

Achievement Motivation - A Key Element In Entrepreneurship Development Among Women Micro Entrepreneurs

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Abstract

Each individual is indeed responsible for the well being of society. The entrepreneur utilizes the resources available in the society and thus certainly becomes accountable for shouldering the social responsibility and owning the development of the region. The women force from the society often finds micro entrepreneurship as a viable option to live a healthy and respectful life. Motivation thus relates to that vital force which leads to a sense of arousal and directs the behavior of women entrepreneur. Over a certain period of time, the individual tends to create such conditions that can push his efforts towards the goal. There are attempts to address biological as well as social needs in understanding motivation. However, being the most influential aspect, it is motivation which makes the women think of entrepreneurship as the most viable option. Thus entrepreneurial motivation takes the women towards success. The present paper aims at understanding the vital factors which influence the Goan women entrepreneurs engaged in micro enterprises. Considering several facts, the study was attempted by framing the objective to analyze the importance of various factors of motivation required for the women in micro business. The data was analyzed using factor analysis. Using principal component analysis and varimax rotation twenty two variables were reduced to six factors. The factors extracted had loadings more than 0.50 and could explain 64.1 per cent of variance. Family support and skills acted as a major dimension. The study revealed that encouragement from family along with required skills added to the entrepreneurial spirit of women entrepreneurs.

Key words: Entrepreneurship, motivational factors, micro enterprises, women entrepreneurs, women empowerment, etc.

1. Introduction

The term motivation has been derived from the Latin word 'movere', meaning 'to move'. Wikipedia defines motivation as a theoretical construct used to explain behavior. It gives the reason for people's actions, desires, and needs. Motivation can also be defined as one's direction to behavior or what causes a person to want to repeat behaviour and vice versa. Being a motive it creates an urge for the person to act in a particular way or at times prompts an individual to

develop a specific behavior. Push motivations make people forcefully move towards their goals or to achieve something along the desired path. However, at times, the hindrances on the path also affect the move. However, a strong desire can initiate possible action on the part of individual. Pull motivation as a type of motivation, has been considered much stronger as a person does not push himself towards the goal but the set goal draws him towards it. A strong urge gets developed by pull motivation in order to achieve a goal. The environment and the goal pull the individual towards it.

2. Literature review

Lefton and Brannan (2006) define motivation as an internal state or condition that initiates, activates and maintains an organizations' goal directed behavior, this helps to differentiate between inner drives and external rewards or deterrents in human behavior. Motivation has been defined as the level of effort an individual willingly expends towards the achievement of a certain goal (Brennan, 2006). Motivation thus relates to that force which leads to a sense of arousal and directs the human behavior. It thus stands very clear that, motivation which tends to be intrinsic in nature comes from within. Over a certain period of time, the individual tends to create such conditions that can push his efforts towards the goal. Maslow (1970) has attempted to address biological as well as social needs in understanding motivation. Some authors have considered motivation as a group of social motives as distinct from biological motives such as hunger, thirst and sex (Morgan, et al. 2006). A model of motivation based on philosophy was developed by the humanistic, behavioristic and cognitive school of motivation; however, it did not put forth any method which could measure the level of motivation. In countries like Kyrgyzstan and Ukraine, female co-entrepreneurs were found to be typically leading their business with their husband/partner playing minor roles in management (Welter, et.al. 2003). This reflects that, at times, women take up business out of necessity. McClelland, et al. have focused on social motives like need for achievement, need for affiliation, need for power and have developed

methods to measure them. Out of these social motives, the one which stands predominant in strength tends to shape the individual attitude and behavior the most.

Pareek and Rao (1978) found motivational factors crucial to entrepreneurship and identified achievement motivation, personal efficacy and copying capacity as major elements in dealing successfully with uncertainty and competition. Sengupta (2003) considered achievement motivation as key element in entrepreneurship development. Chattopadhyay and Ghosh (2002) consider achievement value as an important factor in entrepreneurship. Achievement value and decision making ability were seen as the main components of entrepreneurship behavior (Subramanyeswari, et al. 2007). For a successful entrepreneurship, besides market research and business planning, one needs to prepare psychologically. Thus sometimes, more than motivation becomes essential for making business succeed (Scherer, et al. 1991). The push factors mostly lead to lower level of confidence thus affecting one's ability to gain access to required resources. It thus becomes imperative that social activists, NGOs, government agencies and corporate sector play an active role in transformation of women and in driving the women to explore entrepreneurship opportunities (Mathivannan and Selvakumar, 2008).

3. Levels of motivation

Achievement motivation gets judged on the basis of high, low or moderate level. Those women who lack dedication possess the attributes of a lower level. Those who believe in bringing out novel ideas and who substantially contribute with a proper understanding of their level of success and the possible failures were known to have a moderate level of achievement motivation. Women with zest and competence with inclination towards innovative ideas were known to possess strong level of motivation. Intrinsic motivation helped the entrepreneurs attain the goal if it was set in the right way. Thus they were the motivated entrepreneurs, who would always take a step forward for increasing productivity even though,

there was a difference observed in their motives. The entrepreneur thus attains a certain level of satisfaction which finds him to be in a more productive stage. However, right decisions taken based on the proper study of the surrounding forces tends to increase the motivation level. Developing a healthy culture which promotes networking could also emerge to be a strong motivational tool thereby introducing a positive change in the entrepreneurial spirit.

4. Research objectives

1. To study the personal profile of the women micro entrepreneurs in Goa.
2. To analyze the importance of various factors of motivation required for the women in micro business.

5. Methodology

The study was conducted with the due focus on understanding the motivational aspect of Goan women engaged in micro business during the period from January 2017 to May 2018. The primary data were collected by administering the questionnaire to 350 women entrepreneurs from south and north district of Goa engaged in micro business. Interviews were also conducted to secure in-depth information. The response rate of the same was nearly 100 per cent. For the study purpose, the secondary data were availed through pamphlets, articles and reports from newspapers. Journals, books and websites were also referred. The reliability of the tests used in the study was assured through a Cronbach's Alpha value of 85.5% for 22 items from the scale. The value of Cronbach's Alpha was known to range from 0 to 1. As the reliability coefficient of all the related variables was placed above the cut-off level, the assessed value could be considered as fair for the research work.

6. Analysis and interpretations

6.1. Profile of women on the field

The socio-economic profile of women entrepreneurs engaged in micro enterprises that 48.6 per cent of the respondents fall in the age group of 36 to 45 years whereas merely 8 per cent were above 55 years of age. 39 per cent of the women were graduates and 28.6 per cent possessed secondary school certificate. 86.9 per cent of the women were married and 10 per cent were unmarried. Women entrepreneurs from rural area constituted 58 per cent and urban area stood at 42 per cent. Those women who belonged to joint family were 69.7 per cent whereas 30.3 per cent were part of the nuclear families. The legal status showed that 86.6 per cent of the enterprises were into sole proprietorship concerns and 13.4 per cent belonged to partnership form of organization. As far as the registration or membership of the enterprise was concerned, 69.4 per cent of the enterprises were registered. The categorization of enterprises based on the type of activity showed that 34.9 per cent were engaged in manufacturing with 34.3 per cent into service enterprise and 30.9 per cent into trading. Among the respondents, 55 per cent have invested up to 100000 rupees towards capital in business.

6.2. Factor analysis

Based on an exhaustive review of literature, a total of 22 factors were selected for the purpose of study. The respondents were asked to rate the factors on a five point Likert scale. For the purpose of analysis, several factors of motivation were selected viz. curious mind, encouragement from family members, skills related to this venture, previous experience of running similar business, acquired/inherited business, success stories, access to sources of funds, support from government agencies, building a business to pass on, accumulation of wealth, gainfully investing the money, increasing earnings, job security, maintaining personal freedom, keeping oneself busy, limited investment, utilizing spare time, access to raw material, gaining more satisfaction, devoting more time towards family and attaining respect. Since the factors of motivation were large in numbers and were found to be interrelated, factor analysis was done in order to

extract and club the factors responsible for bringing about a motivational change in women entrepreneurs in Goa.

The Kaiser-Meyer-Olkin test was done to measure the homogeneity of the respective variables. The Bartlett's Test of Sphericity was done to test the correlation among variables used with regard to motivation for women entrepreneurs under study.

Table 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.781
Bartlett's Test of Sphericity	Approx. Chi-Square	3077.250
	DF	231
	Sig.	0.000

Source: Primary Data.

The KMO value for the instrument was 0.781 and hence adopting factor analysis was appropriate for the given data set. In Bartlett's Test of Sphericity, the Chi-square statistics arrived at was 3077.250, which showed that the 22 statements provided to the respondents showed a correlation and hence the instrument was accepted for the purpose of study.

Table 2

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	percent of Variance	Cumulative percent	Total	percent of Variance	Cumulative percent	Total	percent of Variance	Cumulative percent
Psychological factors	5.888	26.762	26.762	5.888	26.762	26.762	3.704	16.838	16.838
Opportunities	2.494	11.336	38.098	2.494	11.336	38.098	2.349	10.678	27.516
Financial factors	1.927	8.760	46.858	1.927	8.760	46.858	2.110	9.591	37.107

Previous experience	1.354	6.155	53.014	1.354	6.155	53.014	2.094	9.516	46.624
Time and respect	1.238	5.627	58.640	1.238	5.627	58.640	1.970	8.956	55.580
Family support and skills'	1.183	5.378	64.019	1.183	5.378	64.019	1.857	8.439	64.019

Table 2 displayed the initial Eigen values of the factors derived to study the motivational aspect. For the purpose of extraction of factors, principal component analysis was used. There were a total of 22 variables emphasizing on the motivational aspect for the women entrepreneurs. These variables were presented before the respondents and the respondents answered on the scale provided to measure the level of agreement. In all, six factors were found to have initial Eigen values greater than 1 with 64.01 per cent of the variability explained. Table 3 represented the rotated component matrix. Varimax rotation was used for rotating the six factors extracted. As per the Kaiser criterion, the factors having initial Eigen values which were greater than 1 were retained.

Table 3

Rotated Component Matrix

Statements	Component					
	1	2	3	4	5	6
To have job security	.799					
To maintain personal freedom	.722					
To increase earnings	.682					
To keep myself busy	.633					
Gaining more satisfaction	.602					
Limited investment	.588					
Access to raw material	.498					
Access to sources of funds		.778				

Presence of bigger firms to buy my products		.761				
Govt agencies support such venture		.692				
Success stories of other women entrepreneurs		.560				
To accumulate wealth			.826			
To gainfully invest my money			.769			
Build business to pass on			.632			
Acquired/inherited business from husband/parents/relatives				.827		
Previous experience of running similar business				.818		
Devoting more time towards family					.690	
Attain respect					.680	
To utilize spare time					.577	
Encouragement from family members						.821
Had skills related to this venture						.677
Curious mind						.542
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. ^a						

Source: Primary Data.

Six factors were extracted using principal component analysis. Varimax rotation with Kaiser Normalization was used for rotating the factors. The rotations however converged in 7 iterations. All the six factors studied were explained as follows:

Factor 1: This dimension was named as ‘Psychological Factors’. A total of seven variables were included in this dimension. This dimension was found to boost the spirit of entrepreneurship psychologically.

Factor 2: This dimension was named as ‘Opportunities’. A total of four variables were included in this dimension. The dimension explains the support available with regard to finance, marketing of products and government agencies.

Factor 3: This dimension named as ‘Financial factors’ consists of three variables. The dimension included those factors which acted as a motivational force for women entrepreneurs and promoted the growth and development of their enterprise.

Factor 4: This factor was named as ‘Previous Experience’. A total of two variables were included in this dimension. This dimension serves as a critical factor in managing the enterprise.

Factor 5: This dimension was named as ‘Time and Respect’. A total of three variables were included in this dimension. The dimension gave emphasis on utilizing the available time in the best possible way and balancing the work and family life as well.

Factor 6: ‘Family Support and Skills’ was the name assigned to this dimension. A total of three variables were included in this dimension.

7. Conclusion

Factor analysis was used to study the factors of motivation influencing women entrepreneurs. In all there were 22 variables selected, which were reduced to six factors. All the factors extracted had loadings more than 0.50. Those six factors together could explain 64.1 per cent of variance. Family support and skills acted as a major dimension as encouragement from family along with required skills added to the entrepreneurial spirit of women entrepreneurs. Women owned micro enterprises do offer sustainable solutions and contribute in the economic growth. Provided with the much needed motivation, these micro enterprises led by women would certainly bring about a desired change in the entire development landscape of India.

8. Reference

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