iJRASET
International Journal For Research in Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 10 **Issue:** X **Month of publication:** October 2022

DOI: https://doi.org/10.22214/ijraset.2022.46965

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International Journal for Research in Applied Science & Engineering Technology (IJRASET)
ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 10 Issue X Oct 2022- Available at www.ijraset.com

Role of Occupation in Motivating the Entrepreneurs

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Abstract: ***Motivation is the process that motivates a person into action and induces him to continue the courses of action for the achievement of goals. Ambitions or aspiration motivates men, activise them, broaden their vision and make the life meaningful. Ambition is an index of one's own resourcefulness. The intentions and initiative of a man are directed by his ambitions. The common saying "aimless life is a goal less game" emphasizes the importance of ambition in life. Various ambitions which motivate a person to become an entrepreneur are need for independence, to make money, previous experience, unemployment, securing social status, availability of industrial shed or plot, fulfillment of father's ambition etc.***

The paper focuses on factors motivating the entrepreneurs, the relationship between motivational factors and parental occupation. The paper is based on primary sources collected from 60 entrepreneurs running their units in KSSIDC industrial estates of Shivamogga district. The response is collected using structured interview schedule using stratified random sampling technique.

The study finds that making money, the opportunity to start the unit/availability of KSSIDC shed, humble to become an employer, previous experience and need for independence, encouragement from friends/relatives , the unemployment problem, securing social status, fulfillment of father's ambition and education/training in the related line, EDP and EAP participation and success stories of other entrepreneurs are the factors motivated the entrepreneurs in the order of importance.

To see the degree of relationship between motivational factor and parental occupation, the chi-square test for each background is calculated. The calculations shown that , the calculated value is less than the table value. Therefore the null hypothesis that there is no significant relationship between parental occupation and motivational factor is accepted.

Keywords: EDP: Entrepreneurship Development Program, KSSIDC: Karnataka Small Scale Industries Development Corporation, R & D : Research and Development

I. INTRODUCTION

Motivation is the process that motivates a person into action and induces him to continue the courses of action for the achievement of goals. Since man is a product of his own environment, the prevailing socio-economic, psychological and the cultural factors naturally influence him and act as a source of inspiration to become an entrepreneur. As such the ambition, aspirations, compelling factors and facilitating factors make an entrepreneur.

Ambitions or aspiration motivates men, activise them, broaden their vision and make the life meaningful. Ambition is an index of one's own resourcefulness. The intentions and initiative of a man are directed by his ambitions. The common saying "aimless life is a goal less game" emphasizes the importance of ambition in life. Various ambitions which motivate a person to become an entrepreneur are need for independence, to make money, previous experience, unemployment, securing social status, availability of industrial shed or plot, fulfillment of father's ambition etc. Ashok Kumar [1] in a study on the entrepreneurship in small industry in 2 industrial estates of Andhra Pradesh found that the ambition of becoming self-reliant was ranked first and ambition of giving shape to their ideas and skills received second rank. To make money, to continue the family business and gaining social prestige are the other influencing factors.

Ambitions or compulsions may not make a man an entrepreneur. At times, the encouragement of family members, friends and relatives, the experience gained in employment, the skill acquired or inherited, availability of finance, success of others, EDPs etc., also facilitate the exercise of entrepreneurship. In a study on entrepreneurial process and promises conducted by BEVVN Murthy et.al.,[2] in Andhra Pradesh, it was found that previous experience in the same or other line of activity, success stories of entrepreneurs and advise or influence of family members/friends/relatives facilitated the entrepreneurship. Ashok Kumar [3] found that previous job experience and the education and training received by the entrepreneurs facilitated the entrepreneurship in Marripalem and Autonagar industrial estates of Vishakapatanam in Andhra Pradesh

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ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 10 Issue X Oct 2022- Available at www.ijraset.com

A. Objectives

The paper focuses on factors motivating the entrepreneurs, the relationship between motivational factors and education qualification and parental occupation.

B. Hypotheses

1) There is no significant relationship between educational qualification and motivational factor.
2) There is no significant relationship between parental occupation and motivational factor.

II. RESEARCH METHODOLOGY

The paper is based on primary sources collected from 60 entrepreneurs running their units in KSSIDC industrial estates of Shivamogga district. The response is collected using structured interview schedule using stratified random sampling technique.

III. ANALYSIS OF FINDINGS

A. Motivating Factors

In the present study the entrepreneurs surveyed were asked to rank the different factors which motivated them to become an entrepreneur. Then each factor marked by the entrepreneurs is totaled and ranking is given to the factor which is marked by more number of entrepreneurs. The Table 1 is showing the details in the order of rank.

Table - 1
Motivating Factor

Factor	No. of Entrepreneurs	Rank
To earn income/money	26	1
Availability of KSSIDC shed	24	2
To be an employer, not an employee	19	3
Previous experience	18	4
Need for independence	18	4
Encouragement from friends/relatives	16	5
No employment/Job	14	6
Social status	10	7
Fulfillment of father's ambition	10	7
Education/ Training in the related line	10	7
EDP/EAP participation	07	8
Success stories of other entrepreneurs	03	9
Any other	02	10

Source : Field Survey

Table 1 shows that making money is the prime factor secured first rank which motivated 26 out of 60 entrepreneurs surveyed. The opportunity to start the unit/availability of KSSIDC shed secured II rank motivated 24 entrepreneurs, humble to become an employer secured III rank motivated 13 entrepreneurs, previous experience and need for independence secured IV rank motivating 18 each entrepreneurs, encouragement from friends/relatives secured V rank motivating 16 entrepreneurs and the unemployment problem secured VI rank motivated 14 persons to become entrepreneurs. Securing social status, fulfillment of father's ambition and education/training in the related line secured VII rank motivated 10 each entrepreneurs. EDP and EAP participation and success stories of other entrepreneurs motivated 7 and 3 entrepreneurs with a respective grade or rank of 8 and 9. Two entrepreneurs opined that they became entrepreneurs to do special research and development for the growth of nation.

B. Parental Occupation and Motivating Factor

The entrepreneurs in the study area are hailed from different backgrounds, say agriculture, business, service or employment and coolie. For the purpose of analysis the entrepreneurs are classified into 3 groups and those who are daily bread winners/coolies are included in entrepreneurs from service or employment background. The data is presented and analyzed with below Table 2.

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The analysis of Table 2 is made by calculating the percentage of entrepreneurs in the respective occupation under each motivating factor. The analysis of Table 2 is as follows.

1) Making money motivated more number of entrepreneurs from agriculture followed by service or employment and business background.
2) Availability of KSSIDC shed motivated large number of entrepreneurs from business background followed by agriculture and service or employment background.
3) To become an employer motivated large number of entrepreneurs from service or employment background followed by business and agriculture backgrounds.
4) The previous experience in business and need for independence motivated more number of entrepreneurs from business background followed by service or employment and agriculture background.
5) The encouragement from friends or relatives motivated large number of entrepreneurs from agriculture followed by service or employment and business backgrounds.
6) The unemployment problem has influenced more number of agriculturists followed by those in service line and business line.

Table 2
Motivating Factor and Parental Occupation

Parental occupation / Motivating Factor	Agriculture (Out of 12)	Business (Out of 39)	Service/ Employment/ Any other (out of 09)	Total
To earn income/Money	06 (50.00)	16 (41.02)	04 (44.44)	26
Availability of KSSIDC shed	05 (41.67)	17 (43.58)	02 (22.22)	24
To be an employer, not an employee	03 (25.00)	11 (28.20)	05 (55.55)	19
Previous experience	02 (16.66)	14 (35.89)	02 (22.22)	18
Need for independence	02 (16.66)	14 (35.89)	02 (22.22)	18
Encouragement from friends/relatives	07 (58.33)	06 (15.38)	03 (33.33)	16
No employment/Job	06 (25.00)	05 (12.82)	03 (33.33)	14
Social Status	03 (25.00)	06 (15.38)	01 (11.11)	10
Fulfillment of father's ambition	03 (25.00)07	07 (17.95)	-	10
Education/ Training in the related line	02 (16.66)	07 (17.95)	01 (11.11)	10
EDP/ EAP participation	01 (8.33)	04 (10.25)	02 (22.22)	07
Success stories of other entrepreneurs	-	02 (5.13)	01 (11.11)	03
Any other	-	02 (5.13)	-	02
TOTAL	40	117	26	177

Source: Field Survey

Note:

- For this purpose occupation of the father is considered.
- Three workers doing labor job are considered with entrepreneurs from service/employment background.

7) Out of 12 entrepreneurs from agriculture background, 3 entrepreneurs constituting 25 per cent to total and 7 out of 39 from business background became entrepreneurs to fulfill the ambition of parents.

8) Education and training in the related line motivated large number of entrepreneurs from business background followed by agriculture and employment background.

9) EDP/EAP participation prompted more entrepreneurs (in terms of percentage) from service or employment background followed by business and agriculture background.

10) Success stories of other entrepreneurs influenced one entrepreneur from employment background and 2 from business background. No agriculturist is influenced by this.

11) Desire to contribute for the nation by doing R&D job motivated 2 entrepreneurs from business background in the study area.

In order to see the degree of relationship between motivational factor and parental occupation, the chi-square test for each background is made in the below Table 3, 4and 5.

Table 3
CHI-Square Test For Motivation And Agriculture Background

Motivating Factor	O	E	O-E	$0\text{-}E^2$	$\frac{0\text{-}E^2}{E}$
To earn income/Money	6	5.88	0.12	0.0144	0.00
Availability of KSSIDC shed	5	5.42	-0.42	0.18	0.03
To be an employer, not an employee	3	4.29	-1.29	1.66	0.39
Previous experience	2	4.07	-2.07	4.28	1.05
Need for independence	2	4.07	-2.07	4.28	1.05
Encouragement from friends/relatives	7	3.62	3.38	11.42	3.16
No employment/Job	6	3.16	2.84	8.07	2.55
Social status	3	2.26	0.74	0.55	0.24
Fulfillment of father's ambition	3	2.26	0.74	0.55	0.24
Education/ Training in the related line	2	2.26	-0.26	0.07	0.03
EDP/ EAP participation	1	1.58	-0.58	0.34	0.21
TOTAL					8.95

Source: Field Survey

O=Observed Value

E=Expected Value

1) **Df** = (n -1)
11-1 = 10

2) $\mathbf{X}^2$ - Table value = 18.3

Table 4
CHI-Square Test For Motivation And Business Background

Motivating Factor	O	E	O-E	$0\text{-}E^2$	$\frac{0\text{-}E^2}{E}$
To earn income/Money	16	16.31	-0.31	0.096	0.01
Availability of KSSIDC shed	17	15.05	1.95	3.80	0.25
To be an employer, not an employee	11	11.92	-0.92	0.85	0.07
Previous experience	14	11.92	2.71	7.34	0.65

Need for independence	14	11.29	2.71	7.34	0.65
Encouragement from friends/relatives	06	10.03	-4.03	16.24	1.62
No employment/Job	05	8.78	-3.78	14.29	1.63
Social status	06	6.27	-0.27	0.072	0.01
Fulfillment of father's ambition	07	6.27	0.73	0.53	0.08
Education/ Training in the related line	07	6.27	0.73	0.53	0.08
EDP/ EAP participation	04	4.39	0.39	0.152	0.03
Success stories of other entrepreneurs	02	1.88	0.12	0.014	0.01
Any other	02	1.25	0.75	0.56	0.45
TOTAL					5.54

Source: Field Survey **O**=Observed Value
E=Expected Value

1) **Df** = (n -1)
   13-1 = 12
2) $\mathbf{X}^2$ - Table value = 21.0

The calculations made in above Tables at 5% significance level revealed the following.

a) The calculated value for agriculture background and motivational factor is 8.95 while the table value is 18.3.
b) The calculated value for business background and motivational factor is 5.54 while the table value is 21.0.
c) The calculated value for service background and motivational factor is 5.264 while the table value is 18.3.

Table 5
CHI-Square Test For Motivation And Service Background

Motivating Factor	O	E	O-E	$0\text{-}E^2$	$\frac{0\text{-}E^2}{E}$
To earn income/Money	04	3.82	0.18	0.032	0.00
Opportunity to start the unit/ Availability of KSSIDC shed	02	3.53	-1.53	2.34	0.66
To be an employer, not an employee	05	2.79	2.21	4.88	1.75
Previous experience	02	2.64	-0.64	0.41	0.16
Need for independence	02	2.64	-0.64	0.41	0.16
Encouragement from friends/relatives	03	2.35	0.65	0.42	0.18
No employment/Job	03	2.06	0.94	0.88	0.43
Social status	01	1.47	-0.47	0.22	0.15
Fulfillment of father's ambition	01	1.47	-0.47	0.22	0.15
Education/ Training in the related line	02	1.03	0.97	0.94	0.91
EDP/ EAP participation	01	0.44	0.56	0.31	0.71
TOTAL					5.26

Source: Field Survey **O**=Observed Value
E=Expected Value

1) **Df** = (n -1)
   11-1 = 10
2) $\mathbf{X}^2$ - Table value = 18.3

IV. HYPOTHESIS TESTING

Thus, in all the three backgrounds, the calculated value is less than the table value. Therefore the null hypothesis that there is no significant relationship between parental occupation and motivational factor is accepted.

ISSN: 2321-9653; IC Value: 45.98; SJ Impact Factor: 7.538
Volume 10 Issue X Oct 2022- Available at www.ijraset.com

V. SUGGESTIONS AND CONCLUSION

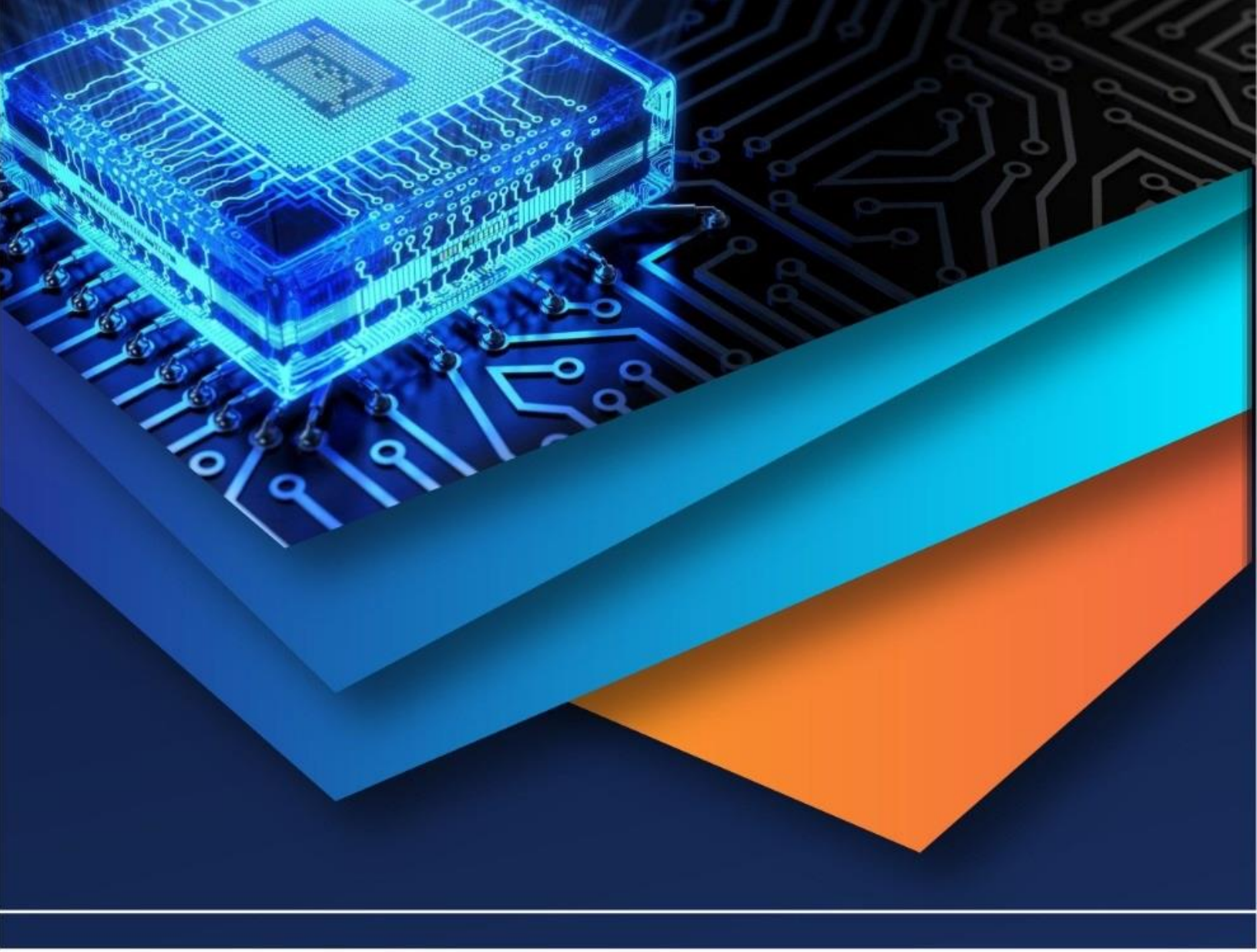
Mere establishment of industrial estates will not assure the development of industrial estates. To motivate the potential entrepreneurs, EAPs and EDPs at selected locations can be organized. Decentralization of industrial estates, provision of infrastructure in industrial estates, purchase guarantee by bigger units, starting of large scale industries in Shivamogga district, grabbing the green entrepreneurship opportunities etc., are the need of the hour.

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