

# A Study on Need Satisfaction Level among Women Entrepreneurs with Reference to Entrepreneurs in Ernakulam, Kerala

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**Abstract** - Entrepreneurship helps a nation to achieve faster economic development. To realize Dr. Abdul Kalam's dream of a developed nation by 2020 India needs entrepreneurs of high caliber and motivation. There are many factors which motivate individuals to don the garb of an innovator and an entrepreneur. Many of them start their enterprises with the aim of fulfilling a set of specific needs. This study aims to discover the motives of women entrepreneurs for creating their enterprises, the needs satisfied through entrepreneurship and the level of satisfaction they enjoy through entrepreneurial activity.

**Keywords** - Entrepreneurship, Motivation, Needs, Satisfaction, Achievement

## I. INTRODUCTION

The speed with which an economy grows and performs is a reflection of the kind of entrepreneurial talent available in the country. Entrepreneurs are born out of the risk bearing attitude of innovators. To begin with, they start small and spread wings slowly. Small enterprises have many inherent weaknesses and competing for space in the market, with established big time players, poses a big challenge to them. The Government of India defined a woman enterprise as "An enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women."

## II. LITERATURE REVIEW

The French Economist Cantillon (Gupta 1987) was the first one to introduce the term 'entrepreneur' in the sense of an individual engaged in production of goods for the market place. It was reported (Srivastava, 1993) that there is a clear evidence of family orientation towards entrepreneurship that motivated the entrepreneurs to take up the venture, so as to gain high economic status which the existing family members were not enjoying. But in the Indian context, the influence significantly differs for both men and women. Women with domestic responsibilities may desire an economic activity that gives them flexible hours (Stevenson, 1986; Kaplan, 1988; Lee-Gosslin and Grise, 1990; Arai, 2000; Hughes, 2006). Running their own business can be the right solution for many women. According to Vinnicombe (1989), women

entrepreneurs, tended to be visionaries and catalysts, whereas male entrepreneurs tended to be more traditionalists. Bhaushali (1987) studied varied educational qualifications among entrepreneurs and found that education has no relationship with entrepreneurship. Women who start businesses in more non-traditional fields tend to think more like their male counterparts and they tend to have higher profits, observed Allen (1999). The notion of the entrepreneur as an innovator is thus believed to have been conceived by Schumpeter. Family background has a tremendous influence on the development of entrepreneurship in India.

## III. RESEARCH OBJECTIVE

The objective is to study the personality traits and need satisfaction level of women entrepreneurs.

## IV. METHODOLOGY

The study is descriptive in nature. The perceptions of the women entrepreneurs regarding various factors were determined and analysed using statistical techniques.

### A. Universe and Sample

The universe of the study was the small scale ventures situated in Ernakulam district, Kerala. The sample consisted of 60 women entrepreneurs selected conveniently from different varieties of small scale ventures situated in Ernakulam district.

### B. Tools for Data Collection

The tool employed for data collection was a questionnaire having three parts: the first part designed to determine the demographic profile of the entrepreneur in relation to the various demographic factors, the second to assess the priority given while starting the enterprise and the third, statements to evaluate the need satisfaction level.

#### (1) Primary Data

The primary data were collected through questionnaire from 60 respondents. Questionnaires and interview schedules were used for this.

Category	Women Entrepreneurs	
	Total Score	Mean Score
Means of livelihood	512	8.53
Taking up responsibility	386	6.43
Progress in life	550	9.16
Prove abilities	400	6.67
Challenges in life	336	5.6
Favourable environment	380	6.33
More freedom	294	4.9
Control & Respect	244	4.1
Do innovative things	402	6.7
Govt. Assistance	210	3.5
Leisure time activity	342	5.7

Table Showing the Average Scores Obtained For Various Factors by The Entrepreneurs

## (2) Secondary Data

The study also made use of various types of secondary data including studies, reports and data collected by government and non-governmental organizations.

## C. Data Analysis - Tools

Statistical tools were used for analysing the data.

## V. ANALYSIS

### A. FACTORS THAT IGNITED THE ENTREPRENEURIAL TALENT

Eleven factors, selected from a comparative study conducted among entrepreneurs by Louisd A Stevenson (1980) and the entrepreneurial factors put forth by Manuh and Brown (1987) were used for probing the entrepreneurial talent. These factors were ranked 1 to 11 by the respondents, based on the order of priority given to them while initiating the enterprise. The factors which obtained top 3 ranks are included in the 'High Preference Group'. Factors with the next four ranks are categorized as 'Medium Preference Group' and those with the remaining four ranks are considered in the 'Low Preference Group'. The available data are then analysed. From the analysis it appears that majority of the women entrepreneurs give high preference to taking up entrepreneurship as a 'means of livelihood'(60%), for 'progress in life'(73%) and to 'innovation' (37%). Thus,

'progress in life' and 'means of livelihood' appear to be the highly motivating factors that prompted them to enter into the field of entrepreneurship.

In the medium preference category majority of the women entrepreneurs include motivating factors like 'proving one's abilities'(57%), 'assuming responsibility'(50%), 'favourable environment'(50%) and 'leisure time activity'(33%).

Considering the low preference category, the women entrepreneurs give low preference to availing various 'assistance and facilities offered by the government'(70%), 'gaining control and respect in the family'(63%) and 'getting more freedom'(50%).

### Analysis on the basis of averages:

It can be observed from the above Table that high scores are obtained by women entrepreneurs for the following two motivating factors: 'progress in life' and 'as a means of livelihood', which means they give high preference to these factors. 'Do innovative things' and 'Prove abilities' have more or less equal scores at 6.7 and 6.67 respectively while 'Govt. Assistance' knocks the least score of 3.5.

### B. THE EXTENT TO WHICH THE ENTREPRENEURS HAVE SATISFIED THE VARIOUS NEEDS

The various needs analysed under this study have been selected from Maslow's Hierarchy of Needs Theory. Each need in the hierarchy has been measured separately. The response to various needs has been analysed through 24 statements. These statements are rated on a 5 point scale ranging from strongly agree to strongly disagree. Thus, the maximum score that may be obtained by a respondent for a particular statement is 5 points and the minimum is 1 point. The score obtained by a particular respondent, for a particular need, determines the extent to which her need is satisfied. For this purpose the percentiles,  $P_{33}$  and  $P_{66}$ , have been determined for each need. Then, based on the percentiles the scores obtained by the respondents have been assessed as high, medium or low scores.

The respondents getting a high score (i.e. above  $P_{66}$ ) for a particular need is considered as getting high satisfaction of that need from their concern. Moderate satisfaction is received by those entrepreneurs who attain a medium score (i.e. between  $P_{33}$  and  $P_{66}$ ). Those who get only a low score (i.e., below  $P_{33}$ ) is considered in the low satisfaction group.

### PHYSIOLOGICAL NEEDS

The total score of the statements given to analyse physiological needs falls in the range '4 to 20 points'.  $P_{33}$  and  $P_{66}$  calculated are 12 & 15, respectively. 47% of women entrepreneurs are having high satisfaction of physiological needs from the concern while 33% of them are having only medium satisfaction. The proportion of women entrepreneurs who have only low satisfaction of physiological needs from

their concerns is only 20%. So, it may be noted that a large proportion of female entrepreneurs get high satisfaction of physiological needs from their enterprises. Now, analyzing the average of total score obtained for the 4 statements, it is seen that the average score obtained is 13.8 points, which also indicates that physiological needs of the women entrepreneurs are only moderately satisfied through their enterprises.

Table Showing Categorisation of the Women Entrepreneurs Into High, Medium And Low Satisfaction Groups

Needs		Physiol.	Safety	Social	Ego	Self-actual
High Score	F	28	22	24	26	22
	%	47	37	40	43	37
Med. Score	F	20	20	26	22	22
	%	33	33	43	37	37
Low Score	F	12	18	10	12	16
	%	20	30	17	20	26
Avg Score		13.8	17.2	14.8	20.03	21.5

(Source: Primary Data)

### SAFETY NEEDS/SECURITY NEEDS

A respondent's total score for the safety needs falls in the range of '5 to 25 points'.  $P_{33}$  and  $P_{66}$  computed respectively are 17 and 19. Scrutinizing the figures of safety needs in the table, it is evident that that safety needs of 37% of women entrepreneurs are highly satisfied through their enterprises, while 33% of them have only moderate satisfaction of safety needs. Only 30% of them have low satisfaction in this regard. Thus a majority of women entrepreneurs have high or medium satisfaction as regards their safety needs. Here also, the average score obtained by the women entrepreneurs is 17.2 points, indicating moderate satisfaction.

### SOCIAL NEEDS

The maximum score obtainable for social needs is 20 and the minimum score is 4.  $P_{33}$  and  $P_{66}$  determined are 13 & 16. From the table, it appears that high satisfaction of social needs is achieved by 40% of the entrepreneurs. In the medium satisfaction group fall, 43% of them. The low satisfaction group has only 17%. Hence more than three-fourth of the women entrepreneurs belong to high and medium satisfaction groups. The average score obtained by the entrepreneurs for social needs is 14.8 points, indicating medium satisfaction.

### EGO NEEDS

For ego needs, a respondent can earn a maximum score of 25 points and a minimum of 5 points and  $P_{33}$  and  $P_{66}$  are found

to be 18 points and 21 points respectively. Studying the details of ego needs in the table, we can observe that about 43% of women entrepreneurs get high satisfaction in respect of ego needs 37% get medium satisfaction. Only 20% have low satisfaction. Thus it is evident that majority of women entrepreneurs get high satisfaction of their ego needs. The average of 20.03 points for the ego need is in the range of medium score. So we may conclude that the ego needs of the women entrepreneurs are also moderately satisfied.

### SELF-ACTUALIZATION NEEDS

For self-actualization needs, a respondent's score falls in between 6 points and 30 points.  $P_{33}$  and  $P_{66}$  are respectively 20 & 22. Considering the self-actualization needs, the per cent of women entrepreneurs getting high and moderate satisfaction is 37%. Only 26% of them have low satisfaction. Thus it is evident that almost three-fourth of women entrepreneurs get either high or moderate satisfaction of their self-actualization needs. The average score obtained for self-actualization needs is 21.5, which is in the medium range and therefore, in the case of self-actualization needs also, the extent of satisfaction is neither too high nor too low for the women entrepreneurs.

Table Showing the Hierarchy of Needs Satisfied (Ranks Given to the Needs) by the Women Entrepreneurs

Needs	Mean Score	Rank
Physiological	3.45	4
Safety	3.44	5
Social	3.70	2
Ego	4.01	1
Self-actualization	3.58	3

(Source: Primary Data)

A close analysis of the mean scores of the five needs reveals the order in which they are placed in the hierarchy of needs by the women entrepreneurs on the basis of the level of satisfaction drawn. The prime position is taken by 'ego needs', followed by 'social needs', 'self-actualization needs', 'physiological needs' and 'safety needs'.

### VI. CONCLUSION

It can be concluded on the basis of the present study that 'progress in life' and 'means of livelihood' appear to be the highly motivating factors that prompted the women to enter the field of entrepreneurship. Majority of the women entrepreneurs get high satisfaction of their 'physiological needs' and 'ego' needs. 'Social needs' also account for a

comparatively higher level of satisfaction. The women entrepreneurs' choice of the hierarchy of needs on the basis of their satisfaction is 'ego needs', 'social needs', 'self-actualization needs', 'physiological needs' and 'safety needs'.

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