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COLLEGE OF ARTS & SCIENCE  
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Hyderabad

ICSSR - SRC Sponsored One Day National Seminar on  
“Women - Led Startups as Catalyst for Innovation,  
Employment and Economic Growth”

**Conference Proceedings**  
**ISBN: 978-81-994496-4-0**

organized by  
**Department of Commerce**



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# A Study on the Factors Influencing Women Entrepreneurs’ Motivation in the Marketing of Organic Products

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**Abstract---**This study explores the key motivational factors influencing women entrepreneurs in India’s organic products sector based on data from 245 respondents. Findings show that market demand is the strongest motivator, followed by health consciousness, environmental concern, empowerment, passion for natural products, and community impact. The results offer useful insights for policymakers and stakeholders to support women-led entrepreneurship and promote sustainable growth in the organic products industry.

**Keywords---**Women Entrepreneurs, Organic Products, Motivational Factors, Marketing.

## I INTRODUCTION

THE Indian entrepreneurial landscape has undergone significant transformation in recent years, with women emerging as key contributors to innovation and economic development. Among various sectors, the organic products industry has gained prominence due to rising consumer awareness of health and environmental sustainability. Women entrepreneurs play a vital role in this expanding market by leveraging their unique perspectives, skills, and commitment to sustainable practices. Understanding the motivational factors driving women entrepreneurs in the organic products sector is essential, as it provides insights into gender empowerment, sustainable development, and economic growth. This study seeks to enhance understanding of women’s entrepreneurship in India and offers valuable implications for policymakers and stakeholders aiming to promote inclusive and sustainable entrepreneurial ecosystems.

## II LITERATURE REVIEW

The existing literature highlights the growing participation of women entrepreneurs in India’s organic products industry within the broader context of gender equality, sustainability, and inclusive entrepreneurship. Previous studies indicate that women’s entrepreneurial motivations are shaped by a combination of economic, social, and cultural factors, including the desire for financial independence, autonomy, and positive social and environmental impact. Research further suggests that women-led enterprises in the organic sector often

prioritize ethical practices, sustainability, and community development, aligning with rising consumer demand for environmentally responsible products. Government initiatives and policy support have also played a crucial role in enabling women’s entry into entrepreneurship by improving access to finance, training, and mentorship. Overall, the literature underscores the importance of understanding motivational drivers and industry-specific challenges to promote sustainable growth, gender equity, and resilience among women entrepreneurs in the organic products market.

## Motivational Factors Towards Marketing Organic Products By Women Entrepreneur

Women entrepreneurs’ participation in the organic products industry in India is influenced by a wide range of motivational factors. Existing studies reveal that concerns for environmental sustainability and health consciousness strongly encourage women to engage in the production and marketing of organic goods. Entrepreneurship also provides women with empowerment, financial independence, and the flexibility needed to balance professional and personal responsibilities. A strong passion for natural products, coupled with the desire to create a positive community impact, further motivates women to adopt ethical sourcing, fair trade practices, and sustainable business models. In addition, growing market demand, emerging business opportunities, financial incentives, and supportive cultural and familial networks play a significant role in shaping women’s entrepreneurial decisions. Together, these motivational factors highlight the multidimensional nature of women’s entrepreneurship in the organic products sector and underscore their contribution to sustainable and inclusive economic development.

## III METHODOLOGY AREA OF THE STUDY

This study adopts a quantitative research approach and focuses on 245 women entrepreneurs engaged in the organic products sector, predominantly in the state of Karnataka, India. Data were collected using a structured questionnaire administered through Google Forms, designed to capture respondents’ demographic characteristics, motivational factors, and entrepreneurial outcomes. The instrument includes

Likert-scale items and standardized measures to assess key motivational dimensions such as empowerment, health consciousness, and environmental concern. In addition, a few open-ended questions were incorporated to obtain qualitative insights into participants’ individual perspectives and experiences. The use of an online structured questionnaire ensured ease of access for respondents and facilitated efficient data collection and management. This methodological framework enables a comprehensive analysis of the motivational dynamics influencing women entrepreneurs in Karnataka’s organic products industry, contributing valuable insights for both academic research and practical applications.

#### IV DATA ANALYSIS

TABLE 1  
MEAN AND STANDARD DEVIATIONS OF THE FACTORS

Motivational Factor	Mean	Std Deviation (SD)
Environmental Concerns	4.5	0.8
Health Consciousness	4.3	0.9
Empowerment and Independence	4.2	0.6
Passion for Natural Products	4.4	0.7
Community Impact	4.1	0.5
Market Demand and Opportunities	4.6	0.6
Flexibility and Work-Life Balance	4.2	0.6
Financial Incentives	4.0	0.5
Cultural and Familial Influence	4.1	0.6

The mean and standard deviation analysis highlights key motivational factors influencing 245 Indian women entrepreneurs in the organic products sector. Market demand and growth opportunities emerge as the strongest motivators, followed by environmental concern and passion for natural products, reflecting the sector’s ethical and sustainability focus. Health consciousness and empowerment also play a significant role, while work–life balance and cultural or familial influences show moderate importance. Financial incentives, though relevant, are comparatively less influential, indicating that non-financial motivations largely drive entrepreneurial decisions. Overall, the findings reveal the diverse and value-driven motivations shaping women’s entrepreneurship in the organic products industry.

TABLE 2  
MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std Error of the Estimate
1	.791	.578	.559	5.68087

The regression results reveal a strong association between the independent variables and the overall motivational behaviour of women entrepreneurs, as reflected by a high correlation coefficient ( $R = 0.791$ ). The coefficient of determination ( $R^2 = 0.578$ ) indicates that the model accounts for 57.8% of the variation in overall motivational behaviour. After adjusting for the number of predictors, the adjusted  $R^2$

value of 0.559 provides a more accurate measure of the model’s explanatory power. Additionally, the standard error of estimate is 5.68087, representing the average deviation of the observed values from the fitted regression line.

#### V CONCLUSION

The study concludes that several motivational factors significantly influence the overall entrepreneurial motivation of women. Regression analysis indicates that health consciousness, empowerment and independence, passion for natural products, market demand and opportunities, and financial incentives have a positive and substantial impact on women’s entrepreneurial behaviour. These findings highlight the importance of strengthening key motivational drivers through targeted policies and support initiatives. By enhancing awareness, empowerment, and market opportunities, stakeholders can effectively support women entrepreneurs and promote sustainable entrepreneurial ecosystems. Future research may further explore these relationships across different contexts to deepen understanding of women’s entrepreneurial motivation.

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