

Motivational Factors of Urban Mompreneurs—An Analytical Study with special reference to Coimbatore District

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Abstract: For many years Women were satisfied just with three K's--Kitchen, Kids, Knitting. And apart from that to the extent of all household activities and moreover in their family trade activities as unnoticed secret behind woods. Women constitute half of the human resource potential available in India for economic activities in almost all sectors of Nations Trade, Commerce and Industry. Women entrepreneurs are increasingly considered as an important catalyst for economic development. Especially in developing countries like India Women even after they become Moms entrepreneurship is essential for making a journey out of Poverty and towards Equality and Equity. Most importantly, their journey mirrors the transformation of nations from being Under-developed or Developing to Developed ones.

Key words: women, entrepreneur

"In order to awaken the people, it is the Women who has to be awakened. Once she is on the move, the household moves, the village moves, the country moves as a whole, and thus, we build the India of tomorrow".

-Pandit Jawaharlal Nehru

I. INTRODUCTION

The Vedic literature says that god gives prosperity to the house where women are worshipped. In the early days, women were seen as wives who were intended to cook, clean and take care of their kids only. Soon enough society thought that women should have a bigger role than what other people thought women should have. Women went on strikes and marches to get rights equal to men in the society. Today's society gives freedom to women and enables them to make a contribution to the society. Today's modern women are creative and capable of achieving any task. Mompreneur is a multi-tasking woman who can balance both the stresses of running a business as an entrepreneur, and the time-consuming duties of motherhood at the same time. She is moreover referred to as a female business owner who is actively balancing the role of mom and the role of entrepreneur. Mothers in India have emerged as a force to reckon with in every possible field and are forging ahead with confidence.

II. MOMPREENEUR

Term "Mompreneur" is formed as a blending of two words 'Mother' and 'Entrepreneur'. To make brief the functions of a mother as an entrepreneur, Mompreneur is one who balances both the stresses of running a business as an Entrepreneur and the time-consuming duties as a mother at the same time.

Jean and Dorbes (2011) has defined mompreneur as "a woman who has at least one child at the time of business start-up and who is the owner of at least 50% of a business".

III. OBJECTIVES OF THE STUDY

To study the factors that influenced the respondents to start their business.

SIGNIFICANCE OF THE STUDY

Mothers as a Women desire to evaluate their talent and to get economic independence. To utilize their free time or education or to work for their personal satisfaction. Also for the need perception of Women's Liberation, Equality, etc., advocated by Women in western countries. And to gain recognition, and social status. And because of technological changes in the tradition-bound Indian society, Women seek gainful ventures to start a new Enterprise to become Entrepreneurs and start industries and business to take off the ground to a long way ahead men. Which would be good sign of development in society.

IV. RESEARCH METHODOLOGY

The methodology may include the research, interviews, surveys and other research techniques and could include both present and historical information. Purposive random sample technique has been adopted to select 125 responses from Coimbatore city. The study is conducted in and around Coimbatore city

STATISTICAL TOOLS

- Percentage Analysis
- Chi-Square Analysis

V. REVIEW OF LITERATURE

Kaplan(1997) in her work relating to women entrepreneurs observed that although their orientation and skills may vary, the vast number of respondents are more concerned with creating employment for themselves rather than developing into entrepreneur as defined by ducker, kantar and others. And also of the fact that, like men, women have multiple reasons for starting their business.

Rani (2002), in her study 'potential women entrepreneur' found that the desire to do something independently was the prime motivating factor to start business activity amongst the sample respondents. The women in her sample reiterated their capability to take independent decisions and told that the thought of entering into entrepreneurial areas was their own and not influenced by others. The author further found that factors such as educational and income background didn't influence much in their decision to jump on to entrepreneurial bandwagon.

Analysis and Interpretation:

Percentage analysis:

The Table No 1 shows the various factors that influenced the respondent to start and run their own business.

Table No : 1 Factors that Influenced the Respondent to Start their Business

Factors Influenced	No. of Respondents	Percentage
Profit or money making	65	27
Not to work for others	17	7
Control and freedom	26	11
To make own decision	35	14
Social status	32	13
Self achievement	39	16
Confidence in service or product of work	18	7
Threat of losing the job	5	2
Influenced by other factors	8	3

Source: Computed

The above table shows that 27 percent of respondents have considered profit and making money as the main factor that influenced them to start their own business, 16 percent of respondents have started their own business as their self achievement, 14 percent of respondents were influenced by the feature of taking their own decisions regarding the business, 13 percent of respondents have started their own business so as to achieve social status in the society, 11 percent of respondents have started their business so as to have sole control and freedom on their business, 7 percent of respondents because of their confidence in product and service started their own business and on the reason that they did not wish to work for others, 3 percent of respondents have been influenced by other factors beyond the above and 2 percent of respondents had the fear of losing their job if they are employed.

Hence, most (27 percent) of respondents have considered profits and making money as the main factor that have influenced them to start their own business.

Chi-square analysis:

H0: Family monthly Income of the respondents have no significant association with their Source of Start up capital for the business.

Table No : 2 Family monthly income Vs. source of Start up capital

Family income	Source of start up capital							Table Value	Chi – Square Value	Sig.
		own	Loan	Spouse	Partners	Relatives	Total			
Below Rs.25000	NO	23	22	10	3	9	67	0.05	0.052	S
	Percentage	18.0	23.0	11.0	8.0	7.0	67.0			
Rs.25001- Rs.50000	NO	9	13	7	10	4	43			
	Percentage	11.0	15.0	7.0	5.0	5.0	43.0			
Rs.50001- Rs.75000	NO	2	5	4	1	0	12			
	Percentage	3.0	4.0	2.0	1.0	1.0	12.0			
Above Rs.75000	NO	0	3	0	0	0	3			
	Percentage	0.8	1.0	0.5	0.3	0.3	3.0			
total	NO	34	43	21	14	13	125			
	Percentage	34.0	43.0	21.0	14.0	13.0	125.0			

Source: Computed

Chi-square analysis have been applied to find out whether there is significant association between family monthly income of the respondents and their source of Start up capital for the business and it is inferred that there is a significant relationship between Family monthly income of the respondents and their source of Start up capital for the business and hence, the hypothesis has been rejected.

VI. CONCLUSION

Women entrepreneurs are gaining momentum all over the world especially after financial sector reforms. The globalisation has really become an undeniable reality. It is good time that the government and planners must formulate such type of policies through which women entrepreneurship get success they have achieved recognition and are making valuable contribution. Those women technocrats and management graduates are getting their due in terms and pay package and other fringe benefits at par with men. The trend is now said and thus the need of the hour is to set roll this trend through concrete and programmatic plans, policies and schemes for women entrepreneurship development in all spheres of business

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