

# A Study on Entrepreneurial Motivation and Challenges faced by Women Entrepreneurs in Thanjavur District

C. Rathna<sup>1\*</sup>, V. Badrinath<sup>2</sup> and S. C. Siva Sundaram Anushan<sup>2</sup>

<sup>1</sup>SASTRA University, SRC, Kumbakonam - 612001, Tamil Nadu, India; rathnasastra434@gmail.com

<sup>2</sup>School of Management, SASTRA University, Thanjavur - 613401, Tamil Nadu, India; deanbadri@sastra.edu, sanushan@gmail.com

## Abstract

**Objectives:** This paper aims at making an empirical analysis on such factors that play a role of motivator in enhancing the aspect of entrepreneurship among women, with special reference to Thanjavur district. This paper also focuses attention on the challenges faced by women in the pursuit of entrepreneurship. **Methods/Analysis:** Descriptive research design was used. The primary data was collected from 400 samples from rural and urban areas of Thanjavur district using a structured questionnaire with the help of survey and snow ball sampling method. The data was analyzed using descriptive statistics and factor analysis. **Findings:** The result of the motivational factors indicates that financial need motivates women to the highest degree to become entrepreneurs compared to other factors like supplementing the family income, improve the social status, etc. Further, the study has used Rotated component Matrix to factorise the important motivational factors. The result of the Rotated component matrix reveals that the twelve variables were subjected to extraction method and finally the five factors were analysed. The first factor reveals that women have taken up this venture as a pass time activity and continue in the family occupation. Further the study also reveals that they have taken up such entrepreneurial venture to be economically independent and to improve the social status. The result also suggested that unfavourable market conditions and the stringent legal and regulatory conditions have been more challenging than the other problems. Finally the result shows that the women entrepreneurs have faced lot of personal challenges due to lack of information and imbalance between work and family life. **Applications/Improvements:** *Thanjavur district has faced* failures in the agricultural sector in the recent past due to failures in monsoon, water scarcity, etc. This has caused large scale unemployment and migration to urban industry creating huge quantum of socio, economic and cultural problems in the district. With mushrooming higher educational institutions in the district coupled with a high female literacy rate of 76.50 per cent (as per 2011 census), the researchers aim to concentrate on women entrepreneurship development, resulting in alternative sources of income for the district.

**Keywords:** Discrimination, Descriptive Statistics, Entrepreneurial Development, Factor Analysis, Gender

## 1. Introduction

Women are those who create business ideas, organize the ideas, select the best ones, find various sources to augment money, shoulder risks, combine the various factors of production, set the business going smoothly with an ultimate purpose of earning profits. While we talk about empowerment of women through enterprise, women

should consider the SWOT analysis and move a step forward to attain self development. In our country women entrepreneurship development has gained much momentum and has become an integral part of our development efforts, because of the three main advantages namely women development, economic growth and social stability.

\*Author for correspondence

McKinsey Global Institute, the Financial Research Arm of the International Consulting Company recently released a study stating that women constitute 31 percent of the overall workforce in our nation. By doing so, they contribute a chunk of 17 percent to the GDP index. Though this may look decent figures, we fall much behind the average global value equalling 37 percent. With an average gender parity of 0.60 in the state of Tamilnadu (which is comparatively better than other states of India), women form a healthy lot to be assisted, motivated and groomed to become entrepreneurs and to actively contribute in the growth of the economy as a whole.

The contribution of women both inside and outside the home has been a significant factor in the development of the society on multiple dimensions across the globe. The same has been the case with Thanjavur district as well. By engaging themselves in commercial activities like weaving, pottery making, tailoring, imitation jewel making, ironing, laundries, hotels, education, hostels, etc., the women in Thanjavur district are active players in the socio-economic market. Thus this paper analyses such factors that play a role of motivator in enhancing the aspect of entrepreneurship among women, with special reference to Thanjavur district.

Eugenia and Niki examined<sup>1</sup> in their study the effects of training in measuring the entrepreneurial traits and attitude of rural women entrepreneurs. A survey among the rural women was conducted, and the data were analysed using descriptive statistics. The result revealed that women entrepreneurs had benefited much from training. Their expertise in decision making and their work life balance was also measured as a factor of entrepreneurship.

Harris conducted<sup>2</sup> a study of 269 entrepreneurs in Nigeria in 1965, in the fields of garment-manufacturing, furniture making, saw mill and printing industries and observed that, the entrepreneurs were geographically immobile. Only a handful of five people were running their enterprises outside their birth place. As the socio-economic and occupational statuses of the businessmen were higher than that of their fathers, Nigerian entrepreneurs were successful in grabbing the opportunities and gaining command over resources, but they were found unsuccessful in enterprise management.

Hector in his study<sup>3</sup> reported that Self-employment had contributed much for the economic growth among the countries as stated in the OECD (Organisation for Economic Cooperation and Development) report. The study had examined the relationship between entrepre-

neurship and economic growth on selected countries mentioned in the OECD report. The result disclosed that entrepreneurship and economic growth were inter-related and the investigator used cross-sectional analysis to check on the variables.

Henderson Jason examined<sup>4</sup> the relationship between new ideas and economic development in rural areas of Kansas City, United States. The researcher had collected the data from self employed people and proprietors, and the result had showed that new ideas have significant relationship with economic growth.

Kalyani and Chandrasekhar observed<sup>5</sup> that the demographic variables and socio-economic conditions have a vital influence on the involvement of women entrepreneurs, especially in the field of enterprise management. Many of them do receive help from their family members in order to carry out their various works.

Kent pointed out that<sup>6</sup> entrepreneurship was a method to increase the minority and women owned businesses. During the years 1977-1981, the minority owned businesses increased and during the same period, women-owned businesses increased by one-third.

Khanka made a survey<sup>7</sup> among first generation entrepreneurs in Assam and found that entrepreneurs were motivated by factors like personal growth, recognition, autonomy and the need for self achievement.

Kondal conducted a study<sup>8</sup> of women empowerment through Self-Help Groups in Gajwel Mandal of Medak District in Andhra Pradesh. The major findings of the study revealed that there is a positive impact of Self-Help Groups on Women empowerment in Gajwel Mandal of Medak District in Andhra Pradesh.

Laldinlana examined<sup>9</sup> the importance of rural development, Swarnajayanti Gram Swarozgar Yojana (SGSY), entrepreneurial development of self help groups, dynamics of entrepreneurship as Micro Enterprises and so on.

Lalhunthara examined<sup>10</sup> the different dimensions of entrepreneurial motivation namely, choice of business location, choice of business, total commitment, aspirations about their children, based on the data obtained from 406 Micro Enterprises in Aizawal district, Mizoram. The findings of the study suggested the government to provide adequate marketing facilities, financial support, infrastructure and training to the entrepreneurs.

Louis stated that<sup>11</sup> earlier jobs in a similar unit had prepared the individuals to be independent and start new ventures with their own capacity, creativity and individuality.

Mali supported<sup>12</sup> the emerging trend of women entrepreneurship in NER. In his study he observed that support from family members plays an important role in creating and moulding successful entrepreneurs.

Manimekalai and Rajeswari studied<sup>13</sup> the impact of SHG in creating women entrepreneurship in rural areas in Tamilnadu by analysing 150 SHG members. They found that the SHG's helped to form trading and service units, farm and non-farm activities. It was reported that there was a significant difference in the mean performances of the entrepreneurs based on their age, education and previous experience. The "micro finance facility" had facilitated the women to have economic and social empowerment. It developed a sense of leadership, organisational skills and management of various activities of a business, in acquiring raw materials, mobilising finance, marketing, etc., by themselves.

Manohar studied 90 units<sup>14</sup> in Marathwada region of Maharashtra and had evaluated the socio-economic background of entrepreneurs and the problems faced by them. The study established the relationship between the performance and the factors that were responsible for such performances. The study revealed that most of the economic benefits created by the government agencies were utilised only by the upper sections of the society. The study also stated that family businesses, father's occupational status, caste and creed were important for entry into any entrepreneurial activity.

Marie and Peterson in their<sup>15</sup> research found that the entrepreneurship and economic growth in West Virginia had prompted Maribel and co-researchers to find out the relationship between entrepreneurship and economic growth. Data were collected from fifty five counties of West Virginia and two-stage least square method was used to compute the findings. The result showed that there was a positive correlation between entrepreneurial activities and economic growth.

Pathak in his study<sup>16,17</sup> stated that, there should be appropriate government policies and the policies should be adopted by the enterprises to achieve overall growth of entrepreneurial talent.

Rama Ramswamy examined<sup>18</sup> the motivational factors and the problems faced by handloom entrepreneurs in Mizoram. The study observed that socio-cultural factors played a key role in motivating the entrepreneurs to start their own businesses.

Rualkhuma Colney laid down<sup>19</sup> in his study that there were many difficulties in the development of small scale industries in Mizoram. He observed that, even though the annual growth rate in terms of industrial development was fast, the industrial sector was weak and unproductive. Also he observed that the assistance given by banks for the development of small scale industries in the state was far from satisfactory.

Srivastav and Syngkon in their study<sup>20</sup> conducted in Meghalaya found that most of the entrepreneurs were educated and at the same time they were first generation tribal entrepreneurs and more than one fourth of them were women.

Wantabe studied the small<sup>21</sup> entrepreneurs in Japan and found that they had to overcome lot of barriers to set up their own enterprises. Competition appeared to be greater than in developing countries and hence the challenges they faced were greater. Majority of the entrepreneurs spent their time in the evenings after their normal working hours in the day and it took them more than 10 years to prepare for the venture. Hard-work, dedication, involvement, will power and ambition led to the abundant supply of entrepreneurs in Japanese manufacturing sector.

Yadav conducted<sup>22</sup> a study on women empowerment through Self-Help-Groups of Nagthane village in Tamilnadu. The study had emphasized that the SHGs are the effective instrument of women empowerment.

Many researchers have investigated the factors that motivate entrepreneurship development and the challenges faced by them. But the results were found to be mixed. For example, Ivan Stefanovic in their study 'Entrepreneurs' Motivational Factors–Empirical Evidence from Serbia' found the motivational factors to be job security, past experience and training and own satisfaction and growth. One research study Murthy et al. reported that entrepreneurs were motivated by three factors namely ambitious factors, compelling factors and facilitating factors. Some other researchers had classified the motivational factors into push (compulsion) and pull (choice) factors.

In this research study, the researchers have identified the motivational factors to be lack of other employment opportunities, profit making aspirations, improve social/familial status, as pass time activity and supplement the family's income. This forms the need for the study. The

objectives of the study were based on the need for the study and are as follows:

- To analyse such factors that influence the level of motivation among the women entrepreneurs in Thanjavur district.
- To examine the constraints posing challenges on women entrepreneurs in Thanjavur district.

## 2. Methodology

- **Research design:** The study follows Exploratory as well as Descriptive research design. The study describes the factors that motivate women to become entrepreneurs and the various challenges they faced during their entrepreneurial venture.
- **Sampling method:** The sampling methods adopted for the study were survey and snow ball sampling methods. The registered women entrepreneurs in DIC were taken as samples under survey method, and under snow ball sampling method, the researchers have identified the samples one after the other through references given by the earlier from unorganised sectors.
- **Sample unit:** The sample unit is the registered women entrepreneurs from DIC and women who have taken entrepreneurship in unorganised sectors in Thanjavur district.
- **Sample size:** The study was conducted with 400 samples from rural and urban areas of Thanjavur district.
- **Data collection tool:** A structured questionnaire was used to survey the respondents. The questionnaire was pretested on 30 women entrepreneurs in Kumbakonam. It was again modified by eliminating irrelevant questions and inclusion of relevant ones based on the pre-testing. The final format of interview schedule was prepared in Tamil language to collect necessary data from the respondents.
- **Statistical analysis:** The collected data was analyzed using descriptive analysis and factor analysis. The researchers have used 5% level of significance.

## 3. Results and Discussions

The discussions highlight the demographic characteristics of the respondents, the rural and urban opinion

divide, variables contributing to the motivation and the variables curtailing it and the various problems and challenges faced by women entrepreneurs.

### 3.1 Demographic Characteristics of Respondents

When the demographic profile of the respondents taken for study was analysed, 48 persons forming 12 percent of the respondents belong to Kumbakonam taluk, 56 persons forming 14 percent of the total belong to Orathanadu taluk, 60 persons forming 15 percent of the respondents belong to Papanasam taluk, 50 persons forming 12.5 percent of the respondents belong to Pattukkottai taluk, 46 persons forming 11.5 percent of the respondents belong to Peravurani taluk, 38 persons forming 9.5 percent of the respondents belong to Thanjavur taluk, 38 persons forming 9.5 percent of the respondents belong to Thiruvaiyaru taluk and 64 persons forming 16 percent of the respondents belong to Thiruvudaimarudur taluk.

When the age of the respondents were analysed, 100 persons fall in the age group of 21-30 forming 25 percent of the total, 184 persons fall in the age group of 31-40 forming 46 percent of the total, 94 persons fall in the age group of 41-50 forming 23.5 percent of the total and 22 persons fall in the age group of 50 years and above forming 5.5 percent of the total. When the marital status of the women respondents were analyzed, 58 persons were single constituting 14.5 percent of the total, 288 persons were married representing 72 percent of the total, 22 persons were separated forming 5.5 percent of the total, 16 persons were divorced constituting 4.0 percent of the total and 16 persons were widowed constituting 4.0 percent of the total. When number of children for the women entrepreneurs under study was considered, 84 persons have no children forming 21 percent of the total, 120 persons have one child constituting 30 percent of the total, 168 persons have two children representing 42 percent of the total, 28 persons have three children constituting 7 percent of the total respondents.

When the educational qualification of the respondents were considered, Primary education was obtained by 122 persons forming 30.5 percent of the total, 64 persons had studied up to Middle school representing 16 percent of the total, Technical/Vocational education was obtained by 30 persons forming 7.5 percent of the total respondents, 88 persons had studied up to Secondary school representing 22 percent of the total, 18 persons had completed Polytechnic forming 4.5 percent of the

**Table 2.** Descriptive statistics

	Minimum	Maximum	Mean	Std. Deviation
Years of Organization's existence	.50	30.00	7.8000	5.91820
Fixed Capital invested by the respondent	3000.00	8000000.00	112042.5000	572231.93980
Working Capital invested by the respondent	200.00	3000000.00	32517.5000	215130.26361

(Source: Computed from primary data)

total respondents, 38 persons were Graduate representing 9.5 percent of the total and 40 were Post Graduate forming 10 percent of the total respondents. With regard to apprenticeship/training undertaken by the respondents, 64 persons have attended EDP forming 16 percent of the total respondents, 266 persons have attended vocational training programme forming 66.5 percent of the total respondents, 42 persons have attended Technical Upgrade Programme forming 10.5 percent of the total respondents, 28 persons have attended Management and Leadership Traits Development programme forming 7 percent of the total respondents.

When the source of the business plan was analysed 124 persons have acquired business plan by observing markets, 244 persons have acquired business plan through prospective consumers, 10 persons have acquired business plan through development in other nations, 22 persons have acquired business plan by studying the project profiles. When the inspiration to become entrepreneurs was analysed, 114 persons Forming 28.5 percent of the total respondents were inspired by husbands, 102 persons constituting 25.5 percent of the total respondents were inspired by siblings, 100 persons forming 25 percent of the total respondent were inspired by friends, 56 persons forming 14 percent were self inspired, 22 persons forming 5.5 percent of the total respondents were inspired by their father, 4 persons forming 1 percent of the total respondents were inspired by grandfather and 2 people forming 0.5 percent of the total respondents were inspired by their mother.

### 3.2 Occupation Carried out Earlier by Women Entrepreneurs

When the occupation carried out by the women entrepreneurs earlier was analysed, it was found that 104 persons forming 26 percent of the respondents were employed in full time position, 54 persons constituting 13.5 percent

of the respondents were employed in part time position, 196 persons forming 49 percent of the respondents were homemakers, 12 persons forming 3 percent of the respondents were looking for work and 36 persons constituting 9 percent of the respondents were studying are shown in Table 1.

### 3.3 Organisational Existence and Capital Contribution

The organization had the least existence period of 6 months whereas the maximum period was 30 years. It had the mean of 7 years and 10 months with a standard deviation of 5 years and 11 months. The minimum fixed capital invested by all the women entrepreneurs were Rs. 3,000. The mean fixed capital invested was Rs. 1,12,043 with a standard deviation of Rs. 5,72,232. The working capital rotated by the respondents were minimum Rs. 300 and maximum Rs. 30,00,000. The mean working capital rotated by all the women entrepreneurs was Rs. 32,518 with a standard deviation of Rs. 2,15,130 are shown in Table 2.

**Table 1.** Occupation carried out earlier by women entrepreneurs

		Accept	Decline
Employed in a full time position	Count	104	296
	%	26.0%	74.0%
Employed in a part time position	Count	54	346
	%	13.5%	86.5%
Was a homemaker	Count	196	204
	%	49.0%	51.0%
Was looking for Work	Count	12	388
	%	3.0%	97.0%
Was studying	Count	36	364
	%	9.0%	91.0%

(Source: Computed from primary data)

**Table 2.** Descriptive statistics

	Minimum	Maximum	Mean	Std. Deviation
Years of Organization's existence	.50	30.00	7.8000	5.91820
Fixed Capital invested by the respondent	3000.00	8000000.00	112042.5000	572231.93980
Working Capital invested by the respondent	200.00	3000000.00	32517.5000	215130.26361

(Source: Computed from primary data)

### 3.4 Years of Experience as an Entrepreneur

When the years of experience as an entrepreneur was considered, 204 persons forming 51 percent of the total respondents had less than 5 years of experience as an entrepreneur, 102 persons constituting 25.5 percent of the respondents had 6 – 10 years of experience in the entrepreneurial field, 28 persons forming 7 percent of the total respondents had 11-15 years of experience as an entrepreneur, 28 persons forming 7 percent of the total respondents had 16-20 years of experience as an entrepreneur and 38 persons forming 9.5 percent of the total respondents had 21 years and more of experience as an entrepreneur shown in Table 3.

**Table 3.** Years of experience as an entrepreneur

Years of Experience	Frequency	Percent
Less than 5 years	204	51.0
6-10 years	102	25.5
11-15 years	28	7.0
16-20 years	28	7.0
21 years and more	38	9.5
Total	400	100.0

(Source: Computed from primary data)

### 3.5 Factors Governing Entrepreneurial Motivations

Among the motivational factors, the highest mean 4.5101 was observed for the variable 'To meet the financial needs', the second highest mean score of 4.2323 was absorbed for the variable 'Supplement the family income' and the third highest mean score of 4.0606 was absorbed for the variable 'To improve social/familial statuses'. The lowest agreement was exhibited for the variable 'Waiting for marriage' with a mean agreement score of 2.1212, followed by 'As pass time activity' with a mean agreement score of 2.7374; and the third lowest agreement was observed for the variable

'Lack of other employment opportunities' with a mean agreement score of 3.2727.

The highest variation of opinion was observed for the variable 'As pass time activity' with a standard deviation of 1.40225, second highest variation of opinion being 'To be economically independent' with a standard deviation of 1.39090, followed by 'For profit making aspirations' with a standard deviation of 1.30190.

The lowest variation of opinion was observed for the variable 'To meet the financial needs' with a standard deviation of 0.78428, the second lowest variation of opinion was observed for the variable 'Supplement the family income' with a standard deviation of 0.89248 and the third lowest variation of opinion was observed for the variable 'Family encouragement' with a standard deviation of 0.99064 shown in Table 4.

### 3.6 Factor Analysis-KMO and Bartlett's Test

The various indications of the factorability of the dependent variable were excellent and appropriate. The KMO measure of sampling adequacy was 0.945 and the Bartlett's test of sphericity was significant (Chi square=1680.364, DF=66, P<0.05) indicates the appropriateness to be processed with factor analysis is shown in Table 5.

### 3.7 Total Variance Explained

Eigen values of greater than 1 had suggested the number of factors suitable for extraction. These values also represent the amount of variance accounted for by each factor. The five factors with Eigen values exceeding 1 explained 18.376 percent, 16.628 percent, 16.395 percent, 12.322 percent and 10.414 percent of the variance respectively of the 74 percent total variance explained by the factors prior to rotation. Thus Table 5 shows how output helps to determine the numbers of components to be retained for further analysis. In the scree plot method, Eigen values are plotted in descending order against the number of factors are shown in Table 6.

**Table 4.** Factors governing Entrepreneurial Motivations

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Highly agree	Mean	Std. Deviation
To continue in the family occupation	Count	20	58	16	158	158	3.8788	1.19724
	%	5.0%	14.5%	4.0%	39.5%	39.5%		
Supplement the family income	Count	8	12	38	160	160	4.2323	.89248
	%	2.0%	3.0%	9.5%	40.0%	40.0%		
To meet the financial needs	Count	8	6	6	132	132	4.5101	.78428
	%	2.0%	1.5%	1.5%	33.0%	33.0%		
As pass time activity	Count	66	174	36	38	38	2.7374	1.40225
	%	16.5%	43.5%	9.0%	9.5%	9.5%		
Waiting for marriage	Count	148	158	30	14	14	2.1212	1.27506
	%	37.0%	39.5%	7.5%	3.5%	3.5%		
To be economically independent	Count	38	84	26	102	102	3.6313	1.39090
	%	9.5%	21.0%	6.5%	25.5%	25.5%		
To improve social/familial status	Count	22	28	38	140	140	4.0606	1.10528
	%	5.5%	7.0%	9.5%	35.0%	35.0%		
Lack of other employment opportunities	Count	38	92	60	136	136	3.2727	1.26345
	%	9.5%	23.0%	15.0%	34.0%	34.0%		
For profit-making aspirations	Count	36	30	62	96	96	3.8535	1.30190
	%	9.0%	7.5%	15.5%	24.0%	24.0%		
To attain a sense of self achievement	Count	6	44	38	142	142	4.0556	1.04673
	%	1.5%	11.0%	9.5%	35.5%	35.5%		
My friends encouraged me to	Count	8	128	40	122	122	3.4495	1.23861
	%	2.0%	32.0%	10.0%	30.5%	30.5%		
My family encouraged me to	Count	4	42	38	166	166	4.0303	.99064
	%	1.0%	10.6%	9.6%	41.9%	41.9%		

(Source: Computed from primary data)

**Table 5.** Factor analysis KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.945
Bartlett's Test of Sphericity	Approx. Chi-Square	1680.364
	Df	66
	Sig.	.000

In continuation with this, the Scree plot is used to determine the number of factors to be retained as shown in the Figure 1.

### 3.8 Factorisation of Important Motivational Factors

The 12 variables were subjected to factor analysis using the Extraction Method of Principal Component Analysis

and the Rotation Method of Varimax with Kaiser Normalization. The five factors were named as pass time activity and continue in the family occupation, to be economically independent and improve the social status, to meet the financial needs and for profit making aspirations, to attain a sense of self achievement and encouragement from friends and family are shown in Table 7.

### 3.9 Marketing Problems faced by Women Entrepreneurs

The major marketing problem faced by the women entrepreneurs was 'Unfavourable market conditions' with the highest mean score of 3.2800, second being 'Stringent legal/regulatory conditions' with the mean score of 3.2650, followed by 'Finance related difficulties' with the

mean of 3.1350. The lowest agreement was exhibited for the variable ‘Irregular and ill-equipped labour’ with a mean agreement score of 2.9300, followed by ‘Challenges with the raw material’ with a mean agreement score of 3.1050; and the third lowest agreement was observed for the variable ‘Unaware of the means of production’ with a mean agreement score of 3.1700

**Table 6.** Total variance explained

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	2.205	18.376	18.376
2	1.995	16.628	35.004
3	1.967	16.395	51.399
4	1.479	12.322	63.721
5	1.250	10.414	74.134

Extraction Method: Principal Component Analysis.

The highest variation of opinion was observed for the variable ‘Limited networks and industry contacts’ with a standard deviation of 1.54595, second highest variation of opinion being ‘Irregular and ill-equipped labour’ with a standard deviation of 1.41425, next being ‘Unfavourable market conditions’ with a standard deviation of 1.40590. The lowest variation of opinion was observed for the variable ‘Unaware of the means of production’ with a

standard deviation of 1.27088, the second lowest variation of opinion was observed for the variable ‘Finance related difficulties’ with a standard deviation of 1.34312 and the third lowest variation of opinion was observed for the variable ‘Stringent legal or regulatory conditions’ with a standard deviation of 1.38186 shown in Table 8.

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. A Rotation converged in 12 iterations.

### 3.10 Challenges faced by Women Entrepreneurs

The major challenge faced by the women entrepreneur was ‘Lack of information’ with the highest mean score of 3.2750, the second being ‘Combining work and family life’ with the second highest mean score of 3.1500, followed by ‘Limited networks and industry contacts’ with the mean of 3.0850. The lowest agreement was exhibited for the variable ‘Challenging government institutions and other officials’ with a mean agreement score of 2.3650, followed by ‘Lack of self confidence’ with a mean agreement score of 2.5450.

The highest variation of opinion was observed for the variable ‘Limited networks and industry contacts’ with a standard deviation of 1.37204, the second high-

**Table 7.** Rotated component matrix (a)

	Rotated Factor Component				
	1	2	3	4	5
As pass time activity	.758	As pass time activity and continue in the family occupation			
Waiting for marriage	.716				
Lack of other employment opportunities	.635				
To continue in the family occupation	.598				
To be economically independent		.844	To be economically independent and improve the social status		
To improve social/familial status		.692			
To meet the financial needs			.832	To meet the financial needs and for profit making aspirations	
Supplement the family income			.821		
For profit-making aspirations			.544		
To attain a sense of self achievement				.883	To attain a sense of self achievement and encouragement from friends
My friends encouraged me to				.651	
My family encouraged me to	Encouragement from family				.761

**Table 8.** Marketing problems

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Mean	Std. Deviation
Unfavourable market conditions	Count	76	40	66	132	132	3.2800	1.40590
	%	19.0%	10.0%	16.5%	33.0%	33.0%		
Stringent legal/regulatory conditions	Count	60	74	54	124	124	3.2650	1.38186
	%	15.0%	18.5%	13.5%	31.0%	31.0%		
Finance related difficulties prevail	Count	58	70	124	56	56	3.1350	1.34212
	%	14.5%	17.5%	31.0%	14.0%	14.0%		
Unaware of the means of production	Count	52	56	146	64	64	3.1700	1.27088
	%	13.0%	14.0%	36.5%	16.0%	16.0%		
Challenges with the raw material	Count	88	90	18	100	100	3.1050	1.54595
	%	22.0%	22.5%	4.5%	25.0%	25.0%		
Irregular and ill-equipped labour	Count	80	104	50	96	96	2.9300	1.41425
	%	20.0%	26.0%	12.5%	24.0%	24.0%		

(Source: Computed from primary data)

**Table 9.** Personal challenges

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Mean	Std. Deviation
Lack of self confidence	Count	92	128	80	70	30	2.5450	1.22953
	%	23.0%	32.0%	20.0%	17.5%	7.5%		
Limited networks and industry contacts	Count	70	66	108	72	84	3.0850	1.37204
	%	17.5%	16.5%	27.0%	18.0%	21.0%		
Lack of information available	Count	44	68	108	94	86	3.2750	1.27807
	%	11.0%	17.0%	27.0%	23.5%	21.5%		
Combining work and family life	Count	82	24	94	152	48	3.1500	1.31218
	%	20.5%	6.0%	23.5%	38.0%	12.0%		
Challenging government institutions and other officials	Count	144	68	100	74	14	2.3650	1.23920
	%	36.0%	17.0%	25.0%	18.5%	3.5%		

(Source: Computed from primary data)

est variation of opinion was observed for the variable 'Combining work and family life' with a standard deviation of 1.31218 and the third highest variation of opinion was observed for the variable 'Lack of information' with a standard deviation of 1.27807. The lowest variation of opinion was observed for the variable 'Lack of self confidence' with a standard deviation of 1.22953, followed by 'Challenging government institutions and higher officials' with a standard deviation of 1.23920 shown in Table 9.

## 4. Conclusion

Thus it is evident from the findings that "income" is the major determinant for women to take up entrepreneurship in Thanjavur district. The researchers suggest that a conducive environment is the need of the hour to promote the necessary skills of such women, thereby enhancing their competitiveness in the market. An increased competitiveness paves way for other women also to ponder upon the opportunities available to them. While "want of income" forms the major motivator, the legal and regulatory framework in the economy has been the major setback for the prospective women entrepreneurs. Besides income as a motivating factor, the women have taken up entrepreneurship to supplement their family income, to improve their social/familial status, to reduce unemployment situations and also to gain social prestige. Therefore, steps such as providing special privileges, dedicated corridors for women empowerment, etc., which already are in the books; need to be meticulously put into action.

## 5. References

- Petridou E, Claveli N. Rural women entrepreneurship within co-operations: Training support. *Gender in Management: An International Journal*. 2008; 23(4):262-77.
- Harris HR. Industrial Entrepreneurship and Nigerian Entrepreneurship in Industry. In: Peter Kilby, Editor. *Entrepreneurship and Economic Development*. New York: The Free Press; 1971.
- Hector SB. Entrepreneurship and economic growth: An empirical analysis. Paper presented at the Meeting of Young Economist at Barco De Meyco for Research Purpose; Mexico. 2005. p. 56-65.
- Jason H. Understanding rural enterprises at county level: Data challenges. Federal Reserve Bank of Kansas City, Omaha Branch, Working Paper; 2006 Oct. p. 1-30.
- Kalyani W, Chandralekha K. Association between socio-economic demographic profile and involvement of women entrepreneurs in the enterprise management. *The Journal of Entrepreneurship*. 2002 Sep; 11(2):219-48.
- Kent CA. Female executives and entrepreneurs: A preliminary comparison. *Proceedings of the Entrepreneurship Research Conference*; 1981. p. 40-55.
- Khanka SS. Motivational orientation of Assamese entrepreneurs in the SME sector. *The Journal of Entrepreneurship*. 2009 Jul-Dec; 18(2):209-18.
- Kondal. Women empowerment through self-help groups in Andhra Pradesh, India. *International Research Journal of Social Sciences*. 2014 Jan; 3(1):13-6.
- Laldinliana. A Facilitator's Primer on Entrepreneurship and Group Dynamism: For Self Help Groups, Facilitators, Animators under DRDA, NGOs and CBOs. New Delhi: Akansha Publishing Housing; 2011.
- Lalhunthara. Dimensions of entrepreneurial motivation. *The IUP Journal of Entrepreneurship Development*. 2015 Mar; 1-16.
- Louis V. Industrial Entrepreneurship in Coimbatore District, Tamil Nadu [Ph.D. thesis]. Centre for Advanced Study in Economics, University of Bombay; 1982.
- Mali DD. Women Entrepreneurs in North East India: A Few Cases of Created Entrepreneurs. In: Prabath SV, Rani VC, Shukla R, Rao G, editors. *Women Entrepreneurs in India: Challenges and Achievements*. NISIET. Hyderabad: Indian Express Newspapers Ltd.; 2004. p. 1-2.
- Manimekalai NR. Nature and performance of informal self-help groups – A case from Tamilnadu. *Indian Journal of Agriculture Economic*. 2001 Jul-Sep; 56(3):453-4.
- Deshpande MU. *Entrepreneurship of Small Scale Industries*. New Delhi: Deep & Deep Publications; 1982.
- Marie D, Peterson J, Schiering B. An econometric inquiry into self-employment in Denmark. London: Centre for Economic and Business Research (CEBR); 2004.
- Pathak HN. The entrepreneur, technician and manager in small scale units. *Economic and Political Weekly Review of Management*. 1972 Nov; 7(48):179-87.
- Pathak HN. Quoted by Trivedi. *Madhusadan Entrepreneurship among Tribals*. Jaipur: Printwell; 1991.
- Ramaswamy R. Entrepreneurship in handloom clusters: A case study of Thenzawl, Mizoram [Ph.D. Thesis]. Mizoram University; 2007 Jun.
- Colney R. Small scale and cottage industries in Mizoram. Aizawal: L B Associates; 1997.
- Syngkon SN. Marketing management and entrepreneurship development in a tribal dominated economy: A case study of small scale industries in Khasi Hills District of Meghalaya. *The IUP Journal of Entrepreneurship Development*. 2007 Dec; p. 1-20.
- Susumu W. Entrepreneurship and small enterprises in Japanese manufacturing. *International Labour Review*. 1970 Dec; 102(6).
- Yadav RJ. *Women Entrepreneurship*. Rajkot: Poorvi Press; 1999. p. 104-47.