

Achievement Motivation, Life Satisfaction and Self-Efficacy: A Comparative Study among Male and Female Government Employees and Entrepreneurs

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Abstract: *Entrepreneurship is fast becoming a 21st century phenomenon. This present study was conducted to evaluate the achievement motivation, life satisfaction and self-efficacy among male and female government employees and entrepreneurs. Participants (N=100) were selected for the study using purposive sampling method consisting of government employees (N=50) and entrepreneurs (N=50) with equal number of men and women. Satisfaction with life scale (SWLS), General self-efficacy scale (GSE) and Achievement motive test (ACMT) were the major measures used in this study to collect data. Findings from the present study showed that urban residents had more life satisfaction and self-efficacy. The three variables were found to be highly correlated with one another. However no significant difference was found in the achievement motivation, life satisfaction and self-efficacy between entrepreneurs and government employees.*

Keywords: Achievement motivation, life satisfaction, self-efficacy, entrepreneurs, government employees.

1. Introduction

The two main sources of economic growth comes from the government job sector and the entrepreneur sector. A government employee is a person who is employed by the central or state government. Entrepreneurship is the process of planning, organizing, operating and assuming the risk of a business venture. A couple of decades ago the number of working women were very less but now with rapid rates of industrialization and the rising costs of living, more and more women have sought employment outside their homes. In spite of their growing numbers women tend to perceive themselves in a less favorable light than men across all countries [7]. Another study [9] has found that a high self-concept regarding their role in business can actually help to increase their commitment and rate of success. A number of psychological factors affect both male and female government employees and entrepreneurs which has been discussed in this study. Achievement motivation is the pattern of planning of some action and striving to achieve some internal standard of excellence. Life satisfaction is the appraisal of the difference between one's expectations and one's achievements. Self-efficacy is a person's belief in his or her ability to organized and execute required course of action to achieve a desired result. [1]

2. Method

A total of 50 government employees and 50 entrepreneurs between the ages of 25 to 55 years of age were selected for the study from Trissur, Ernakulum and Palakkad districts of Kerala by purposive sampling method. 25 were males and 25 were females in each group.

Inclusion criteria

- Adults between the age of 25 and 55 years.
- Both males and females.

- Both government employees and entrepreneurs.

Exclusion criteria

- Adults with physical disabilities.
- Entrepreneurs who work from home.

Statistical analysis

The statistical tools used were Karl Pearson's correlation coefficient for correlation for variables and Student's t test for comparison between groups.

3. Result

Table 1: Mean, SD and t values of males and females on life satisfaction, self-efficacy and achievement motivation

Variables	Male (N=50)		Female (N=50)		t value
	Mean	SD	Mean	SD	
Achievement motivation	27.08	6.243	26.88	5.903	0.165
Life satisfaction	29.72	5.447	30.0	5.525	0.255
Self-efficacy	17.76	3.728	17.70	3.754	0.080

Table 2: Mean, SD and t values of government employees and entrepreneurs on life satisfaction, self-efficacy and achievement motivation

Variables	Government employees (N=50)		Entrepreneurs (N=50)		t value
	Mean	SD	Mean	SD	
Achievement motivation	17.48	8.850	17.78	3.611	0.670
Life satisfaction	26.04	6.124	27.92	5.876	1.566
Self-efficacy	29.64	5.660	30.08	5.302	0.401

Table 3: Mean, SD and t values of life satisfaction, self-efficacy and achievement motivation based on geographic location.

Variables	Urban (N=47)		Rural (N=53)		t value
	Mean	SD	Mean	SD	
Achievement motivation	18.70	3.635	16.87	3.616	3.109**
Life satisfaction	28.89	4.819	25.28	6.541	0.938
Self-efficacy	30.40	5.290	29.63	5.613	2.525*

** P<0.01

*P<0.05

Table 4: The correlation coefficients of the variables life satisfaction and achievement motivation with self-efficacy

Variables	Self-efficacy
Life satisfaction	0.445*
Achievement motivation	0.571*

*P<0.001

Table 5: The correlation coefficients of the variables life satisfaction and self-efficacy with achievement motivation

Variables	Achievement motivation
Life satisfaction	0.332*
Self-efficacy	0.571*

* P<0.001

4. Discussion

The present study shows that there is no significant difference in the life satisfaction, self-efficacy and achievement motivation of working males and females. This finding is supported by earlier studies like [2]. The reason for this can be the greater sharing of responsibilities at homes giving women greater opportunities for success in their field of work. This study also shows that there is no significant difference between government employees and entrepreneurs with respect to their achievement motivation, life satisfaction and self-efficacy. This finding is supported by earlier studies like [2]. The third major finding of his study is that residents of urban locations tend to have higher life satisfaction and achievement motivation. Studies like [3] has shown that the environment of a person tends to have a huge impact on a person's motivation and awareness and this tends to be higher for entrepreneurs. The reasons for this can be the greater opportunities, facilities and resources available in urban localities when compared to rural localities. This information can be used to increase the achievement motivation, life satisfaction and self-efficacy of those living in rural areas. Finally it was also found that the three variables are highly correlated with one another. This is consistent with many studies like [4] and [8]. These studies also shows further that increasing the achievement motivation of employees by proving them with perks and promotions can significantly improve their work performance and self-efficacy.

5. Limitations and Future Suggestions

In the present study all the different levels of government jobs were not specified. Similarly all the different types of business that an entrepreneur can do was not represented equally in the study. In future the personality, coping strategies and problem solving ability of the respondents can be taken into consideration to increase the accuracy of the

study. Age wise comparison can also be planned in the future.

6. Conclusion

Entrepreneurship is now a major economic phenomenon. More and more people are now trying to set up their own business after giving up a stable job be it in the public or the private sector. This study shows that women nowadays have almost the same achievement motivation, life satisfaction and self-efficacy that men have which reflects the changes in the perception of work culture. The rising popularity of entrepreneurship in Kerala can be seen in the almost similar levels of life satisfaction in government employees and entrepreneurs with entrepreneurs coming out slightly in front. Increasing the opportunities in rural locations by increasing the opportunities for higher education and the levels of motivation in students can be very helpful. This study can be further improved by including all the different levels of government jobs and also by including personality characteristics like problem solving ability and coping strategies of the respondents.

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