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## MOTIVATIONAL FACTORS INFLUENCING INDUSTRIAL ENTREPRENEURSHIP IN AMBATTUR, CHENNAI, INDIA

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### Abstract:

*Entrepreneurs rendered the economy well all around the world. Every country requires industrial entrepreneurs to a sustainable and balanced growth. The industrial development of a nation highly depends on the presence of an adequate number of entrepreneurs and the nation's environment. In India large numbers of Tamil Nadu (Chennai) entrepreneurs served continuously for the nations industrial development and the province recognized continuous increase in the industrial entrepreneurial venture. But still the state is not anticipated the expected level. This study is carried out to identify the factors that motivate an individual's choice to persuade independent business creation in the competitive market conditions. To identify the motivational factors of entrepreneurship & entrepreneurs, we have taken eighteen unique characters of entrepreneurs; The study results exhibited that financial factors are not the only motive factors to start a business in Ambattur, Chennai.*

**KEYWORDS** – Motivational Factors, Industrial Entrepreneurs, Independence, Financial success, Self Realization, Recognition, Innovation and Role models.

### 1. INTRODUCTION

The World War I & II proved the economists that industries were generate and enhance income, employment and societal improvement. The economic condition of the world was not run fast up to 1900's. After the two world wars industries and innovative entrepreneurial venture all around the world had reached equilibrium stage. A nation's competitiveness depends on the capacity of its industrial growth and upgrade. So that all nations are investor friendly and the government has shown keen interest towards building entrepreneurial community. After the independence of India government had taken lot of initiatives to develop the industrial activities in India. Like wise all the states started promoting industrial activities by creating industrial parks and with encouraging packages. Like developed country, India too facing 21st century's inevitable problems unemployment and inflation. For a long time it is in the race to become a developed country. For all this problems, industries growth will pay the way to reach India's super power in 2020.

Entrepreneurial action is the process through which supply and demand are equilibrated (Kirzner 1997). An entrepreneur is a catalyst for development with him we prosper and without him we are poor (Tandon, 1975). Promoting entrepreneurship and enhancing the entrepreneurial dynamic of each country should be an integral element of any government's commitment to boosting economic well being. If we did

not motivate them or ignore them it will be huge suffer for any country. Government policies and programs have to target the entrepreneurial class directly rather than programs simply aimed at improving the national business context” (Kautz). Before recognizing and appreciating these entrepreneurs, one should know how to identify them and understand what motivates them (Cooper and Dunkelberg, 1987). India needs to generate around 200 million additional employment opportunities over the next 20 years (Gupta 2002). The most important reason why entrepreneurs help the economy and society is due to the creation of new jobs and innovative businesses. Further more, it will create empowered suburb. “The entrepreneur is someone who specializes in taking responsibility for and making judgemental decisions that affect the location, form, and the use of goods, resources or institutions” (Hebert and Link, 1989). In India empowering rural areas is another tough task to any form of government. It is generally believe that most entrepreneurs are those that were out of work and unable to find a job is going their own ventures. It has been found that 76 percent of business startups in 2003 were driven by the desire to pursue opportunities (Cornwall).

The Tamil peoples (South Indians) actively engaged with Rome in various trade activities, it was reached peak after the sea route identification with the help of monsoon winds between Egypt & Tamil Nadu. Costlier materials like Gold ornaments, pearls, silk, ivory, textiles and spices like pepper, garlic were exported from Tamil Nadu, and important exports done through this sea route were predominantly luxury goods such as topaz, Gemstones, pearls, coral, glasses. It proved that India and Tamil Nadu had business activities throughout the world in ancient time itself.

### **ABOUT AMBATTUR INDUSTRIAL ESTATE**

AIEMA (Ambattur Industrial Estate Manufacturers Association, Chennai, India) was started in the year 1963 to represent the interest of industrial units of Ambattur Industrial Estate. Among the seventeen (Tamil Nadu), it is the apex association of Small and Medium Scale Industries in Ambattur, Chennai. It is known for its wealthiest environment such as land water, transportation (land, rail, air), soil and everything. The Industrial Estate sprawls over 473 hectares with more than 2500 active tiny, Small and Medium Scale Units. It is one of the largest in Asia and powerful manufacturing houses and is the biggest small scale industrial estate in South Asia. Even in the time of slow down it is performed continuously well. In fact, the AIEMA is facing the highest ever growth during the economical crisis. The estimated 2,00,000 Lakh work force among whom about 60,000 women workers contribute to a turnover of over Rs.2,500 crores. The diverse range of products offered by its members truly reflects the entire range of industries from automobile to Software. AIEMA is committed to the development of the State entrepreneurs. The industrial estate has had more than 30 different segments with the world class technology. The Economy of Ambattur is mainly industrial and it was well known as an Auto ancillary hub. The industrial estate was created a geographical competitive advantage for over the last five decades. Due to that recently many IT and ITes companies have come up. It has spread its network sphere all over the India and most part of the Asian continents.

### **2. REVIEW OF LITERATURE**

Motivation is a term that refers to a process that elicits, controls, and sustains certain behaviours. Motivation can be extrinsic or intrinsic. Extrinsic motivation has a stronger relationship with material factors while in the case of intrinsic motivation the individual basically tries to fulfil his aims in life. However, whatever the case may be, motivation has an influence on the actions of the entrepreneur. Human motivation plays a critical role in the entrepreneurial process. Entrepreneurship research has focused largely on the environmental characteristics influencing firm foundings (Aldrich, 2000) and the characteristics of entrepreneurial opportunities (Christiansen, 1997).

Entrepreneurship motivation is described as the socio-psychological drive among people that leads to economic development of a country (Akhouri and Mishra, 1990). New businesses are not created by an accident. The effort and time involved in starting a business would suggest that entrepreneurial actions are clearly intentional. Entrepreneurial behaviour such as becoming self-employed or starting a business, is intentional and is thus predicted by intentions towards behaviour, not by attitudes, beliefs, personality or demographics. Intentions are assumed to capture the motivational factors that influencing behaviour. They are immediate antecedent's actual behaviours (Krueger, Jr. and Carsrud, 1993).

The reasons for starting a business were examined in a pioneering study (Scheinberg and Macmillan, 1988) called the Society of Associated Researchers of International Entrepreneurship (SARIE) research. This research listed 38 reasons, which were classified into 6 broad categories for starting a business.

1. Innovations (Need for personal developments)
2. Independence (Need for independence)
3. Recognition (Need for approval)
4. Role (Following role models or family)
5. Financial success (Perceived instrumentality of the wealth)
6. Welfare considerations of the society

All of the prior studies suggest that entrepreneurs offer a variety of motivational influences for getting into business. The first category labelled as innovation, involves reasons that describe an individual's intention to accomplish something new (McClelland, 1961; McClelland and Winter, 1969). The category contains items Shane et al. (1991) considered as "learning" and what Birley and Westhead (1994) and Scheinberg and MacMillan (1988) considered as "need for personal development."

The second category, independence, describes an individual's desire for freedom, control, and flexibility in the use of one's time (Schein, 1978; Smith and Miner, 1983). Items in this category were consistently identified in all three of the SARIE studies. The third category we labelled recognition and combined two categories of items from the previous research: recognition and need for approval. Items in this category describe an individual's intention to have status, approval, and recognition from one's family, friends, and other people in the community (Bonjean, 1966; Nelson, 1968).

The fourth category, roles, contains items from Shane et al. (1991) that describe an individual's desire to follow family traditions or emulate the example of others (Hofstede, 1980). The last category, financial success, involves reasons that describe an individual's intention to earn more money and achieve financial security (Knight, 1987). Although Shane et al. (1991) did not find a financial success factor, the other two studies (Birley and Westhead, 1994; Scheinberg and MacMillan, 1988) did, which they labeled as "perceived instrumentality of wealth." In addition to the five categories identified from the SARIE studies and described in Table 1, evidence in previous research on gender in entrepreneurship (e.g., Brush, 1992; Carter, 1997; Fischer et al., 1993) led us to believe a sixth factor, self-realization, should be added to the classification scheme.

There is evidence that men are more likely to seek to create financial wealth, whereas women are more likely to pursue other types of goals that center on personal interests. Women are seen as experiencing more complexity in making career choices because of their need to balance employment, childcare, and housing. Fulfilling multiple roles requires women to consider time and space constraints as they make economic and social decisions in concert (Gilbert, 1997). One explanation for gender differences in career development is that differing societal expectations for men and women lead to divergence in work preferences (Harriman, 1985). Sex-role socialization experiences teach young girls what roles are appropriate, or not.

These experiences are seen as constricting career choices, compromising career potential (Gottfredson, 1981) and influencing women's beliefs, attitudes and self-conceptions that ultimately affect their work interests and choices (Farmer, 1997). Several studies of choices involving the start-up of a business support this perspective (Brush, 1992; Buttner and Moore, 1997; Carter, 1997; Gatewood et al., 1995), but others provide evidence that the entrepreneurial career choice is gender blind (Fagenson, 1993). Adding variables to constitute a self-realization factor, therefore, seemed to be an appropriate way to test which viewpoint was more plausible. Moreover, adding this factor appeared to offer a more comprehensive list of the types of reasons that might differentiate between nascent entrepreneurs and others.

## RESEARCH METHODOLOGY

The data used for this study are the registered members of Ambattur Industrial Estate. For this research simple random sampling had been used and the data was collected through a structured mailed questionnaire with two phases from the year 2011 to 2012. In the first phase (2011) 173 entrepreneurs were approached and the second phase (2012) 200 entrepreneurs were approached response to this we have retrieved only 279 filled questionnaire.

## RESULTS AND DISCUSSION

Table 1 Mean scores for six weighted reasons by sex

	Male n= 148 wt. s.D=0.28	Female n=131 wt. s.D=0.30
Independence		
M	4.23	4.10
S.D	1.78	1.34
Financial success		
M	3.68	3.92
S.D	1.59	1.21
Self – realization		
M	3.67	3.56
S.D	1.59	1.21
Recognition		
M	2.76	2.71
S.D	1.44	1.31
Innovation		
M	2.61	2.74
S.D	1.54	1.31
Roles		
M	1.96	1.88
S.D	1.12	0.90

Entrepreneurs were asked to answer what motivates them into business. All their motivational factors were converted into six categories such as Independence, financial success, self realization, recognition, innovation and roles. Table 1 exhibit the mean and standard deviation score between the Male and female entrepreneurs in Ambattur Industrial Estate. The table implicit motivational factors are quite different between genders. Independence was the first motivational factors identified while scrutinized the data for both male and female. But male entrepreneurs were having high mean score (4.23) compared to female entrepreneurs. In the financial success women entrepreneurs were having high mean score (3.92) from the ancient time itself, it is believed because of women India has a habit of savings and now the savings behaviour of Indians will help the government to face financial crisis in the slow down. Self realization scores were slightly differed from each other. People those who believed that they have capabilities; they can do anything and achieve. This Ambattur Industrial estate is the finest example for uprising entrepreneurs with dreams. Everybody wants to get recognition in the society. Like that Ambattur industrial entrepreneurs (both) were motive by the recognition to start their business. Innovations concern women entrepreneurs were having high mean score (2.74) this shows the technical knowledge and the thirst of the women entrepreneurs. And both entrepreneurs were highly motive by the role model they admire.

**Table 2 Factors loadings for motivational items: Six factor solution, N=279**

G1#	Factor	1 Self Realization	2 Financial Success	3 Roles	4 Innovation	5 Recognition	6 Independence
	Sum of squared rotated loadings	2.60	2.41	1.98	1.98	1.75	1.50
	Percentage variance account for	14.43	13.40	11.01	10.98	9.72	8.32
	Cronbach $\alpha$	.78	.76	.73	.63	.60	.58
r	To challenge myself	.77					
o	To fulfil a personal vision	.68					
h	Grow and learn as a person	.66					-.37
p	To lead and motivate others	.65			-.33		
q	Power to influence an organization	.41			.48		
k	Earn a larger personal income		.81				
g	Financial security		.80				
n	Build great growth, high income		.66		-.35	-.38	
j	Build business children can inherit		.61 <sup>b</sup>		-.31		
d	To continue a family tradition			.78			
i	Follow a person whom I admire	-.38		.72			
e	To be respected by my friends			.64		.60	
c	Innovative, forefront technology				.78		
m	To develop an idea for product				.72		
l	Achieve something, get recognition					.78	
a	Gain a higher position for myself		-.31	-.32		.54	
b	Get greater flexibility						.79
f	Free to adapt my approach to work	-.34					.68

a Factors loadings smaller than .30 have been suppressed

b Cronbach alpha shown for this factor is with j removed to increase the reliability of the remaining scale

To find out what motivate the entrepreneurs to start their own venture 18 items were questioned and it was classified into top six categories with the help of prior research. They are independence (items b,f), financial success (items g,j,k,n), self realization (items o,p,q,r), recognition (items a,e,l), innovation (items c,h,m), roles (items d,i). The six factors analysis indicates similarity to the earlier findings only two of the items h and e were out of place. As shown in table 2 the first factor self realization involved five items Cronbach  $\alpha$  reliability of the scale = .78 and the financial success involved three items Cronbach  $\alpha$  = .76 for the third item scale dropping j. The third roles involved three items Cronbach  $\alpha$  = .73 and the remaining factors such as innovation, recognition and independence had two items each Cronbach  $\alpha$  levels .63, .60 and .58. Two of the 18 items q and e had cross loading that exceeded the usual rejection criterion of  $\pm .40$ . But in each the Cronbach  $\alpha$  for the scale would have been reduced by the dropping them. Further item j also dropped for the reliability criterion. It is always difficult to have a high Cronbach  $\alpha$  scores so we decided to use despite their marginal reliabilities. To test the hypotheses we calculated values for each of the six reason scales by summing the items in each scale and dividing b,h the number of items associated with the scale.

## DISCUSSION

As said earlier India needs to generate around 200 million additional employment opportunities over the next 20 years (Gupta 2002). To fulfil its employment requirement, to face a financial crisis and to reach its dream of super power in 2020 it should generate more new startups and it has to take steps to uplift

the existing entrepreneurs. For that we should know what motivate the entrepreneurs to take new venture. Generally it is believed entrepreneurs were motivated only by the financial reasons i.e possibility of earning more will make them as an entrepreneur. This study found financial factors are not the main motive factors to be an entrepreneur. Entrepreneurs are motive by their role models such as industrial giants, neighbouring and family entrepreneurs. Further the study also found universities and colleges also played an important role as a role model for Ambattur Industrial estate entrepreneurs. Interestingly women entrepreneurs are found more innovative compared to the men entrepreneurs. It's a good sign for the technical know how status of the women in India. Entrepreneurs are highly motivated by the intrinsic and extrinsic factors. So we strongly recommend the government and other institutions to create more suitable climate in the colleges and universities to generate more entrepreneurs in the future.

## CONCLUSION

Contrary to the belief that money motivates people to choose entrepreneurship as a career option, personal characteristics such as innovation, influence of the role model were the most important motivating factors in starting up a business in Ambattur, Tamil Nadu. Initiatives by the government and other institutions involved in promoting entrepreneurship should focus on developing and triggering the personal characteristics of the individuals such that it motivates them to choose entrepreneurship. There is also an urgent need for inculcating these attributes in individuals through educational training programmes at the school, college and universities levels. This can also be done through special programmes like the motivation camps that are organized by the SIDCO and other organizations to promote entrepreneurship in Tamil Nadu. The government should also take the initiative to recognize and accredit the contribution of entrepreneurs to the society by providing rewards and titles to them.

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