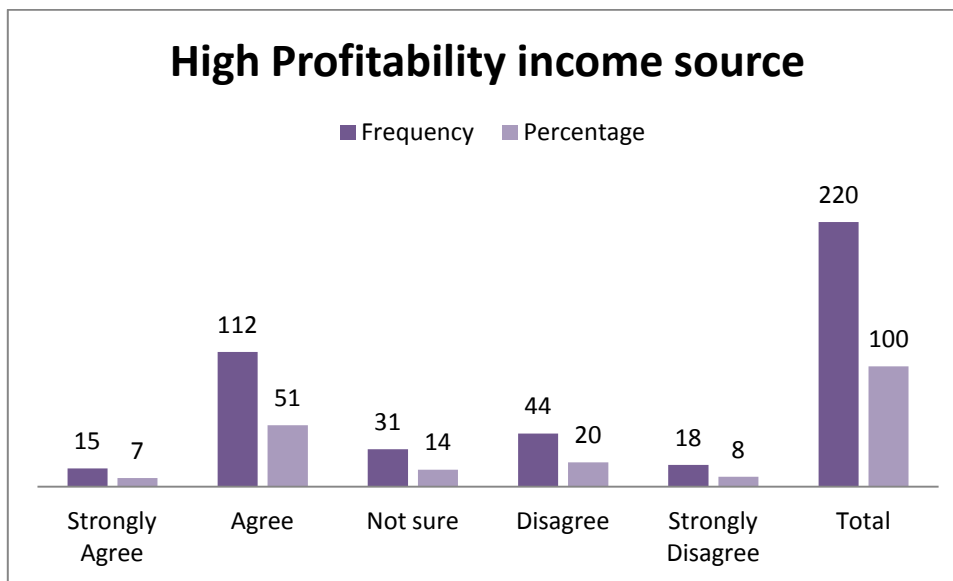


Table 4.14- High Profitability income source

Explanation- The above table shows that 51% women entrepreneurs were agree and 7% women entrepreneurs were strongly agree and said factor of high profitability encouraged them and they started their business. Whereas 8% women entrepreneurs were strongly disagree, 20% women entrepreneurs were disagree and 14% women entrepreneurs were not sure on this factor of encouragement. This is clear from the explanation that maximum number of women entrepreneurs said high profitability encouraged them to start their own business. They said that where there is a risk, there is high profit. Thus, the researcher has found that many factors have influenced women entrepreneurs of Kokrajhar district.

Thus, the researcher has found that many factors have influenced women entrepreneurs of Kokrajhar district BTR. Women entrepreneurs were influenced by many factors like to enjoy better and secured life encouraged women the most in comparison to any other factor. The other factors that encouraged women entrepreneurs of kokrajhar district were desire to be independent followed by economic need of the family and personal satisfaction. Family responsibility, assurance of career and family security was another major factor that encouraged women entrepreneurs to start their own business. Advice of the family member for encouraging women entrepreneurs to start a business had also been given importance. These positive qualities were afterwards accompanied by the

opportunity to lead a more fulfilling life, guaranteeing both job advancement and the stability of one's family.