



Motives of Earnings of Women Entrepreneurs

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Abstract: *Women entrepreneurship plays a prime role in business and the involvement of family members in the business of Women Entrepreneur. Women entrepreneurship plays a prime position in business and the involvement of family members in the business of Women Entrepreneur. Women entrepreneurs are increasing as their contribution to the household becomes essential. More than economic contribution, social contribution is also keen to watch. In this way, the economic development of the country with the Development of Women Entrepreneurs also go hand in hand in the present scenario. The role of Women entrepreneurs in business and the involvement of family members in the business is very important. There is very little research in the field of Motives of Earnings of Women Entrepreneurs Therefore, knowledge will be contributed to the present study by providing deep insight on the women entrepreneur.*

Keywords: *Women Entrepreneurs, Family Members, Motives of Earnings, Economic Contribution, Development of Women Entrepreneurs.*

1. INTRODUCTION

Entrepreneurship is a business-related field in which leaders are not afraid to take chances and implement unique strategies to improve their company's success and maximise profits. Business opportunities are the focus of entrepreneurship, business plan formulation, exploitation and monitoring, start-up formation, management, team-building, market strategies, leadership, Human resource management, creativity, intellectual property, the economy, networking, and market analysis are only a few examples. Women Entrepreneurship is concerned with the position of women in society also the role of women entrepreneurs in that society. Women face unique challenges (such as family responsibilities) that must be



addressed for them to have equal access to opportunities as men. In this research Motives of Earnings of Women Entrepreneurs for their Business Development, Future protection, Family Development.

The Role of Women Entrepreneur

In the last decade, women entrepreneurs have been recognized as a significant unused source of economic development. Women Entrepreneurs make new work for themselves and other women and provide society with unique solutions to management, business challenges and organization, also the misuse of Women Entrepreneurial opportunities, through being different. However, they only make up a small percentage of all female entrepreneurs. As a result, there is a market failure that discriminates against women's ability to become women entrepreneurs and their capability to succeed as female entrepreneurs. Policymakers must remedy this business weakness for the groups economic prospective to be fully realised. While there is no question that women have a significant economic effect, we still lack a reliable image that details that impact.

In both culture and the social sciences, women entrepreneurs have been largely ignored. Women not just have under participation rates in Women Entrepreneur than men, but they tend to start and run businesses in various industries. Women's preferred sectors (primarily retail, education, and other service industries) are often viewed as fewer important to economic growth and development than high-tech and manufacturing.

Importance of Entrepreneurship in the Development

Around the world, centrally planned economies are being increasingly liberalized, implying the gradual transition of economic and social activities to private hands. The government will act as an enabler and facilitator by providing infrastructure that is suitable for each segment, area, and production line.

Those that have the entrepreneurial potentiality and achievement innate inclination to act in a certain way take advantage of these facilities.

Women Entrepreneurship

The first humans to experience slavery were women. She was a slave before there was such a thing as slavery. Her sexual peculiarities are primarily to blame for her inferiority. "Man has always acted like a lord, and as a result, his mental physical, and growth has progressed at a pace commensurate with his profession and field of interest. Women's overall development, on the other hand, has remained stunted." Even the most illiterate and useless man has long enjoyed dominance over women, even though he doesn't deserve it. Women have been denied the opportunity to receive an education. They were deprived of opportunities to cultivate their natural abilities, and as a result, they became helpless, illiterate, narrow-minded, and irritable. Women account for two-thirds of the world's one billion adults illiterate. Women were economically entirely reliant on men. Women have been debated and written as enhancing objects since the dawn of time. When she has come out of her comfort zone, however, she has been met with cynicism and ridicule.



Economic pressures have led to an increase in the number of young girls working. The potential source of women entrepreneurs has emerged as a result of work experience, exposure to education, and urbanisation. In India, women entrepreneurs face a variety of socioeconomic challenges. Women's entrepreneurial performance is heavily influenced by society's attitudes and help. The cultural and social roles taken part by women may place an extra burden on them. As a role of their social binding, women should perform household work with simultaneously working as business owners. The woman entrepreneur is expecting to perform the roles of wife, daughter, mother, daughter-in-law, and businesswoman.

Several factors influence women's decision to become entrepreneurs, which can be typed as "pull factors" or "push factors." The term "pull factors" refers to a woman's likes to engage in entrepreneurial endeavours. Push factors are said to affect women who enter the business because of a financial need due to family circumstances.

The number of self-employed women increased dramatically in advanced countries around the world. Women's involvement in the business as entrepreneurs began in India in the 1970s. Previously, women were associated with the three Ks: kitchen, children, and knitting. And there were the three Ps: papad, powder, and pickles. Women entrepreneurs can be found in the four Es of urban India: electronics, electricity, energy, and engineering. Women in rural India, on the other hand, have relegated themselves to petty trades and small cottage industries. The majority of rural women entrepreneurs work in positions that are low-paying, low-skilled, low-tech, and low-productivity. Women entrepreneurs have basic indigenous knowledge, skills, and the ability to start and manage businesses. A person who starts a company, an enterprise, or a firm is known as an entrepreneur. A business unit's affairs are initiated, organised, managed, and controlled by an entrepreneur. Marshall was described as a business organiser and speculator, Schumpeter referred to him as a business speculator. It means that an entrepreneur establishes a company, organises it, manages it, and develops a long-term strategy for it. He or she is a highly motivated and gifted individual who implements innovative ideas, envisions possibilities for implementing new products, methods, and new sources of supply of necessary goods to customers, and implements new ideas. A woman entrepreneur is described by the Government of India (1984) as "a concern owned and operated by a woman with a minimum financial interest of 51 percent of the capital and providing at least 51 percent of the employment provided in the enterprise to women." This concept does not apply to Indian rural women entrepreneurs. A rural woman entrepreneur is a group of rural women who invents, imitates, or adapts an economic activity. Second, a rural woman entrepreneur is described as an adult rural woman who establishes, operates, and owns a business in a rural setting.

Rural women entrepreneurship can be described as an inseparable process that flourishes when the interconnected dimensions of independent psychological – entrepreneurial characteristics, business opportunities, and social support all contribute to the common goal of creating and exploiting opportunities. Rural women's entrepreneurship is an inseparable mechanism that thrives when the interconnected aspects of individual psychological – entrepreneurial characteristics, social support, and business opportunities all work together to achieve the



common goal of developing and exploiting opportunities. In this point of view, rural women's entrepreneurship is a steady of mind and a never-ending path.

More critical is the degree, kind, and scope of improvement and involvement that the entrepreneur implements, organises, creates and regulates regularly. A rural woman entrepreneur can be defined as a dynamic agent of rural economy change who can help turn rural physical, natural, and human capital into production opportunities. As a result, it is possible to conclude that entrepreneurship and rural women entrepreneurs are not born, but can be developed, as it is neither an art nor a science, but rather a practice. To put it another way, a rural women entrepreneur is who organizes, owns, and assumes the risks of a rural company. Rural entrepreneur or entrepreneurship refers that rural women who invent, emulate, or commercial practice or follow an economic in rural India.

Objective

1. To analyse the Motives of Earnings of Women Entrepreneurs
2. To analyse the Business Development of Women Entrepreneur
3. To analyse the Family Development of Women Entrepreneur
4. To analyse the Future protection of Women Entrepreneur

Review of Literature

Dolinsky & Caputo, (1998) investigated the function of household member's economic and human capital in pursuing self-employment among females. The research showed that the husband business experience and cooperation in family matters play a significant role in pursuing the business. The findings also indicated that the government should provide women with the requisite skills to shape a certain zoom of entrepreneurship.

Kalpna Ambepitya, (Dec. 2014) the researcher has given the conceptual frame Work of Women Entrepreneurs are Dedication, Hard working, Creative, Risk-taking, Innovative, Seeking opportunity, Persistence, quality and Efficiency, Networking, Goal setting, Self-Confidence.

Moore and Buttner (1997) in their study titled “Women’s Organizational Exodus to Entrepreneurship: Self-Reported Motivations and Correlates with Success”

Buttner and Moore (1997) found that “Women’s Organizational Exodus to Entrepreneurship: Self-Reported Motivations and Correlates with Success” Examining why 129 female executives

and professionals left large corporations to become entrepreneurs, as well as how they calculate success, self-determination, shows that they did so in search of a challenge, and a way to balance work and family obligations.

2. METHODOLOGY

The study has concentrated on primary data. The researcher has collected secondary data from Journals, Books, Articles, Websites, etc.



Sample Size

The sample respondents were selected by the Proportionate Random sampling method. The sample size for the research is taken to be 319.

Motivation factors of Women Entrepreneur

A female entrepreneur is motivated by recognition with regard to esteem, admiration, celebrity and regard. It is communication that implements rewards and reinforces the most significant outcomes entrepreneurs generate for the business. It is the chief factor that motivates businesswomen.

Nature of family of Women Entrepreneurs

While studying the occurrence of respondents, it was considered interesting and imperative to explore whether respondents are coming from it is nuclear family or joint family set-up providing facilitative conditions. The family with nuclear setup and joint family setup influences the women entrepreneurs in their socio-economic development process. The following table shows the information about the family type.

Nature of family of Women Entrepreneurs

S.No	Nature of Family	Frequency	Percent	Cumulative Percent
1	Nuclear	252	79.0	79.0
2	Joint	67	21.0	100.0
	Total	319	100.0	

Source: Primary data compiled

The above table exhibits the nature of the family of Women Entrepreneurs. It found that 79% of the women entrepreneurs in this study belong to the Nuclear type of family. 21% belong to the Joint family setup.

Socio-Economic profile of Women Entrepreneurs

The socio-economic study is an economic and sociological combined overall measure of an individual's or family's social position relative to others. It also refers to the ways that social and economic factors influence the environment. The socioeconomic profile in this study exhibits the social standing or class of an individual of the respondents with relation to others. It is measured as a combination of age, education, marital status, experience, income, etc....

Inspirational Quotes from Women Entrepreneurs

I have given below some quotes from inspiring women entrepreneurs about what they've learned along their path to success.

1. "Fearlessness is not the absence of fear. It's the mastery of fear. It's about getting up one more time than we fall down." —Arianna Huffington, editor in chief of The Huffington Post.
2. "Follow your passion — and if you don't know what it is, realize that one reason for your existence on earth is to find it." —Oprah Winfrey



3. “I want every little girl who’s been told she’s bossy to be told again she has leadership skills.” —Sheryl Sandberg, COO at Facebook
4. “The difference between skill and talent: A skill is something you learn. Talent is what you can’t help doing.” —Caroline Ghosen, founder and CEO of career site Levo
5. “Build your business success around something that you love — something that is inherently and endlessly interesting to you.” —Martha Stewart, businesswoman, writer, and television personality

Motives of Earnings of Women Entrepreneurs

There remain multiple motives for earning money for a women entrepreneur. Every entrepreneur is motivated to earn for a specific reason. Collectively in this study, they are segregated based on business development, family development, future protection, etc. Hence motive of earning is vital in this study and is tabulated in the below table:

SL.No	Motives of Earnings	Frequency	Percent	Cumulative Percent
1	Business Development	99	31.0	31.0
2	Future protection	88	27.6	58.6
3	Family Development	98	30.7	89.3
4	Others	34	10.7	100.0
	Total	319	100.0	

Source: Primary data compiled

It is inferred from the above table that 31% of women entrepreneurs are motivated by their desire to run a business and their business development motivates them to earn. 27.6% of the women entrepreneurs are motivated to earn money to protect their future. 30.7% of them are motivated to earn money to safeguard their family and for their family development. Only 10.7% of the respondents are motivated by other factors.

3. CONCLUSION

In this extremely competitive economic climate, women have emerged as successful entrepreneurs. They have shown that they are just as capable as their male colleagues when it comes to achieving organizational goals and propelling their firm to new heights of success. Every country nowadays can boast of outstanding female entrepreneurs who have reached the pinnacle of their profession. Though they have been successful in their endeavours, they have encountered and coped with a variety of challenging challenges. Despite this, there are extremely few women in senior roles in big corporations. The factors motivating the women entrepreneurs and assisting them to remain successful, analyses the challenges faced by the women entrepreneurs, obtains the level of women empowerment after becoming an



entrepreneur, identify the contribution of women entrepreneurs in the economic development and compares the economic impact before and after becoming an entrepreneur. Women entrepreneurs should be supported by their male peers, colleagues, and family to help them achieve their personal as well as organizational goals, so that they may confidently go along the path of development, success, and wealth. .

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