



A STUDY ON PUSH AND PULL MOTIVATIONAL FACTORS OF TOURISM AND HOSPITALITY ENTREPRENEURS OF MIZORAM

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ABSTRACT

The prime motives of the present study are to examine the push and pull motivational factors of entrepreneurs and develop a motivational framework model for tourism and hospitality entrepreneurs of Mizoram. The descriptive research approach is used in the present research study. A structured questionnaire is employed to collect data from tourism and hospitality entrepreneurs. The researcher chose the random sampling method to get the primary data from the tourism and hospitality entrepreneurs in Aizawl, Mizoram. A total of 105 samples are collected from hotels, Inns, homestays, travel agents, and tour operators. The Friedman test is used to carry out the data analysis. Both push and pull motivational factors such as insufficient income, dissatisfaction with the job, loss of job, absence of growth, lack of social status & recognition, urge to achieve, social status and recognition, willingness to take the risk, realize the dream, serve the society, fulfil the parental aspirations, stories from earlier entrepreneurs, economic independence, the incentive offered by the government, attractive promotion schemes and better quality of life exert an influence in driving the thinking of individuals towards tourism and hospitality entrepreneurial tasks. Further, this study also developed a push and pull factor motivational framework model for tourism and hospitality entrepreneurs. Furthermore, the key findings of this study's insights may help to improve the theoretical framework for tourism & hospitality entrepreneurs and provide a clearer understanding of managerial implications for a better perspective.

Keywords: *Push Motivational Factors, Internal & External Pull Motivational Factors, Tourism & Hospitality Entrepreneurs, Motivational Framework Model.*

Introduction

Motivation is a vital concept in entrepreneurship research because of its

assistance in understanding organizational emergence (Shjoedt & Shaver, 2020; Williamson, 2022). Entrepreneurial

motivation research concerns the motivation to start, continue, and exit a business venture. There are several motivational factors for an entrepreneur to choose entrepreneurship as a career option. Though entrepreneurship and its manifestations are widely researched, most of them focused on the manufacturing sector. Systematic research on entrepreneurship in the service sector, specifically in the tourism and hospitality sector, is only of recent origin. The scope for research in tourism entrepreneurship is relatively more, given the range of services to be provided to tourists. However, in Mizoram, no systematic attempt has been made to study the motivational push and pull factors of tourism and hospitality entrepreneurs. The present research, therefore, is focused on studying the motivational push and pull factors of tourism and hospitality entrepreneurs of Mizoram.

Review of Related Literature

Motivation refers to a force that stimulates, regulates, and sustains an individual's internal and external behavior (Daft & Noe, 2001). It means the driving force or encouragement (Purwanto & Wibisono, 2023). Motivation drives individuals to initiate, control, sustain, and stop their behaviours. It is the needs, wants, interests, and desires that drive and guide behavior (Semrau *et al.*, 2016). Motivation plays a huge part in the lives of an individual, let alone entrepreneurs. All areas of human endeavour have been influenced by the concept of motivation and how to cultivate good motivation and behavior (McInerney, 2019). Motivation is crucial for

entrepreneurs to operate at their highest level and support them in achieving major business objectives (Jain *et al.*, 2019). Entrepreneurial motivation is thought to be the product of psychological construction and is a key determinant of one's capacity to mobilize in attaining goals (Estay *et al.*, 2013).

The motivation of an entrepreneur is a huge catalyst for starting a business and significantly impacts how well the entrepreneur performs and succeeds (Ribeiro-Soraino, 2017; Rauch & Frese, 2007). Entrepreneurial motivation in small and medium-sized businesses is typically defined by risk-taking, innovative, and proactive attitudes (Henry *et al.*, 2022; Presutti & Odorici, 2019; Semrau *et al.*, 2016). According to a study conducted by Hussain & Yaqub, (2010), the primary source of motivation for small business owners in developing nations is money. However, money is not always the primary motivation for entrepreneurs. Berthold & Neumann (2008) argued that business leaders are often motivated by their reputation and self-fulfilment apart from monetary benefits. Entrepreneurs' motivations are often classified under the 'push' or 'pull' categories (Kirkwood, 2009). The push and pull factors are the primary driving forces and motivations for individuals to become entrepreneurs (Feng *et al.*, 2023). Classifying motivations of push and pull factors have been the primary strategy in the development of the theory of entrepreneurial motivations. (see Hakim, 1989; McClelland *et al.*, 2005; Segal *et al.*, 2005; Schjoedt & Shaver, 2007). The term "pushed" or "pulled" has been used

frequently in the literature on business start-up motivation, and there are two main reasons why people start their entrepreneurship (Hassan *et al.*, 2007). Entrepreneurs compelled into entrepreneurship due to push factors are called 'necessity entrepreneurs' while entrepreneurs who are into entrepreneurship due to pulling factors are called 'opportunity entrepreneurs' (Duan *et al.*, 2021). Amit & Muller, (1995) established that push entrepreneurs are those who are pushed to start entrepreneurship by their dissatisfaction with their present situation for factors unrelated to their entrepreneurial traits, while pull entrepreneurs are those who start an entrepreneurial activity as a result of being captivated by their business idea and its ramifications for their motives. According to Minarcine & Shaw (2016), the push factors are the elements that force entrepreneurs to seek their opportunities, such as low wages and lack of job opportunities, and are often viewed as negative connotations. The push factors may include negative elements like job displacement, recession, or issues with employment that create the desire or motivation to start a business (Williamsson, 2022). Push motivations are driven by negative external factors, such as job insecurity, redundancy, the need for additional income, underpaying salaried work, and discrimination in the job market (Hamilton, 1987; Glancey & Pettigrew, 1997).

On the other hand, the pull factors included elements like the opportunity to take charge of their destiny (Shinnar & Young, 2008). A "pull" motivation is a

compelling, positive internal desire for an individual to start entrepreneurship (Walker & Brown, 2004; Wang *et al.*, 2007) and could include factors such as the desire for independence or to be one's own boss, the desire for making more profits, the best utilization of expertise and prior business experiences, potential growth of the market, or settling down to retirement (Basu & Goswami, 1999). Apart from seeking opportunities, pull factors include the desire for independence, financial advantages, self-fulfilment, desire for achievement, change of lifestyle, and innovativeness (Segal *et al.*, 2005; Kirkwood, 2009; Zaouali *et al.*, 2015). Motivational factors are thought to be crucial for a person's decision to start and sustain a business as well as for his or her entrepreneurial behavior (Kusa *et al.*, 2021; Barba-Sánchez & Atienza-Sahuquillo, 2017).

Most of these studies are region specific and centered on entrepreneurial motivation. The review of the literature enabled us to identify the research gaps in the existing body of knowledge about tourism entrepreneurs' motivation. Accordingly, an attempt is made to fill the research gap. The present research, therefore, is carried out to study the motivational push and pull factors of tourism and hospitality entrepreneurs of Mizoram.

Objectives of the Study

1. To study the pull motivational factors of tourism and hospitality entrepreneurs of Mizoram;

2. To examine the push motivational factors of tourism and hospitality entrepreneurs of Mizoram; and
3. To develop a framework model for pull and push motivational factors of tourism and hospitality entrepreneurs of Mizoram.

Research Methodology

The descriptive research approach was used in the present research study. A structured questionnaire was employed to collect primary data from the tourism and hospitality entrepreneurs. The research instrument tool (i.e., structured questionnaire) is comprised of two components. The first section of the research instruments covers the tourism and hospitality entrepreneur's personal profile and section elicits the entrepreneur's motivational factors for choosing tourism and hospitality entrepreneurship as a career choice. The researcher chose the random sampling method to get the primary data from the tourism and hospitality entrepreneurs in Aizawl, Mizoram. A total of 105 samples are collected from September 2022 to November 2022 from hotels, Inns, homestays, travel agents, and tour operators. After careful examination, it was found that all of the research questionnaires had been filled out entirely. Finally, 105 samples were filled and used in the data analysis.

Data Analysis

Influence of Push Factors on Tourism and Hospitality Entrepreneurs of Mizoram

The exploitation of business opportunities is the crux of entrepreneurship. The entrepreneurial decision is the choice of getting into uncharted waters. Thus, in a way entrepreneurship is a function of an individual's aptitude and availability of opportunities. Business opportunities are ridden with risks and rewards. Through their relentless effort and with a never-say-die-hard approach, entrepreneurs are a different material. Driven by an act of indomitable courage, they make things happen which otherwise seem to be impossible. Therefore, an attempt has been made to obtain the views of all 105 respondents of the study to rank the five given factors that forced them (push factors) to try their hand at the tourism business in order of importance.

From the results of mean ranks presented in Table 1, of the five push factors such as insufficient income, dissatisfaction with the job, job loss, absence of growth, and lack of social status & recognition, insufficient income was ranked first with a mean rank value of 3.94.

Table 1: Influence of Push Factors to Enter the Tourism and Hospitality Business

Push factors	Mean Factors	Chi-square Friedman Test
Insufficient Income	4.01	238.820 (.000)
Dissatisfaction with the Job	3.90	
Loss of Job	3.27	
Absence of Growth	2.91	
Lack of Social Status & Recognition	1.54	

All the 105 entrepreneurs who got into tourism, hospitality, and allied business in Mizoram were struggling with various problems ranging from low income in their respective occupations/careers to dissatisfaction with their job. They were hard-pressed to meet their needs in their professional and personal life.

Similarly, insufficient income and dissatisfaction with the job ranked first and second with a mean rank of 4.01 and 3.74 respectively, propelled some to choose entrepreneurship as a fruitful career option. Employees usually become frustrated in their current jobs when they find the going tough or when organizations fail to nurture their creative/innovative potential. In the absence of a conducive environment, where employees could try out new ideas, they naturally quit the job to try their luck elsewhere. Quite naturally, when an employee's innovative thoughts are not acknowledged, he becomes cynical of the job and, to vent their thoughts, prefers to venture into their own business. It is understandable; therefore, the job's rank order dissatisfaction secured the second-highest mean rank value. Other push factors that score third, fourth, and fifth rank include loss of a job, with a mean rank of 3.16, followed by the absence of growth, with a mean rank of 2.16, and lack of social status and recognition with a mean rank of 1.44.

The Friedman test was used to find the rank order of the five push factors that influenced the respondents to choose the tourism business. The Friedman test results imply that all five push factors are different

by chance and each one is independent of the other in influencing the respondents. It may be inferred that entrepreneurs in Mizoram's tourism and hospitality sector had taken up challenging tasks instead of rotting up in their jobs. They believe they could be better as 'job makers' than 'job seekers'.

Influence of Pull Factors on Tourism and Hospitality Entrepreneurs

Influence of Internal Pull Factors on Tourism and Hospitality Entrepreneurs

The entrepreneurial decision of an individual is a function of internal and external pull factors. The former relates to the socio-psychological and cultural milieu in which an individual grows up, while the latter is associated with the external forces that play on the individual. Both these factors play a role in influencing varying degrees of the behaviour and attitude of individuals.

Table 2: Influence of Internal Pull Factors on Tourism & Hospitality Entrepreneurs

Internal Pull Factors (Internal)	Mean Rank	Chi-square Friedman Test
The urge to achieve	5.78	511.205 (.000)
To gain social status & recognition	5.45	
Willingness to take risks	5.33	
To realize the dream	4.92	
To serve the society	3.80	
To fulfill the parental aspirations	2.40	
Success stories of earlier entrepreneurs	1.78	

Table 2, contains the results of the mean rank of the seven internal pull factors that have motivated the respondents to become entrepreneurs in the tourism, travel, and hospitality business. They are the urge to achieve, to gain social status and recognition, willingness to take a risk, the realization of the dream, to serve society, fulfillment of parental aspirations, and success stories of earlier entrepreneurs. Of course, there are variations in the degree of influence of these factors.

It is evident from the above table, that the urge to achieve has scored the highest mean rank value (5.78), followed by social status and recognition with a mean value (of 5.45) and willingness to take the risk (5.33), realizing the dream with the mean value of (4.92), followed by serve the society with a mean score of 3.80, fulfill the parental aspirations with a mean score of 2.40. However, success stories from earlier entrepreneurs were ranked the least important factor with a mean rank value (of 1.78).

Friedman test was used to see whether significant differences exist among the seven internal pull factors in motivating the respondents to venture into tourism and hospitality entrepreneurship. The Friedman test results support the differences in the rank value of all the seven internal pull factors in pursuing entrepreneurial careers. It may further be inferred that each internal pull factor played differently on the respondents.

Influence of External Pull Factors on Tourism and Hospitality Entrepreneurs

Table 3: Influence of External Pull Factors on Tourism and Hospitality Entrepreneurs

External Pull Factors	Mean Rank	Chi-square Friedman Test
Economic Independence	3.76	66.282 (.000)
Incentives offered by the Government	2.90	
Attractive Promotion Schemes	2.53	
Better Quality of Life	2.25	

It is inferred that the desire for economic independence (Mean Score: 3.76) drove the respondents of the present study to entrepreneurial pursuits. That entrepreneurial career provides much-needed freedom and autonomy needs no emphasis. The incentives offered by the government (mean score: 2.90) are the second pull factor as ranked by the first and second-generation respondents. This is further substantiated by the increase in the allocation of funds for tourism development in Mizoram as many financial incentives are offered to entrepreneurs with a clear vision of tourism development. Attractive promotion schemes secured third rank with a mean score of 2.53 followed by a better quality of life secured with a least mean score of more than 2.25 and placed in the last position. The Friedman test results further revealed that there are differences among these factors as each factor with respect to their influence on each respondent.

Results and Discussion

In this inquiry as to the forces that landed them into tourism, hospitality, and al-

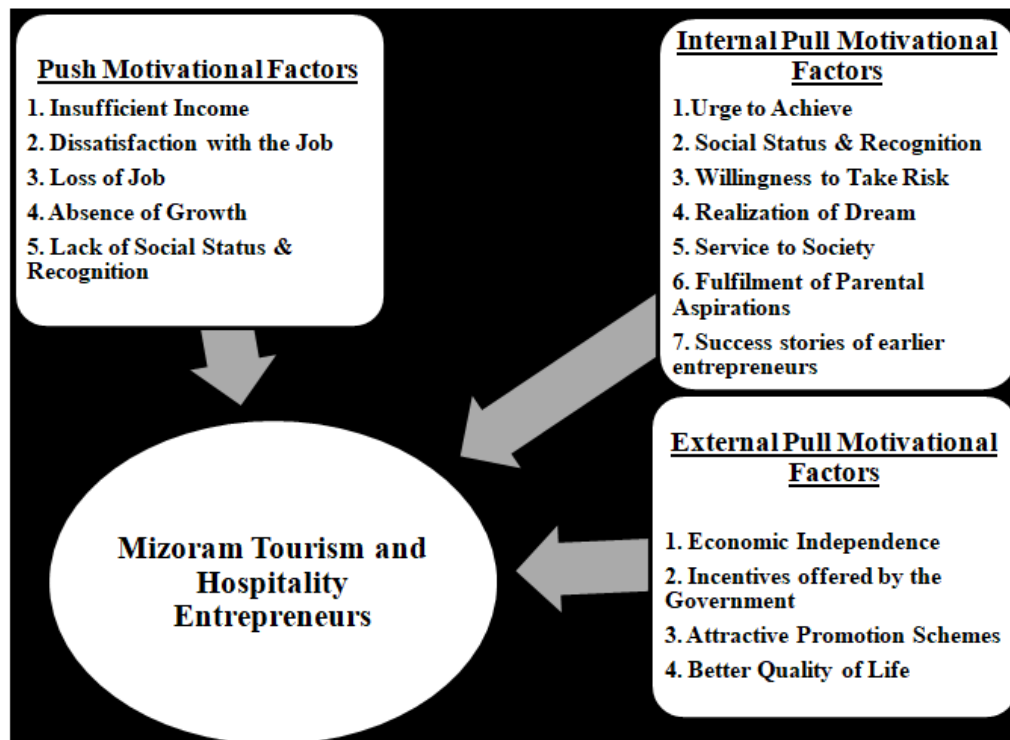


Figure 1: Push and Pull Motivational Factors Framework Model of Mizoram Tourism and Hospitality Entrepreneurs

-lied business, both the push and pull factors were examined. The five push factors such as insufficient income, dissatisfaction with the job, loss of job, absence of growth, and lack of social status & recognition. The results of this study are corroborating with earlier studies by Hamilton, (1987); Glancey & Pettigrew, (1997); Minarcine & Shaw, (2016); Williamson, (2022). This study result is well established that the five major driving push factors behind Mizoram tourism and hospitality entrepreneurs choose entrepreneurship as their preferred career choice. The urge to achieve, social status and recognition, willingness to take the risk, realize the dream, serve society, and fulfill the parental aspirations and stories of earlier entrepreneurs. The factors are substantiated by previous studies by Basu & Goswami,

1999; Walker & Brown, 2004; Wang *et al.*, 2007. This study clearly shows that there are seven key internal pull factors that influence Mizoram tourism and hospitality entrepreneurs' decisions to pursue entrepreneurship. External pull factors like economic independence, the incentive offered by the government, attractive promotion schemes, and better quality of life exert an influence in driving the thinking of individuals toward entrepreneurial tasks. The result is supported by earlier studies by Segal *et al.*, 2005; Kirkwood, 2009; Zaouali *et al.*, 2015.

Conclusion

The prime motives of the present study are to examine the push and pull motivational factors of entrepreneurs and

also to develop a motivational framework model for tourism and hospitality entrepreneurs of Mizoram. Based on the aforementioned findings, it is concluded that both push and pull motivational factors such as insufficient income, dissatisfaction with the job, loss of job, absence of growth, lack of social status & recognition, the urge to achieve, social status, and recognition, willingness to take a risk, realize the dream, serve the society, fulfill the parental aspirations, stories from earlier entrepreneurs, economic independence, the incentive offered by the government, attractive promotion schemes and better quality of life exert an influence in driving the thinking of individuals towards tourism and hospitality entrepreneurial tasks. Further, this study also developed a push and pull factor motivational framework model for tourism and hospitality entrepreneurs. Furthermore, the key findings of this study's insights may help improve the theoretical framework for tourism & hospitality entrepreneurs and provide a clearer understanding of managerial implications for a better perspective. Subsequently, this research has also established several valuable insights that could be used to guide future tourism & hospitality entrepreneurs' research.

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