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## MOTIVATIONAL FACTORS FOR BEAUTY CARE SERVICE PROVIDERS (A STUDY WITH REFERENCE TO VIRUDHUNAGAR DISTRICT)

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**Abstract:** *The field of entrepreneurship is characterized by competition, financial gain and independence, and the socio-economic setting provides a base for individuals to venture into entrepreneurship. Individuals perform the entrepreneurial role because of a desire to achieve, and individuals with a high need for achievement venture into enterprise building, whether small or large. This paper presents findings on the reasons why women group venture into business and what motivates them to do so. The analysis is based on primary data collected from district of Virudhunagar.*

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## **1. INTRODUCTION**

Entrepreneurs exhibit determination to make their business dream a reality, which is fuelled by a passion for success. The pursuit of an entrepreneurial opportunity is an evolutionary process in which entrepreneurs select out many steps along the way, make decisions to positively evaluate opportunities, to pursue resources and to design the mechanism of exploitation. In this whole entrepreneurial game, the willingness or motivation of the entrepreneurs to "play" constitutes an important aspect of entrepreneurial development. The motivation of an entrepreneur is a combination of financial gains, a strong desire to do something new, an urge to control her future and an 'I can do it' attitude.

## **2. STATEMENT OF THE PROBLEM**

A large number of women are mainly engaged in subsistence agriculture as well as in micro and small-scale enterprises (MSE). In most of the developing countries women constitute 70-80 per cent of the total agricultural labour force and they account for over 80 per cent of food production. It is not surprising therefore to find many women engaged in food processing, weaving, personal services, beverage preparation, and selling of snack foods. In the MSE sector worldwide, women make up one-quarter to one-third of the total business population and in manufacturing they constitute one-third of the global labour force.

In addition to their economic and income-generating activities, women assume multi-faceted roles in society, i.e. as breadwinner of a family, unpaid family worker, service providers in the communities and mother/care-taker of the family.

Hence, this paper attempts on the reasons why women group venture into business and what motivates them to do so.

## **3. OBJECTIVES OF THE STUDY**

- To study the motivational factors of women entrepreneurs in beauty care service.

## **4. RESEARCH DESIGN**

### **(i) Data Methodology**

The present study is empirical one based on survey method. The data were collected from both primary and secondary source. The primary data were collected from women entrepreneur who engaged in beauty care service by means of interview schedule.

### **(ii) Sampling Design**



The study aims at analyzing women entrepreneur engaged in beauty care services and their problems on starting and carrying out beauty care service.

Virudhunagar District consists of women entrepreneur engaged in beauty care services in large number, some of them are rendering beauty care service without proper business premises. Those women entrepreneur engaged in beauty care service profile could not be obtained. Hence, those who are rendering beauty care services in specified parlour name are concentrated and among them a sample of 100 beauticians were selected by applying a non-probability random sampling method. Equal importance is given to all the women entrepreneurs engaged in beauty care services irrespective of size, volume of business and so on.

### **(iii) Statistical Tools**

The collected data were tabulated and analysed in a systematic manner. Percentage analysis, Factor analysis were administered.

## **5. REVIEW OF LITERATURE**

Ms. Themozhi.G in her study titled "A Study on Women Entrepreneurship in Coimbatore District" has provided the status of women, motivational factor with their relation to socio – economic background of women entrepreneurs. She has covered the entrepreneurial performance of women and also the various constraints encountered by women.<sup>2</sup>

Ms.Chandra.P in her study "Women Entrepreneurs – A Study with Special reference to Beauty palours in Virudhunagar District" has found that majority of the beauty parlour women entrepreneurs have been facing financial problems.<sup>3</sup>

Ms.Nisha Ashokan in her study titled "Measuring the Performance of Enterprises run by Women Entrepreneurs in Chennai" has analysed the financial efficiency and the financial stability of enterprises run by women entrepreneurs.<sup>4</sup>

## **6. ANALYSIS OF THE PROBLEM**

As a first step Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's Test of Sphericity were conducted and the results are shown in the table below.



TABLE 1

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.784
Bartlett's Test of Sphericity	Approx. Chi-Square	42.219
	Df	45
	Sig.	.590

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) is .784. This means the sample size is adequate. Bartlett test of Sphericity is a statistical test for the presence of correlations among the variables and it clearly shows that the test static chi-square is significant as it is less than 0.05.

## II Motivational Factors

The role of women entrepreneurs in the process of economic development has been recognized from nineties in various parts of the world. Today, in the world of business, women entrepreneurship has become an essential movement in many countries and has been accepted in all areas of working. The United Nations report has also concluded that economic development is closely related to the advancement of women. In nations where women have advanced, economic growth has usually been steady. By contrast, in countries where women have been restricted, the economy has been stagnant.

Women become entrepreneurs due to several factors which may be grouped under “**Pull factors**” and “**Push factors**”.

Factors influencing the women entrepreneurs are pull factors and push factors.

**Pull factors** are encouraging factors, they are:

1. Desire to do something.
2. Need for independence.
3. Availability of finance.
4. Concessions and subsidies given by the govt.

**Push factors** are compelling factors, they are:

1. Unfortunate family circumstances (death of husband & or father).
2. Financial difficulties.
3. Responsibility towards family.



In order to find out the motivational factors of the women to become entrepreneurs four factors were identified such as ambition factor, opportunity factor, reasoning factor and prime factor. The ambition factors are self employment, to improve status, to earn money and family business. The opportunity factors are govt support, low investment, previous experience and education in this field. The reasoning factors are heavy demand, high profit margin, easy to start and maintain and heavy demand. The prime factors are family, friends, relatives and family.

**A) Ambition Factors**

**TABLE 2**  
**Respondents' Ambition Factors to start the Parlour**

Ambition Factors		Ranks			
		1.00	2.00	3.00	4.00
Self Employment	Count	33	28	26	13
	%	33.0%	28.0%	26.0%	13.0%
To improve status	Count	11	19	12	58
	%	11.0%	19.0%	12.0%	58.0%
To earn money	Count	38	27	30	5
	%	38.0%	27.0%	30.0%	5.0%
Family business	Count	19	24	33	24
	%	19.0%	24.0%	33.0%	24.0%

Source: Primary Data

**TABLE 3**  
**Descriptive Statistics**

	N	Mean	Std. Deviation
Self Employment	100	2.1900	1.04151
To improve status	100	3.1700	1.09226
To earn money	100	2.0200	.94259
Family business	100	2.6200	1.05198
Valid N (list wise)	100		



The above Table shows that the respondents' ambition to start the parlour is to earn money followed by self employment, family business and to improve status.

### B) Opportunity Factors

**TABLE 4**

**Respondents' Opportunity Factors to start the Parlour**

Opportunity Factors		Ranks			
		1.00	2.00	3.00	4.00
Govt. support	Count	4	14	32	50
	%	4.0%	14.0%	32.0%	50.0%
Low investment	Count	33	15	28	24
	%	33.0%	15.0%	28.0%	24.0%
Previous experience	Count	36	33	20	11
	%	36.0%	33.0%	20.0%	11.0%
Education in this field	Count	29	35	21	15
	%	29.0%	35.0%	21.0%	15.0%

Source: Primary Data

**TABLE 5**

**Descriptive Statistics**

	N	Mean	Std. Deviation
Govt. support	100	3.2800	.85375
Low investment	100	2.4300	1.18283
Previous experience	100	2.0600	1.00323
Education in this field	100	2.2200	1.03064
Valid N (list wise)	100		

From the Table, it is found that the respondents' opportunity factor to start the parlour as previous experience followed by education in this field, low investment and the government support



C) Reasoning Factor

TABLE 6

Respondents' Reasoning Factors to start the Parlour

Reasoning Factors		Ranks			
		1.00	2.00	3.00	4.00
Heavy Demand	Count	17	24	25	34
	%	17.0%	24.0%	25.0%	34.0%
High profit margin	Count	36	20	25	19
	%	36.0%	20.0%	25.0%	19.0%
Easy to start and maintain	Count	28	26	23	23
	%	28.0%	26.0%	23.0%	23.0%
Low competition	Count	19	30	28	23
	%	19.0%	30.0%	28.0%	23.0%

Source: Primary Data

TABLE 7

Descriptive Statistics

	N	Mean	Std. Deviation
Heavy Demand	100	2.7600	1.10206
High profit margin	100	2.2700	1.14464
Easy to start and maintain	100	2.4100	1.12900
Low competition	100	2.5500	1.04809
Valid N (list wise)	100		

From the Table, it is inferred that the respondents reasoning factor to start the parlour is high profit margin followed by easy to start and maintain, low competition and heavy demand.



D) Prime Factor

**TABLE 8**  
**Respondents' Prime Factors to start the Parlour**

Prime Factor		Ranks			
		1.00	2.00	3.00	4.00
Family	Count	22	34	25	19
	%	22.0%	34.0%	25.0%	19.0%
Friends	Count	47	26	8	19
	%	47.0%	26.0%	8.0%	19.0%
Relatives	Count	13	15	21	51
	%	13.0%	15.0%	21.0%	51.0%
Self interest	Count	19	24	47	10
	%	19.0%	24.0%	47.0%	10.0%

Source: Primary Data

**Table 9**  
**Descriptive Statistics**

	N	Mean	Std. Deviation
Family	100	2.4100	1.03568
Friends	100	1.9900	1.15027
Relatives	100	3.1000	1.08711
Self interest	100	2.4800	.91541
Valid N (list wise)	100		

From the above Table it shows that the respondents prime factor to start the parlour as friends followed by family, self interest and relatives.

**Suggestions**

Entrepreneurship is a dynamic concept and no specific personality attribute can generate success. However, the technical knowledge and skill, parental support, previous job experience may help an entrepreneur to compete successfully in the market. An awareness of various entrepreneurial risks helps an entrepreneur to build up strategies to control/counter them and become successful. The location advantage is also a factor of success. It decides the direction of development of grass root entrepreneurship.





## 8. CONCLUSION

Entrepreneurial movement started late and is still in its infancy. The movement requires ***pre and post follow up support*** to utilize women power in the country's economic development. A ***co-ordinate role of the government and voluntary agencies with an integrated approach*** will help to develop women entrepreneurship.

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