

**DIGITALISATION AND MOTIVATION: A STUDY OF WOMEN  
ENTREPRENEURS**

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**ABSTRACT**

This study makes suggestions for conceptual frameworks that show how digitalization affects the motivation of women entrepreneurs in Bangalore and how well their businesses do. The researcher used a non-random sampling method to choose 22 women entrepreneurs in Bangalore to fill out a questionnaire and get the first set of data. We used descriptive, inferential, and multiple regression analysis on the collected data to test how well a business run by women in Bangalore was doing. Because of this conceptual model, digitalization did not act as a link between women entrepreneurs' motivation and how well their businesses did. The motivation to firm performance, motivation to digitalization, and digitalization to firm performance all show that the direct effects of the individual variable are very important. The researcher says that the model should be built as a moderating variable to get women entrepreneurs interested in going digital.

Keywords: women's entrepreneurship, motivation, digitalization, firm performance, digital entrepreneur, mediating variable

**INTRODUCTION**

The word "digital" has been a big focus of research in recent years, and it is still used in business. Digital has become a buzzword for changing the way utilities are used in every part of the market. Entrepreneurship is when people come up with new ways to run businesses. The most important thing an entrepreneur does is start a change in society that leads to a larger cultural shift. Ndinguri (2013) looked at how digital entrepreneurship, which is owned equally by men and women, changes with the times. Researchers keep pointing out that the growth of technology and digitalization makes it easier for women to stay in business despite social, economic, and psychological barriers (Aparicio et al., 2016; Ornek & Danyal, 2015; Semrau et al., 2016; Simón-Moya et al., 2020; Yan, 2010). Few authors have also been able to use systematic research on things like family support (Abe et al., 2015), motivational factors (Krishnamoorthy & Balasubramani, 2014), educational needs (Kain & Sharma, 2013; William J. Health, 1995), required different skills and training for women entrepreneurs (Braun, 2008; Lorz, 2011), and government support services (Yukongdi, 2020) to change the traditional homemaker into a successful leader who is (Goyal & Parkash, 2011). Together, these studies show what women entrepreneurs need to do most. On the other hand, the following research goals have not gotten nearly enough attention. The goal of this study is to combine the different definitions of digitalization and motivation that affect how entrepreneurial women come up with new ideas and/or start their own businesses. This study aims to give an overview of the main topics that have been studied under "digitalization," "motivation," and "firm

performance," as well as to find the gaps in the literature reviews about how digitalization affects women entrepreneurs and what motivates them to be successful.

### **MOTIVATION**

Women have always been thought to be safe at home, and Indian society believes that to be true (Hina, 2013). Even if they are motivated to start a business, women usually want a typical business with a lot of work (Birley et al., 1987). Women continue to see problems as opportunities and come up with new ways to grow their businesses (Abeh et al., 2015). A small number of reviews have also been able to use systematic research on different factors, such as family, pull and push inspiration factors (Dempsey, 2014), motivational factors (Krishnamoorthy & Balasubramani, 2014), and entrepreneurial traits, skills, and knowledge (Baum & Locke, 2004). (Pruett, 2012) says that the level of education has the most effect on entrepreneurial activity and has led to the acceptance of technology (Lorz, 2011). This study looks at most of the important internal and external factors that motivate women entrepreneurs.

### **DIGITALIZATION**

The term "technologies" (Chaithralaxmi.T and Shruthi.N, 2016) could be defined as e-commerce, online marketing, online payment, and cloud storage. Digitization is the main process of changing data from analogue to digital, which has been written about in a lot of books and is getting more and more attention. Even though the word "digitalization" has been given many definitions, this study will use the one given by Susan Moore (2015) in Gartner: "the use of technology in the process of being an entrepreneur." Many researchers (Ahmad Asadullah et al., 2018; Jason Bloomberg, 2018; Nambisan, 2017) found that business leaders and entrepreneurs use the terms "digitization" and "digitalization" interchangeably to talk about the use of technology. The previous study (Birley et al., 1987) also said that women need to be trained, which could help the country's economy stay strong. Digitalization encourages women to start their own businesses, grow them, and keep going in a tough market (Hina, 2013).

### **FIRM PERFORMANCE**

Women entrepreneurs' firms were measured to see if there was a link between their ability to be entrepreneurs and how well their businesses did (Mohammed et al., 2017; Zizile & Tendai, 2018). Any new business ventures with motivation are more likely to succeed (Yan, 2010), and the use of information technology and the internet (Sugiharto et al., 2010) improves the productivity of SMEs and online services for making new market changes that affect how well a business does. The main goal of the study is to look at how digitalization affects entrepreneurship and how the level of motivation affects how well women-owned businesses do (Abdul Al & Mostafa, 2019; Afework et al., 2015).

### **RESEARCH HYPOTHESIS**

This study tries to show how women who own or run businesses in Bangalore are motivated by digitalization and how that affects the performance of their businesses. Hasan and Almubarak (2016), Krishnan and Kamalanabhan (2013), Sugiharto et al. (2010), Welsh et al. (2018), and Yan (2010) are just some of the studies that have been done on the model of firm performance with different variables. In this study, motivation and digitalization are two of the

independent factors that affect how well a business run by a woman does. So, here are the four research hypotheses that come from this:

H01: There is no significant link between how motivated women business owners are and how well their businesses do.

H11: There is a strong link between women entrepreneurs' motivation and how well their businesses do. The idea of entrepreneurial motivation describes the main factors that affect how well a business does (Naffziger et al., 1994) so that women entrepreneurs can reach their goal. Hasan and Almubarak (2016) say that spotting opportunities is one of the most important things that affects how well a business does for women entrepreneurs.

H02: There is no strong connection between digitalization and how well women-owned businesses do.

H12: There is a strong link between digitalization and the performance of businesses owned by women. Digitalization's business model let women start from home and reach their target audience by using digital platforms. The process of digitalization helps both new and old businesses (Leong et al., 2016) and has a positive effect on every stage of business. This is helping entrepreneurship grow around the world (Giones & Brem, 2017).

H03: There is no strong link between women entrepreneurs' motivation and their use of technology.

H13: There is a strong link between what motivates women entrepreneurs and how they use technology. The best way for women entrepreneurs to reach their goal is to be motivated to digitalize their business. (Quagraine & Ariwa, 2017) found that digital technologies play an important role in business and help the company's finances get better (Fazalbhoy, 2014). The goal of this study is to find out how motivation affects entrepreneurship and how the level of digitalization affects the performance of firms run by women entrepreneurs.

H04: Digitalization does not play a significant role in the link between motivation and firm performance.

H14: The role of digitalization in the relationship between motivation and firm performance is very important. A lot of research has been done on how digitalization affects the relationship between motivation and firm performance (Baron & Kenny, 1986; Hasan & Almubarak, 2016; Timothy Teo, 2013). A mediating model was used to look at the relationship between the variables.

## **METHODOLOGY**

This study examines how women entrepreneurs are driven, how they use technology, and how well their businesses do. In this study, a structured approach was used with a questionnaire that had four parts. Demographic variables were used to classify the answers from women entrepreneurs in Bangalore (Müller, 2006), and a five-point Likert scale was used to measure motivation (Abey et al., 2015; Krishnamoorthy & Balasubramani, 2014; Müller, 2006), digitalization (Adams, Nelson, & Todd, 1992; Hina, 2013; Lorz, 2011; Naser The researcher chose Bangalore for the primary data of her quantitative research. She chose 22 women entrepreneurs who were not chosen at random. After follow-up calls (Hina, 2013), each respondent gave permission to record an interview for 30 minutes and was told what the

research was for and how it would be used for the pilot study of the targeted sample size. This study shows how motivation and digitalization affect the performance of women-owned businesses.

### RESULT AND ANALYSIS

This study looks at how women entrepreneurs are driven, how they use technology, and how well their businesses do. In this study, a structured approach was used with a questionnaire that had four parts. Demographic variables were used to classify responses from women entrepreneurs in India (Müller, 2006), and a five-point Likert scale was used to measure motivation (Abeh et al., 2015; Krishnamoorthy & Balasubramani, 2014; Müller, 2006), digitalization (Adams, Nelson, & Todd, 1992; Hina, 2013; Lorz, 2011; Naser The researcher chose INDIA for the primary data of her quantitative research. She chose 22 women entrepreneurs who were not chosen at random. After follow-up calls (Hina, 2013), each respondent gave permission to record an interview for 30 minutes and was told what the research was for and how it would be used for the pilot study of the targeted sample size. This study shows how motivation and digitalization affect the performance of women-owned businesses.

**Table 1** Descriptive Analysis of Women Entrepreneur's Profile

Demographic Variables		Frequency	Percentage (%)
Age	Below 25	3	13.6
	26-35	8	36.4
	36-45	7	31.8
	Above 46	4	18.2
Marital Status	Single Never Married	5	22.7
	Married	14	63.6
	Widow	1	4.5
	Divorce	2	9.1
Education Qualification	Diploma course	2	9.1
	Bachelor Degree	9	40.9
	Master degree	10	45.5
	Doctorate	1	4.5
Years of Experience	Less than 2years	5	22.7

2 to less than 6 years	7	31.8
6 to less than 12 years	4	18.2
12 to less than 24 years	4	18.2

more than 24	2	9.1
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Before inferential analysis, Cronbach's Alpha was used as a reliability test to see if items on a scale were consistent with each other (Cooper & Schindler, 2014). Items measure the degree to which instruments are similar and reflect the same causal order of items. As shown in Table 2, the test showed that 92% of the women entrepreneurs were motivated, 94% of their businesses were digitalized, and 89% of their data was reliable. At a 5% level of significance, the t-test for the coefficient of correlation shows that there is a link between the different things that motivate women entrepreneurs.

**Table 2** Reliability statistics and Correlations

Pearson Correlation	Cronbach's Alpha	Motivatio n	Digitalizatio n	Firm performance
Motivation	0.922	1		
Digitalization	0.941	.674**	1	
Firm Performance	0.894	.463*	.650**	1
Mean		75.77	116.45	34.5
Std. Deviation		17.696	23.05	4.964
**. Correlation is significant at the 0.01 level (2-tailed).				
*. Correlation is significant at the 0.05 level (2-tailed).				

Table 2 shows that the relationship between women entrepreneurs' motivation, digitalization, and the performance of their businesses is significant at 5%. Multiple regression analysis was used (Hasan & Almubarak, 2016) after the significant correlation result to find out how motivation and digitalization affect the performance of women entrepreneurs' businesses (Welsh et al., 2018).

**Table 3** Summary of hypothesis statistical test – Regression Analysis

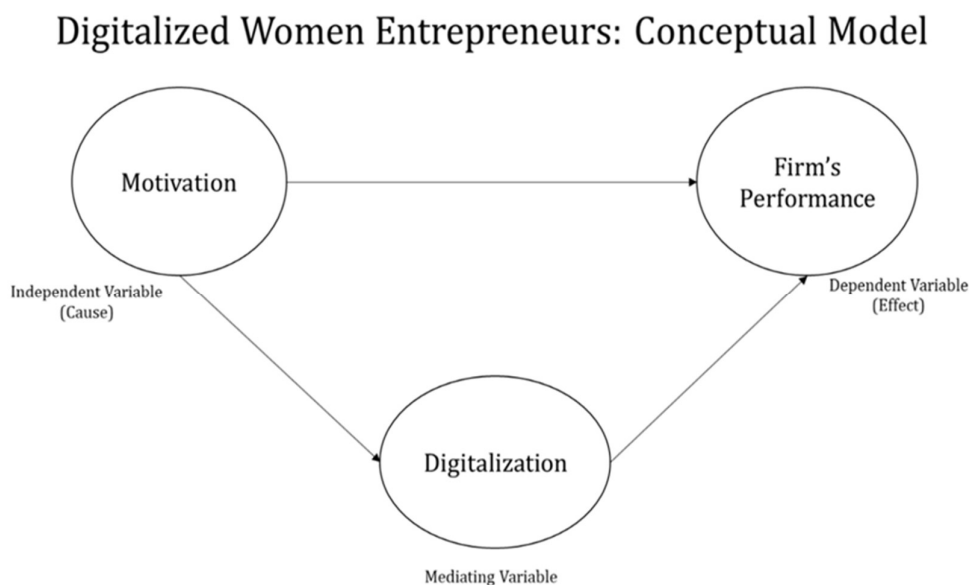
The effect of the mediating variable	Unstandardized Coefficients	Standardized Coefficients	t	Sig. (pvalue)	Hypothesis Accept or Reject
	Std. Error	Beta			
H <sub>01</sub> : There is no significant relationship between motivation and firm performance of women entrepreneurs H <sub>11</sub> : There is a significant relationship	0.06	0.46	2.33	0.03*	Rejected Null Hypothesis at 5% level

between motivation and firm performance of women entrepreneurs					
H <sub>02</sub> : There is no significant relationship between digitalization and the firm performance of women entrepreneurs. H <sub>12</sub> : There is a significant relationship between digitalization and the firm performance of women entrepreneurs.	0.04	0.65	3.83	<0.01**	Rejected Null Hypothesis at 1% level
H <sub>03</sub> : There is no significant relationship between motivation and digitalizing of women entrepreneurs. H <sub>13</sub> : There is a significant relationship between motivation and digitalizing of women entrepreneurs.	0.22	0.67	4.08	<0.01**	Rejected Null Hypothesis at 1% level
H <sub>04</sub> : There is no significant mediation role of	0.07	0.04	0.19	0.85	Accepted Null Hypothesis at 5% level

digitalization on the relationship between motivation and firm performance H <sub>14</sub> : There is a significant mediation role of digitalization on the relationship between motivation and firm performance	0.05	0.62	2.63	0.02*	Rejected Null Hypothesis at 5% level
<p>Note: When the p-value is** less than 0.01 denotes, highly significant – Reject the null hypothesis at a 1% level, The p-value is* between 0.011 to 0.050 denotes, significant – Reject the null hypothesis at 5% level The p-value is more than 0.05 denotes, not significant –Accept the null hypothesis at 5% level.</p>					

Table 3 shows the results of this study, which was based on the review by Baron and Kenny (1986). Three sets of regression analyses were done to find out what effect the mediating variable had. As part of testing the hypotheses, the regression table 3 shows the three conditions mentioned in the mediation effect. For example, H<sub>1</sub> says that the effect of motivation on the performance of women entrepreneurs' businesses is significant (p-value = 0.03, = 0.46), which is an accepted hypothesis at the 5% level. At a 1% level, the relationship between how motivated women entrepreneurs are and how digitalized they are is very strong (p-value = 0.001, = 0.674). Then, at a 1% level, the relationship between digitalization and how well women-owned businesses do is very strong (pvalue=0.001, =0.650). Motivation (p=0.851, =0.045) and digitalization (p=0.016, =0.620) have no effect on the performance of women entrepreneurs' businesses. So, there is a direct link between women entrepreneurs' motivation and their firms' performance, which is a good thing. When it comes to women entrepreneurs in Bangalore, the effect of digitalization as a link between motivation and digitalization is not very important. Figure 1 shows how digitalization can help bridge the gap between what motivates women entrepreneurs and how well their businesses do. This study tries to develop a model that shows how digitalization, motivation, and firm performance are related to women who own or run businesses.

**Figure 1 Conceptual model: Relationship of Motivation, Digitalization and firm's performance**



## CONCLUSION

This study found that digitalization did not act as a link between motivation and the performance of women entrepreneurs' businesses. The effects of each individual variable on firm performance, motivation to digitalization, and digitalization to firm performance are all very important. This study comes to the conclusion that digitalization is also one of the things that affect how well women-owned businesses do. Maybe the analyses are in line with the fact that women business owners can run a successful company by going digital with their business. The goal of the study was met by looking at how digitalization and motivation affect the performance of firms run by women entrepreneurs. Lastly, the women business owners are very important to the firm's performance with or without digitalization, and they are happy with how their business turned out.

## DIRECTIONS FOR THE FUTURE STUDY

Even though the study looks at the relationship between motivation and digitalization and how well women entrepreneurs' businesses do, it also looks at the variables that help explain that relationship. (Welsh et al., 2018) suggests that the structure of the model may act as a moderator between motivation and digitalization to improve the firm performance of women entrepreneurs. The researcher says that the model should be built as a moderating variable to get women business owners interested in digitalization.

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