Motivational factors and difficulties encountered by women entrepreneurs in small and medium enterprises in Nannilam, Thiruvarur district, Tamilnadu

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Abstract---Despite the fact that a woman plays an important role in every aspect of life, they assert control over their careers. Most women prefer to do business, and some of them work in an industry as well as doing a business. Based on this study, Indian women are facing a lot of problems while starting and running a business. The main objective of the research was to find out motivating factors that influence women entrepreneurs & to find out the difficulties faced by female entrepreneurs in small and medium enterprises. The data was collected from 85 entrepreneurs using a convenience sampling technique. The Simple mean and multiple Regression tools were used for data analysis. The research clearly shows that the Women entrepreneurs enter into business field with certain intension like Age of Income & Self-Dependent and the major problems identified are struggling to get a loan from the bank, Extortion, Supply related issues, Lack of Self-confidence, Lack of training, Divorce, at the same time the women's are not able to manage their family as well as their business.

Keywords---women entrepreneur, motivational factor, business, generation income, self-dependent.

Introduction

Nannilam is an important town of about 50 villages, located in Thiruvarur District, Tamil Nadu. It has a head post office and banks such as SBI, IOB, UBI, CUB and others. It has a registrar's office, a police station and a Taluk office as it is the taluk headquarters. The local language of Nannilam is Tamil. The total population is 459, and the number of houses is 113. The female population is 238. The female literacy rate is 34.0%. As a result, women have become interested in doing business and have been successful in breaking free from their confinement within various types of professionals and services; these female entrepreneurs have proven to be on par with their male counterparts in business acumen and are emerging as smart and dynamic entrepreneurs. In almost every country's economy, the number of women running their own businesses is growing rapidly. An entrepreneur is a person who works independently and receives benefits, or any individual who claims a partnership with employees. When we look at the developed countries, we can see that women are actively involved in business and trade activities, including agriculture, with almost no friendly or other constraints. In spite of the relative multitude of social obstacles in India, numerous women have become effective in their work. The problems which are faced by the women are like financial problems, being discouraged by their family, limited mobility, lack of education and training, which make it difficult to run their business. They also face barriers in banking, legal aspects, political contacts, customs tariffs, bureaucracy, and extortion. This study aims to determine whether women entrepreneurs are facing difficulties in small and medium enterprises in Nannilam. It is located in Thiruvarur district, Tamil Nadu.

Census Parameter	Census Data
Total Population	459
Total No of Houses	113
Female Population %	51.9 % (238)
Total Literacy rate %	72.8 % (334)
Female Literacy rate	34.0 % (156)
Working Population %	47.5 %

Review of Literature

Siddiqui (2012) identified the major problem faced by female entrepreneurs in India. The difficulties are the family burden, gender inequality, financial issues, a low level of risk-taking attitude, and competition between the same and opposite genders. The information was gathered from 100 entrepreneurs, and the analysis was carried out using the ANOVA and correlation methods. It is significant that problems faced by female entrepreneurs can be solved by proper encouragement and motivation.

Saurabh (2012) revealed that women entrepreneurs face lots of problems like family, health issues, financial and location problems too. The data collection was done by using the interview method and with the help of ANOVA and regression. So here the researcher concludes that enterprise management needs a little bit of training, finance, and cooperation.

Singh (2013) in his examination n of the strengthening of women has become the essential concern. Government drives alone would not be sufficient to achieve their goal. Society should put everything in order and set up an environment wherein there is no sex segregation and women have full prospects of self-choice and take part in the social, political, and financial presence of the country.

Balasubramani et al. (2014) revealed the huge women's entrepreneurial motivation factors and their impact on inventive success. The main factors are: objective or target, ability and knowledge, support from the family, market openings, independence, government enrichment, and satisfaction, which are huge for women finance managers. So, this research also concludes that the main important factors for entrepreneurial success are knowledge, skill independence, and objective.

Ansari (2016) assumed that women are incredible cash administrators and genuinely really like to pick as long as they can stay aware of work balance for the duration of their regular day-to-day existence. It is seen that women businesspeople have a strong driving force today.

FACTORS CREATING PROBLEMS

PERSONAL

FAMILY

SOCIAL

PERSONAL
1. Lack of Self confidence
2. Lack of knowledge
3. Prior experience
4. Innovative thinking
5. Lack of training

FAMILY
1. Family responsibility
2. Lack of support from parent/husband
3. Lack of necessity to work
4. Work life balance

SOCIAL
1. Culture barrier
2. Acceptance in society
3. Male dominated society
4. Financial issues
5. lack of entrepreneurial forum support
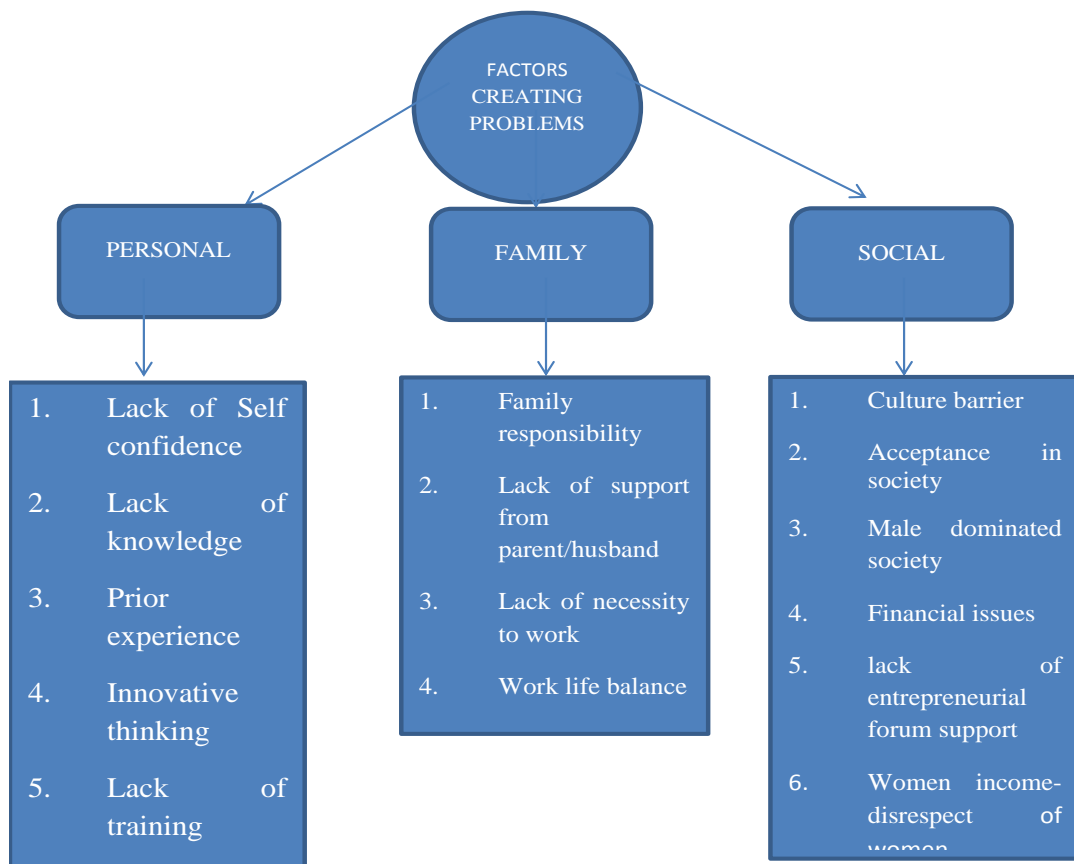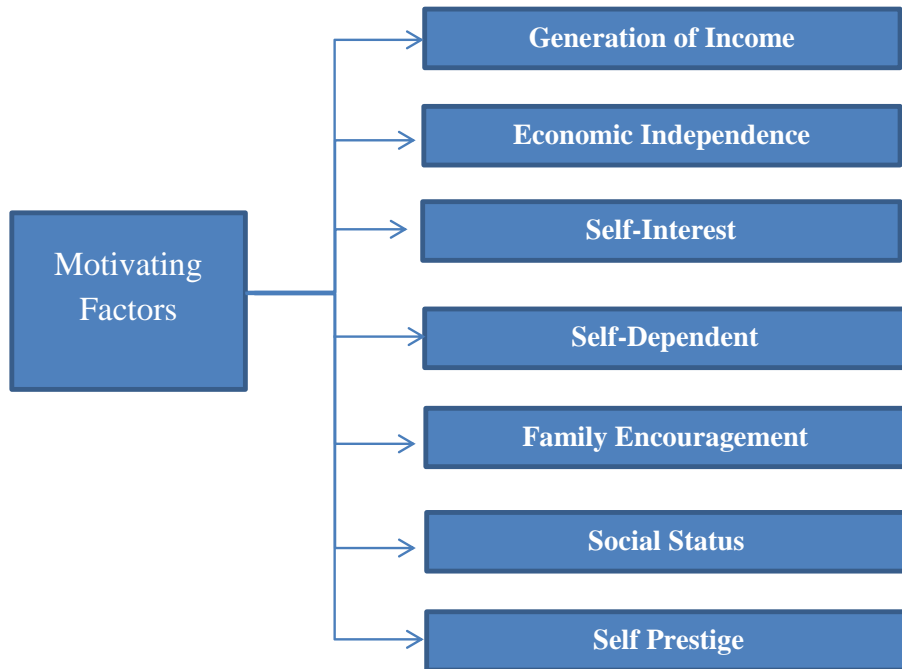6. Women income-disrespect of women

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Chart No: 1

Chart No: 2

Research Methodology

A descriptive research design was used for this study, which was conducted in Nannilam, located in Thiruvarur district, TamilNadu. The total population is 459, and the number of houses is 113. The female population is 238. The female literacy   rate   is   34.0%.   By using Rao Software, sample   sizes of 85 were established. The data collection was done through a simple random sampling technique. The convenient sampling technique was used for data collection and   the   duration   of   data   collection was six   months. Primary data was collected   from   women entrepreneurs in Nannilam, Thiruvarur district, and   secondary   data was taken   from journals and   relevant   web resources. The findings were presented.

Objectives

- To find out motivating factors that influence women entrepreneurs
- To analyse the role of personal, family, and social factors in creating problems for women entrepreneurs

Data Analysis

H_0 there is a no impact of motivational factors on women entrepreneur to start a business
H_1 there is an impact of motivational factors on women entrepreneur to start a business

Table 4.1 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.953[a]	.908	.901	.277

a. Predictors: (Constant), Generation of Income, Economic Independence, Self-Interest, Self-Dependent, Family Encouragement, Social Status, Self Prestige.

Interpretation

The above table shows the R value is 0.953 which indicates that there is significant impact of motivating factor that influencing women to start a business, The value of R square is 0.908 which is less than 0.05 i.e. The independent variable is highly strong impact towards dependent variables .

Table 4.2. ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	66.453	6	11.075	143.999	.000[a]
	Residual	6.768	88	.077		
	Total	73.221	94			

a. Predictors: (Constant), Generation of Income, Economic Independence, Self- Interest, Self-Dependent, Family Encouragement, Social Status, Self Prestige

b. Dependent Variable: motivating women to start a business

Interpretation

The above table shows that the significance value is 0.000 which is less than p value of 0.05.which indicates that the strong impact of dependent variables

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.281	.086		-3.273	.002
	Economic Independence	-.100	.112	-.110	-.898	.372
	Generation of Income	.462	.095	.437	4.861	.000
	Self- Interest	-.127	.175	-.140	-.728	.469
	Self-Dependent	.528	.096	.397	5.473	.000
	Family Encouragement	.239	.157	.251	1.516	.133

Self-Prestige	.203	.097	.164	2.087	.040

a. Dependent Variable: motivating factors women to start a business

Interpretation

The above coefficient table shows that the separate set of impact, which the significant value of (Generation of Income, Self-Dependent, Self-Prestige) is less than 0.05 thus shows that these three factors are highly impacted on women entrepreneur.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.765
Bartlett's Test of Sphericity	Approx. Chi-Square	1300.399
	df	232
	Sig.	.000

Interpretation

The data from the above table shows that the internal coherence of the data were appropriate (KMO=0.765) also the Bartlett's was significant at 0.00 level (1300.399) the outcome of the communalities extraction value of all the 23 were more than 0.4 which recommended that loading variables of measures levels shows to be just significant when the values are more than 0.4. After loading the pattern matrix assessment and communalities lower than 0.4 and factors not loaded to their comparing factors were eliminated. The things precisely stacked to the comparing scale should be held for the further review.

Component Matrix[a]

	COMPONENTS		
	1	2	3
LOSC	0.599		
LOK	0.721		
PE	0.493		
INT	0.424		
LT	0.721		
DEB	0.493		
D	0.710		
FFJ	0.564		
FR	0.509		
LOS		0.562	
LONW		0.450	

WLB		0.490	
CB		0.667	
FI		0.802	
LOEFS		0.789	
WIDOW			0.447
PC			0.593
CT			0.797
EX			0.793
SRI			0.710

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 18 iterations.

Interpretation

The outcome from the information handling in the table shows that there are 20 analysed pointers, yet not all markers gives the commitment on the three recently shaped factors. There are the 20 factors value are greater than 0.4 and the relevant scale got loaded.

Conclusion

The study by the researcher shows that the motivating factors and the problem encountered by women entrepreneurs. The reserch revealed that Women entrepreneurs enter into business field with certain intension like age of Income & Self-Dependent and the major problems identified are struggling to get a loan from the bank, Extortion, Supply related issues, Lack of Self-confidence, Lack of training, Divorce, at the same time the women's are not able to manage their family as well as their business.

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