



## Level of Aspiration and Achievement Among Urban and Rural Promising Women Entrepreneurs

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### ABSTRACT

*The emergence of women entrepreneurs and their contribution to the national economy is quite inevitable for a country like India. In India, women entrepreneurship is a recent topic which started only after the 1970s with the introduction of the Women' Decade and which mostly picked up in the late 70s. This phenomenon was particularly visible only in the metropolitan and state capitals in India. It took a much longer time to percolate to the other cities and municipalities. Hence researches and publications in India in this new area are limited. Thus looking in to the above facts researchers attempted a formal research to know the level of aspirations and how it is related with achievement of urban and rural promising women entrepreneurs who would like to establish a micro or small enterprise. To carry out the research authors adopted a culture free test 'Level of aspiration', developed Srivastava and calculated t- tests, and interpreted the scores.*

**KEYWORDS : Women Entrepreneurs, Micro enterprise, Small enterprise, Level of aspiration, Achievement.**

### INTRODUCTION:

Since time immemorial, debatable questions in entrepreneurship literature are who becomes a successful entrepreneur and what type of enterprise they run? ( RavikanthRegalla (2010). In developing economies, the small, medium and cottage industries are able to create livelihood to the poor and needy of the society. The small savings of rural areas are contributing more in establishing the small and micro enterprises in India. Entrepreneurship is treated as one of the most important factors contributing to the economic freedom to the individual, family in particular and society and nation in general. Entrepreneurship has been globally felt as a developmental & progressive idea for business world. Scott, (1986). Therefore entrepreneurship is considered as vital ingredient for not only globalization but at the same time for creating diverse opportunities for future potential performers. Mitra, (2002).

The role of women entrepreneurs in the process of economic development has been recognized from nineties in India and various parts of the world. Today, in the world of business, women entrepreneurship has become an essential movement. The United Nations report has also concluded that economic development is closely related to the advancement of women. In nations where women have advanced, economic growth has usually been steady. By contrast, in countries where women have been restricted, the economy has been stagnant.

### WOMEN AND ENTREPRENEURSHIP:

Gone are the days when women were considered no match for all powerful men in this world. The male dominated world was always reluctant to even acknowledge the fact that women were as good as men on parameters of hard work, intelligence quotient (IQ) and leadership traits. The new generation women across the world have overcome all negative notions and have proved themselves beyond doubt in all spheres of life including the most difficult and burdensome world of entrepreneurship. ([www.indiatvnews.com](http://www.indiatvnews.com)).

India too has its own pool of such bold and fearless women who have made a mark for themselves both within the country as well as overseas. Their relentless zeal, incessant quench for success and willingness to walk the extra mile have broken all myths about their inborn limitations that were supposed to be major roadblocks on their success expressways.

In India, women entrepreneurship is a recent topic which started only after the 1970s with the introduction of the Women's Decade (1975 to 1985) and which mostly picked up in the late 70s. This phenomenon was particularly visible only in the metropolitan and state capitals in India. It took a much longer time to percolate to the other cities and municipalities.

The same has been revealed by researchers, MeenuGoyal and Jai Prakash in their research article the following way, "Development of women has been a policy objective of the government since independence. Until the 70s the concept of women's development was mainly welfare oriented. In 1970s, there was a shift from welfare approach to development approach that recognised the mutually reinforcing nature of the process of development". Goyal and Jai Prakash (2011).

A report which appeared in the Bible of business i.e., Business Today March 5, 2014, in connection with International Women's Day, "SHE-ROES" a Noida based organization which works for women's career destination says, women are looking for an alternative to professional career, many are turning entrepreneurs. It highlights how 'mom-entrepreneurs' and women owners of small/medium businesses are growing, with 11 per cent women falling in that bracket. These include home based businesses, boutiques and custom fit lifestyle businesses. (Business Today on March 5, 2014.).

According to Shyamala(1999), entrepreneurial development is a complex phenomenon. Entrepreneurs play a key role in the economic development of a country. Since independence, small scale entrepreneurship programmes have contributed significantly to the economic growth. To create entrepreneurship among the students, younger generation, the small scale sector has to be made a vital part of our economy next only to agriculture.

Sumangala and Rajeswari(1999), stated that "the quest for economic independence and better social status and sometimes sheer need for the family's survival, forces women into self-employment and entrepreneurship". In India, economic development has brought about changes in women's lives in many ways, because of advancement in medicine, availability and access to birth control devices, modern household appliances reducing the time and drudgery of house-hold work "But with the rising cost of living, the middle class family finds it very difficult today to manage with the husband's" income alone".

At this critical position, self-employment is the safer way to generate income. In addition, self-employment also changes the position of women from being job-seekers to job givers.

Devasis and Leelamma(1994), has stated the empowerment of women pre-supposed a drastic, dynamic and democratic change in the perception of and expectation from women to attain economic independence to become the mistress of their own body and author of their own decisions.

Women entrepreneurs engaged in India in business due to push and pull factors which, encourages women to have an independent occupation is an out dated concept. The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The above statements by the present researchers have got solid support by the researchers Goyal and Jai Prakash, "The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. Many women started a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a lay-off. But a new talent pool of women entrepreneurs is forming today, as more women opt to leave corporate world to chart their own destinies. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation". Goyal and Jai Prakash (2011).

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Finally, the phenomenon of female entrepreneurship is also increasingly global, with a recent GlobalEntrepreneurship Monitor (GEM) study estimating that companies owned by women comprise between 25% and 33% of formal sector business around the world (Min-niti, Arenius and Langowitz, 2005a).

**LEVEL OF ASPIRATION and ACHIEVEMENT:**

Every person while doing any task, especially one in which he/she has a high interest, becomes 'ego involved' in it. Therefore, doing the task successfully give the individual pleasure. Successful or failure in a task, or the corresponding happiness and sadness,, depends on his determination of level of aspiration. Srivastava( 2009).

The crucial break through was accomplished by Atkinson (1957), who connected the achievement approach with Lewin's theory of aspiration level( Lewin, Dembo, Festinger& Sears, 1944).

Success-motivated individuals tend to set moderate or high levels of aspiration, whereas failure motivated individuals tend to set aspiration levels either very high or very low( Heckhausen, 1980).

Aspirations have been shown to be a strong predictor of out comes in other words achievements (Wiklund and Shepherd, 2003; Cassar, 2007). Therefore it is important to understand the factors that explain the diversity of entrepreneurs in terms of their aspirations.

Laboratory studies of level of aspiration present a big challenge to anyone attempting to summarise their findings,(John G.Nicholls et. al.,1989), the present researchers attempted to answer above authors statement with a formal field research experiment.

**METHODOLOGY:**

**RESEARCH INSTRUMENT:**

For the present research authors have administered a research instrument 'level of aspiration test' developed by Srivastava. This is a culture free test in other words a non verbal test, which measures aspiration levels, achievements who are serving as sample for the present study.

The following instructions and guide lines were given to participants to fill the research instrument. "In this questionnaire (showing the questionnaire), you can see square shaped boxes. You can see square shaped boxes. The corners of the squares next to each other have to be linked. The moment a signal for attention is given, please get ready to start. Begin joining the corners as soon as the signal to start is made. After 30 seconds, a signal to stop will be given, on hearing that, stop working. Draw a line where you stop, i.e., till the where the work has been done. Similar procedure has to be repeated in the next round as well. However, before starting with the second round, you would be required to inform the number of connections you would be able to make in 30 seconds. There after you have to start the moment you are told to do. The work has to be stopped after 30 seconds and a mark needs to be put where you stop. Before counting how much work has been done in second round, you supposed to give an estimate of how much do you think was done. On the basis of second round performance, a target for the next round has to be foxed and the work needs to be started as soon as you hear signal for begin. In this manner, the task has to be done 10 times".

**SAMPLE:**

15 rural and equal number i.e., another 15 from urban background in total 30 female promising entrepreneurs who would like to start their micro or small enterprises and undergoing4 weekstraining programs organized by various premierorganizations like MSMEBalana-gar, COWE Hyderabad, EDC Osmania University Hyderabad,are served as sample. Their age group ranges from 22years to 34 years, average age of the promising entrepreneurs who wish to open either micro or small enterprises is 28 years.

**OPERATIONAL DEFINITIONS:**

**URBAN WOMN ENTREPRENEURS:** Women who are from state or district capital would like to start a business within three months from the last day of training classes are completed.

**RURAL WOMN ENTREPRENEURS:** Women who are from mandal or village would like to start a business within three months from the last day of training classes are completed.

**RESEARCH QUESTION:**

Are there any differences in entrepreneurial level of aspirations and achievement among urbanand rural promising women entrepreneurs who would like to start micro and small enterprises?

**OBJECTIVE:**

To study the level of aspiration and achievements of women entrepreneurs who wish to start micro or small enterprises.

**HYPOTHESES:**

Ho: There is no difference in level of aspirations among urban and rural women entrepreneurs.

Ho: There is no difference in achievementamong urban and rural women entrepreneurs.

Ho: There is no relationship between level of aspirations and achievement of urban women entrepreneurs.

Ho: There is no relationship between level of aspirations and achievement of rural women entrepreneurs.

**RESULTS and DISCUSSIONS:**

**Table: I. Showing the Means, S.D.s and t-Values of Level of Aspirations of Urban, Rural Women Entrepreneurs.**

	Mean	S.D.	t- Value
Urban	48	16	4.6
Rural	26	9	

**Where, P is less than 0.05**

The above table-I, shows the urban women entrepreneurs mean 48, S.D. 16 and rural women entrepreneurs mean 26, S.D. 9 respectively. The corresponding t- value for level of aspirations of urban and rural women entrepreneurs is 4.6. The calculated t- value 4.6, is greater

than table value at d.f. 13, hence null hypothesis may be rejected, in other words, urban and rural women entrepreneurs are different when it comes to level of aspirations.

**Table: II. Showing the Means, S.D.s and t-Values of Achievements of Urban, Rural Women Entrepreneurs.**

	Mean	S.D.	t- Value
Urban	47	15	4.7
Rural	28	7	

**Where, P is less than 0.05**

The above table-II, shows the urban women entrepreneurs mean 47, S.D. 15 and rural women entrepreneurs mean 28, S.D. 7 respectively. The corresponding t- value for level of aspirations of urban and rural women entrepreneurs is 4.7. The calculated t- value 4.7, is greater than table value at d.f. 13, hence null hypothesis may be rejected, in other words, urban and rural women entrepreneurs are different when it comes to achievement.

**Table: III. Showing the Means, S.D.s and t-Values of Urban Women Entrepreneurs Level of Aspirations and Corresponding Achievement.**

	Mean	S.D.	t- Value
Level of Aspirations	48	16	0.17
Achievement	47	15	

**Where, P is Greater than 0.05**

The above table-III, shows the urban women entrepreneurs level of aspirations and corresponding achievement and their means and S.D.s are 48, 47 and 16, 15 respectively. The t- value for level of aspirations and achievement of urban women entrepreneurs is 0.17. The calculated t- value 0.17 is lesser than table value at d.f. 13, hence the null hypothesis, may be accepted. Thus the null hypothesis "There is no relationship between level of aspirations and achievement of urban women entrepreneurs" is accepted.

**Table: IV. Showing the Means, S.D.s and t-Values of Rural Women Entrepreneurs Level of Aspirations and Corresponding Achievement.**

	Mean	S.D.	t- Value
Level of Aspirations	26	9	-0.2
Achievement	28	7	

**Where, P is Greater than 0.05**

The above table-III, shows the rural women entrepreneurs level of aspirations and corresponding achievement and their means and S.D.s are 26, 28 and 9, 7 respectively. The t- value for level of aspirations and achievement of urban women entrepreneurs is -0.2. The calculated t- value -0.2 is lesser than table value at d.f. 13, hence the null hypothesis, may be accepted. Thus the null hypothesis "There is no relationship between level of aspirations and achievement of rural women entrepreneurs" is accepted. The negative sign of t- value show that aspirations of rural women entrepreneurs are lesser than their achievement.

**CONCLUSION:** There is significant difference among urban and rural promising women entrepreneurs when it comes to aspiration levels and achievements, where as within the urban women entrepreneurs or rural women entrepreneurs there is no significant difference is not found as far as the present research concern. Finally rural women entrepreneurs are having lesser aspirations than their achievements; hence their t- value is in negative sign.

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