



Research Article

## Motivational sources and factors of women entrepreneurs in Agra district

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**SUMMARY :** A person has two type of motivation. One is innate in nature and another is acquired automatically and getting through human and non-human resources. For examining motivational sources and factors of 200 women entrepreneurs, (100 women entrepreneurs from Agra urban running boutiques and beauty parlours, 100 from Agra rural running dairy enterprises), the present study was conducted in both the areas of Agra district during the year 2005. Based on the nature of information and collected data, percentage was used as statistical measure. It is clear from findings that women entrepreneurs were influenced by their husband to take-up an enterprise. Out of the monetary factors, to earn money, and to get rich were highly motivating factors and to earn additional income was highly and averagely motivating factor. Plenty of money available in the family was the low motivating factor for women. Out of the social factors, to sustain social prestige and to gain prestige were highly motivating factors and to be recognised and respected and to sustain social presige were averagely motivating factors for women. Out of the service factors, to employ people was the only highly and averagely motivating factors for the entrepreneurs. Out of the familial factors, most convenient job and it does not affect the family life and to carry on family business were highly motivating factor and to win husband's appreciation was averagely motivating factor for women. Out of the self-fulfillment factors, to fulfill my ambitions, to pursue hobbies, to be productive, use personal abilities and to achieve something through business were highly motivating factors for entrepreneurs. To be productive, use personal abilities, to be independent/be own boss and because I do not have educational qualification to seek a job and to keep myself busy were averagely motivating factors for entrepreneurs. For these kinds of entrepreneurs, those got motivation from various sources and factors/conditions, are venturing an enterprise, the workers those are working under their guidance both should be promoted by the government and concerned organization by different modes of awareness. Therefore, more and more entrepreneurial unit could be opened at distinct places through which people could be benefited in every sphere of life.

**KEY WORDS :**

Motivational sources,  
Factors of women  
entrepreneurs

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### BACKGROUND AND OBJECTIVES

Motivation is the process of initiating a conscious and purposeful action. Motive means an urge, or combination of urges, to be ordinarily a compound of feelings, appetite inclinations and instinctive impulses. It becomes objectified as an interest and unless impeded by internal or external obstacles, leads to actions in pursue of that interest. In reference to entrepreneurship, the type and degree of motivation is very important. Without having innate and acquired motive for surviving in society, women/person cannot be successful in both the fields; personal and entrepreneurial. It is

observed by Singh and Sengupta (1985) in their study that the reason of becoming an entrepreneur is due to be creative along with the sense of economic independence. Therefore, a person/women should have strong will power/desire to settle down an enterprise and do effort for timely advancements considering contemporary issues. Otherwise, the enterprise and entrepreneurs may not be successful. Keeping in view, the above facts, present study is being carried out.

### RESOURCES AND METHODS

Agra division of Uttar Pradesh was selected

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as the locale for the present study by using purposive sampling. Agra division comprises of seven districts. Out of which Agra district has been selected randomly. For the purpose of administration, Agra district was divided into two areas, Agra urban and Agra rural. In case of Agra urban, the investigator divided into four zones; North-East, North-West; South-East; and South-West. Twenty five women entrepreneurs running both boutiques and beauty parlours were selected randomly from each zone. In case of Agra rural, it consists of 15 blocks. Out of 15 blocks, Bichpuri block was selected randomly. Out of the villages of Bichpuri block, village Baipur and Laramada were selected purposively. Fifty women entrepreneur running dairy enterprises were selected randomly from each village. Descriptive type of research design was used. Primary data regarding motivational sources and factors for taking up an enterprise among women entrepreneurs of Agra district (both 100 from Agra urban and 100 from Agra rural) during the year 2005 were collected through interview schedule. Based on the nature of data and collected information, percentage was used as statistical measure.

## OBSERVATIONS AND ANALYSIS

While carrying out in depth study of sources and factors which motivates women entrepreneurs to venture into taking – up an enterprise have been analysed under the following heads;

- Person as motivating source
- Motivating factors
  - Monetary factors
  - Social factors
  - Service factors
  - Familial factors
  - Self-fulfillment factors

### Urban:

It is concluded that 92 per cent of women entrepreneurs were influenced by self. There were 33 per cent of women entrepreneurs who were influenced by their husband. Only

one per cent each of women entrepreneurs were influenced by neighbours and relatives (Table 1).

### Rural:

It is concluded that 100 per cent of women entrepreneurs were influenced by husband. Four per cent of women entrepreneurs were influenced by self (Table 1).

Finally it is concluded that maximum of women entrepreneurs were influenced by their husbands (66.5 %) and by self (48 %) to take – up an enterprise. Separately the figures gave a different picture – 100 per cent of the women entrepreneurs in rural area were motivated by their husbands but this was not in case of urban women entrepreneurs, where they were motivated by their own idea (92 %); literacy may have played a major role. Urban women entrepreneurs' literacy status was higher than the rural women entrepreneurs. Study conducted by Mishra and Bal (1998), Jose Paul *et al.* (1996) and Singh *et al.* (2002) were in parallel of above findings.

### Motivating factors of women entrepreneurs:

Relating to economic conditions, the motivating factors were studied under five broad heads; monetary factors, social factors, service factors, familial factors and self-fulfillment factors.

### Monetary factors:

#### Urban:

Motivating factors can be observed from the Table 2 that to earn money was the highly motivating factor for 71 per cent of women entrepreneurs. To earn additional income was the next highly motivating factor for 48 per cent for women entrepreneurs. Thirty-nine per cent of women entrepreneurs were started their enterprise for financial stability / security. Only 5 per cent of women entrepreneurs were highly motivated due to plenty of money available in the family.

Thirty nine per cent and 34 per cent of women entrepreneur were averagely motivated to earn additional income and to get rich, respectively. Only 7 per cent were

**Table 1: Person-motivating sources of women entrepreneurs (N<sub>1</sub>=100, N<sub>2</sub>=100, N=N<sub>1</sub>+N<sub>2</sub>=200)**

Sr. No.	Sources	Women Entrepreneurs		Total
		Urban	Rural	
1	Self	92 (92)	4 (4)	96 (48)
2	Mother/ Father/ Brother / Sister / in-laws	11 (11)	1 (1)	12 (6)
3	Husband	33 (33)	100 (100)	133 (66.5)
4	Neighbours	1 (1)	–	1 (0.5)
5	Friends	3 (3)	–	3 (1.5)
6	Relatives	1 (1)	–	1 (0.5)
7	Any other (Children)	2 (2)	–	2 (1.0)
8	Progressive Entrepreneurs	12 (12)	–	12 (6.0)

\*Percentage is calculated on the basis of total respondents and given in parentheses

**Table 2 : Monetary factors of women entrepreneurs (N<sub>1</sub>=100, N<sub>2</sub>=100, N=N<sub>1</sub>+N<sub>2</sub>=200)**

Sr. No.	Monetary factors	Number of women entrepreneurs								
		Highly motivated			Average motivated			Low motivated		
		Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total
1.	To earn money	71 (71)	100 (100)	171 (85.5)	14 (14)	–	14 (7)	2 (2)	–	2 (1)
2.	To get rich	18 (18)	94 (94)	112 (56)	34 (34)	4 (4)	38 (19)	5 (5)	–	5 (2.5)
3.	To earn additional income	48 (48)	73 (73)	121 (60.5)	39 (39)	23 (23)	62 (31)	2 (2)	–	2 (1.0)
4.	For financial stability / security	39 (39)	58 (58)	97 (48.5)	24 (24)	24 (24)	48 (24)	2 (2)	1 (1)	3 (1.5)
5.	Due to insufficient money in the family	23 (23)	42 (42)	65 (32.5)	11 (11)	10 (10)	21 (10.5)	4 (4)	23 (23)	27 (13.5)
6.	Plenty of money available in the family	5 (5)	13 (13)	18 (9)	7 (7)	3 (3)	10 (5)	9 (9)	26 (26)	35 (17.5)

\* Percentage is calculated on the basis of total respondents and given in parentheses

averagely motivated due to plenty of money available in the family followed by 9 per cent low motivated women entrepreneurs. Only 2 per cent of women entrepreneur were low motivated for financial stability/ security and to earn additional income each.

#### Rural:

As can be seen from the Table 2, 100 per cent, 94 per cent and 73 per cent of women entrepreneurs were highly motivated to earn money, to get rich and to earn additional income were highly motivated, respectively.

Twenty four per cent and 23 per cent of women entrepreneurs were averagely motivated for financial stability / security and to earn additional income, respectively.

Twenty six per cent and 23 per cent of women entrepreneurs were low motivated due to plenty of money available in the family and due to insufficient money in the family.

It is observed from the table that (the motivating factors

for economic improvement) to earn money was the highly motivating factor for 85.5 per cent women entrepreneurs to take up an enterprise, to earn additional income and to get rich were the next highly motivating factors for 60.5 per cent and 56 per cent women entrepreneurs, respectively.

Thirty one per cent and twenty four per cent women entrepreneurs were averagely motivated for to earn additional income and for financial stability / security, respectively.

Availability of surplus money was low motivating factor for 17.5 per cent women entrepreneurs.

#### Social factors:

##### Urban:

As can be seen from the Table 3, to sustain social prestige and to gain prestige were the highly motivating factor for 70 per cent and 65 per cent of women entrepreneurs, respectively.

Twenty five per cent and 24 per cent of women entrepreneurs were averagely motivated due to it is prestigious things to do and to be recognized and respected, respectively.

**Table 3 : Social factors of women entrepreneurs (N<sub>1</sub>=100, N<sub>2</sub>=100, N=N<sub>1</sub>+N<sub>2</sub>=200)**

Sr. No.	Social factors	Number of Women Entrepreneurs								
		Highly Motivated			Average Motivated			Low Motivated		
		Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total
1.	To gain prestige	65 (65)	12 (12)	77 (38.5)	16 (16)	11 (11)	27 (13.5)	–	2 (2)	–
2.	To be recognised and respected	29 (29)	5 (5)	34 (17)	24 (24)	15 (15)	39 (19.5)	–	–	–
3.	To be model to others	3 (3)	1 (1)	4 (2)	4 (4)	4 (4)	8 (4)	4 (4)	–	4 (2)
4.	To meet many people	4 (4)	–	4 (2)	4 (4)	–	4 (2)	3 (3)	–	3 (1.5)
5.	It is prestigious things to do	11 (11)	–	11 (5.5)	25 (25)	1 (1)	26 (13)	7 (7)	1 (1)	7 (3.5)
6.	To sustain social prestige	70 (70)	10 (10)	80 (40)	20 (20)	17 (17)	37 (18.5)	–	–	–

\* Percentage is calculated on the basis of total respondents and given in parentheses

**Table 4 : Service factors of women entrepreneurs (N<sub>1</sub>=100, N<sub>2</sub>=100, N=N<sub>1</sub>+N<sub>2</sub>=200)**

Sr. No.	Service factors	Number of women entrepreneurs								
		Highly motivated			Average motivated			Low motivated		
		Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total
1.	To employ people	6 (6)	19 (19)	25 (12.5)	14 (14)	32 (32)	46 (23)	–	–	–
2.	To upgrade the community	5 (5)	–	5 (2.5)	3 (3)	–	3 (1.5)	2 (2)	–	2 (2)
3.	To work for the community	12 (12)	–	12 (6)	4 (4)	–	4 (2.0)	2 (2)	–	2 (2)

\* Percentage is calculated on the basis of total respondents and given in parentheses

**Table 4 : Service factors of women entrepreneurs (N<sub>1</sub>=100, N<sub>2</sub>=100, N=N<sub>1</sub>+N<sub>2</sub>=200)**

Sr. No.	Service factors	Number of women entrepreneurs								
		Highly motivated			Average motivated			Low motivated		
		Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total
1.	To employ people	6 (6)	19 (19)	25 (12.5)	14 (14)	32 (32)	46 (23)	–	–	–
2.	To upgrade the community	5 (5)	–	5 (2.5)	3 (3)	–	3 (1.5)	2 (2)	–	2 (2)
3.	To work for the community	12 (12)	–	12 (6)	4 (4)	–	4 (2.0)	2 (2)	–	2 (2)

\* Percentage is calculated on the basis of total respondents and given in parentheses

**Table 5 : Familial consideration factors of Women entrepreneurs (N<sub>1</sub>=100, N<sub>2</sub>=100, N=N<sub>1</sub>+N<sub>2</sub>=200)**

Sr. No.	Familial consideration	Number of Women Entrepreneurs								
		Highly Motivated			Average Motivated			Low Motivated		
		Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total
1.	To settle son/daughter in enterprise	3 (3)	2 (2)	5 (2.5)	1 (1)	–	1 (0.5)	–	–	–
2.	To win husbands appreciation	4 (4)	24 (24)	28 (14)	4 (4)	22 (22)	26 (13)	–	–	–
3.	To please father / mother	–	–	–	1 (1)	–	1 (0.5)	–	–	–
4.	To carry on family business	3 (3)	89 (89)	92 (46)	–	5 (5)	5 (2.5)	–	–	–
5.	Most convenient job and it does not affect the family life	85 (85)	83 (83)	168 (84)	9 (9)	14 (14)	23 (11.5)	–	2 (2)	2 (2)

\* Percentage is calculated on the basis of total respondents and given parentheses

Seven per cent of women entrepreneurs were low motivated due to it is prestigious things to do.

#### *Rural:*

Twelve per cent and 10 per cent of women entrepreneurs were highly motivated to gain prestige and to sustain social prestige, respectively (Table 3).

Seventeen per cent and 15 per cent of women entrepreneurs were averagely motivated to sustain social prestige and to be recognized and respected, respectively.

Hence, it is concluded that to sustain social prestige was the highly motivating factor for 40 per cent of women entrepreneurs. It is clear that before starting an enterprise they were well known in the society and they ventured the enterprise just for social prestige sustainability. To gain prestige was the highly motivating factor for about 38.5 per cent women entrepreneurs, because they had no social prestige before starting an enterprise. About 20(19.5) per cent and 18.5 per cent of women entrepreneurs said that they were averagely motivated to venture an enterprise to be recognised and respected and to sustain social prestige in the society.

Only 3.5 per cent entrepreneurs were low motivated because they think that it is prestigious things to do.

#### **Service factors:**

##### *Urban:*

Table 4 clearly depicts that to work for the community was highly motivating factor for 12 per cent of women entrepreneurs. Only 5 per cent of women entrepreneurs were highly motivated to upgrade the community.

Fourteen per cent of women entrepreneurs were

averagely motivated to employ people. Only 3 per cent of women entrepreneurs were averagely motivated to upgrade the community.

##### *Rural:*

Table 4 clearly highlight that to employ people was the highly and averagely motivating factors for 19 per cent of women entrepreneurs and 32 per cent of women entrepreneurs.

Hence, 12.5 per cent and 23 per cent of women entrepreneurs were highly and averagely motivated to employ people, respectively.

To work for the community and to upgrade the community were the low motivating factors for only 2 per cent urban women entrepreneurs each.

#### **Familial consideration:**

##### *Urban:*

From the Table 5, it is highlighted that 85 per cent of women entrepreneurs were highly motivated due to most convenient job and it does not affect the family life followed by 9 per cent of averagely motivated women entrepreneurs.

##### *Rural:*

To carry on family business was the highly motivating factor for 89 per cent of women entrepreneurs. Eighty three per cent of women entrepreneurs were highly motivated due to most convenient job and it does not affect the family life. Twenty two per cent of women entrepreneurs were averagely motivated to win husband's appreciation.

Thus, in all it is revealed that 84 per cent women entrepreneurs were highly motivated to take up an enterprise

as most convenient job and it does not affect the family life followed by 11.5 per cent averagely motivated women entrepreneurs.

To carry on family business was the highly motivating factor for 46 per cent women entrepreneurs.

To win husband's appreciation was the highly motivating factor for 14 per cent followed by 13 per cent averagely motivated women entrepreneurs to take up an enterprise.

Only 2.5 per cent women entrepreneur were highly motivated to venture an enterprise just to settle son / daughter in the enterprise followed by about 1(0.5) per cent were averagely motivated women entrepreneurs.

### Self-fulfillment factors of women entrepreneurs:

Different types of motives that prompted to women to take up an enterprise have been analysed earlier. Self fulfillment factors are the long lasting and exert maximum influence on the human being. This is because the actions motivated by such needs are long lasting in it. It is a life-long process. After satisfying these motives, person leads to the happy, confident about her abilities.

#### Urban:

From the Table 6, it is revealed that to pursue hobbies was the highly motivating factor for 87 per cent of women entrepreneurs.

To enhance creativity and to keep myself busy were the averagely motivating factor for 29 per cent of women entrepreneurs each. I don't have educational qualification was low motivating factor for 9 per cent of women entrepreneurs.

#### Rural:

From the Table 6, it is concluded that to be productive, use personal abilities and to fulfil my ambition were highly motivating factor for 53 per cent and 50 per cent of women

entrepreneurs, respectively.

Thirty – eight per cent of women entrepreneurs were averagely motivated to be productive, use personal abilities.

I don't have educational qualification to seek a job and to keep myself busy were low motivating factors for 39 per cent and 37 per cent of women entrepreneurs, respectively.

Thus in all, to fulfill their ambition was the highly motivating factor for 50 per cent women entrepreneurs to take – up an enterprise.

To pursue hobbies, to be productive, use personal abilities and to achieve something through business were the highly motivating factors for 45 per cent, 38.5 per cent and for 32 per cent women entrepreneurs, respectively.

To enhance creativity and to keep themselves busy were the next highly motivating factors for 24.5 per cent each entrepreneurs and 12.5 per cent were averagely motivated to take-up an enterprise just they wanted to be independent or be own boss. About 32 (31.5) per cent were averagely motivated to be productive, use personal abilities.

Twenty four per cent and 21 per cent were low motivating factor to take up an enterprise because they did not have educational qualification to seek a job and to keep myself busy, respectively.

Similar findings were observed in the studies conducted by Singh and Sengupta (1985), Nigam (1994), Bhatia et al (1999), Jothi and Prasad (1993), Mishra and Bal (1998), Das (1999), Iman and Phukan (1998) and Prasad and Rao (1998).

### Conclusion:

It can be concluded from the findings of the study that out of the monetary factors, to earn money, to earn additional income and to get rich were highly motivating factors and plenty of money available in the family was the low motivating factor for women. Out of the social factors, to sustain social prestige and to gain prestige were highly motivating factors

**Table 6 : Self fulfillment factors of women entrepreneurs (N<sub>1</sub>=100, N<sub>2</sub>=100, N=N<sub>1</sub>+N<sub>2</sub>=200)**

Sr. No.	Self – fulfillment factors	Number of women entrepreneurs								
		Highly motivated			Average motivated			Low motivated		
		Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total
1.	To pursue hobbies	87 (87)	3 (3)	90 (45)	11 (11)	4 (4)	15 (7.5)	–	–	–
2.	To achieve something through business	18 (18)	46 (46)	64 (32)	9 (9)	24 (24)	33 (16.5)	3 (3)	–	3 (1.5)
3.	To enhance creativity	44 (44)	5 (5)	49 (24.5)	29 (29)	1 (1)	30 (15)	–	–	–
4.	To be productive, use personal abilities	24 (24)	53 (53)	77 (38.5)	25 (25)	38 (38)	63 (31.5)	–	1 (1)	1 (0.5)
5.	To accept challenge according to capabilities	12 (12)	7 (7)	19 (9.5)	9 (9)	9 (9)	18 (9)	–	2 (2)	2 (1)
6.	To avoid taking up employment	7 (7)	1 (1)	8 (4)	6 (6)	2 (2)	8 (4)	4 (4)	12 (12)	16 (8)
7.	To fulfil my ambitions	50 (50)	50 (50)	100 (50)	24 (24)	7 (7)	31 (15.5)	2 (2)	3 (3)	5 (2.5)
8.	To keep myself busy	46 (46)	3 (3)	49 (24.5)	29 (29)	3 (3)	32 (16)	5 (5)	37 (37)	42 (21)
9.	To be independent / be own boss	22 (22)	3 (3)	25 (12.5)	18 (18)	27 (27)	45 (22.5)	3 (3)	5 (5)	8 (4)
10.	Because I do not have educational qualification to seek a job	6 (6)	10 (10)	16 (8)	13 (13)	21 (21)	34 (17)	9 (9)	39 (39)	48 (24)

\* Percentage is calculated on the basis of total respondents and given in parentheses

and to be recognised and respected and to sustain social prestige were averagely motivating factors for women. Out of the service factors, to employ people was the only highly and averagely motivating factors for the entrepreneurs. Out of the familial factors, most convenient job and it does not affect the family life and to carry on family business were highly motivating factor and to win husband's appreciation was low motivating factor for women. Out of the self-fulfillment factors, to fulfill my ambitions, to pursue hobbies, to be productive, use personal abilities and to achieve something through business were highly motivating factors for entrepreneurs. To be productive, use personal abilities, to be independent/ be own boss and because I do not have educational qualification to seek a job and to keep myself busy were low motivating factors for entrepreneurs. It can be summarized on the basis of findings that without motivation, reaction can not be taken place among human beings or with in their surroundings. In the process of motivation, a catalyst or composition of catalyst is required those could promote a person to take decision. On the basis of this, strong will power of an individual can be judged. Conclusively that person gets an identity. After a period and when one look behind/have to look behind, it is found that one find oneself unable in assessment of the background/catalyst/those supported to make an individual; identical/recognized. Therefore, these entrepreneurs who identified sources and factors and considered positively for individual, familial, societal and national welfare, should be made sustainable by the government and concerned organization and let them do help to others, those are neonates/at the nursery stage. For this, Government should introduce successful entrepreneurs among neonates in various programmes those could do reciprocal welfare.

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