

SOCIO-ECONOMIC AND PSYCHOLOGICAL ATTRIBUTES OF WOMEN ENTREPRENEURS - A CONCEPTUAL MODEL

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Abstract The study examines the socio-economic and psychological attributes of women entrepreneurs in India. The development and economic growth of entrepreneurial activities among women to great extent depend upon their socio-economic and psychological status. A women entrepreneur faces a lot of problems while doing business such as lack of education, financial problems, family conflicts, lack of confidence etc. The study analysis the various psychological and socio-economic attributes of women entrepreneurs and variables like age, education, marital status, family size, need for achievement, risk taking, problem-solving etc have significant influence over the extent of entrepreneurial behavior of women. The reviews of literature suggest that very few studies have been done in India, so research in their area is extremely needed in social, economic and psychological influences on women entrepreneurship. This is the focus of this study.

Keywords: Attributes, Socio-economic, Psychological, Women Entrepreneur

1. Introduction

An entrepreneur is an individual who is innovative, ambitious, decision maker and manages the business enterprise. According to Government of India the year 1984, has defined women entrepreneurs as “an enterprise owned and controlled by women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of employment generated in the enterprise to women.” Women have been given utmost importance in the society in today’s era only after the strict rules of Companies Act 2013 which have mandated one woman as the board of director in the top management. A women entrepreneur faces a lot of problems while doing business such as lack of education, financial and family support. Thus it is essential to focus on the problems and difficulties faced by women entrepreneurs. The government should initiate several measures and conduct various programs of women entrepreneurship in India. (R.Sivanesan, 2014).

According to a global women entrepreneur leaders scorecard of year 2015, has assessed 31 countries and India ranked (29th) position, followed by Pakistan (30th) and Bangladesh (31th) to facilitate women for entrepreneurship. Women entrepreneur are facing lots of barriers who are engaged in establishing a new enterprise. The problem of women entrepreneurs is a lack of education, financial problems, family conflicts, lack of self-confidence, family responsibilities, legal formalities, low risk taking ability, travelling, heavy competition, lack of entrepreneurial training etc. (Raziya.A.Nadaf & laxmidevi.Y 2016)

Urban women entrepreneurs are facing lots of legal procedure problems to get financial assistance as compared to rural women entrepreneur, thus the government should minimize legal procedure at the time of issuing financial assistance to urban women entrepreneurs. Government is trying set up separate rural and urban women’s organization at the district level. Thus it helps the women entrepreneurs in accomplishing their dreams at country and even at global level.

At present, women’s entrepreneurial role is restricted in some areas of India, thus the government has decided to promote various entrepreneurial activities for women entrepreneurs. Government have sponsored various development activities like special training programmes, organize cooperative societies, skill development, encourage risk taking ability, personality development programmes, conduction of trade fair, educational institute ties up with different NGO’S, government and non-government offices. Government organizations are spreading various information about policies, strategies and plans in the field of trade, industry and commerce, pooling capital funds, self-help groups mobilize resources, and introduce schemes like the khadi & rural village industries, the prime ministers rozgar yojana etc. (Meenu Goyal & Jai Prakash, 2011).

2. Review of Literature

The study of Daya Ram *et al.* (2012) studied the socio-economic and psychological status and extent of entrepreneurship behavior of the women entrepreneurs. It was found that majority of women entrepreneurs was middle aged group, illiterate, medium size family, medium total annual income and medium socio-economic status. Similarly most of the women were married, started their enterprise without any outside source, medium decision-making ability and medium managerial ability. Overall result of the study was suggested variables like education, family size and socio-economic status had significant influence over the extent of the entrepreneurial behaviour of women. Authors research was based on socio-cultural factors included religion, family, physical attributes, economic status, education and location. The research was based on society are facing new challenges and converting into opportunities Rahma akhtar *et al.* (2014)

Numerous studies have emphasized that women find their business as an important and had a reasonable reason for setting up business, competence in doing business, showed a greater level of independence, freedom and liberty and furthermore control and managing the business. It was suggested that search new markets adequate funds, network and consult with professionals for the development of women entrepreneurship. Jyoti Rani *et al.* (2016)

Sabiha Fazalbhoy(2014) in their study revealed that women entrepreneurship as the way for economic development. The overall study highlighted that women entrepreneur can perform better both in urban and rural areas which ensure and promote the growth of economic development of country.

Levent Altinay *et al.* (2012) in his study has concluded positive and significant relationship of ambiguity tolerance with risk-taking ability and contrary to it, there was negative relationship between risk-taking ability and locus of control. It also suggested family tradition and innovation lead entrepreneurs to start new business.

Neelam Yadav (2013), in their study found that majority of women were found to be married, 10-20 yrs of experience, middle age group, skilled workers, other backward caste, medium level of socio-economic status, social and political institutions without any post and marginal farmers.

It was found that participant get benefits in powerful co-operation and adaptability in decision making, skill improvements, positive attitude towards entrepreneurship. Moreover, work-family balance and growth prospects of the co-operative were positively affected. Eugenia Petridou *et al.* (2008)

Objective of the study

- 1.To identify socio-economic and psychological attributes of women entrepreneurs.
- 2.To empirically study the impact of socio-economic and psychological attributes on women entrepreneurs.

2.1Attributes

The traits like age, occupation, education, family size, marital status, risk orientation, decision-making ability, leadership problem etc have significant influence over the extent of the entrepreneurial behaviour of women. Daya Ram and K.P Chaudhary(2012). Similarly, various psychological characteristics namely innovativeness, leadership, risk-taking, need for achievement, self-confidence were identified. Soomro Raheem Bux *et al.* (2015). The level of education helps women entrepreneurs to begin their endeavor. Ajit Borah (2014). Thus the study provided a direction to planners and policy makers, to formulate suitable measures for the growth of women entrepreneurs. Manbir Gill (2018). Thus the socio-economic and psychological attributes of women entrepreneurs which are discussed below. These factors might have some impact on the women entrepreneurs development process.

Socio-economic Attributes

Age

Age plays an important role in performing various entrepreneurial activities. Women from middle-income group came to a business at the younger age in comparison to women from upper and lower income groups. Nadia Binte Amin (2014). The abilities of a man in doing different employments fluctuate at different stages as the certainty level, physical determination, recognitions at a particular time will change with the developing of age and with the progression of time. Dipanjan Chakraborty (2014). The youngsters are mainly interested in risk taking and learning new things in their lives, which is exceptionally basic for entrepreneurship. Selvaraj N (2015). The urban females started their entrepreneurial ventures at a more mature age in comparison to the rural females. Similarly, the reason for the rural females to initiate the venture at an early age was to support their families whether it was their parents or spouse due to early marriage.

Education

Education is viewed as vital socio-cultural factor that assumes a critical part in the performance of an entrepreneur. Many research shows that women entrepreneurs are less educated than men entrepreneurs. As indicated by Ewoh (2014) Entrepreneurs who have the vital instruction and dominance in a specific business region have the open entryway for a superior business execution. Education is essential tool for expanding and enhancing the scope of women's. Educated entrepreneurs can release the entrepreneurial obligations effectively. They can go for broke all the more effortlessly and approach data in regards to entrepreneurial exercises.

Marital status

Marital status is one of the characteristics that can affect the women entrepreneurs. It was found in the upper-income group, most of the women entrepreneurs came to business after their marriage. Nadia Binte Amin (2014). Variables like family support, social status, better future for their children, self-achievement taken up by women to a large extent also depended on the marital status of women. So the fact reveals that most of the women in business got involved in the business after their marriage. The study revealed that the entrepreneurial activities both in urban as well as rural regions were handled by married ladies.

Family structure

The size of the family assumes a vital part in the working life of women. Size of family and number of dependents become an important basis for the females to move out and support the finances of the household. Women entrepreneurs from upper-income group and lower income group in India mostly come from joint family. In comparison to upper and lower income group women entrepreneurs in middle-income group come from the single family structure. Nadia Binte (2014). Joint family association assumes a positive role in advancing modern business enterprise and it gives budgetary, physical and government managed savings to make entrepreneurial movement a success. Milton Singer (1972).

Caste

Caste is an vital socio-culture factor that impacts the formation of entrepreneurship. The study revealed that most of the entrepreneurs belong to backward and forward community and rest of our schedule caste/schedule tribes. Selvaraj N (2015). The greater part of rural entrepreneur were from general class and other backward class. The weaker segment and discouraged class people are less related in the business. Dipanjan Chakraborty (2014).

Psychological Attributes

Risk taking

Risk taking whether budgetary, social or mental is a fundamental piece of the entrepreneurial procedure. As an entrepreneurial venture requires a lot of risk taking ability with respect to monetary decisions, moving through unfamiliar routes and take a risk in solving problems. The study revealed that most of the respondents are willing to face problems, to take risk in terms of money and willing to travel through unfamiliar routes i.e to trace new markets and opportunities Rashmi Gopinathan (2010).

Innovativeness

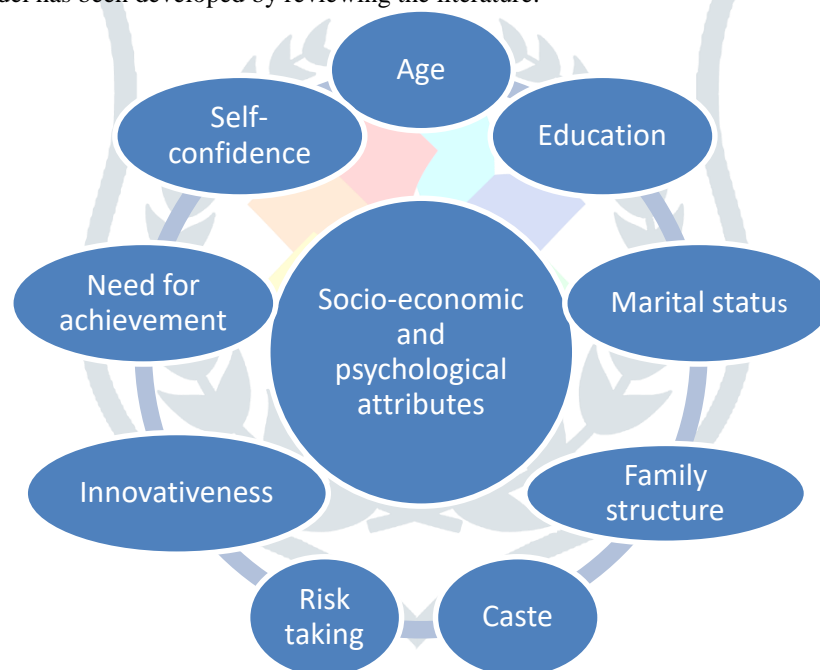
The idea of development and originality is a necessary piece of business enterprise. It was Schumpeter who related ingenuity with enterprise out of the blue. As demonstrated by him Innovativeness incorporates investigating new an area. By far most of the respondents are exhibiting their normal for creativity by discovering better ways to deal with advertise their items either by perceiving another market a long way from the state or by distinguishing new sorts of channels. A portion of the respondents perceived new wellsprings of crude materials, better approaches for inspiring their representatives and better approaches for keeping records. Advancements through growing new inventive items or new ways of manufacturing or offering a new kind of service were very few. Shradha Shivani *et al.*(2006).

Need for Achievement

Need for achievement is an important psychological factors of entrepreneurs. People with an extraordinary requirement for accomplishment attempt to exceed expectations and consequently have a tendency to keep away from circumstances with low risks and situations with very high risks. Many studies have shown that majority of the respondents have high level of need for achievement as compared to medium and low level of need for achievement. The factors like annual income, education and motivation play an important role in creating high level of need for achievement. S. Porchezhiyan *et.al* (2016)

Self-confidence

Self-confidence has a strong effect on entrepreneurship. Higher level of innovativeness, need for achievement, risk taking ability build confidence in an individual which might be the reasons for high level of self-confidence. Majority of respondents have high level of self-confidence as compared to low and medium level of confidence. S. Porchezhiyan *et.al* (2016). The Following Conceptual Model has been developed by reviewing the literature.



3. Conclusion

The above conclusion suggest that very few studies have been done in India, so research in their area is extremely needed in social, economic and psychological influences on women entrepreneurship. Attributes such as age, education, marital status, risk taking, innovativeness are vital to entrepreneurial activity of women entrepreneurs. Though women entrepreneurs have great initiative qualities they do face many challenges affected by social and financial factors. Subsequently, the present investigation gives an analysis to think about on socio-economic, psychological, motivation, constraints and gives suggestions how to overcome.

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