



## MOTIVATIONAL FACTORS TO BECOME AN ENTREPRENEUR

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### ABSTRACT

The purpose of the study was to analyze the differences between the motivational factors which lead to becoming an entrepreneur in Tirunelveli District. To achieve the purpose of the study, 570 entrepreneurs have been selected equally from each of the 19 blocks of the district by adopting a purposive sampling. The study adopted a combination of two research designs, namely cross-sectional and survey-based questionnaire design. A well-structured and pre-tested interview schedule was used for collecting the data by personal interview method. The interview schedule focused on the factors of Personal, Social, Economical, Family and Intellectual. For the inferences, the researchers used the Friedman test to analyze the significant difference between the motivational factors which lead to becoming an entrepreneur. The primary data collected were analyzed by using Statistical Package for Social Sciences (SPSS 16). The result of the study revealed that there is a significant difference between the factors of Personal, Social, Economical, Family and Intellectual. It was also found from the study that Family factor is the most important reason for the entrepreneurs to become an entrepreneur in Motivational factors of motivation and the Social factor is the least important one. The study suggested that the governmental and non-governmental agencies and the policy makers for the entrepreneurs should consider the priorities of motivational factors to become an entrepreneur when they prepare the training programme and schedule for the Entrepreneurial Development Programme (EDP).

**Keywords:** Economical Factor; Entrepreneurs; Family Factor; Intellectual Factor; Personal Factor; Social Factor; Tirunelveli District.