

# Motivational Forces and Challenges of Women Entrepreneurs: A Case Study of Tinsukia Town

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## Abstract

An entrepreneur is a person who takes the initiative to transform his/her idea into business idea. In today's era, more and more number of women are coming forward to take up entrepreneurial activities and contribute towards economic growth and development of the nation. Women take up entrepreneurship due to various reasons such as to become economically independent, to explore her innovative idea into business idea, to generate income for the family, to get a better recognition in the society etc. However, lack of support from family, government interventions, conservative social attitude and gender discrimination etc. creates a hurdle towards the path of achieving success. An attempt has been made in the present study to find out the motivational forces and challenges faced by women entrepreneurs in Tinsukia Town. The study is based on primary data collected through structured questionnaire by applying convenience sampling technique.

**Keywords:** Women Entrepreneurs, Motivational Forces, Challenges, Economic Independence & Social Recognition

## Introduction

An entrepreneur is a person who takes the initiative to transform his/her idea into business idea. In today's era, more and more number of women are coming forward to take up entrepreneurial activities and contribute towards economic growth and development of the nation. Women take up entrepreneurship due to various reasons such as to become economically independent, to explore her

innovative idea into business idea, to generate income for the family, to get a better recognition in the society etc. However, lack of support from family, government interventions, conservative social attitude and gender discrimination etc. creates a hurdle towards the path of achieving success. Hani, F.F. (2015) in her study highlighted that majority of the women entrepreneurs (62%) were self-motivated to start up their own venture and majority of the respondents took up entrepreneurship to become self dependent and to generate income for the family. The major challenges faced by them include: difficulty in receiving agreement or consent of family members followed by lack of management/marketing skills and unsupportive suppliers. Alam, S.S. et al. (2012) in their study found that greater freedom to adopt their own approach to work was the main motivating factor for women entrepreneurs and the major challenges faced by them include inability to obtain financial loans for start-up, inability to acquire location for the enterprise, inability to spend time with family and stress due to heavy workload. P. Jayakumar and J., Kannan (2014) highlighted that rural women entrepreneurs face lots of challenges like business and family conflict, financial crisis, illiteracy, low risk-bearing capacity, lack of information and assistance, lack of training and development, lack of infrastructure etc. create a hindrance towards their path of achieving success. Johar, Seema (2015) in her study found that self confidence and self-esteem level of majority of the respondents have enhanced after becoming an entrepreneur; 49% of the respondents agreed that they got the motivation to take up entrepreneurship from their husbands; they are also able to give equal priority to their family and business. Rathna, C. et al. (2016) in their study found that financial need is the major motivating factor to become entrepreneurs than that of other factors which includes generating

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income for family, improving their social status, reducing unemployment and gaining social prestige. The study also revealed that unfavorable market conditions and the stringent legal and regulatory conditions have been more challenging for women entrepreneurs. Pubali Saikia (2017) in her study revealed that self interest and encouragement from the family are the influencing factors that enable women to take up entrepreneurship as their profession.

## Need of the Study

Women play a vital role towards making a civilized society. Be it a role of daughter, wife, mother or a role of a working woman, women have contributed numerously in this male dominated society in every aspect. In today's modern society, the role of women is not confined to the four walls of their house, they are educated; they want economic independence and security; they have a sense of responsibility towards their family by generating income for the family; they are voluntarily coming forward to operate and manage their own business. Hence, an initiative has been taken to study the motivational forces and challenges of women entrepreneurs in Tinsukia Town.

## Objectives

The present is conducted to fulfill the following objectives:

- To study the demographic profile of women entrepreneurs in Tinsukia Town.
- To study the forces that motivates women to become an entrepreneur.
- To study the challenges encountered by them towards the path of becoming entrepreneur.

## Limitations of the Study

- Due to time and cost constraints only a sample of 40 women entrepreneurs have been selected for the

purpose of the study and the analysis is made based on the responses of 40 respondents, hence the findings of the study may not be representative of all.

- Some of the respondents were hesitating to share information like annual income, source of financing, initial capital investment etc, hence responses may be biased also.
- The inferences drawn in the study apply only to the women entrepreneurs in Tinsukia Town and not applicable to any other place and hence may not be generalized.

## Methodology of the Study

The present study aims to study the motivational forces and challenges of women entrepreneurs in Tinsukia Town.

## Type of Data

The study is based on primary data collected through structured questionnaire.

## Sampling Unit

The universe of the study is women entrepreneurs in Tinsukia Town.

## Sampling Technique

Convenience sampling technique has been adopted for the purpose of the study.

## Sample Size

A total of 40 women entrepreneurs working in Tinsukia Town are taken for the study.

## Result & Discussion

**Table 1: Showing the Demographic Profile of Women Entrepreneurs in Tinsukia Town**

Sl. No.	Demographic Characteristics	Frequency	Percentage (%)	
1	Age	Below 30 years	4	10.00
		30-40 years	8	20.00
		41-50 years	14	35.00
		51-60 years	9	22.50
		Above 60 years	5	12.50
		Total	40	100
2	Marital Status	Married	40	100
		Unmarried	0	0.00
		Total	40	100
3	Educational Qualification	Below H.S.L.C	13	32.50
		H.S.L.C.	14	35.00
		H.S.	6	15.00
		Graduate	7	17.50
		Post-Graduate	0	0.00
		Total	40	100
4	Family history of Self-employment	Yes	29	72.50
		No.	11	27.50
		Total	40	100
5	Annual Income	Below Rs. 50,000	10	25.00
		Rs. 50,000- Rs. 1,00,000	11	27.50
		Rs. 1,00,000- Rs. 2,50,000	13	32.50
		Above Rs. 2,50,000	6	15.00
		Total	40	100
6	Years of Self-employment	0-3 years	7	17.50
		3-6 years	9	22.50
		6-9 years	6	15.00
		9 years & above	18	45.00
		Total	40	100
7	Source of Financing	Self	11	27.50
		Family	17	42.50
		Friends	2	5.00
		Loan from Banks	2	5.00
		Both Own Fund & Finance from Family	4	10.00
		Both own fund & Finance from Bank	2	5.00
		Both own fund & finance from friends	2	5.00
		Total	40	100
		8	Initial Capital Investment	Below Rs.25000
Rs.25000- Rs.50000	6			15.00
Rs.50000- Rs.100000	8			15.00
Rs.100000- Rs.250000	6			15.00
Above Rs.250000	NIL			-
Total	40			100

Sl. No.	Demographic Characteristics	Frequency	Percentage (%)	
9	Type of Business	Clothing	2	5.00
		Tailoring	12	30.00
		Handicrafts	2	5.00
		Bags	6	15.00
		Beauty Parlor	4	10.00
		Agro based & Livestock	2	5.00
		Grocery	4	10.00
		Others	8	20.00
		Total	40	100
10	Motivators behind choosing Entrepreneurship as Career	Self-motivated	24	60.00
		Family	14	35.00
		Friends	-	-
		Others	2	5.00
		Total	40	100

Source: Field Survey

It is clear from Table 1 that out of 40 respondents, 35% belong to the age group of 41-50 years, while 22.50% belong to the age group of 51-60 years, 20% (30-40 years), 12.50 (above 60 years) and 10% (below 30). It is also clear from the study that 100% of the women entrepreneurs are married. It is found from the study that the educational qualification of women entrepreneurs is not encouraging. Out of 40 respondents, 35% have studied up to H.S.L.C. followed by 32.50% (Below H.S.L.C.), 17.50% (Graduate) and 15% (H.S.). It is also clear from the data that 72.50% of the respondents had family history of self employment which motivated them to take up entrepreneurship as their career. 45% of the respondents have been into self-employment for 9 years and above. 45% of the respondents revealed that they obtained finance to start business from their family, while 25% of them financed on their own. The majority of the respondents (50%) revealed that the initial capital investment was below Rs. 25000. The study clears that majority of them covering 30% of the respondents chose entrepreneurship in the field of tailoring. It is also clear from the above table that 60% of the respondents were self-motivated, while 35% of them were motivated by their family which includes parents and husband.

It is seen from the above table that the majority of the respondents (37.50%) chose entrepreneurship for livelihood. 32.50% of the respondents chose entrepreneurship to become self-dependent, while 12.50% of the respondents revealed that they chose entrepreneurship to generate income for the family and

10% of them wanted to transform their own idea into business idea. Only 5% of the respondents revealed that they chose entrepreneurship to pass their leisure time.

**Table 2: Showing the Reasons That Motivate Women to Choose Entrepreneurship**

Reasons	Frequency	Percentage (%)
1. For livelihood	15	37.50
2. To generate income for the family	5	12.50
3. To become self-dependent.	13	32.50
4. To transform own idea into business idea	4	10.00
5. To upgrade social status	0	0
6. To create employment opportunities for others.	0	0
7. To motivate others	0	0
8. To pass leisure time	3	7.50
Total	40	100

Source: Field Survey

**Table 3: Showing the Challenges Faced by Women Entrepreneurs**

Factors	Mean Score	Rank
1. Difficulty in balancing between personal life and work life.	2	1
2. Difficulty in obtaining finance to start up venture.	2.7	2

Factors	Mean Score	Rank
3. Difficulty in managing working capital.	3	3
4. Government interferences	3.5	4
5. Gender discrimination	3.69	5
6. Infrastructural problems	3.8	6
7. Disagreement in receiving consent of family members.	3.85	7

Source: Field Survey

It appears from the above table that difficulty in balancing between personal life and work life, difficulty in obtaining finance to start up venture and difficulty in managing working capital are the major challenges faced by women entrepreneurs in Tinsukia Town.

## Findings

The following are the precise findings of the study:

- It is found that the majority of the respondents (35%) belong to the age group of 40-50 years.
- It is seen from the data that all the respondents are married.
- It is found that the majority of the respondents (35%) have studied up to H.S.L.C.
- It is also found that 45% of the respondents have been working as an entrepreneur for a period of 9 years and above.
- It is clear from the study that 45% of the respondents obtained finance to start business from their family, while 25% of them financed on their own.
- It is found that majority of the respondents chose entrepreneurship in the field of tailoring.
- It is clear from the data that 60% of the respondents were self-motivated, while 35% of them were motivated by their family which includes their parents and husband.
- It is found that the majority (37.50%), of the respondents chose entrepreneurship for livelihood; while 31.25% of the respondents chose entrepreneurship to become self-dependent; and 12.50% of them chose entrepreneurship to generate income for the family and 10% of them chose entrepreneurship to transform their own idea into business idea.

- It is found that difficulty in balancing between personal life and work life, difficulty in obtaining finance to start up venture and difficulty in managing working capital are the major challenges faced by women entrepreneurs in Tinsukia Town.

## Conclusion

From the above study it is inferred that the majority of the women entrepreneurs choose entrepreneurship to become self-dependent, for livelihood and to generate income for their family etc. The findings can be validated by the previous literature. For instance, Hani F. F. (2015) also found in his study that women entrepreneurs take up entrepreneurship to become self dependent and to generate income for their family. The study also found that the women entrepreneurs generally face difficulty in balancing between personal life and work life; difficulty in obtaining finance to start up venture; and difficulty in managing working capital. P. Jayakumar and J. Kannan (2014) and Alam, S.S. (2012) et al also found in their research studies that women entrepreneurs face difficulty in work-life balance and obtaining finance for start-up. However, Seema Johar (2015) in her study found that the women entrepreneurs are able to balance between work life and personal life. In today's world, although women are gradually coming forward to become self-dependent yet they should be encouraged more to take up entrepreneurship as their career.

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