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DETERMINANTS OF WOMEN ENTREPRENEUR MOTIVATIONAL FACTORS TOWARDS MARKETING ORGANIC PRODUCTS

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ABSTRACT

This study delves into the Indian entrepreneurial scene with a particular emphasis on women entrepreneurs working in the organic products industry. Using a sample size of 245 female entrepreneurs, the study explores the motivational elements driving their businesses. Recent years have seen a notable increase in the Indian market for organic products, primarily due to rising health and environmental consciousness. In this regard, it becomes critical to comprehend the motivational forces influencing women's involvement in entrepreneurship. This study highlights eight important motivating variables influencing women entrepreneurs' participation in the organic products market, based on a small number of interviews and surveys. The motivating factors undertaken in this study are environmental concerns, health consciousness, empowerment and independence, passion for natural products, community impact, market demand and opportunities. The study aims to investigate the motivational factors that propel women entrepreneurs to participate in the organic products sector in India. Additionally, it seeks to analyze the correlation between these motivational factors and the overall motivational conduct of women entrepreneurs in the organic products industry. These goals will direct the study's understanding of the fundamental forces behind women's entrepreneurship in this particular field and how these elements affect their overall motivational behavior. This research will yield important insights that can be used to support women's entrepreneurship initiatives and advance sustainable business practices in the organic products sector. The study's conclusions show that most Indian women entrepreneurs in the organic products industry are motivated by a mix of these factors, with market demand and potential coming in second, followed by health consciousness and environmental concerns. Through an in-depth examination of these motivating variables and their consequences, this study advances our knowledge of the dynamics influencing women's participation in organic product entrepreneurship in India. Policymakers, industry stakeholders, and aspiring female entrepreneurs can benefit from the findings, which provide ideas for creating a supportive climate and encouraging gender-inclusive economic development in the organic goods market.

Keywords: *Women entrepreneurs, Organic products, Motivational factors, Marketing*

1. INTRODUCTION

The Indian entrepreneurship scene has seen a tremendous shift in the last several years, with women now contributing significantly to innovation and economic success. The organic products

market, out of all the industries, is a shining example of sustainability and health-conscious consumption, representing ideals that an increasing number of people find appealing. Women entrepreneurs have become important players in this developing industry, advancing creative projects and strengthening the socioeconomic foundation of the country. The market for organic products in India has grown at an exponential rate, driven by growing consumer awareness of environmental sustainability and health [1]. The nation's business activity has been boosted by the desire for organic products, which includes everything from food and drinks to personal hygiene products. Women in particular have played a significant role in creating this environment by using their distinct viewpoints, abilities, and drive to carve out positions in this fast-paced sector. For a number of reasons, it is essential to comprehend the driving forces behind female entrepreneurs in the organic products industry [2]. First of all, it sheds light on the relationship between gender, economic empowerment, and sustainable development by illuminating the underlying mechanisms that encourage women to engage in entrepreneurship. Second, it provides insightful guidance for decision-makers in government, business, and other sectors who want to support the conditions that allow women to succeed as entrepreneurs. This study seeks to advance our understanding of women's entrepreneurship in India and its implications for gender equality and economic growth by elucidating these driving processes [3]. India's market for organic products is made up of a wide range of companies, from small startups to major multinationals, all of which meet changing customer demands and tastes. Since they make up a sizable component of this ecosystem, women entrepreneurs offer a distinct set of incentives and viewpoints. Their desire to make a positive impact on people and the environment is what drives their entrepreneurial endeavors.

2. LITERATURE REVIEW

The rise of female entrepreneurs in India's organic products industry is set in the larger global backdrop of trends toward gender equality, sustainability, and entrepreneurship. An analysis of the body of research on the subject offers insightful information about the motivations behind women's entrepreneurship, their experiences working in the organic products sector, and the socioeconomic effects of their ventures [4]. Scholarly investigations on gender differences in entrepreneurship have long been underway, with research elucidating the complex obstacles that impede women's entrepreneurial endeavors. Women's economic autonomy and entrepreneurial aspirations have historically been restricted by institutional constraints, cultural norms, traditional gender roles, and restricted access to resources [5]. Nonetheless, a progressive shift towards gender-inclusive entrepreneurship has been observed in recent decades, driven by economic imperatives, regulatory interventions, and shifting society attitudes. The emergence of female entrepreneurs in India is a result of the intricate interaction of sociocultural, political, and economic elements. The 1990s economic liberalization of the nation sparked entrepreneurship in a number of industries, giving women fresh chances for financial empowerment and self-actualization [7]. Furthermore, by making funding, education, and mentorship more accessible, programs like Mudra Yojana and Stand-Up India aim to encourage women's entrepreneurship. Women entrepreneurs hold a distinct position in the organic products market, using their business endeavors to tackle urgent societal

and environmental issues [8]. Studies show that compared to their male counterparts, women-led businesses in the organic sector are more likely to place a high priority on sustainability, community development, and ethical sourcing procedures. The sector's expansion and legitimacy are aided by this emphasis on social and Motivation is a major determinant of women's choice of industry and level of involvement in entrepreneurship. Autonomy, financial independence, a love for the company, and a desire to have a positive social influence are just a few of the many reasons why women start their own businesses, according to studies [10]. Environmental awareness, health advocacy, and a sense of purpose stand out as significant motivators in the organic products industry, indicating the dedication of female entrepreneurs to sustainable living and holistic well-being [11]. environmental responsibility, which is in line with customer demand for products made ethically [9]. In addition, women entrepreneurs frequently handle particular possibilities and obstacles in the organic products sector, which is distinguished by its focus on customer trust, authenticity, and quality. According to research, women's organizational skills, social networks, and market accessibility all affect their resilience and success as entrepreneurs in this cutthroat environment [12]. Through using their combined talents, pooling resources, and encouraging cooperation, female entrepreneurs can break through obstacles and succeed in the organic products industry. The literature review, in summary, emphasizes the importance of women's entrepreneurship in India's organic goods industry and its consequences for gender equality, sustainable development, and economic progress. This study adds to a better understanding of women's entrepreneurial journeys by analyzing the interaction of motivational factors, socio-cultural dynamics, and industry-specific challenges. It also paves the way for future research and policy interventions targeted at promoting inclusive and sustainable entrepreneurship ecosystems.

3. MOTIVATIONAL FACTORS TOWARDS MARKETING ORGANIC PRODUCTS BY WOMEN ENTREPRENEUR

Understanding Indian women's entrepreneurial activities in the organic products industry revolves around motivational factors. Women entrepreneurs are motivated by a diverse range of factors to participate in this dynamic and quickly changing sector, according to a study of the literature.

3.1.Environmental Concerns

The organic products industry has seen a notable increase in entrepreneurship as a result of environmental sustainability. Studies reveal that a growing number of female entrepreneurs are driven by the aspiration to reduce environmental deterioration, preserve natural resources, and encourage environmentally conscious behaviors [13]. Research indicates that sustainable production practices, like organic farming, the use of renewable energy, and waste reduction programs, are given priority by women-led businesses in the organic sector. In addition to satisfying consumer demands for items supplied ethically, this emphasis on environmental stewardship also demonstrates the dedication of female entrepreneurs to building a more sustainable future for future generations [14].

3.2.Health Consciousness:

The market for organic products has seen a surge in entrepreneurship as people become more conscious of health and wellness issues. Women entrepreneurs have been instrumental in

supplying the market with natural and organic options. According to research, women-led businesses are more likely to concentrate on creating premium, nutrient-rich organic products that enhance overall wellbeing and deal with common health issues [15]. The focus on health-conscious entrepreneurship aligns with the interests of consumers who value ethical sourcing techniques, clean labels, and transparency. By creating organic goods that nurture the body, mind, and spirit, women entrepreneurs use their own experiences, values, and knowledge to add to the expanding conversation about preventive healthcare and sustainable living [16].

3.3. Empowerment and Independence

For women in India, entrepreneurship offers a route to financial independence and self-determination, giving them the chance to overcome social norms and conventional gender roles. Research suggests that women who explore business opportunities in the organic goods industry do so because they want financial independence, autonomy, and agency [17]. Women entrepreneurs take charge of their own lives by starting and running their companies, upending established hierarchies and opening doors for socioeconomic progress. Additionally, entrepreneurship gives women the chance to use their networks, abilities, and skills to create value, make money, and improve the welfare of their homes and communities [18].

3.4. Passion for Natural Products

Driven by a deep-seated belief in the transformational power of nature's abundance, women entrepreneurs are often inspired to enter the organic products sector by a passion for natural products and holistic living. Studies indicate that businesses run by women have a higher propensity to manufacture and market organic products that align with their individual beliefs, tastes, and ways of life [19]. Their love of natural products gives their business ventures a sincere, moral, and purposeful quality that draws in customers looking for real, artisanal goods with a personal touch. Women entrepreneurs offer a distinct viewpoint to the organic products market by utilizing their creativity and passion, which promotes innovation, distinction, and brand loyalty [20].

3.5. Community Impact

The aspiration of female entrepreneurs operating in the organic goods industry is to foster constructive social transformation and enhance the welfare of their localities. Research indicates that women-owned businesses place a high value on fair trade policies, ethical sourcing, and community involvement programs, all of which support inclusive growth and sustainable development [21]. Women entrepreneurs help to preserve traditional livelihoods and revitalize local economies in rural and peri-urban regions by providing support to local suppliers, farmers, and craftspeople. This strengthens the social fabric of these places. Furthermore, their dedication to community impact goes beyond financial concerns to include social justice, environmental preservation, and cultural preservation, demonstrating a comprehensive approach to entrepreneurship that goes beyond profit maximization [22].

3.6. Market Demand and Opportunities

The organic goods industry is mostly driven by market demand and opportunities. Women entrepreneurs are adept at identifying niche markets and developing value propositions by utilizing

consumer trends, technical improvements, and regulatory changes. According to research, women-led businesses can acquire a competitive advantage in the market by recognizing unmet requirements, comprehending customer preferences, and leveraging new trends [23]. Women entrepreneurs increase their reach, get access to new client segments, and improve the viability and scalability of their businesses by adjusting to shifting market dynamics and utilizing digital platforms for marketing and distribution [24,34].

3.7.Flexibility and Work-Life Balance

Women in the organic goods industry can pursue their entrepreneurial goals while fulfilling their caregiving responsibilities because to entrepreneurship, which gives them the flexibility to balance work and family commitments. Research reveals that female entrepreneurs cherish the independence and authority that come with being their own bosses, since it allows them to design unique work schedules that suit their demands both personally and professionally [25,32]. In addition, women who pursue entrepreneurship are able to combine their roles in the home and workplace, creating a positive flow of energy between their business endeavors and domestic responsibilities. Long-term business success is facilitated by women entrepreneurs who increase their productivity, well-being, and pleasure through the adoption of flexible work practices and the creation of supportive work environments [26].

3.8.Financial Incentives

Incentives for money are a major factor in encouraging female entrepreneurs to start and grow their businesses in the organic products industry. According to research, getting financing, credit, and investment capital is crucial for getting beyond early obstacles to entrance, expanding operations, and seeing corporate growth. However, because of risk perceptions, collateral requirements, and gender biases, women entrepreneurs frequently encounter difficulties obtaining capital for their companies and gaining access to official financial institutions [27,33]. Because of this, female entrepreneurs turn to alternate financial sources like crowdfunding, microlending, savings, and family assistance to fund their business ventures. Policymakers, financial institutions, and industry stakeholders may build an environment that is supportive of inclusive and sustainable entrepreneurship in the industry by addressing the financial demands and restrictions faced by women entrepreneurs [31].

3.9.Cultural and Familial Influence:

Women's entrepreneurial aspirations and activities in the organic goods industry are shaped by cultural norms, familial expectations, and social networks. Studies indicate that female entrepreneurs find motivation from community networks, cultural customs, and family role models. These factors impact their views on entrepreneurship and their definition of success [29,35]. In addition, women's entry into entrepreneurship is greatly aided by social capital and familial support, which give them the informational, practical, and emotional tools they need to take advantage of opportunities and overcome obstacles. Societies can fully utilize the creativity, originality, and resilience of women entrepreneurs and utilize their entrepreneurial aspirations for sustainable development by cultivating an environment that supports and encourages them [30,36].

In conclusion, the review of the literature emphasizes the wide range of motivating elements that propel Indian women entrepreneurs in the organic products industry. From health and environmental issues to market prospects, empowerment, and enthusiasm, there is something for everyone.

4. METHODOLOGY AREA OF THE STUDY

This study uses a quantitative methodology and focuses on 245 female business owners in the organic products industry, primarily from Karnataka, India. A structured Google Form questionnaire is used to collect data, and it is intended to record demographic data, motivating reasons, and entrepreneurial outcomes. Likert-scale items and standardized scales are included in the questionnaire to evaluate important motivators like empowerment, health consciousness, and environmental concerns. Furthermore, open-ended inquiries provide qualitative insights into people's unique viewpoints and experiences. Using a structured Google Form maximizes accessibility and convenience for participants while guaranteeing effective data gathering and management. This methodology facilitates a thorough investigation of the motivational dynamics propelling female entrepreneurs in the organic goods sector of Karnataka, offering significant contributions to the fields of academics and practice.

5. DATA ANALYSIS

A sample size of 245 was used for the analysis, which was carried out using SPSS software and a number of tests, including regression analysis, mean and standard deviation, and frequency testing.

Table 1: Demographic Information of the Respondents

Category	Classification	No of Respondents	Percentage
Age	25-35	60	24.49
	36-45	80	32.65
	46-55	65	26.53
	56 and above	40	16.33
Education	Tenth Std	30	12.24
	High School	70	28.57
	Bachelor's Degree	75	30.61
	Master's Degree	70	28.57
Years of Entrepreneurship	Less than 1 year	50	20.41
	1-3 years	80	32.65
	4-6 years	65	26.53
	7 years and above	50	20.41
Business Size	Sole Proprietorship	100	40.82
	Partnership	90	36.73
	Private Limited Company	55	22.45
Product Range	Food and Beverages	70	28.57

	Personal Care	80	32.65
	Home Care	60	24.49
	Others	35	14.29

Significant information about the racial and professional backgrounds of 245 female entrepreneurs are revealed by analyzing the table. The majority of responders are between the ages of 36 and 45, and a sizable fraction have master's or bachelor's degrees. The majority run sole proprietorship enterprises and have one to three years of expertise in entrepreneurship. Food and beverages, as well as personal care, are major product categories. The wide range of interests and backgrounds among the sample's female entrepreneurs is reflected in this snapshot.

Table 2: Mean and standard deviations of the factors

Motivational Factor	Mean	Std Deviation (SD)
Environmental Concerns	4.5	0.8
Health Consciousness	4.3	0.9
Empowerment and Independence	4.2	0.6
Passion for Natural Products	4.4	0.7
Community Impact	4.1	0.5
Market Demand and Opportunities	4.6	0.6
Flexibility and Work-Life Balance	4.2	0.6
Financial Incentives	4.0	0.5
Cultural and Familial Influence	4.1	0.6

The mean and standard deviation analysis provides important new information about the motivational environment of 245 Indian women entrepreneurs in the organic products industry. With a mean score of 4.6, market demand and prospects emerge as the most significant factor, highlighting their critical importance in propelling entrepreneurial initiatives. Concerns about the environment and a love of natural products come in second and third, respectively, highlighting the industry's strong emphasis on ethics and sustainability. Additionally, highly ranked are health consciousness and empowerment/independence, which reflects the entrepreneurial spirit derived from individual goals and ideals. The balance between personal beliefs and professional aspirations is highlighted by the moderate relevance of flexibility and work-life balance, as well as cultural and familial impact. Even if they are still important, financial incentives are somewhat less important than other factors, indicating that non-monetary reasons are a major influence on entrepreneurial decision-making. Overall, these results shed light on the various and complex reasons that influence women's entrepreneurial paths in the organic goods industry, offering insightful information to those involved in efforts to empower and assist Indian women entrepreneurs.

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	.791	.578	.559	5.68087

A high connection between the independent variables and the general motivated behavior of female entrepreneurs was indicated by the regression model's strong fit, which had a *RR* value of 0.791. With an *R*² value of 0.578, the model appears to be able to explain 57.8% of the variance in overall motivating behavior. A more precise indicator of the model's explanatory ability is the Adjusted *R*² value of 0.559, which takes the number of predictors into consideration. The estimated standard error was 5.68087, which is the average separation between the observed values and the regression line.

6. CONCLUSION

The study's conclusions offer a thorough grasp of the connection between a number of motivating variables and the general motivational behavior of female entrepreneurs. Regression analysis showed that some factors have a substantial impact on women's entrepreneurial motivations. These factors are Motivational Factor, Health Consciousness, Empowerment and Independence, Passion for Natural Products, Market Demand and Opportunities, and Financial Incentives. The results of this study demonstrated the significant beneficial influence of these parameters, suggesting that improvements in these domains can significantly enhance the motivating behavior of female entrepreneurs in general. There are many real-world applications for these results. Prioritizing interventions that strengthen the important motivating variables might help policymakers and support organizations that work to promote women entrepreneurs create more successful support programs and policies. Increased market demand and financial potential are projected to result from initiatives to raise health knowledge, empower women, and ignite a passion for natural products. Overall, this study emphasizes how crucial specific motivating elements are to women's success as entrepreneurs. Stakeholders may better support female entrepreneurs and contribute to more healthy and sustainable entrepreneurial ecosystems by concentrating on the important variables. To build on the insights this study offers, future research could investigate these processes in more detail while taking into account different variables and settings.

7. LIMITATION AND FUTURE SCOPE OF THE STUDY

Even though the study produced important results, there were certain limitations. The sample size and geographic breadth may have limited the data's generalizability, as the majority of the participants were from India, which may not accurately represent the diversity of women entrepreneurs around the world. Furthermore, the data's cross-sectional design limits the capacity to draw conclusions about the causal relationship between the driving forces behind

entrepreneurial conduct and a specific moment in time. To improve generalizability, future studies should address these constraints by enlarging the sample size and include people from different nations and locations. The causal links between motivational factors and entrepreneurial behavior over time may be better understood through longitudinal investigations. The effects of governmental measures intended to strengthen the important motivating elements found in this study should also be investigated in future research.

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