



# Gender and Entrepreneurship: Motivational Factors for Women Entrepreneurs in India

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## ABSTRACT

The goal of the present research is to examine whether demographic variables can differentiate among the motivational factors of women entrepreneurs in India. The findings of Ozsunger (2019) are elongated in the current study. Data was collected from the business owners of small, medium, and micro enterprises from the Haryana state of India. Respondents were asked questions on four dimensions of motivational factors i.e., push, pull, balanced and emotional factors that influence women-owned enterprises. The study used survey research. The findings of the paper show that training, experience, medium-sized enterprises, and assistance from financial institutions can differentiate the motivational factors. The study collected data from five districts of Haryana, and diversified data could have been used. A mixed methods approach could have been used instead of a quantitative approach.

**Keywords:** Women Entrepreneurship, Discriminant, Motivational Factors, Gender Equality, India

**JEL Classifications:** M54, N35, O35

## 1. INTRODUCTION

Social differences between men and women have been specified by (Akehurst, et al., 2012), due to the differences in economic, social, educational, and business opportunities. An entrepreneur is perceived as a person who is versatile, persuasive, creative, hardworking, organized, innovative, a good motivator who drives for success, and independence and is ready to take risks (Hagen, 1962; Knight, 1921; McClelland, 1961; Schumpeter, 1939; Akehurst et al., 2012).

The inclusion of women in economic change has been witnessed all over the world and differences observed between developed and underdeveloped country over the growth of women has been specified with different theories such as “Sea-change” in preferences, attitudes, value changes modernization which in turn tenderloin the traditional sex role (Evans et al., 2000; Afza and Rashid, 2009).

India occupies a major geographical area of South Asia, the most highly diversified economy in the world, but due to GNP per

capita, income, and mammoth population, is the poorest country on the Earth. The sex ratio in India is rising since the 1980s but discrimination against gender is quite complex in India due to social and economic diversity, and cultural and economic factors (UNFPA, 2007). India has started a series of 5-year plans based on the Soviet model, major focus on economic planning, industrialization, and emphasis on the agricultural sector, trade, finance, and services which resulted in the growth of the economy (Sanyal, 2022). According to the NFHS survey, for every 1000 men, India has 1020 women (Chitravanshi and Gera, 2021). According to the Sixth Census Report, 2014, only 14% of Indian women own or run businesses, of which 79% are self-financed enterprises and 90% of enterprises are micro-enterprises. Women contribute 17% of the GDP in India (MoSPI, 2013).

Haryana, a state in India, is the land of rich culture and agricultural prosperity, recording 18.1% of growth. The state, of Haryana, records a lower sex ratio of 926 females per 1000 males, a higher gender gap of 16.7% which is more than the average reported

by India, and reported lower literacy rate among females which is 51.96% (Economic Survey 2021-22). Therefore, an effort has been made to understand the nature of women entrepreneurs in Haryana state.

## 2. WOMEN ENTREPRENEURSHIP: MOTIVATIONS

There are no gender differences in terms of entrepreneurial skills, qualities, innovation, and motivation between men and women (Davis and Long, 1999; Ghose et al., 2018) but few studies have stated that there are few differences such as women do not work for financial gain as their primary motive (Lavoie, 1992; Das, 2000), the motive for starting the business are self-fulfilment, career advancement, and control over the quality and quantity of work (Belcourt, 1991; Bernard and Brown, 1994; Charest, 1994; Das, 2000). Motivation is a multi-faceted construct consisting of different traits, and cognitive and environmental factors (Muzata, 2022). Women entrepreneurs are motivated by the combination of both stimulating as well as non-stimulating factors driven by opportunity (Naguib, 2022), out of both the push and pull factors that field greater stimulus are undistinguishable (Shaw, 2006; Walker and Webster, 2007). Table 1 represents the review of the literature on motivational factors.

### 2.1. Women Entrepreneurship: SMEs

SME enterprises are those enterprises whose investment in assets lies between 25 lakhs and 1 crore Rupees for the manufacturing industry and 10 lakhs to 5 crore Rupees for the service sector (MSMEs, 2006). They contribute to the growth of the nation through exporting, productive growth, and the generation of employment (Chatterjee and Kar, 2020). According to the fourth census of India (2006-2007), MSME generates employment of 59.4 million where a contribution of 28% is for the manufacturing sector and 71% is for the service sector (Das and Das, 2014).

(Deshpande and Sharma, 2013) reported that the women enterprises owned by upper-class women are comparatively more and significantly growing as compared to the enterprises owned by women of SC and ST categories. (Deshpande and Sharma, 2012) has concluded that women enterprises that are registered outperform male-owned enterprises and the gender gap is lesser for women entrepreneurs. (Coad and Tamvada, 2012) proved the significant growth of women entrepreneurs in exporting as compared to importing after overcoming the challenges. (Birley and Moss, 1987) argued that feasible ideas are the key to success rather than training and development programs.

### 2.2. Research Questions

- Q. What motivational factors help in differentiating between trained or untrained women entrepreneurs?
- Q. Do experience or non-experienced women entrepreneurs differ in motivational factors in India?
- Q. What motivational factors help to differentiate between the different sources of finance?
- Q. Do different types of organizations differ in terms of motivational factors for women entrepreneurs?

On the basis of the above research questions, the following hypothesis was framed:

- $H_{01}$ : Trained or untrained women entrepreneurs cannot be discriminated against based on motivational factors
- $H_{02}$ : Experienced or non-experienced women entrepreneurs cannot be discriminated against based on motivational factors
- $H_{03}$ : Sources of Finance cannot be discriminated against based on motivational factors of the women entrepreneurs
- $H_{04}$ : Organizational type cannot be discriminated against based on motivational factors of the women entrepreneurs.

## 3. RESEARCH METHODOLOGY

The respondents were carefully chosen through the Convenience non-probability sampling technique. A total of 300 respondents filled up the survey which was conducted online as well as offline. Women entrepreneurs from unregistered enterprises were targeted for the survey. The Questionnaire consisted of 4 dimensions related to motivational factors originally developed by (Ozsungur, 2019). Data analysis was done by using SPSS. Linear and Multiple Discriminant Analysis (MDA) was used for testing the different hypotheses. A test of normality was done but according to (Yu, 2008; Corder and Foreman, 2014; Vickers, 2005; Agarwal et al., 2020) if the sample size is more than 30, then a researcher can use a parametric test instead.

It is observed from the study area that 37.3% of respondents were (31-40) years. 58.3% of women entrepreneurs are married, and 34.3% of the respondents reside in towns. 41% of the respondents are graduates and 61% of them are from the General category.

36% of the respondents are trained, 32% have business experience, 41.3% of them have micro-enterprises, and 56% of the respondents have raised their own capital.

According to (Malhotra & Dash, 2016), Discriminant Analysis is a method for exploring research data where the dependent is categorical and the predictor variable is an interval in nature. The following are the assumptions of the discriminant analysis:

- Dependent variable must be on the categorical scale and the independent variable is internal in nature
- Multicollinearity should not be there
- All the populations should have the same covariances.

The process of MDA is as follows:

## 4. FINDINGS

The motivational factors were measured with the help of 25 statements on a five-point Likert scale where 1=Very High and 5=Very Low. Motivational factors were divided into four dimensions: Push, pull, Emotional and Balanced factors where Push factors comprise six statements, pull factors comprise 10 statements, balanced factors comprise 3 statements and emotional factors comprise 6 statements. Responses were

assigned weights and their weight score was summed up and averaged. The main aim of the present research is to study whether the motivational factors exhibited were a good predictor of their training, experience, source of finance, and type of organization.

**4.1. H<sub>01</sub>: Trained or Untrained Women Entrepreneurs cannot be Discriminated against Based on Motivational Factors**

*4.1.1. Step 1: Formulate the problem*

The objectives for the study have been mentioned in the section of research methodology and independent variables to be on a metric scale are identified for the study which are Motivational factors bifurcated into the four dimensions: Push factors, Pull factors, Emotional factors, and Balanced factors. The dependent variable to be on a categorical scale recognized for the study is training.

*4.1.2. Step 2: Estimation of discriminant function coefficient*

- Table 2 presents the results of estimating the dichotomous group discriminant analysis. An examination of group means indicates that balanced factors appear are separating the two groups of trained or untrained further extensively than any other factor. The two groups are very close in the pull factors and push factors have the highest standard deviation as compared to the other factors.
- Pull and Balanced factors are correlated to emotional factors as mentioned in Table 3.

**Table 1: Review of literature on motivational factors**

Authors	Motivational factors
(Ramadani, 2015)	Freedom and locus of control, desire for achievement, self-actualization, and social status.
(Lim et al., 2022)	To escape poverty, be financially independent, and be inspired by role models and inspired by family and relatives.
(Adams et al., 2017; Vossenber, 2013; Bandura, 1977; and Evans, 2001)	Driven by necessity, social expectations, and risk takers.
(McGowan et al., 2012; Marlow and Carter, 2004) (Das, 2000)	Flexibility, desire to balance between family responsibilities and desire for personal independence. Independence, to engage themselves, money, self-satisfaction, provides employment to family members.
(Goswami, 2019)	Self-dependence, work flexibility, job environment, financial support to the family

Source: Authors' own compilation

**Table 2: Group means**

Category	Push factors	Pull factors	Emotional factors	Balanced factors
Trained	2.6806	1.8602	1.9059	1.8395
Untrained	2.8438	1.9578	2.0174	2.0451
Group Standard Deviations				
Trained	1.10228	0.52702	0.55874	0.72413
Untrained	0.90384	0.40822	0.45570	0.60658

*4.1.3. Step 3: Discriminant function significance*

- H<sub>0</sub>: H<sub>0</sub> is rejected for Push, Pull and Emotional factors as the significant value are more than 0.05, indicating significant discrimination in Table 4. Therefore, all the other variables except balanced factors will be removed from the analysis.

*4.1.4. Step 4: Interpret the results*

- As after the stepwise all three variables are removed, therefore in the standardized and unstandardized canonical discriminant function, balanced factors will be the most important and the only predictor.
- Motivational factors are more likely to differ in the trained women entrepreneurs as compared to untrained women entrepreneurs by viewing their centroid value in Table 5, where balanced factors tend to be more important than any other motivational factor.

*4.1.5. Step 5: Assess the validity of the discriminant analysis*

Therefore, the null hypothesis is rejected which concludes that motivational factors help to differentiate between trained and untrained women entrepreneurs (see Table 6).

**4.2. H<sub>02</sub>: Experienced or Non-experienced Women Entrepreneurs cannot be Discriminated against Based on Motivational Factors**

*4.2.1. Step 1: Formulate the problem*

The objectives for the study have been mentioned in the section of research methodology and independent variables to be on a metric scale are identified for the study which are Motivational factors bifurcated into the four dimensions: Push factors, Pull factors, Emotional factors, and Balanced factors. The dependent variable to be on a categorical scale recognized for the study is experience.

*4.2.2. Step 2: Estimation of discriminant function coefficient*

- Table 7 presents the results of estimating the dichotomous group discriminant analysis. An examination of group means indicates that balanced factors appear are separating the two groups of experienced or non-experienced further extensively than any other factor. The two groups are very close in the push factors and pull factors have the highest standard deviation as compared to the other factors.

**Table 3: Pooled within group correlation**

Variable	Push	Pull	Emotional	Balanced
Emotional	0.277	0.485	1.00	0.355

**Table 4: Equality of group means**

Motivational factors	(Δ)	F	Significant value
Push factors	0.994	1.918	0.167
Pull factors	0.989	3.190	0.075
Emotional factors	0.988	3.504	0.062
Balanced factors	0.977	6.892	0.009

**Table 5: Function at group centroids**

Function	Trained	Untrained
1	-0.202	0.114

- Pull and Balanced factors are correlated to emotional factors as mentioned in Table 8.

4.2.3. Step 3: Discriminant function significance

- $H_0$ : Null hypothesis is rejected for Push, Pull and Balanced factors as the significant value are more than 0.05, indicating significant discrimination in Table 9. Therefore, all the other variables except emotional factors will be removed from the analysis.

4.2.4. Step 4: Interpret the results

- As after the stepwise all three variables are removed, therefore in the standardized and unstandardized canonical discriminant function, balanced factors will be the most important and the only predictor.
- Motivational factors are more likely to differ in the experienced women entrepreneurs as compared to non-experienced women entrepreneurs by viewing their centroid value in Table 10, where emotional factors tend to be more important than any other motivational factor. Table 11 shows that 68 percent of the results are validated.

Therefore, the null hypothesis stands rejected which concludes that experienced or non-experienced women entrepreneurs differ towards motivational factors in India.

4.3.  $H_{03}$ : Sources of Finance cannot be Discriminated against Based on Motivational Factors of the Women Entrepreneurs

4.3.1. Step 1: Formulate the problem

The objectives for the study have been mentioned in the section of research methodology and independent variables to be on a metric scale are identified for the study which are Motivational

factors bifurcated into the four dimensions: Push factors, Pull factors, Emotional factors, and Balanced factors. The dependent variable to be on a categorical scale recognized for the study is financial sources.

4.3.2. Step 2: Estimation of discriminant function coefficient

- Table 12 presents multiple discriminant analyses. An examination of group means indicates that balanced factors separate the four different groups of finance and are very close in the pull factors and push factors
- Pull factors have a higher standard deviation amongst the different groups
- Push and Emotional factors are correlated to pull factors as mentioned in Table 13.

4.3.3. Step 3: Discriminant function significance

- $H_0$ : Null hypothesis is rejected for Push, Emotional and Balanced factors as the significant value is more than 0.05, indicating significant discrimination in Table 14. Therefore, all the other variables except pull factors will be removed from the analysis.

4.3.4. Step 4: Interpret the results

- As after the stepwise all three variables are removed, therefore in the standardized and unstandardized canonical discriminant function, pull factors will be the most important and the only predictor
- Motivational factors are more likely to differ in the source of assistance from financial institutions as compared to the remaining other three sources of finance by viewing their centroid value in Table 15, where pull factors tend to be more important than any other

Table 6: Classification results

Validation	Originally Validated	Cross Validated
1	64%	64%

Table 7: Group means

Category	Push factors	Pull factors	Emotional factors	Balanced factors
Experienced	2.8090	1.8823	1.8854	1.8611
Non-experienced	2.7737	1.9417	2.0204	2.0229
Group standard deviations				
Experienced	1.10448	0.44839	0.48625	0.61305
Non-experienced	0.92025	0.45958	0.49766	0.67281

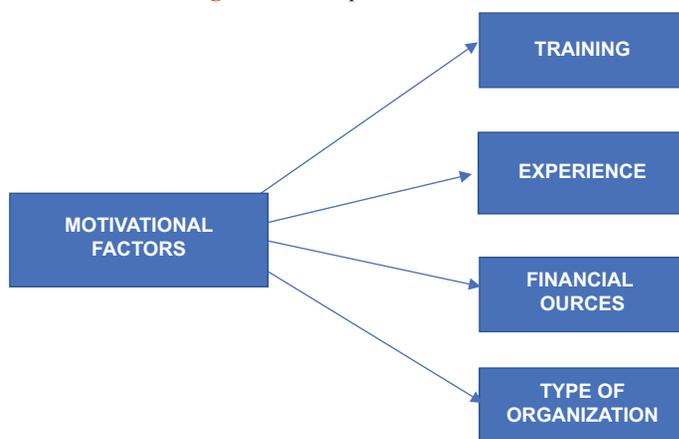
Table 8: Pooled within group correlation

Variable	Push	Pull	Emotional	Balanced
Emotional	0.287	0.488	1.00	-0.356

Table 9: Equality of group means

Variable	( $\Delta$ )	F	Significant value
Push factors	1	0.084	0.772
Pull factors	0.996	1.107	0.294
Emotional factors	0.984	4.875	0.028
Balanced factors	0.987	3.990	0.047

Figure 1: Conceptual framework



Source: Authors' own compilation

Table 10: Function at group centroids

Function	Experienced	Non-experienced
1	-0.186	0.087

Table 11: Classification results

Validation	Originally validated	Cross validated
1	68%	68%

**Table 12: Group means**

Category	Push factors	Pull factors	Emotional factors	Balanced factors
Raised own capital	2.9008	19863	2.0278	1.9603
Assistance from financial-institutions	2.4015	1.7692	1.8590	1.7821
Government/Voluntary agencies	2.6716	1.7896	1.8582	1.9900
Other sources	2.6966	1.9795	2.0427	2.1111
Group standard deviations				
Raised own capital	0.93238	0.45240	0.48997	0.60141
Assistance from financial-institutions	0.94081	0.32713	0.50264	0.72383
Government/Voluntary agencies	1.07503	0.43210	0.52964	0.79343
Other sources	1.00210	052374	0.43211	0.57396

**Table 13: Pooled within group correlation**

Variable	Push	Pull	Emotional	Balanced
Pull	0.294	1	0.474	0.290

**Table 14: Group means equality**

Motivational factors	( $\Lambda$ )	F	Significant value
Push factors	0.979	2.150	0.094
Pull factors	0.958	4.314	0.005
Emotional factors	0.974	2.616	0.051
Balanced factors	0.987	1.344	0.260

motivational factor. Table 16 shows that 56 percent of the results are validated.

Therefore, the null hypothesis stands rejected which concludes that motivational factors help to differentiate between the four different sources of finance.

#### 4.4. H<sub>04</sub>: Organizational Type cannot be Discriminated against Based on Motivational Factors of the Women Entrepreneurs

##### 4.4.1. Step 1: Formulate the problem

The objectives for the study have been mentioned in the section of research methodology and independent variables to be on a metric scale are identified for the study which are Motivational factors bifurcated into the four dimensions: Push factors, Pull factors, Emotional factors, and Balanced factors. The dependent variable to be on a categorical scale recognized for the study is the type of organization.

##### 4.4.2. Step 2: Estimate the discriminant function coefficient

- Table 5 presents that Pull factors appear to separate the groups as compared to the other three factors. The two groups are very close in the balanced factors
- Pull factors have a higher standard deviation
- Push and Emotional factors are correlated to pull factors as mentioned in Table 18.

##### 4.4.3. Step 3: Discriminant function significance

- H<sub>0</sub>: Null Hypothesis is rejected for Push and Emotional factors as the significant value are more than 0.05, indicating significant discrimination in Table 19. Therefore, all the other variables except the Pull and Balanced factors will be removed from the analysis.

##### 4.4.4. Step 4: Interpret the results

- Balanced factors have high standardized coefficients whereas Pull factors have smaller coefficients (see Table 20).
- Table 21 predicts that the Balanced factor has a higher predictor in discriminating between the groups
- Motivational factors are more likely to differ in the medium type of organization of women entrepreneurs as compared to the other two types of an organization by looking at their centroid value in Table 22, where pull factors followed by Balanced factors tend to be more important than any other motivational factor.
- Table 23 shows that 43.7 percent of the results are validated.

Therefore, the null hypothesis stands rejected and concludes that medium, micro, and small types of organizations of women entrepreneurs differ in terms of motivational factors in India.

Following are the results of the study computed from the analysis conducted on the primary data:

- Trained women entrepreneurs distinct more for motivational factors and in that balanced factors tend to have more importance
- Experienced women entrepreneurs distinct more for motivational factors and in that emotional factors tend to have more importance
- Assistance from financial institutions/banks is distinct more for motivational factors and in that pull factors tend to be more important
- Medium types of organizations distinct more for motivational factors and in that balanced factors tend to be more important.

## 5. CONCLUSION

(Coad and Tamvada, 2012) has discussed that developed countries are more often focused on small businesses as compared to developing countries. Therefore, a gap in the research was identified and 37.3% of the respondents in the study comprises small enterprises. The study demonstrated that female enterprises nurture at a steady rate as compared to male-owned which is contradictory to the previous studies (Deshpande and Sharma, 2012). The results (Ramcharran,

**Table 15: Function at group centroids**

Function	Raised own capital	Assistance from financial institutions	Government/Voluntary agencies	Other sources
1	0.142	-0.342	-0.297	0.127

**Table 16: Classification results**

Validation	Originally validated	Cross validated
1	56%	56%

**Table 17: Group means**

Category	Push factors	Pull factors	Emotional factors	Balanced factors
Micro	1.9798	1.9651	2.7500	1.9664
Small	1.9170	1.8720	2.8199	1.9643
Medium	1.8219	2.1563	2.7917	2.0208
Group standard deviations				
Micro	0.43336	0.62298	0.99513	0.45828
Small	0.48116	0.63158	0.94893	0.53666
Medium	0.44274	0.73456	1.02224	0.50351

**Table 18: Pooled within group correlation**

Variable	Push	Pull	Emotional	Balanced
Pull	0.315	1	0.501	0.310
Balanced	0.342	0.310	0.363	1

**Table 19: Group means equality**

Variable	Wilks' Lambda	F	Significance
Push factors	0.999	0.151	0.860
Pull factors	0.983	2.572	0.078
Emotional factors	0.998	0.312	0.732
Balanced factors	0.974	3.887	0.022

**Table 20: Standardized canonical discriminant function coefficients**

Function	Pull Factors	Balanced Factors
1	-0.783	0.910
2	0.702	0.527

**Table 21: Structure matrix (Pooled within group correlations)**

Function	Pull Factors	Balanced Factors
1	-0.501	0.866
2	0.667	0.745

**Table 22: Function at group centroids**

Function	Micro	Small	Medium
1	-0.107	-0.129	0.433
2	-0.084	-0.089	-0.006

**Table 23: Classification results**

Validation	Originally validated	Cross validated
1	44.3%	43.7%

financial institutions and medium-sized enterprises of women entrepreneurs can differentiate between the motivational factors in India. Our results contradicted those (Chaudhari et al., 2020) who found that women-owned firms' do not get support from banks in terms of credit because of which they are behind male-owned enterprises and underperform, they have to be dependent on informal sources of finance.

The study aimed to identify the motivational factor attained by the women entrepreneurs in the state of Haryana. Discriminant analysis was conducted to investigate whether or not motivational factors can discriminate between demographic characteristics. The present research identified the significant difference among the motivational factors of different training, experience, financial sources, and type of organization. The results of the discriminant analysis revealed that demographic variables play an important role in the motivational factors of women entrepreneurs.

The outcome of the research concludes that trained and experienced female entrepreneurs are highly impacted by the motivational factors to start or smoothly run their enterprises. Medium types of enterprises might be getting assistance from financial institutions which is also impacted by the pull and balanced factors. The findings may help academicians and scholars to categorize innovative and efficient ways of understanding motivational factors.

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2017) were that bank and financial institutions' assistance is an important source of financing for SMEs which is further supported and extended by our study that assistance from

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