

Unveiling the Motivational Forces behind Women's Entrepreneurship in Andhra Pradesh: Focus on Self-Help Groups (SHGs)

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ABSTRACT

The amazing rise in women stepping into entrepreneurship globally, growing at a rapid rate of over 10% annually, truly shines a light on the increasingly vital role women play in owning businesses. Especially in India, where economic changes like liberalization, privatization, and globalization are happening, women's presence in entrepreneurship, particularly through Self-Help Groups (SHGs), has become more pronounced. This study delves into what motivates women entrepreneurs in Andhra Pradesh, particularly within SHGs. We reached out to 300 women entrepreneurs across different districts using random sampling methods and analysed the data using AMOS.

Finding: The research paper discovered a rich tapestry of motivations driving these women. Things like the desire for financial independence, the thirst for skills improvement, the aspiration for social recognition, and even the dreams their parents have for them all play significant roles in pushing these women forward.

Result: The research demonstrates that these motivational factors indeed take a profound influence on women entrepreneurs, especially within the SHG setup in Andhra Pradesh. This isn't just academic; it has real-world implications. Policymakers, NGOs, and anyone working in development can use these insights to craft better programs and interventions to support women's entrepreneurship. Ultimately, this isn't just about business; it's about fostering economic growth and advancing gender equality, not just in Andhra Pradesh but everywhere.

Keywords: Women Entrepreneurs, Motivational Factors and SHGs.

Key words: adolescents, educational stress, gender, school curriculum, family type,

INTRODUCTION

In today's dynamic world, empowerment is a critical goal, especially for women involved in self-help groups (SHGs). The introduces an empowerment index developed through analytical factors, providing valuable insights for marketing practitioners, entrepreneurs, and development professionals working with women's self-help groups (SHGs). It is also a crucial resource for academic researchers aiming to expand the knowledge on empowerment indices. The research highlights that age, education, family type, and market distance significantly impact women's participation in SHGs. Notably, the empowerment index shows a significant increase after women join these groups. (Joshi, G. (2019)). The 21st century has witnessed a significant transformation in the workforce, with women actively participating to establish their own identities, earn incomes, and build careers. Women have made their mark across various industries, including automobiles, manufacturing, and chemicals. Their presence in white-collar, pink-collar, and blue-collar jobs has increased notably compared to the 19th and

20th centuries. Despite these advancements, women continue to be burdened by traditional family responsibilities, which create challenges in balancing work and family life. This paper explores the influences that hinder the survival of women in underpaid and overloaded jobs. It examines the impact of family conflicts, workplace conflicts, and other obstacles that make it difficult for women, particularly those in blue-collar roles, to complete their tasks and maintain a healthy work-life balance. The empirical findings highlight the struggles women face in achieving equilibrium between their professional and personal lives. (Priyadarsini, P., Prithi, S., Anbarasan, P., Krithika, J. & Arthi, S. Lily Regina(2023))

India has a rich tradition of worshipping goddesses and respecting women since ancient times. To address gender-based discrimination and empower girls, the Indian government has introduced various initiatives. One such initiative is the *Save Girl Child, Educate Girl Child* scheme, tossed in 2015. This paper aims to explore the levels of awareness, as well as the issues and challenges faced in implementing this scheme, focusing on a few villages in Uttar Pradesh, India. The study employs both quantitative and qualitative analysis. The insights gained could be instrumental in developing future strategies to enhance the success of this scheme and promote rural women's empowerment. (Verma, Priti, Tiwari, Sadhana, Arora, Manish & Arora, Nidhi(2023)). Women entrepreneurship can be defined as the establishment of a business that generates wealth, assumes risks, and utilizes resources in an innovative manner to produce goods and services. The tangible outcomes of this entrepreneurial process are entrepreneurial ventures. According to Khanka (2008), entrepreneurship is a multifaceted process involving various activities leading to the creation of a new enterprise. Entrepreneurs, known for their innovative approaches, are the driving force behind these ventures, with their primary goals often revolving around achieving growth and profitability (Coulter, 2010). While entrepreneurship has traditionally been viewed as a predominantly male domain, recent studies highlight a shift in focus towards the increase of women entrepreneurs and their noteworthy accomplishments to economic growth.(Agarwal & Lenka, 2017: Yadav and Unni, 2016). There has been a discernible increase in the women's, pursuing entrepreneurial endeavours worldwide, affording them the chance to attain notoriety and prestige on a national and global scale. Simultaneously, this trend contributes to economic development within their respective countries (Yu & Stough, 2005: Hemalatha et al., 2013).

The phenomenon of women starting their own businesses has garnered significant global attention, prompting extensive research to understand its impact. This emphasis is justified not only by its role in job creation and economic growth, as highlighted by Henry, Foss, and Ahl (2016) and Kelley, Bosma, and Amoros (2010), but also by its contribution to enhancing entrepreneurial diversity across various economic circumstances (Verheul et al., 2006). Outcome of the report reveals that, women's entrepreneurship has become crucial field for scholarly investigation. Despite the substantial contributions of women business owners, especially in the Indian setting, notably in Andhra Pradesh, they continue to encounter numerous barriers and challenges that hinder their success in entrepreneurship (Torres-Ortega, Errico, & Rong, 2015). Unfortunately, support for women entrepreneurs initiating their ventures remains lacking in many developing economies (Roomi & Parrott, 2008a, 2008b).

Despite 76 years of independence, women in India still grapple with challenges in attaining entrepreneurial freedom. Middle-class women, in particular, hesitate to alter their roles due to the fear of social backlash (Ansari, 2016). Rural women entrepreneurs face numerous obstacles, including illiteracy, social stereotyping, a lack of support from financial institutions, and limited information about various entrepreneurial schemes initiated by the Government of India. In the remote hill district of Chittoor, located in the state of Andhra Pradesh, tribal women are characterized by their shy and timid nature. Nevertheless, they have embarked on entrepreneurial activities, primarily on a smaller scale and often from their homes. Traditional activities such as weaving, knitting, pickle making, and embroidery is prevalent among women entrepreneurs in this district. Additionally, they engage in modern enterprises like opening readymade garment shops, beauty Parlors, nurseries, and other small ventures. However, entrepreneurial activities in this district are mostly unorganized, lacking structure, and receive little to no support from financial institutions. Despite their resilience and engagement in a diverse range of ventures, women entrepreneurs in Chittoor grapple with the challenges inherent in their socio-economic context. In connection to ICT, UDC(Union Digital Center) is an ICT-based one stop services center that aims to deliver quicker and smoother services to citizens, particularly at the doorsteps of rural populations. This study addresses the acquaintance gaps by examining rural women's KAP(knowledge, attitude, & Practice) concerning UDC, aiming to understand how efficiently these factors contribute to self-efficacy among rural women. Employing a mixed-method approach, the research involved a three key informant interviews, 10 focus groups with 87 participants, and a demographic survey with a semi-structured questionnaire were all conducted. Purposive sampling with non-probability and theme analysis were used to gather data and highlighted areas needing improvement in e-services, healthiness, economics, and gender based viciousness. This initial exploration into the experiences of eighty-seven rural women sets the stage for future research to examine how adopting the government's latest social service delivery mechanisms can enhance the livelihoods of indigenous communities. (Saha, A. (2022)).

1. REVIEW OF LITERATURE

The term 'entrepreneur' was first applied to architects and contractors engaged in public works in the early 1700s A.D. in the 18th century. The term "entrepreneur" is attributed to Richard Cantillon (1680–1734), as reported by Landstrom (1999). Cantillon defined an entrepreneur as a person who can see possibilities and is prepared to take calculated risk against to maximize the fulfillment from their efforts. According to Kundu and Rani (2004), the word "entrepreneur" comes from the French verb "entreprendre," which means "to undertake." To elucidate the idea further, Agarwal and Lenka (2015) characterize entrepreneurs as those who create business models by putting together and utilizing resources like labor, raw materials, land, and human capital. In Indian SMEs occupied the key role to success with the study of scientific article aims to analyze the importance of using digital marketing and social networks as strategies for positioning SMEs & achieving business achievement. The paper employs a descriptive, non-experimental documentary methodology with an inductive approach. One of the main conclusions is that companies are leveraging technology to meet customer needs, thereby strengthening their brands and market positions. (Tiwari, Kavita, Tiwari, Surendra & Kumar, Puneet (2023))

In Pollard's research paper "Women Entrepreneurs: How Important Are Their Perceptions?" (2006), the focus was on investigating the correlation between the success and assistance of female entrepreneurs, taking into account both real and perceived support. The study initiates a robust association between women's motivations for entrepreneurship and their perceptions of success. The ultimate conclusion drawn was that women's observations of sustenance exert a more significant influence on the success of their entrepreneurial ventures than the tangible care they receive. Another relevant study by Laldinliana (2011) delved into the importance of rural development, specifically exploring the Swarna Jayanti Gram Swarozgar Yojna (SGSY), and the Business development of SHGs. The study also examined the dynamics of entrepreneurship at the micro-enterprise level, shedding light on various aspects of rural entrepreneurship. Additionally, Kondal (2014) contributed to the field with a research paper focusing on women's development in Gajwel Mandal of Medak District, A.P through SHGs. The results of this Paper indicated a favorable impact of SHGs on women's development in the targeted area, offering insightful information on how these organizations support the socioeconomic growth of women.

According to (Gary Akehurst, Enrique Simarro & Alicia Mas-Tur -2012) article presents a study investigating the traits of women entrepreneurs and their businesses in Valencia, Spain. By reviewing the evolution of literature on women entrepreneurs, the study illustrates the various internal and external factors impact their inspiration, challenges, and concert. The aim is to deepen our understanding of women's business ventures by analyzing key elements such as incentive, blocks, and achievement. The methodology involved surveying a random selection of service-sector businesses founded by women in Valencia, focusing on growth, funding, and family status. The results reveal the significant influence of factors like financial support, demographics, age of venture initiation, family loans, and initial firm size on subsequent business success. While the study is limited to a small sample from one region, its implications extend globally, urging further exploration across different countries to validate these findings. Ultimately, the study underwrites to a better comprehension of women's free enterprise, shedding light on both facilitators of success and potential barriers. Similarly (Mohsen, A., Ahmadzai, A. and Modaser, Z. (2021)).The focus is on examining the status of women entrepreneurship in Afghanistan across individual, societal, and institutional levels. The study involves interviewing and surveying 104 women entrepreneurs from all regions of Afghanistan. Various statistical tests are conducted to confirm the consistency and exactness of the data and models used. The results highlight key motivational and psychological factors driving women entrepreneurship in Afghanistan, such as the desire for achievement, wealth, independence, propensity to take risks, and locus of control. The results underline the reputation of creating a supportive location for women entrepreneurs in Afghanistan, including safety, education, technical knowledge, and financial support, which require attention from both the government and institutions. Another author reveals the Naser, K., Rashid Mohammed, W. and Nuseibeh, R. (2009), it reveals aims to uncover the aspects motivating women in the United Arab Emirates (UAE) to pursue self-employment. Through a questionnaire distributed to 750 women entrepreneurs in Abu Dhabi and Dubai, findings reveal that government financial support, particularly in start-up capital, serves as a significant motivator for women establishing their businesses. Additionally, factors such as self-fulfilment, knowledge, skills, and familial business connections play crucial roles in fostering women entrepreneurship. Surprisingly, social norms, market networks, and competition are not identified as barriers to women entering entrepreneurship, contrary to previous research. However, it's noted that the study's scope is limited to Abu Dhabi and Dubai, urging further investigation into the perspectives of women across all Emirates to provide a comprehensive understanding. Furthermore, future research should extend beyond women entrepreneurs. The insights gleaned from the paper hold potential for informing policymakers and researchers in promoting women's entrepreneurship, contributing to job creation and bolstering the national economy's development in the UAE. This study stands as the first empirical endeavor to pinpoint the motivating factors behind women's self-employment in the UAE, adding significant value to the field. With specific industry of cloth, These disparities are being actively addressed. Entrepreneurship is increasingly recognized for its critical role in economic growth. This is particularly relevant to the boutique industry, which holds significant importance both locally and globally. Female entrepreneurship within the boutique sector is a compelling area of study, especially when considering environmental impacts. The paper explore the connection between female entrepreneurship and

the boutique industry. The key finding confirms that involving women in new business ventures is vital for the boutique industry's success. However, the focus is relatively original and there are significant evidence gaps, indicating a need for further research.(Kala, Priyanka & Pareek, Renu (2023))

According to the Author Humbert, A.L. and Roomi, M.A. (2018)) This paper addresses the underexplored area of women social entrepreneurs' experiences and motivations, aiming to understand the relationship between their motivations and both social and economic performance across ten European Union countries. Drawing from a survey conducted by the European Women's Lobby (n = 380). The results show that women who start social businesses do so for a variety of reasons, including prosocial and self-interest as well as a desire to create new business models. The study shows that women are more likely to believe they have succeeded in reaching their social goals when a social purpose is at the center of their efforts. Nonetheless, there is a strong inverse relationship between income generating and self-interested impulses.. The paper contributes to the field by emphasizing the importance of the social mission for women social entrepreneurs, challenging conventional binary views of entrepreneurial motivations, and highlighting the role of alternative business models in their endeavors. Another study focus on The 21st century has witnessed a significant transformation in the workforce, with women actively participating to establish their own identities, earn incomes, and build careers. Women have made their mark across various industries, including automobiles, manufacturing, and chemicals. Their presence in white-collar, pink-collar, and blue-collar jobs has increased notably compared to the 19th and 20th centuries. Despite these advancements, women continue to be burdened by traditional family responsibilities, which create challenges in balancing work and family life. This paper explores the factors that hinder the survival and growth of women in underpaid and overloaded jobs. It examines the impact of family conflicts, workplace conflicts, and other obstacles that make it difficult for women, particularly those in blue-collar roles, to complete their tasks and maintain a healthy work-life balance. The empirical findings highlight the struggles women face in achieving equilibrium between their professional and personal lives. (Priyadarsini, P., Prithi, S., Anbarasan, P., Krithika, J. & Arthi, S. Lily Regina(2023))

The primary objective of this study is to evaluate the impact of various motivational factors on the success of women entrepreneurs, framed within the context of Self-Help Groups (SHGs). Drawing on the theory articulated by Hambrick and Mason in 1984, which contends that senior staff conduct has a major impact on organizational success, this study contends that motivational factors, including achievement orientation, the business environment, and internal motives, show a substantial character in determining the achievement of women entrepreneurs.

The Two aspects make up Hambrick's 2007 elaboration of the upper echelon's idea. The first-dimension deals with outside variables that affect a firm's entrepreneurial performance, such as financial, environmental, and political aspects. The second dimension delves into internal dynamics, analysing how senior managers' experiences and perspectives affect a company's overall success. Previous research emphasizes the role that management qualities have in women-owned companies' performance (Herrmann & Nadkarni, 2014; Heyden, Fourné, Koene, Werkman, & Ansari, 2017). Therefore, this study posits factors, such as the influence of friends, similar work experience, educational background, and leadership within SHGs, coupled with external factors like achievement orientation and the business environment, are probable to establish a optimistic correlation with commercial achievement. The experimental investigation emphasizes on a diverse array of motivational factors, including achievement orientation, business environment, and internal motives, which donate to the achievement of women entrepreneurs. These factors, outlined in Table 1 of the literature, encompass elements that have an impact on entrepreneurial outcomes.

Achievement orientation factors, as detailed in Table 1, include motivations such as gaining social status in society, achieving self-satisfaction, earning money, protecting the family from economic crises, leading an independent life, fulfilling the desires of parents, and utilizing ideal funds and infrastructure. Additionally, the utilization of government schemes in this context. The business environment factors pertain to influences originating from the broader environment. These include motivations such as seeking high profits, self-interest, utilizing government schemes and assistance, seeking advice from family members, encountering low capital requirements, having access to a good market and demand, finding ease in starting the business, and having a connection to one's profession or family business. Table 1 of the literature elaborates on the details of these external and internal components.

Table 1: Variable Definition

S. No	Variable Name	Definition	Reference
1	Individual Goal Pursuit (Achievement Orientation)	This idea relates to a person's goal of achievement, which includes the desire to choose and persist in endeavors that have a fair chance of success or that give the most potential for achieving one's own goals and feeling good about oneself.	Zeffane, 2013; McClelland, 1961
2	Corporate Landscape	Positive self-perceptions regarding their business environment identity and a strong commitment to entrepreneurship have been key influences	Ehigie Umoren (2013)

	(Business Environment)	in driving the achievement of Nigerian women owners.	
3	Intrinsic Drive (Internal motive)	The success of enterprises is influenced by both internal and external elements, including assistance from friends, family, the government, and non-governmental organizations, and the competencies of women.	Agarwal Lenka (2016)

2. METHODOLOGY

A meticulously designed a survey was established to collect data from female business owners in the South region of the country. These surveys, which were particularly intended for women-owned micro and small companies, were personally distributed. The data collection process focused on gathering information about the Self-Help Groups (SHGs) information on the involved womanly entrepreneurs and exploring the heavy forces that led them to initiate their businesses.it consists of 3 sections.The first part consisted of a set of eight questions related to achievement orientation. The second part comprised a set of nine questions focusing on the business environment. The last part included a set of five questions related to internal motives, encompassing the demographic profile of the Respondents who belonged to Andhra Pradesh's SHGs of female entrepreneurs. The questionnaire incorporated validated items sourced from previous research on motivation and startups, ensuring the reliability and relevance of the collected data.

3.1 Objective

- To look at the demographics of Andhra Pradesh's Self-Help Groups (SHGs)' Women entrepreneurs.
- To examine the driving forces behind Andhra Pradesh's women entrepreneurs in Self Help Groups (SHGs).

3.2 Data collection and sampling

In pursuit of the research objectives outlined in this paper, a random sampling method was employed to select a model of 300 entrepreneurs A five-point Likert scale was used to rate these people, with 1 denoting strongly disagree and 5 denoting strongly agree to investigate the motivational factors influencing women entrepreneurs. The selected entrepreneurs served as respondents for a comprehensive survey, specifically designed to delve into the driving forces behind women's entrepreneurial endeavours. The geographical emphasis of the study stood centred in the southern region of Andhra Pradesh, with a particular emphasis on Kadapa Kurnool and Tirupati one of the states in India. The primary demographic targeted in this research comprised women-owned micro and small businesses, representing the study's overall population.

3.3 Data Analysis

The collected data underwent statistical analysis utilizing SPSS software and AMOS. The analytical process involved Factor Analysis and Percentage Analysis to derive results and draw inferences regarding women entrepreneurs in Self-Help Groups (SHGs).

3.4 Formulation of Hypotheses:

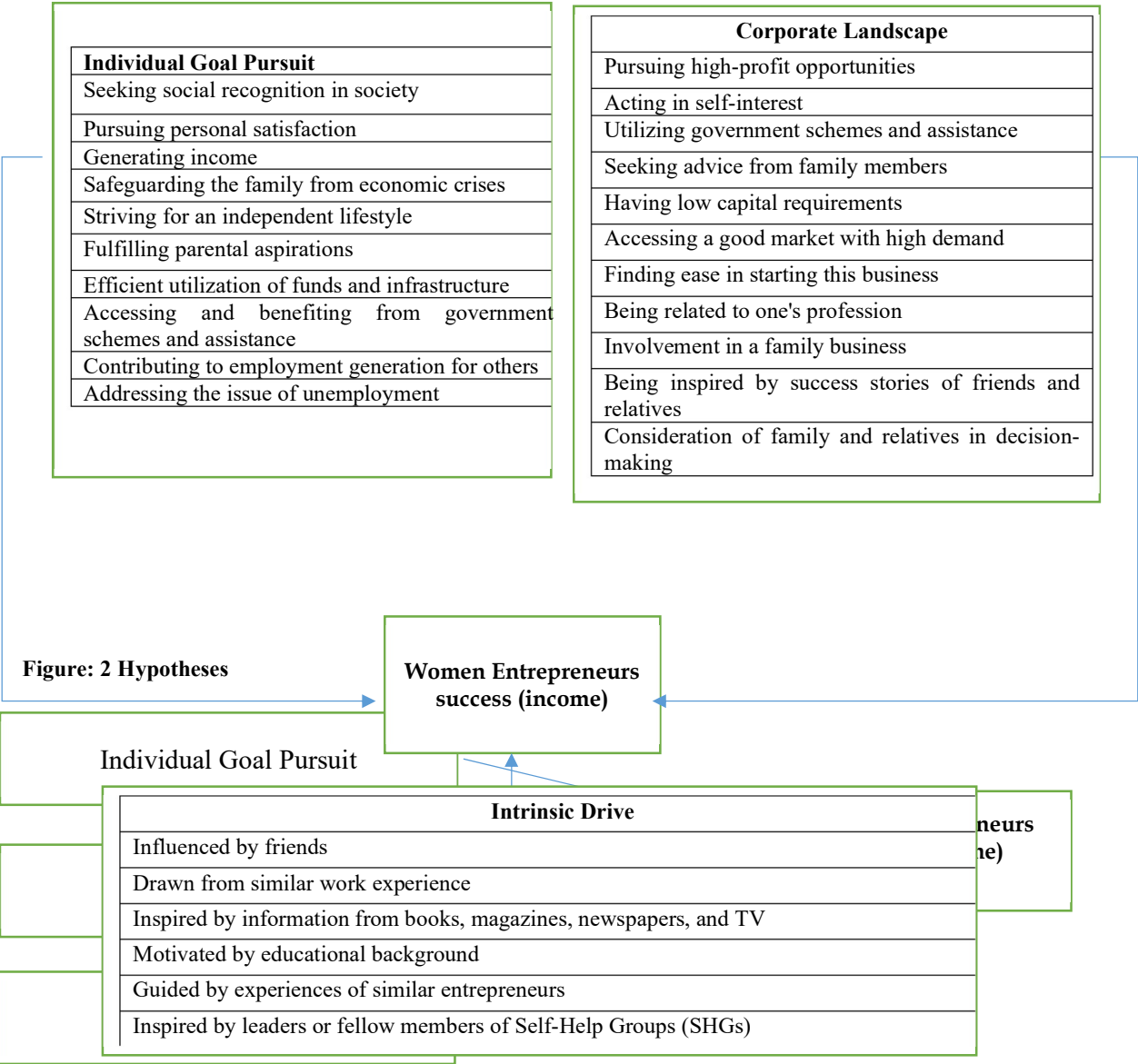
The study developed the following hypotheses, drawing on analysed motivational factors and insights from existing literature:

H1: The success of women entrepreneurs is significantly correlated with accomplishment orientation. (Individual Goal Pursuit)

H2: The success of women entrepreneurs is significantly correlated with the business climate. (Corporate Landscape)

H3: The success of women entrepreneurs is significantly correlated with their personal motivations.(Intrinsic Drive)

Figure 1 Conceptual framework



4.ANALYSIS and FINDINGS

4.1 General profile of respondents

Table 4.1 Demographics Results		
District name	Frequency	Cumulative Percent
Kadapa	95	31.6
Kurnool	103	34.3
Tirupati	102	34
Marital Status		
married	159	53.0
Separated	2	.7
Unmarried	80	26.7
Widow	59	19.7
Category		
General	91	30.3
OBC	108	36.0
Others	22	7.3
SC	79	26.3
Age		
25-35	56	18.7
36-50	140	46.7
50-60	7	2.3
Below 25	97	32.3
Education		
Below Matriculation	21	7.0
Diploma	9	3.0
Illiterate	85	28.3
Intermediate	49	16.3
Matriculation	40	13.3
PG	96	32.0
Location of the business		
Rural	126	42.0
Semi urban	72	24.0
Urban	102	34.0
Business Activity name		
Boutique	10	3.3
Fancy Store	4	1.3
Food Shall	19	6.3
Hotel	6	2.0
provisional Business	47	15.7
Stationary Business	12	4.0
Seasonal Business	138	46.0
Tailor	64	21.3
Income of the business		
48000	154	51.3
96000	55	18.3
108000	42	14.0
120000	17	5.7
150000	24	8.0
180000	8	2.7
Total	300	100

The results obtained from demographic analysis offer a comprehensive snapshot of the surveyed populace. Across districts, marital status, social categories, age groups, educational backgrounds, business locations, and types of business activities, the survey demonstrates a well-rounded representation, showcasing the diversity inherent in the sample.

Table 4.1: Respondent Demographics Profile, Examining the district-wise distribution of respondents among SHGs (Self-Help Groups) of women entrepreneurs, a balanced allocation is evident, with Kadapa Kurnool and Tirupati each contributing 95, 103 and 102 respondents, collectively forming a representative sample. This geographical diversity ensures a nuanced understanding of the demographics within the surveyed region.

Table 4.2 Factors motivating matrix

Motivational factors matrix			
Component	Individual Goal Pursuit	Corporate Landscape	Intrinsic Drive
Individual Goal Pursuit	.703	.611	.364
Corporate Landscape	-.687	.717	.122
Intrinsic Drive	-.186	-.336	.923

Table 4.2 presents a motivational factors matrix that assesses the relationships among three key components: Individual Goal Pursuit, Corporate Landscape, and Intrinsic Drive. The matrix is populated with correlation coefficients reflecting the strength and direction of associations between these components. The diagonal elements of the matrix represent the correlations between each component and itself, which are always perfect correlations (1.000). Looking at the off-diagonal elements, we observe that Individual Goal Pursuit has a positive correlation of 0.703 with itself, suggesting a strong internal consistency within this factor. Similarly, Corporate Landscape shows a positive correlation of 0.717 with itself, indicating robustness in its associations. The interaction between Individual Goal Pursuit and Corporate Landscape is noteworthy. The positive correlation of 0.611 implies a moderately strong positive relationship, suggesting that as individuals pursue their goals, it is a concurrent confident influence on the corporate landscape, fostering a symbiotic relationship between personal and organizational objectives. On the contrary, the negative correlation of -0.687 between Individual Goal Pursuit and Corporate Landscape indicates that certain aspects may be in tension, where individual pursuits may not always align seamlessly with the corporate environment.

Intrinsic Drive, representing an internal motivation factor, exhibits positive correlations with Individual Goal Pursuit (0.364) and Corporate Landscape (0.122). This suggests that individuals with a strong intrinsic drive are likely to be more aligned with their personal goals and, to a lesser extent, with the corporate landscape. The relatively lower correlation with Corporate Landscape may indicate that intrinsic motivation is more individually oriented than influenced by the organizational context.

4.3 Motivational factors of women entrepreneurs among SHGs in AP

Table 4.3 Table Motivational Factors Extracted

Factor	Variables	Score	Alpha	Mean
Individual Goal Pursuit	Seeking social recognition in society	0.86	0.974	3.554
	Pursuing personal satisfaction	0.86		
	Generating income	0.84		
	Safeguarding the family from economic crises	0.82		
	Striving for an independent lifestyle	0.81		
	Fulfilling parental aspirations	0.8		
	Efficient utilization of funds and infrastructure	0.79		
	Accessing and benefiting from government schemes and assistance	0.78		
	Contributing to employment generation for others	0.74		
	Addressing the issue of unemployment	0.66		
Corporate Landscape	Pursuing high-profit opportunities	0.84	0.969	3.209
	Acting in self-interest	0.84		
	Utilizing government schemes and assistance	0.8		
	Seeking advice from family members	0.8		
	Having low capital requirements	0.79		
	Accessing a good market with high demand	0.78		
	Finding ease in starting this business	0.78		
	Being related to one's profession	0.78		
	Involvement in a family business	0.75		
	Being inspired by success stories of friends and relatives	0.7		
Intrinsic Drive	Consideration of family and relatives in decision-making	0.67	0.953	3.124
	Influenced by friends	0.8		
	Drawn from similar work experience	0.75		
	Inspired by information from books, magazines, newspapers, and TV	0.68		
	Motivated by educational background	0.6		
	Guided by experiences of similar entrepreneurs	0.59		
	Inspired by leaders or fellow members of Self-Help Groups (SHGs)	0.57		

The motivational factors for women entrepreneurs within Self Help Groups (SHGs) in Andhra Pradesh, as presented in Table 4.3, reveal intriguing insights into the drivers behind their entrepreneurial pursuits. The factors are categorized into three main themes: Individual Goal Pursuit, Corporate Landscape, and Intrinsic Drive. In terms of Individual Goal Pursuit, women entrepreneurs in SHGs are strongly motivated by various personal and societal aspirations. Seeking social recognition in society emerges as the most significant factor, indicating the importance of societal validation in their entrepreneurial journey. Pursuing personal satisfaction, generating income, safeguarding the family from economic crises, and striving for an independent lifestyle also contribute significantly to their motivations. Fulfilling parental aspirations, efficient utilization of funds and infrastructure, accessing and benefiting from government schemes, and contributing to employment generation for others further underline the multifaceted nature of their individual goals.

The Corporate Landscape theme sheds light on external factors influencing women entrepreneurs. Pursuing high-profit opportunities is a key driver, reflecting a business-oriented mindset. Acting in self-interest, utilizing government schemes and assistance, seeking advice from family members, and having low capital requirements highlight the pragmatic considerations that play a role in their decision-making. Accessing a good market with high demand, finding ease in starting the business, being related to one's profession, involvement in a family business, and drawing inspiration from success stories of friends and relatives underscore the strategic and relational aspects of their entrepreneurial endeavours.

Intrinsic Drive, the third theme, suggests that internal and personal influences significantly contribute to their entrepreneurial motivations. Being influenced by friends, drawn from similar work experiences, inspired by information from various sources (such as books, magazines, newspapers, and TV), and motivated by educational

background and the experiences of similar entrepreneurs showcase the diverse array of intrinsic factors at play. Additionally, being guided by leaders or fellow members of SHGs further emphasizes the role of communal support and inspiration within the group.

Table 4.4 Multivariate analysis of motivational factors

Components	Dependent Variable	Mean	F	Sig.	Partial Eta Squared
Individual Goal Pursuit	Seeking social recognition in society	26.393	12.683	.000	.177
	Pursuing personal satisfaction	18.855	14.415	.000	.197
	Generating income	13.723	6.920	.000	.105
	Safeguarding the family from economic crises	9.237	6.209	.000	.096
	Striving for an independent lifestyle	10.850	7.231	.000	.110
	Fulfilling parental aspirations	9.586	6.099	.000	.094
	Efficient utilization of funds and infrastructure	16.201	10.118	.000	.147
	Accessing and benefiting from government schemes and assistance	7.357	5.427	.000	.085
	Contributing to employment generation for others	7.890	4.849	.000	.076
	Addressing the issue of unemployment	9.740	7.044	.000	.107
	Family and Relatives	14.959	11.074	.000	.158
	Pursuing high-profit opportunities	6.233	4.709	.000	.074
Corporate Landscape	Acting in self-interest	11.479	8.285	.000	.124
	Utilizing government schemes and assistance	14.797	12.510	.000	.175
	Seeking advice from family members	9.927	7.049	.000	.107
	Having low capital requirements	12.192	9.378	.000	.138
	Accessing a good market with high demand	9.654	6.184	.000	.095
	Finding ease in starting this business	12.860	10.156	.000	.147
	Being related to one's profession	17.140	11.016	.000	.158
	Involvement in a family business	11.015	8.741	.000	.129
	Being inspired by success stories of friends and relatives	26.607	19.063	.000	.245
	Influenced by friends	19.421	28.512	.000	.327
Intrinsic Drive	Drawn from similar work experience	15.785	9.564	.000	.140
	Inspired by information from books, magazines, newspapers, and TV	12.795	12.944	.000	.180
	Motivated by educational background	13.678	7.296	.000	.110
	Guided by experiences of similar entrepreneurs	7.865	5.591	.000	.087
	Inspired by leaders or fellow members of Self-Help Groups (SHGs)	11.603	8.085	.000	.121

Table 4.4 No reveals that a multivariate analysis examining the relationship between motivational factors and specific components within Individual Goal Pursuit, Corporate Landscape, and Intrinsic Drive among women entrepreneurs in Self Help Groups (SHGs) in Andhra Pradesh. The analysis includes the mean values, F-statistics, significance levels (Sig.), and Partial Eta Squared values for each dependent variable.

Individual Goal Pursuit: The multivariate analysis indicates a significant relationship between motivational factors and various components within Individual Goal Pursuit. Seeking social recognition in society, pursuing personal satisfaction, generating income, safeguarding the family from economic crises, striving for an independent lifestyle, fulfilling parental aspirations, efficient utilization of funds and infrastructure, accessing and benefiting from government schemes, contributing to employment generation for others, addressing the issue of unemployment, and considering family and relatives in decision-making all show statistically significant relationships. The Partial Eta Squared values suggest moderate to strong effect sizes, indicating the substantial impact of these motivational factors on individual goal pursuit.

Corporate Landscape: Within the Corporate Landscape, pursuing high-profit opportunities, acting in self-interest, utilizing government schemes and assistance, seeking advice from family members, having low capital requirements, accessing a good market with high demand, finding ease in starting the business, being related to one's profession, involvement in a family business, and being inspired by success stories of friends and relatives

all exhibit significant relationships with motivational factors. The Partial Eta Squared values suggest moderate to strong effect sizes, emphasizing the considerable influence of these factors on entrepreneurial decisions within the corporate context.

Intrinsic Drive: Intrinsic Drive, the third component, also demonstrates significant relationships with motivational factors. Being influenced by friends, drawn from similar work experiences, inspired by information from various sources (books, magazines, newspapers, and TV), motivated by educational background, guided by experiences of similar entrepreneurs, and inspired by leaders or fellow members of SHGs all show strong and statistically significant relationships. The Partial Eta Squared values suggest particularly strong effect sizes, indicating that intrinsic factors play a substantial role in driving entrepreneurial motivations among women in SHGs.

Fig 3 Confirmatory factor analysis

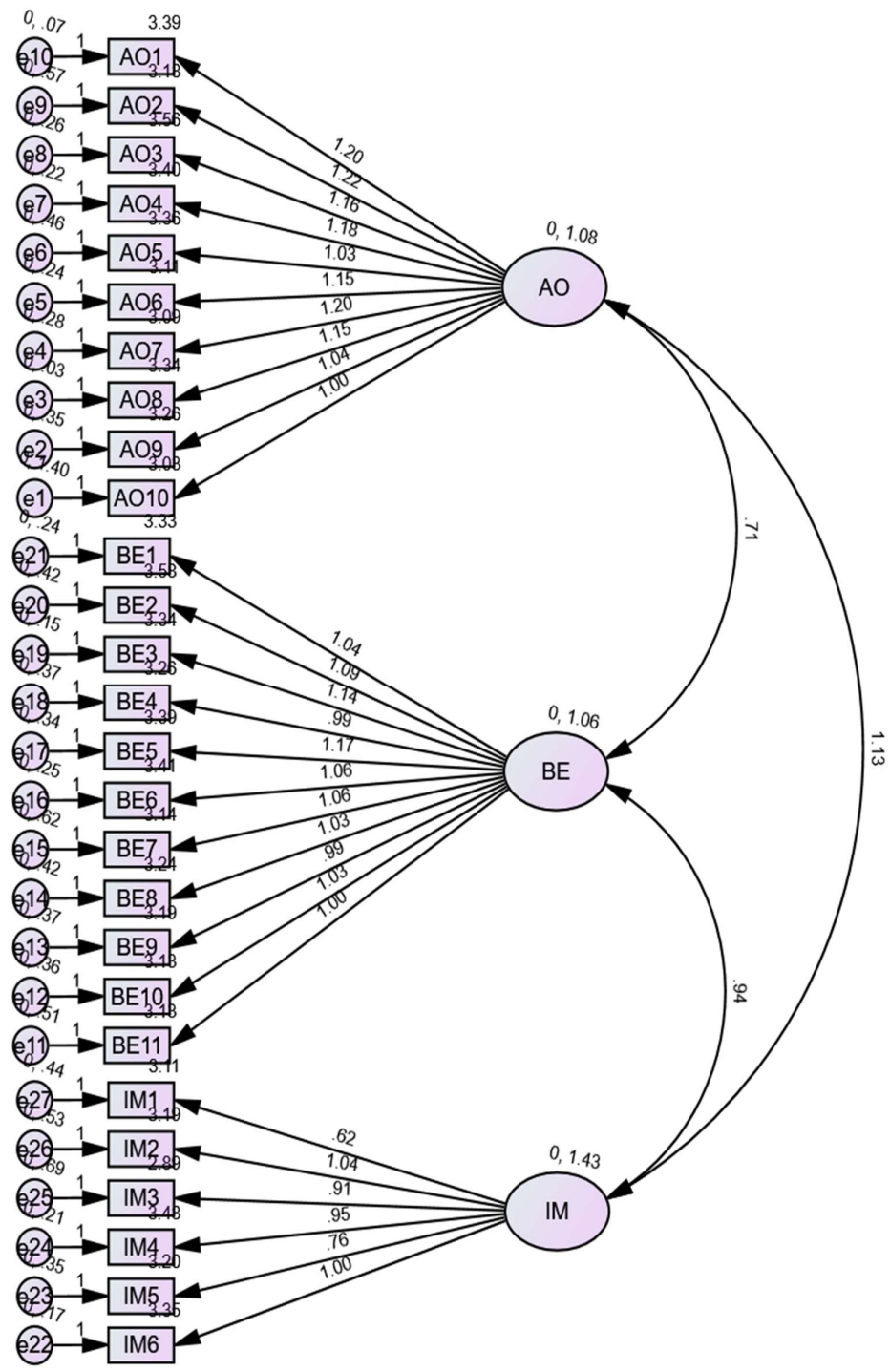


Table 4.5 standardized factor and Scalar Estimates

Variables	Estimate	S.E.	C.R.
Seeking social recognition in society	0.659	0.077	12.563
Pursuing personal satisfaction	0.877	0.077	13.583
Generating income	0.989	0.077	14.94
Safeguarding the family from economic crises	0.919	0.085	14.115
Striving for an independent lifestyle	0.925	0.081	14.176
Fulfilling parental aspirations	0.843	0.078	13.162
Efficient utilization of funds and infrastructure	0.933	0.083	14.274
Accessing and benefiting from government schemes and assistance	0.921	0.082	14.128
Contributing to employment generation for others	0.859	0.091	13.365
Addressing the issue of unemployment	0.978	0.081	14.814
Family and Relatives	0.823		
Pursuing high-profit opportunities	0.87	0.054	19.105
Acting in self-interest	0.86	0.053	18.735
Utilizing government schemes and assistance	0.853	0.056	18.509
Seeking advice from family members	0.812	0.062	17.125
Having low capital requirements	0.91	0.052	20.594
Accessing a good market with high demand	0.9	0.058	20.21
Finding ease in starting this business	0.859	0.053	18.709
Being related to one's profession	0.95	0.051	22.287
Involvement in a family business	0.867	0.058	18.997
Being inspired by success stories of friends and relatives	0.91	0.051	20.613
Influenced by friends	0.946		
Drawn from similar work experience	0.839	0.033	23.039
Inspired by information from books, magazines, newspapers, and TV	0.928	0.03	31.801
Motivated by educational background	0.797	0.045	20.367
Guided by experiences of similar entrepreneurs	0.863	0.042	24.897
Inspired by leaders or fellow members of Self-Help Groups (SHGs)	0.744	0.035	17.614

The standardized factor and scalar estimates presented in Table 4.5 offer a detailed insight into the strength and significance of various motivational factors influencing women entrepreneurs in SHGs in AP.

Individual Goal Pursuit: Seeking social recognition in society has a standardized factor estimate of 0.659, suggesting a moderate positive influence on individual goal pursuit. Pursuing personal satisfaction, generating income, safeguarding the family from economic crises, striving for an independent lifestyle, fulfilling parental aspirations, efficient utilization of funds and infrastructure, accessing and benefiting from government schemes and assistance, contributing to employment generation for others, and addressing the issue of unemployment all have notably positive standardized factor estimates ranging from 0.877 to 0.978. These high estimates signify a substantial positive impact of these factors on individual goal pursuit.

Corporate Landscape: The variables associated with the corporate landscape exhibit strong positive influences, as indicated by positive standardized factor estimates ranging from 0.812 to 0.95. Pursuing high-profit opportunities, acting in self-interest, utilizing government schemes and assistance, seeking advice from family members, having low capital requirements, accessing a good market with high demand, finding ease in starting a business, being related to one's profession, involvement in a family business, and being inspired by success stories of friends and relatives all contribute significantly to the entrepreneurial landscape.

Intrinsic Drive: Intrinsic drive factors, such as being influenced by friends, drawn from similar work experience, inspired by information from various sources, motivated by educational background, guided by experiences of similar entrepreneurs, and inspired by leaders or fellow members of SHGs, demonstrate strong positive influences with standardized factor estimates ranging from 0.744 to 0.946. These values underscore the crucial role of intrinsic factors in motivating women entrepreneurs within SHGs. In summary, the interpretation of Table 4.5 reveals a consistent pattern of positive and significant associations between several motivational aspects and the entrepreneurial pursuits of women in SHGs in Andhra Pradesh. The conclusions underline the multifaceted nature of these motivations and their combined influence on individual goal pursuit, the corporate landscape, and intrinsic drive among women entrepreneurs in the region.

Table 4.6 Model fit for CMIN

CMIN			
Model	CMIN	DF	CMIN/DF
Default model	7473.39	321	23.282
Saturated model	0	0	0
Independence model	18008.9	351	51.307

Table 4.6 presents the model fit statistics, specifically the Comparative Fit Index (CMIN)The Independence model, with a CMIN of 18008.9 and 351 degrees of freedom, results in a relatively high CMIN/DF ratio of 51.307. This suggests that the Independence model, which assumes no relationships among variables, does not offer a suitable match for the data. The higher CMIN/DF ratio indicates a poor fit, highlighting that the Independence model is not capturing the underlying structure in the data.

Table 4.7 Model fit for Parsimony-Adjusted Measures

Parsimony-Adjusted Measures			
Model	PRATIO	PNFI	PCFI
Default model	0.915	0.535	0.544
Saturated model	0	0	0
Independence model	1	0	0

Table 4.7 displays the Parsimony-Adjusted Measures for three different model the Independence model, with a PRATIO of 1 and PNFI and PCFI values of 0, indicates that this model does not offer a suitable match for the data while penalizing for complexity. A PRATIO of 1 suggests that the Independence model is not balancing model fit and complexity effectively, reaffirming that this model is not capturing the underlying patterns in the data.

Table 4.8 Model fit for RMSEA

RMSEA				
Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	0.273	0.268	0.278	0
Independence model	0.41	0.405	0.415	0

The table 4.8 shows The Independence model has an RMSEA of 0.41, with a 90% confidence interval ranging from 0.405 to 0.415. The PCLOSE value is 0, indicating a poor fit. The higher RMSEA value for the Independence model compared to the Default model further emphasizes that the Independence model is not a good representation of the relationships among variables in the data.

5. DISCUSSION AND CONCLUSION:

According to the author also found the relevant motivational factors Utilizing the Need framework of theory, the examining hypothesizes that business ownership manifests from achievement, affiliation, autonomy, and dominance. They display higher needs for achievement and dominance than women employees, with significant differences observed in affiliation and autonomy needs. Lee J. 1996. The another motivational factors derived by Cho.Y., Park, J. Han, S.J.Sung,M. and Park C 2021). Findings reveal that motivations stem from both necessity and opportunity factors, while challenges include gender stereotypes, countered by opportunities like fostering a family-like structural culture. Achievement is attributed to personal attributes. Social situation emerges as crucial, underscoring the need for national support for entrepreneurship education, organizational efforts to create supportive cultures, and individual leadership programs.

The research paper delves into the impact of three key motivational factors—namely, Individual Goal Pursuit, Corporate Landscape and Intrinsic Drive on the success of women businesspersons participating in SHGs in AP. By drawing on existing literature and employing Exploratory Factor Analysis (EFA), the research seeks to uncover the favourable impact of these motivating elements on women's performance as entrepreneurs. Three hypotheses were formulated and tested to establish the relationships between achievement and motivating variables. The analysis indicates that, notably in Tirupati, Kadapa, and Kurnool, earnings emerge as the most important driving force behind Andhra Pradesh's SHGs' success with female entrepreneurs. This discovery is closely related to the importance of security, independence, recognition, and satisfaction derived from business income. These conclusions offer insightful observations for understanding and enhancing the accomplishment of women businesspersons in the specified regions and contribute to the broader discourse on motivational dynamics within SHGs in the entrepreneurial landscape of Andhra Pradesh.

The entrepreneurial landscape is shaped by a complex interplay of external and internal factors. Individuals are driven by a combination of economic, social, and personal considerations, reflecting a nuanced decision-making process. Grasping these motivators is essential for policymakers, educators, and support organizations aiming to foster entrepreneurship by tailoring their strategies to address the diverse needs and aspirations of potential entrepreneurs. Moreover, the identified factors can serve as a guide for aspiring entrepreneurs in self-assessment and decision-making, enabling them to align their ventures with their motivations and enhance the likelihood of success. This research improves our comprehension of the multilayered nature of entrepreneurial motivation along with holds relevance for policymakers, educators, and support organizations. By acknowledging and comprehensively addressing the diverse motivations that propel entrepreneurship, stakeholders can customize strategies and interventions to better support aspiring entrepreneurs. Armed with insights from this research, aspiring entrepreneurs can engage in more informed decision-making, aligning their ventures with personal motivations and increasing the likelihood of sustainable success in the intricate and dynamic realm of entrepreneurship.

6. FUTURE SCOPE OF THE STUDY

This research has concentrated looking at the driving forces behind women's behaviour, recognizing that the advancement of a Both men and women must contribute to the nation. Although this study's conclusions are pertinent to encouraging women to pursue entrepreneurship, future research should delve into a comparative or integrated examination of motivational and success factors among male and female entrepreneurs. It is crucial to expand investigations to consider various elements such as sector type, culture, age, etc., using both qualitative and quantitative approaches in diverse contexts in order to better comprehend the dynamics persuading the concert of businesses run by women entrepreneurs. This broader approach will subsidize to a extra all-inclusive considerate of the entrepreneurial landscape and provide insights that can inform policies and interventions aimed at fostering gender-inclusive economic development.

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