

## MOTIVATING FACTORS THAT INFLUENCE WOMEN ENTREPRENEURS

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### **ABSTRACT**

*The purpose of the study was to explore the motivational factors among the women entrepreneurs who started their beauty parlors in Bangalore city. A mixed method approach was adopted and a questionnaire was designed with 25 items to measure the motivators of 81 women entrepreneurs. The study found that the triggers which influenced women to start beauty parlor included external, internal factors and meaningful engagement such as perks/rewards and education/competencies. These women opined that the beauty parlor industry is a small enterprise and is easy to manage, which provides them social status, financial independence and rewarding career through which they are able to balance their family and professional lives. The research will help improve strategy for women employees to explore opportunities for start-ups and would aid in better positioning the significance of the above factors to train women to explore the opportunities for becoming entrepreneurs.*

**KEYWORDS:** *Entrepreneur, Women Entrepreneurship, Enterprise, Motivation Factors, Organizational Behavior*