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Assessment of motivating factors for women entrepreneurs in Meerut City with special reference to small scale industries

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Abstract

In this dynamic climate, women entrepreneurs are vital to the worldwide effort to attain social and economic progress. Small-scale industries play an important role in the country's industrialization process and are more convenient as start-ups for women entrepreneurs. The goal of the current study is to evaluate the field-based depiction of female entrepreneurs and mainly focuses on the motivators that encouraged or compelled women to enter into entrepreneurship with special reference to the Meerut city. The objective of the study was to ascertain the motivating factors behind the women entrepreneurs of varied socio-economic backgrounds. The 100 registered women entrepreneurs were selected as a sample by convenience sampling method of non-probability sampling technique. The research design of the study was the descriptive survey method and the self-structured questionnaire was used as a tool for the collection of data. The results were analyzed on the basis of frequency and percentage. After analyzing the data it has been found that the factor of using their skill or hobby as a source of income dominated the factor of fulfilling the economic needs of the family as the reason for starting an enterprise.

Keywords: Women entrepreneurs, motivating factors, small-scale industries, socio-economic background

1. Introduction

For decades, the male community has dominated the field of entrepreneurship; yet, the females have also greatly contributed to the art and science of entrepreneurship (Dey, 2014) [3]. Since its inception in 1970, women have become increasingly prominent in the business world. However, this idea gained popularity in 1991 with the establishment of the new industrial policy. This strategy increased chances for men and women to work for themselves by promoting globalization, liberalization, and privatization. The desire for women to be financially independent and the expansion of education both aided in the rise in female business (Chavan and Murkute, 2016) [1]. Even though women have contributed much to the Indian society, their disadvantaged position has kept them from reaching their full potential as entrepreneurs. However, the government is currently making efforts to support women in entrepreneurship by introducing several programs and legislation, allowing them to make a positive impact on both their own and the growth of the nation.

In India, women are starting their own businesses, which is a relatively new idea but essential to the nation's economic development. The Government of India (2006) defines "enterprises owned and controlled by women having a minimum financial interest of 51% of capital and giving at least 51% of employment generated in the enterprise for women" (www.startupindia.gov.in). A growing number of Indian women are expressing a preference to launch their own enterprises instead of working in various service and professional capacities.

1.1 Small Scale Industries

These are defined as business venture when the total investment in machinery and plant, whether owned, leased, or purchased on hire-purchase terms, does not exceed Rs 10 million (www.dcmsme.gov.in). Some examples of small scale industries are: bakeries/confectionaries, beauty parlors, incense cones/sticks, pickle, paper disposable and paper bags manufacturing

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industries, stationery, general stores, boutiques etc. Small-scale industries play a key role and contribute to the growth and development of the nation.

1.2 Motivating Factors for Starting an Enterprise

Women are inspired by several factors to launch, expand, and improve the performance of their own businesses. These reasons may be to achieve financial independence, elevate one's prestige and social standing, win people's respect, address their financial problems, or as a result of the death of the main earner of the family, use their skills as a source of earning, etc. This study mainly focused on the factors that motivated women to enter entrepreneurship.

2. Objectives of the Study

1. To know about the socio-economic background of the women entrepreneurs of the Meerut City.
2. To study the entrepreneurial profile of these women entrepreneurs.
3. To find out the major factors that motivates the women entrepreneurs to start an enterprise.

3. Review of Literature

Goel and Dalmia (2020) [4] carried out a study titled "Motivation of women entrepreneurs and their challenges". They concentrated on the challenges women encountered in starting and operating their own businesses, as well as the factors that drove women to become more entrepreneurially empowered. The survey found that among the motivating elements were becoming independent, getting better financial conditions, government initiatives, past experiences, market chances, and the growth of educational level and technical abilities. The growth of female entrepreneurs was also made possible by these elements. Rahmatullah and Zaman (2014) [7] studied motivating and constraining factors as well as success of women entrepreneurs of Bangladesh. Ismail *et al.* (2012) [5] conducted a study titled "An Exploratory Study on Women Entrepreneurship Venturing in Malaysia" on 80 women entrepreneurs from the northern part of Kedah, Malaysia. The study's conclusions demonstrated that pull factors outweighed push factors in motivating women to start their own businesses. These findings are consistent with those of Cavada *et al.* (2017) discovered that pull factors were the main drivers of women starting their own businesses. Jesurajan and Gnanadhas (2011) [6] conducted a study named "A study on the factors motivating women to become entrepreneurs in Tirunelveli district". The study's conclusions demonstrated that women's desire for financial independence was a primary motivator for starting their own businesses. A number of reasons, including self-interest, market potential, social position, business ancestry, technical competence, education, family support, and financial necessity, contribute to the trend of more women starting their own enterprises. Deshpande and Sethi (2009) [2] state that several schools of thought have come to the conclusion that the entry of women into the business world has improved India's current standing. This is mostly due to shifts in public perceptions of women, women's boldness and willingness to take risks, social support, alterations and easing of government regulations, the provision of various programmes to help female entrepreneurs, etc. In addition to these results, this research explains other characteristics that make it easier for entrepreneurs to succeed.

4. Research Methodology

4.1. Locale of the study: Meerut City. This place has been

chosen due to availability of various small scale industries run by women entrepreneurs here.

4.2. Research design: Descriptive survey.

4.3. Sample size: 100 registered women entrepreneurs were chosen for the study.

4.4 Sampling technique: convenience sampling method of non-probability sampling technique has been chosen to conduct the research.

4.5 Data collection tool: Self-structured closed-ended questionnaire was used for the collection of data.

4.6. Data collection Procedure: List of registered women entrepreneurs has been attained from District Industries Centre, Meerut, from which, 100 female entrepreneurs have been chosen for the sample through convenience sampling technique. They have been contacted and asked for their consent to participate in the survey. Then the questionnaire was distributed to them and collected after being filled by them. The collected data was interpreted and analyzed on the basis of frequency and percentage.

4.7. Data analysis and interpretation: The collected data has been analyzed on the basis of frequency and percentage which has been shown with the help of following tables.

5. Results and discussion

5.1. Age distribution of women entrepreneurs

Women entrepreneurs involved in various small scale industries in the Meerut city region were found in different age groups. The highest (72 per cent of women entrepreneurs) were found in 31-40 age groups while the lowest per cent were recorded in 51 to 60 years of age group.

Table 1: Age distribution of the sample women entrepreneurs

S. No.	Age Group	Frequency	Percentage (%)
1	20-30	8	8.00
2	31-40	72	72.00
3	41-50	13	13.00
4	51-60	7	7.00
	Total	100	100

Source: Field survey

It is revealed from the above table that only 8 per cent of the total respondents lie between the ages of 20 to 30 years. Those who are in between 31 to 40 and 41 to 50 years of age are 72 per cent and 13 per cent respectively. Women entrepreneurs who lie under the ages of 51 to 60 years made 7 per cent of the total entrepreneurs. More than half of women were found to be above 30 to 40 years of age, this was due to the fact (as stated by them) that they got some free time from family commitments to devote in business at this age.

5.2. Distribution of the respondents on the basis of marital status

Beginning with the assumption that marriage would prevent women from becoming entrepreneurs, the researcher took into consideration the impact of traditional Indian taboos and discrimination against women. But the result turned out to be contradictory, and 91 per cent of women were found married and also started their businesses after getting married.

Table 2: Distribution of respondents on the basis of marital status

S. No.	Marital status	Frequency	Percentage (%)
1	Married	91	91.00
2	Unmarried	6	6.00
3	Widow	3	3.00
	Total	100	100

Source: Field survey

From the above table it can be interpreted that majority of women (91 per cent) were married and 6 per cent women were found unmarried and 3 per cent women were widow out of 100 sample women entrepreneurs.

5.3. Caste-Wise distribution of the sample women entrepreneurs:

In the field survey, it has been found that 63 per cent women entrepreneurs belong to General category, 2 per cent to OBC category and the remaining 9 per cent belong to SC category.

Table 3: Caste- wise distribution of the respondents

S. No.	Caste	Frequency	Percentage (%)
1	GEN	63	63.00
2	OBC	28	28.00
3	SC	9	9.00
4	ST	-	-
	Total	100	100

Source: Field survey

5.4. Religion-wise distribution of the respondents

It was found in the field survey that 86 per cent of the total women entrepreneurs belonged to the Hindu religion, 8 per cent to the Muslim religion and 5 per cent and 1 per cent from the Sikh and Christian religions, respectively.

Table 4: Religion distribution of sample women entrepreneurs

S. No.	Religion	Frequency	Percentage (%)
1	Hindu	86	86.00
2	Muslim	8	8.00
3	Sikh	5	5.00
4	Christian	1	1.00
	Total	100	100

Source: Field Survey

It can be stated from the above revealed data that that women who belong to the Hindu religion are freer in setting up business ventures in comparison to women of other religions.

5.5. Distribution of the women entrepreneurs on the basis of educational qualification

Education is an important factor in every aspect of life and helps in accelerating the entrepreneurial abilities. The following table shows the educational qualification of sample women entrepreneurs of the Meerut city.

Table 5: Distribution of Educational Qualification of the respondents

S. No	Educational qualification	Frequency	Percentage (%)
1	Illiterate	1	1.00
2	Primary	-	-
3	Upper-primary	3	3.00
4	High school	8	8.00
5	Intermediate	19	19.00
6	Graduation	37	37.00
7	Post-Graduation	32	32.00
	Total	100	100

Source: Field survey

Among the sample entrepreneurs, 32 per cent were well qualified and completed their education up to post-graduation level. The majority (37 per cent women) completed their education up to graduation, and 8 per cent up to high school. It's a good indication that only 1 out of 100 women, was found illiterate.

5.6. Distribution of the respondents on the basis of monthly turnover of women entrepreneurs:

According to the findings of the field survey, the majority of the women entrepreneurs (36 per cent) were earning Rs. 40,000-50,000 per month. And 19 per cent were earning below Rs. 10,000 per month.

Table 6: Monthly turnover of sample women entrepreneurs

S. No.	Income (in Rs.)	Frequency	Percentage (%)
1	Below 10,000	19	19.00
2	10,000 to 20,000	6	6.00
3	20,000 to 30,000	14	14.00
4	30,000 to 40,000	7	7.00
5	40,000 to 50,000	36	36.00
6	Above 50,000	18	18.00
	Total	100	100

Source: Field Survey

5.7. Distribution of the respondents based on the type of family

It is well known that being in nuclear families, the females have more time for themselves, but from the below given table, it can be seen that there were more than 78 per cent of the sample female entrepreneurs living in joint families.

Table 7: Distribution of the respondents on the basis of type of family

S. No.	Type of family	Frequency	Percentage (%)
1	Joint	78	78.00
2	Nuclear	22	22.00
	Total	100	100

Source: Field survey

5.8. Distribution of the respondents on the basis of type enterprises:

The data collected in field survey has shown that there were 27 manufacturing and 73 service units out of 100 enterprises. Service units dominated the manufacturing units. As stated by the entrepreneurs, they were more comfortable running service units in small-scale industries.

Table 8: Distribution of the respondents on the basis of type enterprises

S. No.	Type of enterprise	Frequency	Percentage (%)
1	Manufacturing	27	27.00
2	Service	73	73.00
	Total	100	100

Source: Field survey

5.9. Distribution of enterprises on the basis of type of ownership of enterprise

Small scale industries are of various types such as sole proprietorships, partnership and private limited company. The classification of enterprises based on the type of ownership is presented in Table 9.

It can be seen from Table 9 that 96 per cent of the 100 sample enterprises are being run as sole proprietorships and 4 per cent of enterprises as partnership firms. This is because sole

proprietorship firms are easier to start than partnership firms, which have a lot of legal formalities.

Table 9: Distribution of enterprises on the basis of type of ownership of enterprise

S. No.	Type of ownership	Frequency	Percentage (%)
1	Sole proprietorship	96	96.00
2	Partnership	4	4.00
	Total	100	100

Source: Field survey

Table 10: Distribution of respondents on the basis of type of industries opted by them

S. No	Type of Industries	Frequency	Percentage (%)
1	Readymade Garment	10	10.00
2	Boutique Centre/Tailoring	19	19.00
3	Bakery/ Confectionery	5	5.00
4	Beauty/ Spa/ Cosmetic Centre	37	37.00
5	Educational Coaching Centre	6	6.00
6	General Store	9	9.00
7	Food products/Catering service	6	6.00
8	Sports Centre/Shop	2	2.00
9	Others(pooja samagri, printing press, tea stall, stationery, health/wellness center, hardware and sanitary)	6	6.00
	Total	100	100

Source: Field Survey

Most (37 per cent) of the women entrepreneurs have opted for business in the field of beauty/spa/cosmetic center followed by boutique center/tailoring (19 per cent). An average number of general stores (9 per cent), bakeries (5 per cent), and garment shops (10 per cent), sports shops (2 per cent), and various others were found being run by women.

5.11. Distribution of the respondents on the basis of

Table 11: Distribution on the basis of motivating factors for starting business

S. No	Motivating factors	Frequency	Percentage (%)
1	To become financially independent	7	7.00
2	To fulfill economic need of the family	36	36.00
3	To use your hobby/skill as a source of earning	54	54.00
4	Inherited/ Family Business	3	3.00
5	Unemployment/ lack of job	-	-
6	Dissatisfaction in previous job	-	-
7	Inspiration/ aid from government policies and schemes	-	-
	Total	100	100

Source: Field Survey

From the above given table, it can be interpreted that the majority of women (54 per cent) started business due to the reason for using their skills, hobbies and competencies to generate income. Then 36 per cent women have started business due to the economic necessity of the family. And only 7 per cent to become financially self-dependent and the rest 3 per cent joined their family business.

Thus we summarize from the analysis of the data that Indian women entrepreneurs are currently making their mark in a variety of new industries, including dairying, handicrafts, ready-made clothing, farming, food processing, and herbal selling. In the context of women's development, empowerment refers to an approach that helps identify, confront, and get past obstacles in the lives of women so that they can have more control over their surroundings and their lives.

6. Limitations of the study

The study was confined to only 100, registered female entrepreneurs of the urban area in Meerut City. Female

5.10 Classification of the women entrepreneurs on the basis of type of industries

The kinds of enterprises that women entrepreneurs opt in a given area are a good indicator of their potential, passion, and market demand for the product. It is observed in field survey that most of the women were involved in the business related to beauty parlor and cosmetic centers.

motive of starting an enterprise

There are several factors which can motivate women to become entrepreneurs such as, to become financially self-dependent, to fulfill economic needs of self and family, due to the death of main bread winner of the family, to use their skills and competency to generate income etc. The motive behind starting business is shown in the table 10.

entrepreneurs below 20 and above 60 years of age and those who belong to rural areas were not included.

7. Conclusion

Through this paper, the overall analysis of various factors enables us to know about the socio-demographic and entrepreneurial profile of sample women entrepreneurs in Meerut City. It provides knowledge about the factors that motivated those females to enter entrepreneurship. Most women have started businesses because they want to utilize and show their skills and generate income as well. Research shows that there are dedicated women who are fulfilling their responsibilities to both the family and enterprise as well. These women are becoming a source of motivation for other women who wish to get involved in entrepreneurship. It has been observed from the above analysis that a good percentage (99 per cent) of women entrepreneurs were found to be well educated, despite this, most of these women were unaware and unable to take advantage of the aid and benefits provided by the government through various schemes and policies. In

spite of living in joint families, they have started and run their own enterprises. However, it was found that women need training, financial support, and enhancement of marketing network for the growth of their enterprises. To adapt to changing trends and pursue excellence in the business world, women entrepreneurs need to be appropriately shaped with entrepreneurial traits and talents.

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