

An Analysis Of Motivational Factors And Their Impact On The Sustainable Performance Of Social Women Entrepreneurs

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ABSTRACT

Social entrepreneurship has arisen as a crucial means of tackling societal issues, especially under the leadership of women entrepreneurs who integrate social objectives with commercial ambitions. Despite their increasing importance, the motivational elements that propel and maintain the effectiveness of women-led social companies remain insufficiently examined. This study examines the impact of five primary motivational factors like independence, satisfaction, earning, security, and recognition on the sustained performance of female social entrepreneurs. The study, conducted in the Chennai district, using a standardized questionnaire distributed to 230 women entrepreneurs listed in the MSME database. The analysis utilizing correlation and multiple regression indicates that satisfaction, earnings, security, and recognition have a significant positive influence on entrepreneurial performance, whereas independence exhibits a statistically significant negative effect. The model accounts for 74.7% of the variance in performance outcomes, highlighting the essential importance of incentive in maintaining social ventures. These results underscore the necessity of developing support networks that prioritize the enhancement of financial security, acknowledgment, and personal fulfilment, rather than advocating for autonomy in isolation. The study offers significant empirical insights into women's social entrepreneurship and presents recommendations for policy and practice to improve the success and sustainability of women-led social enterprises.

Keywords: Social entrepreneurship, Women entrepreneurs, Motivation, Sustainable performance.

I. INTRODUCTION

Social entrepreneurship is a potent paradigm for developing creative and long-lasting solutions to societal issues in a time of urgent global concerns [1]. It is an essential instrument for confronting social disparities, particularly in marginalized populations. Women entrepreneurs involved in social entrepreneurship, who emphasize the creation of social value in conjunction with economic objectives, are pivotal in promoting inclusive growth and sustainable development [2]. In contrast to conventional commercial entities that prioritize profit maximization, social enterprises function with a "dual bottom line," effectively balancing the pursuit of a social mission with the necessity for financial sustainability [3]. In this dynamic business, women are widely seen as crucial agents of change. They frequently exhibit a strong dedication to social justice and community development, using their entrepreneurial endeavors to address problems ranging from inequality and poverty to environmental degradation [4].

Despite the increasing significance of women in social entrepreneurship, a substantial gap persists in comprehending the fundamental motives that drive them and, importantly, how these motivations affect their capacity to attain enduring, sustainable performance. Although general entrepreneurial literature has thoroughly examined motivating elements, the distinctive setting of social entrepreneurship, where personal fulfilment and community impact frequently align with financial objectives, creates a more intricate motivational landscape [5].

The goal of this study is to close this gap by carefully examining the main motivators like independence, fulfilment, income, security, and recognition and how they specifically affect the long-term success of social entrepreneurs run by women. In this study, "sustainable performance" is defined as a comprehensive metric that includes financial stability and development, alongside the ongoing fulfilment

of the enterprise's social goal and its enduring organizational resilience. This paper seeks to elucidate the relationship in order to furnish policymakers, support organizations, and investors with critical insights for developing more effective ecosystems that enable women to establish and maintain impactful social ventures, thereby directly contributing to the Sustainable Development Goals, specifically SDG 5 (Gender Equality) and SDG 8 (Decent Work and Economic Growth).

II. LITERATURE REVIEW

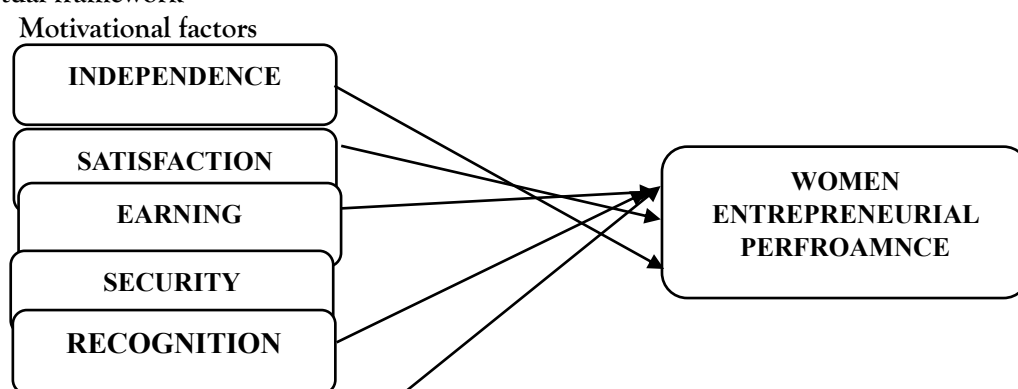
Women's entrepreneurial drive is influenced by a variety of psychological, social, and economic aspects, each affecting the probability of sustained success in social enterprises. Prior studies have highlighted that independence serves as a primary motivator for women entrepreneurs, particularly for those pursuing autonomy and control over their careers [6]. Satisfaction and self-actualization, especially within the realm of social entrepreneurship, are critical motivators for women pursuing coherence between their values and company objectives [7]. Intrinsic motivations correlate with elevated levels of tenacity, inventiveness, and long-term involvement, which are essential for the success of socially oriented firms [8]. Moreover, income potential continues to be a practical consideration. In mission-driven situations, women frequently utilize entrepreneurship as a means of economic empowerment and familial stability, indicating that financial incentives can coexist with social objectives [9].

The need for personal and financial security, especially in socioeconomically disadvantaged or transitional countries, drives women to create enterprises that fulfil communal requirements while securing their own economic stability [10]. Similarly, legitimacy and improved access to resources and support systems are fostered by acknowledgment, which enhances entrepreneurial identity [11]. Nevertheless, the literature is deficient in comprehensive models that analyze the interaction of these motivational characteristics and their impact on the performance results of women-led social enterprises. Many current research either isolate these characteristics or generalize them across genders or forms of entrepreneurship, resulting in a deficiency in comprehending how motivation converts into sustained success in women-led social ventures [12]. A thorough examination of these motivating components and their influence on entrepreneurial outcomes is crucial for formulating refined theoretical insights and policy recommendations.

III. Statement Of The Problem

Women social entrepreneurs play a critical role in addressing social issues through innovative and inclusive business models; nevertheless, there is limited understanding of how their motives impact the sustainable success of their enterprises. Although prior research has examined entrepreneurial motivation broadly, it frequently neglects the intricate interplay of inner and external factors such as independence, satisfaction, earning, security and recognition that distinctly propel women in the social enterprise domain. Furthermore, there is an absence of empirical studies connecting these motivational factors to quantifiable performance outcomes in women-led social enterprises. This gap constrains the advancement of context-sensitive support systems and regulations designed to improve the efficacy and sustainability of these initiatives. Consequently, a targeted inquiry is essential to comprehend the influence of particular motivational elements on the sustainable performance of female social entrepreneurs.

IV. Conceptual framework



V. Objectives Of The Study

1. To examine the impact of motivational factors on the sustainable entrepreneurial performance of social women entrepreneurs.
2. To explore the interrelationships among motivational factors influencing the social women entrepreneurs.

VI. RESEARCH METHODOLOGY

The study employed an empirical approach to examine the impact of motivational factors on the sustainable performance of social women entrepreneurs in the Chennai district. A structured questionnaire was designed to collect primary data, focusing on five key motivational constructs such as independence, satisfaction, earning, security, and recognition, along with their influence on entrepreneurial performance. Respondents were selected through purposive sampling, targeting active women entrepreneurs registered under the MSME database. This method allowed the researcher to intentionally include participants who possessed relevant experience and met the specific criteria of the study. Data were gathered through an interview scheduling method to ensure clarity and accuracy in responses. The questionnaire underwent a pilot test, and internal reliability was confirmed using Cronbach's Alpha, with all constructs scoring above 0.8, indicating strong internal consistency.

The study included a sample size of 230 women entrepreneurs, which is considered statistically adequate for regression and correlation analysis. Prior studies recommend a minimum sample size of 200 in entrepreneurship research to ensure robust and generalizable results. The data were analyzed using correlation analysis and multiple regression analysis to determine the relationships and predictive influence of motivational factors on entrepreneurial performance. These statistical tools enabled a comprehensive assessment of both individual and collective impacts of the variables under study. Additionally, relevant secondary data were reviewed from academic journals, books, and publications to support the analysis and contextualize the findings within the broader literature on women entrepreneurship.

VII. Hypothesis

H₀: There is no significant impact of motivational factors on the sustainable performance of social women entrepreneurs.

H₁: There is a significant impact of motivational factors on the sustainable performance of social women entrepreneurs.

Viii. Data analysis and interpretation

A. Cronbach's alpha test

To validate the research instrument, a reliability test was performed, with an acceptable threshold of 0.7 established. The reliability evaluation was performed by computing the Cronbach alpha coefficient to examine the internal consistency of the instrument. The outcomes surpass the stipulated level of 0.7 as advised by Overview and Measurement (1978). The outcomes of the reliability assessment are presented in Table 1.

table 1: cronbach's α test

Cronbach's α	No. of items
0.857	16

The research results revealed a Cronbach's alpha coefficient of 0.857, demonstrating that the study instrument is highly reliable for assessing the challenges faced by women entrepreneurs in utilizing gig workers. This signifies that the 16 items utilized in the study demonstrate a robust association and reliably assess the intended construct.

B. Correlation analysis

To examine the strength and direction of relationships among the key motivational factors and social women entrepreneurial performance, Pearson correlation analysis was conducted. This statistical

technique helps identify how closely variables such as Independence, Satisfaction, Earning, Security, and Recognition are associated with entrepreneurial performance.

TABLE 2: CORRELATION MATRIX OF MOTIVATIONAL FACTORS AND WOMEN ENTREPRENEURIAL PERFORMANCE

Variables		Independence	Satisfaction	Earning	Security	Recognition	Women Entrepreneurial Performance
Independence	Pearson Correlation	1	.464**	.602**	.527**	.605**	.711**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	230	230	230	230	230	230
Satisfaction	Pearson Correlation	.464**	1	.645**	.672**	.629**	.500**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	230	230	230	230	230	230
Earning	Pearson Correlation	.602**	.645**	1	.772**	.755**	.566**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	230	230	230	230	230	230
Security	Pearson Correlation	.527**	.672**	.772**	1	.771**	.667**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	230	230	230	230	230	230
Recognition	Pearson Correlation	.605**	.629**	.755**	.771**	1	.607**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	230	230	230	230	230	230
Women Entrepreneurial Performance	Pearson Correlation	.711**	.500**	.566**	.667**	.607**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	230	230	230	230	230	230

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS window output (based on 2025 survey data)

The correlation analysis presented in Table 2 reveals statistically significant and positive relationships between all motivational factors such as Independence, Satisfaction, Earning, Security, and Recognition—and Women Entrepreneurial Performance, at the 0.01 significance level (2-tailed).

Independence exhibits a strong positive correlation with Social Women Entrepreneurial Performance ($r = .711$, $p < .01$), suggesting that greater autonomy is associated with improved entrepreneurial outcomes among women. Similarly, Security ($r = .667$, $p < .01$), Recognition ($r = .607$, $p < .01$), Earning ($r = .566$, $p < .01$), and Satisfaction ($r = .500$, $p < .01$) also demonstrate moderate to strong positive correlations with Social Women Entrepreneurial Performance. These findings indicate that as these motivational factors increase, so does the performance level of women entrepreneurs.

Additionally, strong inter-correlations are observed among the independent variables themselves. For instance, Earning and Security ($r = .772$), and Security and Recognition ($r = .771$) show particularly high positive correlations, indicating potential interdependence between these motivational dimensions.

Overall, the results confirm that all motivational factors examined in this study are positively and significantly associated with the performance of women entrepreneurs. This supports the hypothesis that motivational drivers play a crucial role in enhancing sustainable performance among social women entrepreneurs.

C. Regression analysis

To determine the extent to which motivational factors predict the sustainable performance of social women entrepreneurs, a multiple regression analysis was carried out. The model included five independent variables—Independence, Satisfaction, Earning, Security, and Recognition—and one dependent variable, Women Entrepreneurial Performance.

TABLE 3: MULTIPLE REGRESSION ANALYSIS OF MOTIVATIONAL FACTORS PREDICTING WOMEN ENTREPRENEURIAL PERFORMANCE

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	
1		.864	.747	.742	.490	
a. Predictors: (Constant), Independence, Satisfaction, Earning, Security, Recognition						
ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	158.987	1	31.797	132.401	.000 ^b
	Residual	53.796	229	.240		
	Total	212.783	230			
a. Dependent Variable: Women Entrepreneurial Performance						
b. Predictors: (Constant), Independence, Satisfaction, Earning, Security, Recognition ^b						
Coefficients ^a						
1	Model	Unstandardised Coefficients		Standardised Coefficients	T	Sig.
		B	Std. Error			
	(Constant)	-.386	.230		-1.675	.095
	Independence	-.219	.061	-.183	-3.563	<.001
	Satisfaction	.236	.064	.172	3.721	<.001
	Earning	.366	.058	.353	6.286	<.001

	Security	.367	.066	.311	5.525	<.001
	Recognition	.335	.053	.323	6.343	<.001
a. Dependent Variable: Women Entrepreneurial Performance						

Source: SPSS window output (based on 2025 survey data)

Table 2 shows the regression model summary, which indicates a Standard Error of the Estimate of 0.490, suggesting the average distance that the observed values fall from the regression line is relatively low. The R value is 0.864, indicating a strong positive correlation between the motivational factors and women entrepreneurial performance. The R Square value of 0.747 shows that 74.7% of the variance in women entrepreneurial performance can be explained by the predictors in the model. The Adjusted R Square (0.742) adjusts for the number of predictors and the sample size, providing a more conservative and accurate estimate of the variance explained.

The ANOVA table demonstrates that the model is statistically significant, with an F value of 132.401 and a p-value less than 0.001. This indicates that the regression model as a whole is a significant predictor of women entrepreneurial performance. The Coefficients table presents the individual effects of each motivational factor on entrepreneurial performance. The unstandardized coefficients (B) show that a one-unit increase in Satisfaction, Earning, Security, and Recognition is associated with increases of 0.236, 0.366, 0.367, and 0.335 in entrepreneurial performance, respectively. Interestingly, Independence shows a negative unstandardized coefficient of -0.219, suggesting that higher levels of independence may be associated with slightly lower entrepreneurial performance, which could reflect the complexity of autonomous decision-making in entrepreneurial settings.

The standardized coefficients (Beta) reveal the relative importance of each predictor, with Earning (0.353) having the strongest effect, followed by Recognition (0.323), Security (0.311), and Satisfaction (0.172). Independence, though statistically significant, has a negative Beta of -0.183, indicating an inverse relationship. The significance values (Sig.) for all predictors are less than 0.001, confirming that each motivational factor contributes significantly to the prediction of women entrepreneurial performance.

Based on the regression results, it can be concluded that motivational factors significantly influence the performance of women entrepreneurs. Therefore, the null hypothesis (H_0), which stated that there is no significant impact of motivational factors on sustainable performance of women entrepreneurs, is rejected, and the alternative hypothesis (H_1) is accepted. Hence, there is a significant impact of motivational factors on sustainable performance of social women entrepreneurs.

IX. Suggestions

In light of these findings, several practical implications and recommendations can be made. First, policy interventions and entrepreneurship support programs should move beyond the generic promotion of independence and instead focus on strengthening the other key motivators—particularly satisfaction, earning potential, and recognition—which show a more direct and positive influence on performance. Government agencies, NGOs, and incubators should design targeted training and mentoring programs that enhance financial literacy, social impact evaluation, and enterprise sustainability. Additionally, providing platforms that celebrate and recognize the achievements of women social entrepreneurs can reinforce motivation and public legitimacy. Efforts should also be made to improve access to secure funding, workspaces, and professional networks, thereby addressing the need for personal and economic security. Future studies are encouraged to adopt qualitative or longitudinal approaches to explore how these motivational drivers evolve over time and how contextual factors (such as cultural or policy environments) further mediate entrepreneurial performance among women in the social enterprise sector.

X. CONCLUSION

This study investigated the influence of key motivational factors independence, satisfaction, earning, security, and recognition—on the sustainable performance of social women entrepreneurs. The empirical findings, based on correlation and multiple regression analysis, revealed that satisfaction, earning, security, and recognition had significant and positive impacts on entrepreneurial performance. Notably, while independence was also statistically significant, it showed a negative relationship with performance, indicating that increased autonomy may sometimes present operational challenges rather than advantages. The model explained 74.7% of the variance in performance outcomes, confirming the substantial role that motivation plays in shaping the success of women-led social enterprises. These insights contribute to a deeper understanding of the unique motivational landscape in which social women entrepreneurs operate and affirm that performance is not solely driven by profit motives but also by intrinsic values and social recognition.

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