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Aspirations and motives of rural women entrepreneurs: An empirical study of Coimbatore district

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Abstract

The emergence of women entrepreneurs and their contribution to the national economy is quite inevitable for a country like India. The present study has been taken up in the Coimbatore District, in the state of Tamilnadu to analyse the extent to which rural women entrepreneurs are motivated and to ascertain the level of support obtained from their family members. An interview schedule was used to collect data from 300 respondents who are rural women entrepreneurs. This is an empirical research based on survey method. The data collected from the primary source were analysed with the help of various statistical measures such as percentage analysis and mean score analysis.

Keywords: Rural, Women entrepreneurs, Motivation, Support

1. Introduction

Entrepreneurship plays a significant role in the economic-development of a developing country. Therefore, the development of motivation in individuals is a crucial input to entrepreneurship. Basically, entrepreneurship is a result of one's motivation to achieve specific goals in life which is supported by other environmental factors. Motivation causes goal-directed behaviour. A motivated person is likely to have broader vision which helps him/her to make life more meaningful. Motivation is an index belief in one's own resourcefulness to take up challenging tasks like entrepreneurship. In this context, this paper examines the motives of women entrepreneurs in starting an enterprise in the socioeconomic milieu of Coimbatore district.

2. Methodology

The present study is based on both primary data. Primary data have been collected by conducting a survey among 300 sample rural women entrepreneurs in Coimbatore district.

3. Objectives of the Study

- To probe the motivational factors that motivates the women entrepreneurs.
- To identify the problem of rural women entrepreneurs, especially in Coimbatore district.

4. Analysis and Interpretation

Table 1 displays the motivational factors behind women entrepreneurs to start business. To know the distribution of the sample, percentage analysis is performed.

Table 1: Motive to Start Business

Motivational Factor	No.	Per cent
To Earn money	155	51.7
To Generate Self-employment	81	27.0
To Continue Family Business	14	4.7
To Gain Social Respect	7	2.3
Incentives offered by government/ state	3	1.0
Encouragement by family	25	8.3
To use spare time available	15	5.0
Total	300	100

Source: Primary Data

Various factors influence the respondents to start the business. The study reveals that about 51.7 per cent of the respondents started the business to earn money, 27 per cent of them started the business to generate self-employment, 8.3 per cent of them entered business because of the encouragement of family members, 5 per cent of the respondents started the business to use spare time available while 4.7 per cent of the respondents continue their family business, 2.3 per cent of the respondents started the business to gain social respect and 1 per cent of the respondents started the business to get the incentives offered by

government/state. Hence, it is inferred that majority of the entrepreneurs started the business to earn money. The women have to supplement the income of the family to maintain a reasonable standard of living.

5. Support from Family Members

Family support is one of the most important aspects that motivate the women to start and continue the business successfully. Hence the extent of the level of support by the family members has been analyzed and presented in table 2

Table 2: Support from Family Members

Factor		No.	per cent
Support obtained from family members to run the enterprise	Yes	271	90.3
	No	29	9.7
TOTAL		300	100.0
Support Obtained	Husband	170	62.7
	Mother in law	28	10.3
	Father in law	5	1.8
	Parents	59	21.8
	Others	9	3.3
Level of support received from family, for carrying out your business	Very low	3	1.1
	Low	13	4.8
	Moderate	93	34.3
	High	100	36.9
	Very High	62	22.9
TOTAL		271	100.0

Source: Primary Data

6. Support from Family Members

In the analysis, the support from the family members to run the enterprise of the sample reveals that 90.3 per cent family members support the respondents to run the enterprise and 9.7 per cent family members do not support the respondents to run the enterprise. The study reveals that almost all of the entrepreneurs' family members support them to run the enterprise. This shows their confidence in their family members.

7. Supports You

The study reveals that 62.7 per cent of the respondents get support from their husbands, 21.8 per cent of the parents support the respondents, 10.3 per cent of the mother in law supports the respondents to carry the business, and 3.3 per cent of the support is got from others and 1.8 per cent of the respondents' father in law support in their business. Hence, it may be inferred that majority of the husband supports the entrepreneur to run the enterprise, than other members in their family.

8. Level of Support

In the sample, 36.9 per cent of the respondents get high level of support from the family to carry out the business, 3.4 per cent of the respondents get moderate level of support, 22.9 per cent of the respondents get very high level of support, 4.8 per cent of the respondents get very low level of support and

1.1 per cent of the respondents get very low level of support from the family members to carry out the business. Based on the above values, it is inferred only 1/3rd of the respondents get high level of support from their family members to carry out the business.

9. Constraints Faced By Women Entrepreneurs

Table 3 represents the various constraints faced by women entrepreneurs in business.

Table 3: Constraints faced by Women Entrepreneurs

Factors	Mean	Rank
Difficulty in processing raw materials	2.93	6
Difficulty in handling technical, financial and management activities	2.88	7
Skilled labour Problems	2.77	8
Lack of information on changing markets	2.95	5
Lack of proper training	3.19	4
Not Sufficient amount for assistance	3.29	3
Cut throat competition	3.46	1
High Interest rate	3.37	2

Source: Primary Data

It is evident from the above table that high mean rating has been found for Cut throat competition (3.46), followed by (3.37), High Interest rate (3.29) Not Sufficient amount for assistance (3.19) for lack of proper training. The least score has been found for availability of skilled labour problem (2.77). The respondents are facing very high difficulties due to cut throat competition, high interest rate, not sufficient amount for assistance and lack of proper training.

10. Conclusion

It is concluded from the study that the main motive to start business is to earn money and women entrepreneurs get direct support from their family members to start their new ventures, which a healthy signal for economic development of the country. The respondents are facing very high difficulties due to cut throat competition, high interest rate, not sufficient amount for assistance and lack of proper training. Entrepreneurial development is one significant instrument for sustainable socio-economic development.

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