Involvement of Indian Women in Microenterprise in Klang Valley: Motivational and Success Factors of Micro Entrepreneurs

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Abstract

There have been plenty of writings on microenterprise over the past decades. A range of new concepts and paradigms has been introduced to understand the development and issues in microenterprise. In Malaysia, ample of research on women’s involvement in small business have been done, especially for Malay women and also Chinese businesses. This paper summarizes on the study of motivational factors micro entrepreneurs in Malaysia especially on Indian women micro entrepreneurs (using principal component factor analysis with varimax rotation). The objective of the research was to analyze the motives of Indian micro entrepreneurs starting their own business and to determine factors that affect the success of micro entrepreneurship. The empirical research was conducted according to 17 motivational items of entrepreneurs to establish their own business and affecting entrepreneurs’ success. Based on these results countries, it may be concluded that motivational factors of entrepreneurs are generic in developing countries. The results showed that there was a strong motivational factors concerned with the development of micro entrepreneurship at the starting-up stage and after five years of businesses.

Keywords: Motivational factors, Microenterprise, Indian women entrepreneurs.