

International Multidisciplinary
Research Journal

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Thoughts

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RNI MAHMUL/2011/38595

ISSN No.2231-5063

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RELATIONSHIP BETWEEN PERSONALITY AND MOTIVATION
FACTORS OF SMALL SCALE WOMEN ENTREPRENEURS



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Short Profile

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ABSTRACT:

The present study made an attempt to find out the personality and motivation factors of small scale women entrepreneurs in Nagapattinam district. The study tried to know whether there any influence of demographic variables on personality and motivation factors of small scale women entrepreneurs. In the present investigation a sample of 100 small scale women entrepreneurs were selected randomly. Primary data

were collected from the respondents using questionnaire developed by researcher. After collecting the data, they were coded using Microsoft excel. The data were analyzed in Statistical Package for Social Science. Mean, Standard Deviation, t-test and One way ANOVA analysis were applied to test the hypotheses. Result shows that there is a significant difference between small scale women entrepreneurs differ in their personality and motivation factors.

KEYWORDS

Personality and Motivation factors.

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INTRODUCTION

The word personality is derived from the Latin word 'Persona'. All port views personality as the characteristic patterns of behavior and modes of thinking that determines a person's adjustment to the environment. Personality is an organized, permanent, subjectively perceived entity which is at the very heart of all our experiences. Personality is what an individual really is, as an internal 'something' that guides and directs all human activity. Personality traits are the enduring characteristics that describe an individual behaviour– Buss. Thus personality represents the sum total of several attributes, which manifest themselves in an individual; the ability of the individual to organize and integrate all the qualities so as to give meaning to life; and uniqueness of the situation which influences behaviour of an individual.

MOTIVATION

The term "Motivation" has been derived from a Latin word "moveve" which means 'TO MOVE'. It represents the force that moves people and causes them to act. Motivation is something that motivates a person into action and continues him in the course of action enthusiastically. It is psychological technique, which really executes the plans and policies through the efforts of others. Human motives are internalized goals within individuals. Therefore, it is "the act of detecting those motives and trying to gratify it"

REVIEW OF LITERATURE

Velu Suresh Kumar, (2005) has mentioned in his article "Women Empowerment - Success through small scale women entrepreneurs ", that apart from financial aspects, it also becomes a platform for exchanging ideas regarding prevention of AIDS, dowry, nutrition, marital laws, literacy, sanitation and children rearing etc. He also pointed out that the leadership qualities have been developed through small scale women entrepreneurs meetings, and around 2500 women have become presidents (or) members of Panchayats and local bodies in the state. The small scale women entrepreneurs differ in their emotional intelligence; it can be possessed by an individual in more or less amount. But, if the individuals and emotional balanced, they can manage any difficult situations easily.

Sundaram Satya (2005) studied the participatory rural development success stories referred by small scale women entrepreneurs functioning in selected pockets of Tamil nadu. In Ramanathapuram district around 1500 small scale women entrepreneurs have been formed spreading over 255 Panchayats and nine blocks. The small scale women entrepreneurs have saved Rs. 54.32 lakhs. The Tamilnadu women development project is successfully implemented through the small scale women entrepreneurs groups.

Jain and Reddy (2006) studied the participation of women in rural development through the organizations of women (Mahila Mandals) at grass root levels. He found that leadership in the majority of Mandals was confined to high castes. These organizations playing important role in nutrition, education and family welfare programmes. Lack of proper management led to the failure of certain Mahila Mandals, whereas as enthusiastic leadership and emphasis on economic activities ensured success.

OBJECTIVES

- ▲ To understand the personality of small scale women entrepreneurs in Nagapattinam District.
- ▲ To know the motivation factors of small scale women entrepreneurs.
- ▲ To significant correlation between personality and motivation factors of small scale women entrepreneurs.

HYPOTHESIS

- ▲ The small scale women entrepreneurs differ in their personality on the basis of their age, marital status, family type, education, community and occupation.
- ▲ The small scale women entrepreneurs differ in their personality on the basis of their income.

METHODOLOGY

SAMPLING PROCEDURE

This study was planned to be conducted among the small scale women entrepreneurs of Nagapattinam District. It was decided to have a sample from the population of women entrepreneurs groups on a stratified random basis. The Nagapattinam district 3 blocks was chosen.

METHODS OF DATA COLLECTION

The investigator personally distributed the questionnaires to each member of the selected sample. They were requested to answer the items in the booklet as per the instructions provided at the beginning of each questionnaire. Confidentiality of response was assured. The respondents were cooperative and took three hours to fill the information in all the questionnaires. The questionnaires were collected by the investigator from the respondents. Out of the 100 women entrepreneurs chosen for the sample through the stratified random sampling. Among the 150 women entrepreneurs contacted and requested to answer our questionnaires, only 100 of them returned the duly filled in questionnaires, making it return.

DATA PROCESSING

The collected data were analyzed using appropriate statistical techniques. The descriptive statistics such as mean and S.D, SEM, t-ratio were computed. In order to study the functional dependencies to indicate the likelihood of causal relationships between the variables, inferential statistical techniques of product moment correlation, ANOVA, step-wise regression analysis were computed.

LIMITATIONS OF THE STUDY

The vast population, limitation of the time etc forced to restrict this study a sample of 100

women entrepreneurs randomly selected from Nagapattinam district in Tamilnadu. Therefore the conclusion and other interpretation derived in their enquiry must view in the context of the sample and variables used in this study.

RESULTS AND DISCUSSION

Table 1

Mean, SD and F-ratio of personality scores of small scale women entrepreneurs on the basis of their age.

Age	N	Mean	SD	F-ratio	Level of Significant
Below 25	35	33.84	5.17	3.70	0.01
26 to 35	23	31.16	5.70		
36 to 45	25	31.27	5.60		
Above 45	17	33.54	5.16		
Total	100	31.96	5.16		

Hy: The small scale women entrepreneurs differ in their personality on the basis of their age.

The mean, SD and F-ratio for the scores of personality of small scale women entrepreneurs on the basis of their age. Among the variable studied the personality traits seem to be statistically significant. The obtained F-ratio (3.70) for personality and the age group is significant at 1% level indicating the real difference among the age level groups in the personality.

Table 2

Showing Mean, SD and t-ratio of personality scores of small scale women entrepreneurs on the basis of their marital status.

Marital status	N	Mean	SD	t-ratio	Level of significance
Married	58	31.60	5.68	2.84	0.01
Unmarried	42	33.83	4.80		

Hy: The small scale women entrepreneurs differ in their personality on the basis of their marital status.

The mean, SD and t-ratio for the scores of personality of small scale women entrepreneurs on the basis of their marital status. Among the variable studied the personality seem to be statistically significant. The obtained t-ratio (2.84) for personality and the marital status is significant at 1% level indicating the real difference among married and unmarried people in the personality.

Table 3

Showing Mean, SD and t-ratio of personality scores of small scale women entrepreneurs on the basis of their family type

Family type	N	M	SD	t-ratio	Level of significance
Joint	63	32.82	5.57	2.96	0.01
Nuclear	37	30.94	5.49		

Hy: The small scale women entrepreneurs differ in their personality on the basis of their family type.

The mean, SD and F-ratio for the scores of personality of small scale women entrepreneurs on the basis of their family type. An attempt was made in this study to find out whether the type of family divides the small scale women entrepreneurs in their personality. The type of family influences the personality of small scale women entrepreneurs, since the obtained t-ratio (2.96) is significant at 1% level. This means that the groups differ on the basis of their family type.

Table 4

Showing Mean, SD and F-ratio of personality scores of small scale women entrepreneurs on the basis of their education.

Education	N	M	SD	F-ratio	Level of Significance
Illiterate	24	28.25	4.89	3.27	0.01
Upto 5 th Std	23	30.61	5.16		
6 to 10 th Std	11	31.94	5.58		
11 & 12	27	32.15	6.14		
College	15	33.00	5.89		
Total	100	31.95	5.61		

Hy: The small scale women entrepreneurs differ in their personality on the basis of their education.

The mean, SD and F-ratio for the scores of personality of small scale women entrepreneurs on the basis of their education. The obtained F-ratio (3.27) for personality is statistically significant at 1% level. The results show that education has influence over the personality of small scale women entrepreneurs. Hence the hypothesis is accepted.

Table 5

Showing Mean, SD and F-ratio of personality scores of small scale women entrepreneurs on the basis of their community

Community	N	M	SD	F-ratio	Level of significance
BC	35	33.07	5.30	8.49	0.01
MBC	22	30.21	5.80		
SC	43	31.68	5.57		
Total	100	31.95	5.61		

Hy: The small scale women entrepreneurs differ in their personality on the basis of their community.

Table exhibits the mean, SD and F-ratio for the scores of personality with respect to different community groups. It is evident from the result in the table that the community level groups of small scale women entrepreneurs show marked difference in personality. The obtained F-ratio (8.49) is significant at 1% level.

Table 6

Showing Mean, SD and F-ratio of personality scores of small scale women entrepreneurs on the basis of their occupation

Occupation	N	M	SD	F-ratio	Level of significance
House wife	30	27.30	5.95	3.92	0.01
Agri workers	22	31.36	6.13		
Daily wages	28	32.63	4.60		
Business & other	20	33.45	4.81		
Total	100	31.92	5.61		

Hy: The small scale women entrepreneurs differ in their personality on the basis of their occupation.

Table 6 furnishes the mean, SD and F-ratio for the scores of personality with respect to various occupational groups. Results show that there is a significant difference in personality of small scale women entrepreneurs on the basis of their occupations. The F-ratio is significant for either of these four groups. Hence the hypothesis is accepted.

Table 7

Showing Mean, SD and F-ratio of personality scores of small scale women entrepreneurs on the basis of their income

Income	N	M	SD	F-ratio	Level of significance
Below 400	37	29.51	5.80	3.521	0.01
401 – 1000	41	32.26	5.57		
Above 1001	22	30.82	5.47		
Total	100	31.95	5.61		

Hy: The small scale women entrepreneurs differ in their personality on the basis of their income.

Table 7 shows the Mean, SD and F-ratio of personality with respect to various income groups. As seen from the table the obtained F-ratio for all the variables statistically significant at 0.01 level. The small scale women entrepreneurs with various incomes differ in their personality. Hence the hypothesis is proved in this study.

Table 8

Simple correlation between small scale women entrepreneurs personality and motivation factors

	Motivation factors
Personality	0.524**

** Significant at the 0.01 level (99% confident interval)

Table 8 shows significant correlation between small scale women entrepreneurs personality and motivation factors. Result shows that there is a positive and significant correlation between small scale women entrepreneurs personality and motivation factors.

FINDINGS

- Result shows that the small scale women entrepreneurs differ in their personality on the basis of their age, marital status, family type, education, community, occupation, and income.
- Result shows that there is a positive and significant correlation between small scale women entrepreneurs personality and motivation factors.

CONCLUSION

The main aim of this study was to investigate the influence of socio–demographical factors on

the personality of the small scale women entrepreneurs. The study was conducted among randomly selected 100 respondents. Certain psychological instruments such as personality and motivational factor were used. In addition, personal information schedule was used to collect the information regarding demographic variables. Hypothesis relating personality and demographic variables are formulated and tested for their significance. From the results, certain conclusions were drawn. Few areas for future research have been suggested. Result shows that there is a positive and significant correlation between small scale women entrepreneurs personality and motivation factors.

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