

AN EMPIRICAL STUDY ON WOMEN ENTREPRENEURS AND THEIR INFLUENCING FACTORS TO BECOME ENTREPRENEURS

Dr.B.Chitra, M.Com., M.B.A., M.Phil., PGDCA., Ph.D
Assistant Professor, Department of Commerce with Professional Accounting (UA – Day),
PSG College of Arts & Science, Coimbatore -14, Tamil Nadu, India.

Abstract: Entrepreneurship is one of the important factors of industrialization, in the absence of entrepreneurship, industrialization cannot take place. Entrepreneurs are playing an important role in the economic development of both underdeveloped and developing country. Women's skills and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons for the Women Entrepreneurs to organize industries. The Government has realized the importance of Women Entrepreneurship and as a result, it offers a variety of programmes for Women Entrepreneurs. Coimbatore is the industrially developing area in which some of the entrepreneurs excel in small scale industry. Thus, the study aims to undertake the Women Entrepreneurs existing traits and influencing factors of becoming Entrepreneurs.

Keywords: *Entrepreneurs, Women, Employment.*

Introduction

The women in business are a recent phenomenon in India. The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. However, Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society. The number of woman entrepreneurs has grown over a period of time. Woman entrepreneurs need to be lauded for their increased utilization of modern technology, increased investment, finding a niche in the expect market, creating a sizable employment for others and setting the trend for other woman entrepreneurs in the organized sector. Despite all the social hurdles, many women have become successful in their works. These successful women have made name & wealth for themselves with their hard work, diligence, competence and will power.

The spread of education and increased awareness are aiding women to spread their wings into areas which are higher to the monopoly of men. The number of women entrepreneurs in the field of engineering, electronics and energy are on the rise. Majority of the educated woman entrepreneurs having qualities such as accepts challengers, ambitious, enthusiastic, hard-working, skillful etc.

Entrepreneurship is one of the important factors of industrialization, in the absence of entrepreneurship, industrialization cannot take place. Entrepreneurs are playing an important role in the economic development of both underdeveloped and developing country. Women's skills and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons for the Women Entrepreneurs to organize industries. The Government has realized the importance of Women Entrepreneurship and as a result, it offers a variety of programmes for Women Entrepreneurs. Coimbatore is the industrially developing area in which some of the entrepreneurs excel in small scale industry. Thus, the study aims to undertake the Women Entrepreneurs existing traits and influencing factors of becoming Entrepreneurs.

OBJECTIVES OF THE STUDY

- To study the Profile of Women Entrepreneurs.
- To evaluate the factors that influences the Women to become Entrepreneur.

Research Methodology

i) Area of the Study

The area of the study refers to Coimbatore City, the third largest city of the state. Coimbatore is one of the most industrialized cities in Tamil Nadu, known as the textile capital of South India or the Manchester of the South India or the Manchester of the South. The city has large amount of educational and health care institutions to serve the people.

i) Sources of Data

The study has used primary data that are collected from 175 entrepreneurs in Coimbatore city. The Interview schedule has been prepared in such a way that the respondents were able to give their opinions freely and frankly.

ii) Sample Design

For the purpose of the study, convenient sampling technique has been administered in the study among the entrepreneurs.

iii) Statistical Tools Applied

- Percentage Analysis
- Chi - Square test

Limitations of the study

The research is geographically restricted to Coimbatore city only. The sample size is restricted to 175 respondents.

Review of literature

A literature review is a text written to consider the critical points of current knowledge including substantive findings, as well as theoretical and methodological contributions to a particular topic.

Review of literature is the study of the prevalent materials related to the topic of the research. This helps the reader of the thesis to get a clear idea about the work done and its direction. Following are some of the literature that are reviewed and enlisted.

Reena Agrawal (2013), in her study showcases the initiative and hard work of a women entrepreneur from India, who has a passion to guide and counsel the young graduates towards their professional education. The case study discusses in detail about the education acquired by the entrepreneur and their vision, initiative, development and operation of her venture, major impediments that came her way, measures adopted by then to overcome themselves and their plans for future expansion and growth. The study finally concluded by stating that women entrepreneur was successful in creating several new jobs in the society, besides the youth to take up their desired career path.

Dilek Cetindamar et al (2012), in their study examines the relative important of three types of capital; human, family and financial, in pursuing entrepreneurship. The researcher based on the study found that regardless of sex, all three forms of capital influence likelihood of becoming an entrepreneur in varying degrees. Data also revealed that family and capital facilities women entry into entrepreneurship only when the family size is very large (6 to 7 members). There is no gender difference is observed in the impact of financial capital on the likelihood of becoming entrepreneur. The study finally concluded that increase access of education plays major role to become entrepreneur.

Women in India

Indian women are considered as a source of power (shakti) since mythological times. The Hindus worship goddesses as mothers. But in reality, women occupy a back seat to men. Moreover, they are revered as mothers, sisters and other social bondages. Many poets have imagined woman's minds as ocean. The upper layers of their minds, like those of the ocean, have turbulent waves. But depths are serene and meditative. Women's minds are essentially steadfast and strong. The truth is acknowledged by the Bhagvad Geeta wherein Lord Krishna describes his manifestation in the feminine quality of Medha or higher intelligence.

In spite of these facts, in traditional Indian society women are accorded inferior status in family hierarchy. The Indian society considered women as weaker sex. Such sociological and cultural traditions and taboos have kept women dormant for quite a long time.

Women and Business

Women constitute around half the world's population. So it is in India. They are, therefore, regarded as the better half of the society. In traditional societies, they were confined to the four walls of houses performing household activities. In modern societies, they have come out of the four walls to participate in all sorts of activities. Women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. They have started plunging into industry also and running their enterprise successfully.

Now women have emerged as an important part of industrial growth. To achieve equal status with men, women have to come out of their traditional roles and responsibilities and have to create an identity for themselves, assuming a variety of functions. To make this dream a reality, women have to consider their labour as not drudgery but a delight. The participation of women in the economic development process can be mainly categorized into four segments namely.

- Employment in unorganized sector.
- Employment in organized sector.
- Self employment and
- Entrepreneurs.

The women employed in unorganised and organized sectors are predominantly in unskilled and semi-skilled categories. Even the newer industries like engineering, electronics and pharmaceuticals which are increasingly employing educated women as skilled workers, tend to limit their participation to a few processes where the job involves dexterity of fingers of or is repetitive and monotonous in nature.

In the period before the rise of markets and commercialization of the economy, most traditional occupation open to women generally on the basis of their castes could be described as self employment. Spinning, weaving, basket making, fish cutting are examples. Commercialisation leading to the rise of intermediate producers who could organize both production and marketing on a large scale with the aid of capital has gradually eliminated women from their traditional occupations. As a result of this, a section of urban women have emerged as potential entrepreneurs. This development is of significant importance in our orthodox society. Although, their task has been full of challenges yet they have steered the prejudices, family opposition, sneering and cynical remarks and ultimately established themselves as independent entrepreneurs.

Over the last few decades, only a few women have come forward to establish their own enterprises. More recently, a new trend has emerged where women are venturing as entrepreneurs and contributing to the economic development. Their skill and knowledge, their interest in business and a pushing desire to do something positive are among the reasons for women to establish and manage organized industries and take up challenging ventures.

Characteristics of Women Entrepreneurs

Considering the entrepreneurial environment, women's activities are very interesting as they offer a great source of knowledge and innovation. They differ in social background, educational level, experience and age. One important element, perhaps the only characteristic that men will never have, is the possibility to transfer "motherhood skills" to job. These include fostering other people's development through guiding, monitoring and sharing information. Women are experienced in balancing claims, in organising and pacing, and in handling difficulties

Businesswomen in developing countries share the following general characteristics:

- They are concentrated in market sectors that have low barriers to entry and low levels of outside communication.
- They focus on trade, services and light manufacturing activities. Their types of business are smaller than others, employing less than five employees.
- The owners have relatively little previous working experience.
- They use traditional technologies.
- Most employees are family - related.
- Business growth strategies are affected by household responsibilities.
- Women start their enterprises with less knowledge of their sector than their male counterpart.

Analysis and interpretation

In this chapter the Analysis and Interpretation of the study “An Empirical Study on Women Entrepreneurs and the Influencing Factors to become Entrepreneurs”, is based on the sample of 175 respondents selected from coimbatore city. A well structured questionnaire is constructed comprising of organizational factors and study factors. The collected information was processed and analyzed using the following tools in tune with the objectives of the study.

- Percentage analysis
- Chi-square analysis

All the statistical tests were carried out at 5% level of significance.

Findings, recommendations and conclusion

In this chapter the findings, recommendations and conclusion of the study is presented.

Findings

The findings of the study are summarized and presented objective wise.

Objective 1: To study the Profile of Women Entrepreneurs

- * Majority (64%) respondents own a sole proprietorship.
- * Most (29.7%) respondents have their nature of business as service.
- * Majority (60.6%) respondents have their initial investment to start the business as below ` .3, 00,000.
- * Maximum (42.9%) of the respondents are with below below ` .2,00,000 as their turnover per year
- * Majority (58.3%) of the respondents are with below 5 members as their number of employees working in the organization.
- * Most (29.7%) of the respondents have 2 years – 4 years as experience in business.

Objective 2: To evaluate the factors that influences the women to become entrepreneur

- * Majority (52.6%) of the respondents have influenced through the push factor to become women entrepreneur.
- * Majority (52.2%) of the respondents influencing push factor as need for greater earnings to become women entrepreneur.

- * Majority (63.8%) of the respondents have their influencing pull factor as self interest to become women entrepreneur.
- * Most (41.1%) of the respondents are with own savings as the source of finance to start the business.
- * Majority (63%) of the respondents have their source of borrowings through bank loan.
- * Majority (59%) of the respondents have their borrowings from private banks.
- * Maximum (45.4%) of the respondents have availed their type of loan as short term loan.
- * Except nature of business all the organizational factors have significant influence on the factors influence to become women entrepreneur.
- * All the organizational factors have insignificant influence on the source of borrowings to start the business by the women entrepreneurs.

Suggestion

Development of women entrepreneurs

The basic requirement in development of women entrepreneurship is to make the women aware of her existence, her unique identity and her contribution towards the economic growth and development of country. The basic instinct of entrepreneurship should be tried to be reaped into the minds of the women from their childhood. This could be achieved carefully by designing the curriculum that will impart the basic knowledge along with its practical implication regarding management (financial, legal aspects etc.,) of an enterprise.

Conclusion

India is bringing with the success stories of women. They stand tall from the rest of the crowd and are applauded for their achievements in their respective field. These women leaders are assertive, persuasive and willing to take risks are managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance. Ability to learn quickly from persuasiveness, open style of problem solving, willingness to take risks and chances, motivate people, knowing how to win and lose gracefully are the qualities of Indian women entrepreneurs. In a recent survey it is revealed that the female entrepreneurs from India are generating more wealth than the women in any part of the world. This potential is to be recognized, brought out and exposed for utilization in productive and service sectors for the development of the nation.

Bibliography

Books

- * Dr.Gupta C.B, Dr.Kanka S.S, Entrepreneurs and Small Business Management, Sultan Chand & Sons, New Delhi, 2010.
- * David H Holt, Entrepreneurship New Venture Creation, Prentice Hall of India Pvt Ltd., New Delhi, 1992.

- ★ Dr.Kanka S.S, Entrepreneurial Development, Revised edition, Sultan Chand & Company New Delhi, 2013.

Journals

- Reena Agrawal, “Identifications and Exploitation of a Business Opportunity: Case of Women Entrepreneurs in India”, Journal of Women’s Entrepreneurship and Education, Issue 1-2, 2013, pp62-73.
- Dilek Cetindamar, Vishal K Gupta, Esra E Karadeniz and Nilufer Egrican, “What the members tell : The impact of human family and financial capital on Women and Men’s entry entrepreneurship in Turkey”, Journal of Entrepreneurship and Regional development, Issue 1-2, 2012, pp29-51.

