CHAPTER 6
SUMMARY AND CONCLUSION

6.1 Introduction to the Chapter

Extensive review of the literature showed that motivational factors and challenges of MSME entrepreneurs are extremely important and a matter of study especially in a developing country like India. The findings of this research work are significant for many reasons. Most importantly, this research work will throw better light on the issues of motivational patterns of Micro, Small and Medium entrepreneurs which influence them to start their own business. In a developing country like India, where entrepreneurship development is still lacking, the outcomes will be capable of providing relevant information, which can result in restructuring of policies.

The brief overview of the objectives, hypothesis, and research methodology is given in this chapter. The whole study is divided into six chapters. First chapter covers the overview of MSME sector in India and its contribution in terms of employment, export, GDP, etc. The second chapter reviewed a lot of literature on entrepreneurs, entrepreneurship, motivation and challenges. The third chapter centers around research methodology adopted for the present study. The fourth chapter identifies various motivational factors and challenges, with the help of factor analysis. Fifth chapter is all about suggesting strategies and recommendations. The last section, i.e. sixth chapter represents a summary, conclusion and scope for the future research.

6.2 Objectives, Hypotheses and Methodology

The present section explains the objectives, research hypothesis to achieve the objectives, scope of the study, tools implemented in the study and research methodology adopted for the fulfillment of the study.
6.2.1 Research Objectives

The present study was carried out to examine motivational factors and challenges faced by entrepreneurs. The desired objectives of the study are as follows: 1). To determine various motivational factors and challenges faced by micro, small and medium entrepreneurs. 2). To study the effect of demographic variables on the motivations of entrepreneurs. 3). To examine the relationship between motivational factors and entrepreneurial challenges. 4). To suggest strategies which can be employed by micro, small and medium entrepreneurs in countering the challenges they face.

In alliance with the above mentioned objectives, the following alternative - hypotheses (H₁s) were tested.

6.2.2 Research Hypotheses

To achieve the objectives of the study, following were the research hypotheses that were developed.

H₀₁: There is no statistical significance difference between gender and motivations of entrepreneurs. H₀₁a: There is no statistical significance difference between gender and desire to be the owner of their own business. H₀₁b: There is no statistical significance difference between gender and willingness to provide jobs for their family members. H₀₁c: There is no statistical significance difference between gender and access to the labor. H₀₁d: There is no statistical significance difference between gender and access to the customer. H₀₁e: There is no statistical significance difference between gender and desire for high earning. H₀₁f: There is no statistical significance difference between gender and access to the finance. H₀₁g: There is no statistical significance difference between gender and wish for the recognition in the society.

H₀₂: There is no statistical significance difference between age when started the enterprise and motivations of entrepreneurs. H₀₂a: There is no statistical significance difference between age of starting the enterprise and a desire to be the owner of their own business. H₀₂b: There is no statistical significance difference between age of starting the enterprise when and willingness to provide jobs for their family members. H₀₂c: There is no statistical significance difference between age of starting the
enterprise and access to the labor. Ho2d: There is no statistical significance difference between age of starting the enterprise and access to the customer. Ho2e: There is no statistical significance difference between age of starting the enterprise and desire for high earning. Ho2f: There is no statistical significance difference between age of starting the enterprise and access to the finance. Ho2g: There is no statistical significance difference between age of starting the enterprise and wish for the recognition in the society.

Ho3: There is no statistical significance difference between the different educational background and motivations of entrepreneurs Ho3a: There is no statistical significance difference between educational background and desire to be the owner of their own business. Ho3b: There is no statistical significance difference between educational background and willingness to provide jobs for their family members. Ho3c: There is no statistical significance difference between educational background and access to the labor. Ho3d: There is no statistical significance difference between educational background and access to the customer. Ho3e: There is no statistical significance difference between educational background and desire for high earning. Ho3f: There is no statistical significance difference between educational background and access to the finance. Ho3g: There is no statistical significance difference between educational background and wish for the recognition in the society.

Ho4: There is no statistical significance difference between the category of enterprise and motivations of entrepreneurs.Ho4a: There is no statistical significance difference between the category of enterprise and desire to be the owner of their own business. Ho4b: There is no statistical significance difference between the category of enterprise and willingness to provide jobs for their family members. Ho4c: There is no statistical significance difference between category of enterprise and access to the labor. Ho4d: There is no statistical significance difference between category of enterprise and access to the customer. Ho4e: There is no statistical significance difference between the category of enterprise and desire for high earning. Ho4f: There is no statistical significance difference between category of enterprise and access to the finance. Ho4g: There is no statistical significance difference between the category of enterprise and wish for the recognition in the society
6.2.3 Scope of the Study

For the purpose of the present study the registered manufacturing sector was considered. All the entrepreneurs of registered manufacturing sectors in MSMEs in Haryana region were the universe for the present study. Out of the twenty two districts in Haryana four districts Jhajjar, Hisar, Panchkula and Rewari were selected for the purpose of data collection. These four districts were selected with the help of multistage random sampling followed by systematic random sampling.

6.2.4 Research Design

The present study was explorative in nature because the research conducted on motivational factors and challenges faced by micro, small and medium entrepreneurs were very less prominent in Indian context. Thus, an attempt was made to study these aspects in Indian industrial context. On the other hand, various hypothesis were statistically tested to derive conclusions regarding the relationship between motivational factors and demographics of entrepreneurs. In addition to that, this study followed a specified method for selecting the sample and for collecting data from that sample. In this way, the research was descriptive in nature. Therefore, the present study was explorative cum descriptive followed by single cross sectional research design.

6.2.5 Database

Both primary and secondary sources were considered for the purpose of data collection. The primary data were obtained with the help of a well-structured and pre-tested questionnaire. Entrepreneurs were selected randomly by the method of systematic random sampling with the help of a list of registered MSME entrepreneurs as provided by the DIC (District Industries Centers) offices of various districts. Secondary data were obtained from various academic journals, books, research articles published in books and magazines, internet and annual MSME reports as published by the Government of India.

6.2.6 Tools of Analysis

The statistical tools implemented to evaluate and analyze the data covered percentages, arithmetic mean, standard deviation, factor analysis, t-test, one way ANOVA and correlation.
6.3 Major Findings
The discussion of the major findings of the present research study is discussed as follows:

6.3.1 Motivational Factors of Micro, Small and Medium Enterprise Entrepreneurs

- The Factor analysis was conducted on 28 variables representing motivation and four groups of variables were extracted as distinct factors explaining 73.43 percent of total variance. Keiser-Meyer-Olkin measure of sampling adequacy was 0.803 showing that the sample size was adequate according to the number of statements and Bartlett’s test of Sphericity was significant at 0.000.

- Extracted four key factors were as: Recognition and Achievement, Independence, Favorable Market Situation and Security. Recognition and Achievement was the most powerful and important factor that explained a highest (24.34 %) of the total variance followed by Independence (20.86%), Favorable Market Situation (15.40 %) and Security (12.82%).

6.3.2 Challenges faced by Micro, Small and Medium Enterprise Entrepreneurs

- A list of 25 variables representing challenges was condensed into Six groups via Principle Component Analysis. These variables were extracted a 68.87 percent of total variance. Keiser-Meyer-Olkin measure of sampling adequacy was 0.616 showing that the sample size was adequate according to the number of statements and Bartlett’s test of Sphericity was significant at 0.000.

- Six distinct factors that were extracted named as: Management related, Economic, Financial, Market related, Formal and Personal. Management related challenge explained maximum of the variance, i.e. 12.79%, followed by Economic factor explained 12.71%, Financial (11.74%), Market related (11.64%), Formal (10.13%) and Personal (9.86%).

6.3.3 Motivational factors compared to different types of demographic variables.
To investigate the relationship between the motivational factors of MSME entrepreneurs and demographic variables, t-test and one way analysis of variance was
conducted. The motivational variables with highest factor loadings of 0.8 to 0.945 were taken to calculate the one-way ANOVA.

6.2.3.1 Motivations in comparison to the gender of MSME entrepreneurs.

- Gender group categories did not show any significant difference with the desire of entrepreneur to be the owner of their own business. The null hypothesis was accepted and all the entrepreneurs whether they were males or females had a desire to be the owner of their own business. Thus, both of them were motivated to be the owner of their own business.

- The test of significance regarding the comparison between different gender groups and motivation of entrepreneurs to provide jobs for their family members did not show any significant difference. All the males and female entrepreneurs were wanted to provide jobs for their family members.

- There was no significance difference found between gender groups and the access to labor acting as a motivation for entrepreneurs to start their business. Thus, access to the labor motivated all the individuals from different gender groups to start their own business.

- Male and female group categories did not show any significant difference with the motivator related to access to customer. The null hypothesis was accepted and access to the customer motivated individuals from two gender groups to start their own business.

- The p-value for motivation of high earning is higher than 0.05 (0.793). Hence, the null hypothesis, H01e: There is no statistical significance difference between gender and desire for high earning was accepted. The difference exists by chance only or both males and females were motivated to earn higher incomes, when tested statistically.

- Gender group categories did not show any significant difference with a motivator related to access to finance. Therefore, both males and females were motivated to start their own business when the availability of finance was there.

- There was no significance difference found between gender groups and the desire for the recognition acting as a motivator for new business startups. The
null hypothesis was accepted indicated that both males and females had a high desire for recognition in the society and it was acting as a motivator for both the groups of entrepreneurs to start a new business venture.

6.3.3.2 Age of starting the enterprise in comparison with motivation of entrepreneurs.

- Different groups of entrepreneurs age when started business did not show any significance difference with the desire to be the owner of their own business. Thus, the null hypothesis that there is no statistical significance difference between age when started the enterprise and desire to be the owner of their own business was not rejected. Therefore, all the entrepreneurs belonged to different age groups had strong desires to be the owner of their own business.

- There was no statistical significant difference found between different age of starting the enterprise and willingness of entrepreneurs to provide jobs for their family members. The null hypothesis was not rejected and all the entrepreneurs from different start up age groups were motivated to provide jobs for their family members.

- The results of one-way analysis of variance test, showed that there was no significane difference found between age of starting the enterprise and access to the labor working as a motivator. Therefore, the null hypothesis was not rejected. Therefore, access to the labor motivated all the entrepreneurs from different age groups to start their own business.

- Different groups of age of starting the enterprise did not show any significance difference with access to customer acting as a motivator. The null hypothesis was accepted and access to the customer motivated all the individuals from different age groups to start their own business.

- Different groups of age of starting the enterprise did not show any significance difference with the desire for high earnings. The null hypothesis was accepted and the difference exists by chance only and all the entrepreneurs belonged to different groups of age of starting the enterprise were motivated to earn higher incomes, when tested statistically.
• The null hypothesis, i.e. there is no statistical significance difference between age of starting the enterprise and access to the finance. There was no statistical difference exist between business startup age categories and access to finance. In other words, all the entrepreneurs of different ages were motivated to start their own business when the availability of finance was there.

• There was no significance difference found between age of starting the enterprise and the desire for the recognition in the society. The null hypothesis was accepted indicated that all the entrepreneurs from different age groups had high desire for recognition in the society and it was acting as a motivator for all the entrepreneurs belonged to different groups of startup ages.

6.3.3.3 Motivations of Micro, Small and Medium Enterprise entrepreneurs compared to different types of entrepreneur’s educational background.

• Different education qualification categories of the entrepreneurs did not differ significantly on desire to be the owner of their own business. The null hypothesis was not rejected. Therefore, all the entrepreneurs had desire to be the owner of their own business irrespective of their different educational background.

• There was no statistical significance difference found between different education qualification categories of entrepreneurs and their willingness to provide jobs to their family members. The null hypothesis was not rejected and all the entrepreneurs from different education qualification groups were motivated to provide jobs to their family members.

• The results of one-way analysis of variance test, showed that there was no significant difference found between various categories of education qualification and access to the labor working as a motivator. Therefore, the null hypothesis was not rejected. Therefore, access to the labor motivated all the entrepreneurs from different categories of education qualification to start their own business.

• Different groups of education qualification of entrepreneurs did not show any significance difference with access to customer acting as a motivator. The null
hypothesis was accepted and access to the customer motivated all the individuals from different categories of education qualification.

- Different education qualification groups of entrepreneurs did not show any statistical significance difference with the desire for high earnings. The null hypothesis was accepted and the difference exists by chance only and all the entrepreneurs’ belonged to different categories of education qualification were motivated to earn higher incomes, when tested statistically.

- The null hypothesis, i.e. there is no statistical significance difference between educational qualification and access to the finance, was not rejected. In other words, all the entrepreneurs having different education qualification were motivated to start their own business when the availability of finance was there.

- There was no significance difference found between different education qualification groups and the desire for the recognition in the society. The null hypothesis was accepted and it was indicated that all the entrepreneurs had high desire for recognition in the society and it was acting as a motivator for all the entrepreneurs belonged to different educational qualification.

6.3.3.4 Micro, Small and Medium Enterprise entrepreneurs in comparison with the desire to be the owner of their own business.

- Different categories of the entrepreneurs did not differ significantly on desire to be the owner of their own business. The null hypothesis was not rejected. Therefore, all the entrepreneurs had desire to be the owner of their own business irrespective of their category of enterprises.

- There was no statistical significant difference found between different categories of enterprise entrepreneurs and their willingness to provide jobs for their family members. The null hypothesis was not rejected and all the entrepreneurs from different categories were motivated to provide jobs for their family members.

- The results of one-way analysis of variance test, showed that there was no significant difference found between various categories of enterprise entrepreneurs and access to the labor working as a motivator. Therefore, the null
hypothesis was not rejected. Therefore, access to the labor motivated all the entrepreneurs from different categories of enterprises to start their own business.

- Different categories of enterprise entrepreneurs did not show any significance difference with access to customer acting as a motivator. The null hypothesis was accepted and access to the customer motivated all the individuals from different categories of enterprises.

- Different categories (micro, small and medium) of entrepreneurs did not show any statistical significance difference with the desire for high earnings. The null hypothesis was accepted and the difference exists by chance only and all the entrepreneurs’ belonged to different categories of enterprises were motivated to earn higher incomes, when tested statistically.

- The null hypothesis, i.e. there is no statistical significance difference between category of enterprise and access to the finance. There was no statistical difference exist between categories of enterprise entrepreneurs and access to finance. In other words, all the entrepreneurs from different categories of enterprises were motivated to start their own business when the availability of finance was there.

- There was no significance difference found between different categories of enterprise entrepreneurs and the desire for the recognition in the society. The null hypothesis was accepted and it indicated that all the entrepreneurs had high desire for recognition in the society and it was acting as a motivator for entrepreneurs belonged to different categories of enterprises.

6.3.3.5 The results of the relationship between motivational factors and challenges faced by micro, small and medium entrepreneurs.

The association between various motivational factors and challenges was not very significant, but still in a few cases, some sort of association was there, various motivational factors had shown a low degree of correlation with a challenge labelled as Finance. It was clearly indicated that all the entrepreneurs whether they were motivated for “Recognition and Achievement”,

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“Independence”, “Favorable market situation” and “Security” were facing problems regarding finance while running their business. The Favorable Market Situation was a third factor of motivation extracted, showed a low degree, but a negative correlation with Finance. The entrepreneurs motivated by favorable market situations like access to finance, access to customers, etc. did not face problems related to finance to some extent.

6.4 Contribution to Knowledge

This research study has contributed to the body of knowledge in many ways:

- This study has been added to the existing literature, explain dimensions of entrepreneurship related to in the area of motivational factors and challenges. These aspects were studied particularly for micro, small and medium entrepreneurs.

- The micro, small and medium entrepreneurial motivation rating scale, which was developed by the researcher, can be further used for other related research.

- The results which were obtained from the analysis of data and testing of the hypotheses have added valuable knowledge in the existing body of literature.

- This research work is an invaluable combination of ideas, facts and figures that could be used by consultants, MSMEs operators, employers’ associations and agencies for MSME promotion and development.

- The limitations that were identified in this study have created various opportunities to researchers for further study in the area of entrepreneurship.

6.5 Scope for Further Research

No research work is comprehensive in itself. The scope of further research is always there. MSME sector is showing an emerging area of study. Therefore, lots of scope still exists for future research, which is discussed as follows:

- This study was mainly concerned with the motivational factors and challenges of micro, small and medium entrepreneurs. It would be valuable to consider other aspects of entrepreneurship in future researches.
• This study was mainly based on MSME sector. Future researches could undertake other industrial sectors of the economy and determine if the findings of this research work are consistent across different sectors.

• Likewise, there is a need to conduct the research in other parts of the country and in other sectors to determine if the results of the present study can be generalized across the whole country.

• At last, it would be extremely important to explore other entrepreneurial aspects that could be useful to promote entrepreneurship development.