



## INFLUENTIAL FACTORS THAT MOTIVATE MICRO MANUFACTURING ENTREPRENEURS

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### 1. INTRODUCTION

The motivational factors are the key factors influencing the entrepreneurial behavior and operation of the business. An earnest attempt is made have to examine the motivational factors that could possibly lead to become entrepreneurs. The universe of the study is Chittoor district only. Out of the categories of micro manufacturing enterprises, as classified by the District Industries Centre, 25 units each are purposely brought into the sample frame from agro, food and allied, mechanical and metallurgical, chemical, plastic and rubber, glass and ceramics and paper categories, for a meaningful analysis of cross sectional data. Stratified sample technique is conveniently adopted. The data has been collected from the respondents through a questionnaire specially designed for the purpose.

### 2.MOTIVATIONAL FACTORS

There may be several factors that might have influenced the respondents to become micro manufacturing entrepreneurs. These are described below.

#### 2.1. Ambition

Of the total respondents, with the statement that, ambition to become micro entrepreneur was the motivating factor, 43.20 per cent have agreed, 36.80 per cent strongly agreed, 10.40 per cent disagreed and 9.60 per cent neither agreed nor disagreed.

The strongly disagreed are absent (see Table 1). Among the industrial groups, strongly agreed ranked first in agro, food and allied, glass and ceramics, agreed in mechanical and

**Table 1: Ambition to become Micro Entrepreneur among Respondents**

Rating	Agro, food & allied	Mechanical & metallurgical	Chemical, plastic & rubber	Glass & ceramics	Paper	Total
Strongly agree	10(40.00)	5(20.00)	11(44.00)	12(48.00)	8(32.00)	46(36.80)
Agree	9(36.00)	11(44.00)	12(48.00)	11(44.00)	11(44.00)	54(43.20)
Neither agree nor disagree	4(16.00)	2(8.00)	2(8.00)	1(4.00)	3(12.00)	12(9.60)
Disagree	2(8.00)	7(28.00)	-	1(4.00)	3(12.00)	13(10.40)
Strongly disagree	-	-	-	-	-	-
Total	25(100.00)	25(100.00)	25(100.00)	25(100.00)	25 (100.00)	125 (100.00)

**Note** : Figures in parentheses indicate the percentage to total.

**Source** : Compiled from field data.

metallurgical, chemical, plastic and rubber and paper. The neutrals came last in mechanical and metallurgical, chemical, plastic and rubber and bracket with disagreed in glass and ceramics and paper.



## 2.2. Desire to be Independent

It can be observed from the Table 2 that, 52 per cent have strongly agreed and the rest agreed to the statement in agro, food and allied category. In the case of mechanical and metallurgical, chemical, plastic and rubber, glass and ceramics and paper, both agreed and strongly agreed have accounted for 84 per cent, 92 per cent, 88 per cent and 80 per cent respectively. The neutrals are absent in agro, food and allied and disagreed are nil in this category as well as chemical, plastic and rubber. The strongly disagreed are absent in all the categories except chemical, plastic and rubber. Out of the total samples, 40.80 per cent have strongly agreed, 48 per cent agreed, 7.20 per cent neither agreed nor disagreed, 3.20 per cent disagreed and 0.80 per cent strongly disagreed.

**Table 2: Desire to be Independent**

Rating	Agro, food & allied	Mechanical & metallurgical	Chemical, plastic & rubber	Glass & ceramics	Paper	Total
Strongly agree	13(52.00)	10(40.00)	10(40.00)	10(40.00)	8(32.00)	51(40.80)
Agree	12(48.00)	11(44.00)	13(52.00)	12(48.00)	12(48.00)	60(48.00)
Neither agree nor disagree	-	3(12.00)	1(4.00)	1(4.00)	4(16.00)	9(7.20)
Disagree	-	1(4.00)	-	2(8.00)	1(4.00)	4(3.20)
Strongly disagree	-	-	1(4.00)	-	-	1(0.80)
Total	25(100.00)	25(100.00)	25(100.00)	25(100.00)	25(100.00)	125(100.00)

*Note* : Figures in parentheses indicate the percentage to total.

*Source* : Compiled from field data.

## 2.3. Desire to earn more Income

Sixty per cent of respondents in each of agro, food and allied, mechanical and metallurgical, chemical, plastic and rubber and 52 per cent each in the remaining categories have agreed with the statement (see Table 3). The strongly disagreed are none

**Table 3: Desire to earn more Income among Respondents**

Rating	Agro, food & allied	Mechanical & metallurgical	Chemical, plastic & rubber	Glass & ceramics	Paper	Total
Strongly agree	2(8.00)	5(20.00)	3(12.00)	7(28.00)	3(12.00)	20(16.00)
Agree	15(60.00)	15(60.00)	15(60.00)	13(52.00)	13(52.00)	71(56.80)
Neither agree nor disagree	5(20.00)	4(16.00)	4(16.00)	2(8.00)	5(20.00)	20(16.00)
Disagree	1(4.00)	1(4.00)	3(12.00)	3(12.00)	4(16.00)	12(9.60)
Strongly disagree	2(8.00)	-	-	-	-	2(1.60)
Total	25(100.00)	25(100.00)	25(100.00)	25(100.00)	25(100.00)	125(100.00)

*Note* : Figures in parentheses indicate the percentage to total.

*Source* : Compiled from field data.

in all the categories except agro, food and allied. The neutrals are in the range of 8-20 per cent, strongly agreed 8-28 per cent and disagreed 4-16 per cent across the industrial categories. At the aggregate level, the agreed have constituted 56.80 per cent followed by 16 per cent strongly agreed and neither agreed nor disagreed, 9.60 per cent disagreed and 1.60 per cent strongly disagreed.



## 2.4. Economic Need

Economic necessity has influenced 74.40 per cent of respondents to become entrepreneurs, 15.20 per cent are neutrals, 10.4 per cent disagreed and strongly disagreed absent (see Table 4). In the former, the agreed have constituted 62.4 per cent and strongly agreed 12 per cent. Across the industrial categories, the agreed are 80 per cent, 72 per cent, 60 per cent, 52 per cent and 48 per cent in chemical, plastic and rubber, mechanical

**Table 4: Economic Necessity of Respondents to undertake Industrial Activity**

Rating	Agro, food & allied	Mechanical & metallurgical	Chemical, plastic & rubber	Glass & ceramics	Paper	Total
<b>Strongly agree</b>	1(4.00)	2(8.00)	1(4.00)	7(28.00)	4(16.00)	15 (12.00)
<b>Agree</b>	13(52.00)	18(72.00)	20(80.00)	15(60.00)	12(48.00)	78(62.40)
<b>Neither agree nor disagree</b>	8(32.00)	3(12.00)	3(12.00)	1(4.00)	4(16.00)	19(15.20)
<b>Disagree</b>	3(12.00)	2(8.00)	1(4.00)	2(8.00)	5(20.00)	13(10.40)
<b>Strongly disagree</b>	-	-	-	-	-	-
<b>Total</b>	25(100.00)	25(100.00)	25(100.00)	25(100.00)	25(100.00)	125(100.00)

*Note* : Figures in parentheses indicate the percentage to total.

*Source* : Compiled from field data.

and metallurgical, glass and ceramics, agro, food and allied and paper serially. The strongly agreed stood at 4 per cent, 8 per cent, 28 per cent, 4 per cent and 16 per cent in the aforesaid categories sequentially. Neither agreed nor agreed constituted 12 per cent each, 4 per cent, 32 per cent and 16 per cent in the said categories respectively. The disagreed were in the order of 4-20 per cent.

## 2.5. Provide Employment to Family Members

It can be observed from the Table 5 that those who strongly disagreed with the statement i.e. to provide employment family members entered into the micro manufacturing field, are absent in all the categories except chemical, plastic and rubber (8 per cent). The disagreed were in the order of 12 - 36 per cent, no opinion 4 - 36 per cent, agreed 32 - 56 per cent and strongly agreed 4 -12 per cent. If agreed and strongly agreed are taken as a whole, their share was 68 per cent in mechanical and metallurgical, 60 per

**Table 5: Provide Employment to Family Members of Respondent**

Rating	Agro, food & allied	Mechanical & metallurgical	Chemical, plastic & rubber	Glass & ceramics	Paper	Total
<b>Strongly Agree</b>	3(12.00)	5(20.00)	3(12.00)	2(8.00)	1(4.00)	14(11.20)
	11(44.00)	12(48.00)	8(32.00)	8(32.00)	14(56.00)	53(42.40)
<b>Neither agree nor disagree</b>	4(16.00)	5(20.00)	7(28.00)	9(36.00)	1(4.00)	26(20.80)
<b>Disagree</b>	7(28.00)	3(12.00)	5(20.00)	6(24.00)	9(36.00)	30(24.00)
<b>Strongly disagree</b>	-	-	2(8.00)	-	-	2(1.60)
<b>Total</b>	25(100.00)	25(100.00)	25(100.00)	25(100.00)	25(100.00)	125(100.00)

*Note*: Figures in parentheses indicate the percentage to total.

*Source*: Compiled from field data.



cent in paper, 56 per cent in agro, food and allied, 44 per cent in chemical, plastic and rubber and 40 per cent in glass and ceramics. When all the respondents are put together, the highest, 42.40 per cent have agreed with the statement followed by 24 per cent who disagreed, 20.80 per cent who neither agreed nor disagreed, 11.20 per cent who strongly agreed and 1.60 per cent who strongly disagreed.

## 2.6. Previous Industrial Experience

A look at the Table 6 shows that, of the respondents, 37.60 per cent have agreed with the statement that, previous experience has motivated them to become entrepreneurs followed by 30.40 per cent who disagreed, 16 per cent who strongly disagreed, 14.40 per cent who neither agreed nor disagreed and 1.6 per cent who strongly agreed. Across the industrial categories, none of the respondents have strongly agreed except in mechanical and metallurgical which stood at 8 per cent. The agreed are the highest constituting 60 per cent in mechanical and metallurgical, 36 per cent in each of agro, food and allied,

**Table 6: Previous Experience of Respondents**

Rating	Agro, food & allied	Mechanical & metallurgical	Chemical, plastic & rubber	Glass & ceramics	Paper	Total
Strongly agree	-	2(8.00)	-	-	-	2(1.60)
Agree	9(36.00)	15(60.00)	9(36.00)	5(20.00)	9(36.00)	47(37.60)
Neither agree nor disagree	4(16.00)	3(12.00)	2(8.00)	3(12.00)	6(24.00)	18(14.40)
Disagree	8(32.00)	2(8.00)	10(40.00)	11(44.00)	7(28.00)	38(30.40)
Strongly disagree	4(16.00)	3(12.00)	4(16.00)	6(24.00)	3(12.00)	20(16.00)
Total	25(100.00)	25(100.00)	25(100.00)	25(100.00)	25(100.00)	125(100.00)

*Note* : Figures in parentheses indicate the percentage to total.

*Source* : Compiled from field data.

chemical, plastic and rubber, paper and 20 per cent in glass and ceramics. The disagreed are 44 per cent in glass and ceramics, 40 per cent in chemical, plastic and rubber, 32 per cent in agro, food and allied, 28 per cent in paper and 8 per cent in mechanical and metallurgical. Neither agreed nor disagreed are in the range of 8-24 per cent and strongly disagreed 12-24 per cent.

## 2.7. Technical Knowledge

A perusal of the Table 7 reveals that, technical knowledge has strongly influenced 4.80 per cent of respondents, 23.20 per cent agreed, 16 per cent neither agreed nor disagreed, 32.80 per cent disagreed and 23.20 per cent strongly disagreed. These have significantly varied over the industrial categories. The disagreed have come first in both agro, food and allied and chemical, plastic and rubber (40 per cent), agreed in mechanical and metallurgical (48 per cent) and strongly disagreed in glass and ceramic (48 per cent). In the case of paper, the highest 32 per cent exist in each of agreed and

**Table 7: Technical Knowledge of Respondents**

Rating	Agro, food & allied	Mechanical & metallurgical	Chemical, plastic & rubber	Glass & ceramics	Paper	Total
Strongly agree	2(8.00)	-	2(8.00)	-	2(8.00)	6(4.80)
Agree	3(12.00)	12(48.00)	4(16.00)	2(8.00)	8(32.00)	29(23.20)
Neither agree	4(16.00)	6(24.00)	4(16.00)	4(16.00)	2(8.00)	20(16.00)



<b>nor disagree</b>						
<b>Disagree</b>	10(40.00)	6(24.00)	10(40.00)	7(28.00)	8(32.00)	41(32.80)
<b>Strongly disagree</b>	6(24.00)	1(4.00)	5(20.00)	12(48.00)	5(20.00)	29(23.20)
<b>Total</b>	25(100.00)	25(100.00)	25(100.00)	25(100.00)	25(100.00)	125(100.00)

*Note : Figures in parentheses indicate the percentage to total.*

*Source : Compiled from field data.*

disagreed category. This is so because the disagreed formed 56 per cent, neutrals 16 per cent, while the agreed 28 per cent.

## 2.8. Small Investment

A glance at the Table 8 shows that the strongly agreed are nil in all the industrial groups without any exception. Those who have agreed with the statement constituted 36 per cent in agro, food and allied, 16 per cent in mechanical and metallurgical, 44 per cent .

**Table 8: Small Investment Requirement of Sample Units**

<b>Rating</b>	<b>Agro, food &amp; allied</b>	<b>Mechanical &amp; metallurgical</b>	<b>Chemical, plastic &amp; rubber</b>	<b>Glass &amp; ceramics</b>	<b>Paper</b>	<b>Total</b>
<b>Strongly agree</b>	-	-	-	-	-	-
<b>Agree</b>	9(36.00)	4(16.00)	11(44.00)	10(40.00)	12(48.00)	46(36.80)
<b>Neither agree nor disagree</b>	5(20.00)	8(32.00)	6(24.00)	4(16.00)	-	23(18.40)
<b>Disagree</b>	11(44.00)	13(52.00)	7(28.00)	11(44.00)	13(52.00)	55(44.00)
<b>Strongly disagree</b>	-	-	1(4.00)	-	-	1(0.80)
<b>Total</b>	25(100.00)	25(100.00)	25(100.00)	25(100.00)	25(100.00)	125(100.00)

*Note : Figures in parentheses indicate the percentage to total.*

*Source : Compiled from field data.*

in chemical, plastic and rubber, 40 per cent in glass and ceramics and 48 per cent in paper. Those who have not expressed any opinion are nil in paper. These have formed 20 per cent, 32 per cent, 24 per cent and 16 per cent in the aforesaid categories leaving paper. The strongly disagreed are absent in all the categories except chemical, plastic and rubber (4 per cent). Disagreed have accounted for 44 per cent in agro, food and allied, 52 per cent in mechanical and metallurgical, 28 per cent in chemical, plastic and rubber, 44 per cent in glass and ceramics and 52 per cent in paper. If all the respondents are taken as a whole, strongly agreed are zero, disagreed 44 per cent, agreed 36.80 per cent, neutrals 18.40 per cent and strongly disagreed 0.80 per cent.

## 2.9. Availability of Raw Materials

If all the respondents are taken as a whole, 83.20 per cent have agreed with the statement followed by 8 per cent expressed no opinion, 4 per cent each strongly agreed and disagreed and 0.80 per cent strongly disagreed (see Table 9). In the case of agro, food and allied, 92 per cent agreed, 8 per cent neutrals and the remaining categories are not ..

**Table 9: Availability of Raw Materials to Respondents**

<b>Rating</b>	<b>Agro, food &amp; allied</b>	<b>Mechanical &amp; metallurgical</b>	<b>Chemical, plastic &amp; rubber</b>	<b>Glass &amp; ceramics</b>	<b>Paper</b>	<b>Total</b>
<b>Strongly agree</b>	-	1(4.00)	2(8.00)	1(4.00)	1(4.00)	5(4.00)
<b>Agree</b>	23(92.00)	22(88.00)	18(72.00)	20(80.00)	21(84.00)	104(83.20)
<b>Neither agree nor disagree</b>	2(8.00)	-	4(16.00)	1(4.00)	3(12.00)	10(8.00)



Disagree	-	2(8.00)	-	3(12.00)	-	5(4.00)
Strongly disagree	-	-	1(4.00)	-	-	1(0.80)
Total	25(100.00)	25(100.00)	25(100.00)	25(100.00)	25(100.00)	125(100.00)

*Note: Figures in parentheses indicate the percentage to total.*

*Source : Compiled from field data.*

represented. The agreed were 88 per cent, 84 per cent, 80 per cent and 72 per cent in mechanical and metallurgical, paper, glass and ceramics and chemical, plastic and rubber. The strongly disagreed are found in the latter only. Like this, the proportion of respondents in the remaining ratings varies.

## 2.10.Desire to develop Industrial Sector

It appears from the Table 10 that 59.20 per cent have agreed, 19.20 per cent disagreed, 21.60 per cent neutrals and strongly disagreed nil at aggregate level. The share of respondents in different ratings differs significantly among the categories. Those who have agreed with the statement constituted 60 per cent in glass and ceramics, 56 per cent in paper, 48 per cent in agro, food and allied, 44 per cent in chemical, plastic and rubber and 36 per cent in mechanical and metallurgical. Neither agreed nor disagreed were in the range of 12-40 per cent, disagreed 4-40 per cent and strongly disagreed 4-20 per cent.

**Table 10: Desire to Develop Industrial Sector among Respondents**

Rating	Agro, food & allied	Mechanical & metallurgical	Chemical, plastic & rubber	Glass & ceramics	Paper	Total
Strongly agree	1(4.00)	1(4.00)	3(12.00)	3(12.00)	5(20.00)	13(10.40)
Agree	12(48.00)	9(36.00)	11(44.00)	15(60.00)	14(56.00)	61(48.80)
Neither agree nor disagree	4(16.00)	5(20.00)	10(40.00)	5(20.00)	3(12.00)	27(21.60)
Disagree	8(32.00)	10(40.00)	1(4.00)	2(8.00)	3(12.00)	24(19.20)
Strongly disagree	-	-	-	-	-	-
Total	25(100.00)	25(100.00)	25(100.00)	25(100.00)	25(100.00)	125(100.00)

*Note : Figures in parentheses indicate the percentage to total.*

*Source : Compiled from field data.*

## 2.11. Market Potential

It is evident from the Table 10 that more than 75 per cent have agreed with the statement, disagreed are less than 2 per cent and the rest, neutrals. the strongly disagreed are absent and disagreed 4 per cent in each of glass and ceramics and paper. The agreed are 84 per cent in mechanical and metallurgical followed by agro, food and allied (80 per cent), chemical, plastic and rubber (76 per cent), glass and ceramics (64 per cent) and

**Table 11: Good Market Potential for the Products Manufactured by Respondents**

Rating	Agro, food & allied	Mechanical & metallurgical	Chemical, plastic & rubber	Glass & ceramics	Paper	Total
Strongly agree	4(16.00)	2(8.00)	2(8.00)	-	1(4.00)	9(7.20)
Agree	20(80.00)	21(84.00)	19(76.00)	16(64.00)	12(48.00)	88(70.40)
Neither agree nor disagree	1(4.00)	2(8.00)	4(16.00)	8(32.00)	11(44.00)	26(20.80)
Disagree	-	-	-	1(4.00)	1(4.00)	2(1.60)
Total	25(100.00)	25(100.00)	25(100.00)	25(100.00)	25(100.00)	125(100.00)





**Note** : Figures in parentheses indicate the percentage to total.

**Source** : Compiled from field data.

paper (48 per cent). The strongly agreed were 8 per cent, 16 per cent, 8 per cent, zero and 4 per cent in the aforesaid serially.

## 2.12. Growth Potential and Profitability

A look at the Table 12 indicates that, the neutrals came first with a share of 38.40 per cent followed by disagreed (32.00 per cent) and agreed (25.60 per cent), strongly

**Table 12: Expectation of Growth Potential and High Profitability among Sample Units**

Rating	Agro, food & allied	Mechanical & metallurgical	Chemical, plastic & rubber	Glass & ceramics	Paper	Total
Strongly agree	1(4.00)	-	1(4.00)	1(4.00)	-	3(2.40)
Agree	8(32.00)	9(36.00)	6(24.00)	5(20.00)	4(16.00)	32(25.60)
Neither agree nor disagree	13(52.00)	10(40.00)	10(40.00)	5(20.00)	10(40.00)	48(38.40)
Disagree	3(12.00)	6(24.00)	6(24.00)	14(56.00)	11(44.00)	40(32.00)
Strongly disagree	-	-	2(8.00)	-	-	2(1.60)
Total	25(100.00)	25(100.00)	25(100.00)	25(100.00)	25(100.00)	125(100.00)

**Note** : Figures in parentheses indicate the percentage to total.

**Source** : Compiled from field data.

agreed (2.40 per cent) and strongly disagreed (1.60 per cent). The former are the highest in all the categories except glass and ceramics. In this, highest, 56 per cent disagreed. The strongly disagreed exist in chemical, plastic and rubber only (8 per cent). Similarly, strongly agreed are 4 per cent in each of agro, food and allied, chemical, plastic and rubber and glass and ceramics only. The agreed were in the range of 16-32 per cent across the categories.

## 2.13. Family/Friends Business

Out of the respondents, 9.60 per cent strongly agreed with the statement, 20 per cent agreed, 15.20 per cent neither agreed nor disagreed, 32 per cent disagreed and 23.20 per cent strongly disagreed (see Table 13). Across the industrial categories, the strongly agreed are absent in agro, food and allied and chemical, plastic and rubber. The strongly disagreed are the highest in the former (48 per cent), agreed 40 per cent and 44 per cent in mechanical and metallurgical and paper, 56 per cent and 32 per cent disagreed in chemical, plastic and rubber and glass and ceramics respectively. The strongly agreed are in the range of 4-24 per cent and neither agreed

**Table 13: Suggestion from Friends and Family Members to take up Existing Industrial Activity**

Rating	Agro, food & allied	Mechanical & metallurgical	Chemical, plastic & rubber	Glass & ceramics	Paper	Total
Strongly agree	-	1(4.00)	--	6(24.00)	5(20.00)	12(9.60)
Agree	2(8.00)	10(40.00)	1(4.00)	1(4.00)	11(44.00)	25(20.00)
Neither agree nor disagree	4(16.00)	1(4.00)	5(20.00)	7(28.00)	2(8.00)	19(15.20)
Disagree	7(28.00)	7(28.00)	14(56.00)	8(32.00)	4(16.00)	40(32.00)
Strongly disagree	12(48.00)	6(24.00)	5(20.00)	3(12.00)	3(12.00)	29(23.20)
Total	25(100.00)	25(100.00)	25(100.00)	25(100.00)	25(100.00)	125(100.00)



**Note** : Figures in parentheses indicate the percentage to total.

**Source** : Compiled from field data.

nor disagreed 8-24 per cent sequentially. The disagreed with the statement from 55.52 per cent while the agreed, 29.60 per cent at the aggregate level.

#### 2.14. Innovative Spirit and Talent

The innovative spirit and talent have influenced the respondents in all the rating scales except mechanical and metallurgical (strongly agreed, strongly disagreed and neutrals) and chemical, plastic and rubber (strongly agreed) (see Table 14). The disagreed are the highest in agro, food and allied (48 per cent), mechanical and metallurgical (76 per cent), chemical, plastic and rubber (60 per cent), glass and ceramics (56 per cent). With regard to paper, the agreed ranked first with a share of 60 per cent.

**Table 14: Innovative Spirit and Talent among Respondents**

Rating	Agro, food & allied	Mechanical & metallurgical	Chemical, plastic & rubber	Glass & ceramics	Paper	Total
Strongly agree	1(4.00)	-	3(12.00)	1(4.00)	1(4.00)	6(4.80)
Agree	6(24.00)	6(24.00)	4(16.00)	3(12.00)	15(60.00)	34(27.20)
Neither agree nor disagree	5(20.00)	-	3(12.00)	5(20.00)	1(4.00)	14(11.20)
Disagree	12(48.00)	19(76.00)	15(60.00)	14(56.00)	7(28.00)	67(53.60)
Strongly disagree	1(4.00)	-	-	2(8.00)	1(4.00)	4(3.20)
Total	25(100.00)	25(100.00)	25(100.00)	25(100.00)	25(100.00)	125(100.00)

**Note**: Figures in parentheses indicate the percentage to total.

**Source**: Compiled from field data.

The influence of this parameter is similar to that of suggestion from friends and family members. The strongly agreed are in the range of 4-12 per cent, neutrals 4-20 per cent and strongly disagreed 4-8 per cent. If all the respondents are taken as a whole, the disagreed came first with 53.60 per cent followed by agreed 27.20, neutrals 11.20 per cent, strongly agreed 4.80 per cent and strongly disagreed 3.20 per cent.

#### 2.15. Government Encouragement

It can be observed from the Table 15 that, out of the total respondents, 6.40 per cent have strongly agreed with the statement 24.80 per cent agreed, 9.60 per cent neither agreed nor disagreed, 41.60 per cent disagreed and 17.60 per cent strongly disagreed. In other words, a little over 59 per cent have disagreed, 31 per cent agreed and nearly 10 per

**Table 15: Government Encouragement to Respondents**

Rating	Agro, food & allied	Mechanical & metallurgical	Chemical, plastic & rubber	Glass & ceramics	Paper	Total
Strongly agree	-	-	3(12.00)	3(12.00)	2(8.00)	8(6.40)
Agree	6(24.00)	6(24.00)	8(32.00)	4(16.00)	7(28.00)	31(24.80)
Neither agree nor disagree	3(12.00)	2(8.00)	3(12.00)	4(16.00)	-	12(9.60)
Disagree	12(48.00)	12(48.00)	6(24.00)	10(40.00)	12(48.00)	52(41.60)
Strongly disagree	4(16.00)	5(20.00)	5(20.00)	4(16.00)	4(16.00)	22(17.60)
Total	25(100.00)	25(100.00)	25(100.00)	25(100.00)	25(100.00)	125(100.00)

**Note** : Figures in parentheses indicate the percentage to total.

**Source** : Compiled from field data.





cent expressed no opinion. The strongly agreed are absent in agro, food and allied, mechanical and metallurgical and neutrals in paper. The disagreed, including strongly disagreed, formed the highest in mechanical and metallurgical (68 per cent) followed by each of agro, food and allied and paper (64 per cent each), glass and ceramics (56 per cent) and the agreed and disagreed are equally divided in chemical, plastic and rubber.

#### 2.16. Attraction of self-employment schemes and Programmes

A perusal of the Table 16 reveals that, no one had strongly agreed with the statement in all the industrial categories except paper (4 per cent) (See Table 16). The neutrals are nonexistent in mechanical and metallurgical, chemical, plastic and rubber and paper. Those who have agreed with the statement were in the level of 4-20 per cent and strongly disagreed 20 – 40 per cent. It may be noticed that 96 per cent of respondents in each of mechanical and metallurgical, chemical, plastic and rubber, 88 per cent in glass

**Table 16: Attraction of Self Employment Schemes and Programmes among Respondents**

Rating	Agro, food & allied	Mechanical & metallurgical	Chemical, plastic & rubber	Glass & ceramics	Paper	Total
Strongly agree	-	-	-	-	1(4.00)	1(0.80)
Agree	2(8.00)	1(4.00)	1(4.00)	2(8.00)	5(20.00)	11(8.80)
Neither agree nor disagree	2(8.00)	-	-	1(4.00)	-	3(2.40)
Disagree	16(64.00%)	19(76.00)	14(56.00)	12(48.00)	12(48.00)	73(58.40)
Strongly disagree	5(20.00)	5(20.00)	10(40.00)	10(40.00)	7(28.00)	37(29.60)
Total	25(100.00)	25(100.00)	25(100.00)	25(100.00)	25(100.00)	125(100.00)

**Note** : Figures in parentheses indicate the percentage to total.

**Source** : Compiled from field data.

and ceramics, 84 per cent in agro, food and allied and 76 per cent in paper have disagreed including the strongly disagreed.

#### CONCLUSION

Eighty per cent of respondents have either agreed or strongly agreed to the statement. Hence ambition to become a micro entrepreneur is a strong force across the respondents. Nearly 90 per cent have agreed with the statement that desire to be independent is one of the motivating factors that prompted them to become micro entrepreneurs while the disagreed are meager. More than 72 per cent of respondents have taken up micro entrepreneurship to earn more income. Nearly 75 per cent of respondents have become entrepreneurs due to economic necessity. A majority of the respondents have agreed with the statement that the respondents taken up or joined micro entrepreneurship so as to provide employment to their family members. The disagreed are more than the agreed with regard to previous experience. Further, across the industrial categories, agreed are more than half in mechanical and metallurgical (60 per cent) only. A majority of respondents are not motivated by their technical knowledge. In respect of small investment, the disagreed are far ahead of the agreed. In the case of availability of raw materials, the disagreed and strongly disagreed account for less than 5 per cent. Hence, raw materials have considerable influence on the respondents in taking up the present vocation. The majority of the respondents have agreed with the desire to develop industrial sector. More than  $\frac{3}{4}$ <sup>th</sup> of respondents were motivated by the good market potential. The disagreed dominate the agreed in respect of growth potential and high profitability as motivating factors. The suggestion of friends and family members has not influenced the majority. The government encouragement has motivated the lowest share of respondents in all the industrial categories leaving chemical, plastic and rubber. Self-employment schemes and programmes have not attracted 88 per cent of respondents.



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