

# A study on attitude and opinion towards the entrepreneurship among working women perspective in Coimbatore city

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## ABSTRACT

Introduction nowadays in this current scenario entrepreneurship plays and vital role in the industrial development things and also it highly leads to the developing the country major entrepreneurship all the economic movements which has been highly dominated by the men in all over world. in this world in the current era owing to many changing and developing conditions of the society the women entrepreneurship has largely taken up their carrier . it is also found and identify that to encaged themselves in the firm in this study social demographic aims and identified that there economic profile and the sample size of 150 respondents has been selected from the Coimbatore city towards the working entrepreneurship and also both primary and secondary data is being connected with the distribution of structured questionnaire the result so that all the respondents so that they have said that positive opinion towards the entrepreneurship this has suggested that working women entrepreneurship they told the special attention to encourage to working women to become a more entrepreneurs.

**Keywords :** entrepreneurship, opinion on entrepreneurship, working women and women entrepreneurship.

## INTRODUCTION:

As professional entrepreneurs, women are truly living their dreams. India it has high developed a energetic entrepreneurial background aided by more than a few progressive initiatives and procedures institute through the government. Today, with more than 20,000 start-ups, India has emerged as the second largest start-up ecosystem in the world and is expected to grow at 10-12 per cent year-on-year. It is heartening to see that India jumped 50 places in the overall 'Ease of Doing Business' rankings and this is just another reason to keep ahead full steam towards ensuring a groundswell for women leadership in the country. With women comprising over 48 per cent of the country's population, it is impossible to think of economic growth without women as the fundamental drivers of change. It is projected that by 2025, India's GDP will get an additional boost of 16 per cent, by integrating women into the workforce. The theme of the 8th edition of Global Entrepreneurship Summit, 'Women first,

Prosperity for all' highlighted that when women do better, countries do better. To achieve inclusive and equitable socio-economic growth, we must ensure that at least 25 per cent of entrepreneurs in the country are women by 2025

woman in India is getting more important source in India all the way of the economy in the worldwide. the economy policy and other framework to watch the institutional for improving the entrepreneurship is a skill is providing education and the best training it has witnessed that economic empowerment of the women . were as women environment highly plays continued only the third entrepreneur it exist a business woman entrepreneur economic and the social under the social India has also introduced the development policy in 2009 in order to give people skill and the trainings development of the entrepreneurship to the importing the workforce this program is not only for the responsibility to government also for stakeholders in this current aspect increasing pressure of the locking woman in this field of business as an entrepreneurship it this highly change the to watch the demographic character stop business and also the economy growth update country. Women are played more and enthusiastic performing and roll in different city . government has taken the special employment of the result of this schemes introduced that generate the sales employment today working woman who have started the business these entrepreneurship is not only to their let lives they are playing the lead roll by providing by the employment opportunities

In India currents in the rank position majority female entrepreneurship are moving it might be as the very difficult one but some examples have been found that the global it indicates that to raged the policy and the measure the specific goal and achievement .

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### **Objectives of the study :**

- ❖ To analyze the socio economic factors of the respondents in Coimbatore city
- ❖ To study the working women attitude and opinion towards the entrepreneurship in Coimbatore city .

### **Limitation of the study :**

Though the research study has been designed carefully, it is subject to the following limitations.

- ❖ This study being primary one, the accurateness and consistency of data depends upon the information provided by the respondents.

The study has been focused only on the working women in Coimbatore city .

### **Statement of the problem :**

M any working women has largely have come out of their personal works and they joined across from the personal and shifted to the organization as an employee even though Being a employees in not the correct

choice for the working women to contribute to development of 'economic condition n for the nation to earn the quality in the society all the entrepreneurs is considered as the best one opportunity which all working women has to exploit the are capable of performing arts comfort zone then woman who lack in the expertise one in the organization but many people have not ready to become an entrepreneurship. To economics condition

## REVIEW OF LITERAURE

**Binder aurora (2007)**in the study on the attributes of the youth towards the women entrepreneurs and it entrepreneurial a cultural larger comparison for the India and china have highly opined that positive attitude towards the people from family background entrepreneurial and also the developing regional entrepreneurial the this study is been collected well structure question are with 100 respondents the younger from the end entrepreneurship ship have been largely found that have strong support in their family both India and also the china it impact on the highly risk taking attributes and entrepreneurs impact hence entrepreneurial activity witness highly .

**Sunitha rani (2007)**in the study is conducted their study to know their impact of the north , south India and educational background are the young entrepreneurial orientation among their young Indian woman. the study is based on the primary and also the secondary data from the working woman have distribution of the structure questionnaire containing the variable issue of the entrepreneurial attitude and skills many women who are willing that become entrepreneurs' have largely shown that achievement for motivation the study concluded south Indian woman show that the more interest on the entrepreneurship then the counterpart in north Indian and the education background women people are highly found that they have no influence on their entrepreneurial orientation

**S. Varghese Antony (2011)**in their study it is revealed that families role were the main motivators for taking up to entrepreneurship. So motivation of the family members it would certainly prove to be fruitful. On ceif they get convinced about significance of entrepreneurship then their attitude will be change, their roles and expectations will be change and they will provide moral support, necessary guidance an also d help as needed.

**SenthilKumar, et al. (2012)**,studied 50 women entrepreneurs of the various categories units, tailoring shops units, vegetable shop units and beauty parlor units, Arumbaur, Krishnapuram, town and Padalur.About 58% of the respondents are falling in 25-50 years age group category, Majority of the respondents it belongsto backward caste (93%). The highest number of respondents is coming under the category of the high school (35%). Reasons for this starting the units are: poverty like situation, easy to manage, self-confidence and training

## RESEARCH METHODOLOGY

### Data Collection

In this study, both primary and secondary data have been used for the study. Primary data have been collected by framing structured questionnaire and with the sample respondents. Necessary corrections, additions and deletions have been made in the survey with the help of the experts and supervisor to make the explore as an effective and useful to the society.

### Secondary Data

These are those which have already been collected by someone else and which have already been passed through the statistical process. The data from the sources like internet, books, journals, etc. constitute secondary source.

### Sampling Method

In this research work respondents will be selected from the total population at random by using simple random sampling method.

### Sample Size

As the population for the research, work in the study area is numerous. Out of total population, **150** respondents were selected by convenience sampling method.

### Methods of Data Collection

In this study, the researcher has used questionnaire method to obtain data. In this collection of method, the respondent has to fill up the questionnaire, which can interpret the question when necessary.

### The tools used for analysis were:

#### Percentage analysis

#### Anova

#### T – test

#### Reliability analysis

After deletion of two variables, the reliability for the remaining variables was found valid and reliable with the value of 0.875.

### Analysis and interpretation

**H0 : there is no significant relationship between the opinion of working women on the socio economic classified variable and age**

Variables	Categories	S.d	no		F	Table value	sig
Age	20 – 25 yrs	3.98	.50	22	8.97	3.31	S**
	26 – 35 yrs	4.07	.22	53			
	36 – 45 yrs	3.42	.76	26			
	46 – 50 yrs	4.11	.42	30			
	Above 50 yrs	4.14	.73	15			

**Source: Computed S\* - Significant at 5% level S\*\* -**

**Significant at 1% level NS – Not Significant**

In is inferred that the above table have suggests that opinion of the respondents are classified under their entrepreneurship has varied that significantly .

F ratio value is apparent there is no significant difference between the opinion of the respondents on the enetrepreunureship so the rejecting the null hypothesis @ 1 % level of the significance

**H0 : there is no significant relationship between the opinion of working women on the socio economic classified variable educational qualification**

Variables	Categories	S.d	no		F	Table value	sig
Educational qualification	Illiterate	4.02	.49	26	2.28	2.21	S**
	School level	3.78	.93	32			
	Under Graduate	3.68	.28	23			
	Post graduate	3.66	.49	21			
	Diploma	4.05	.17	40			
	Professional	4.09	.39	44			

Source: Computed S\* - Significant at 5% level S\*\* -

Significant at 1% level NS – Not Significant

It is inferred that the above table suggests that opinion of the respondents are classified under their entrepreneurship has varied that significantly.

F ratio value is understood that there is no significant difference between the opinion of the respondents on the entrepreneurship of the respondents so the null hypothesis rejected at the 5% level of the significance

**H0 : there is no significant relationship between the opinion of working women on the socio economic classified variable like income**

Variables	Categories	S.d	no		F	Table value	sig
Income	Up to Rs.10,000	3.98	.49	76	1.11	2.60	NS
	Rs.10,001 – Rs.20,000	3.81	.82	32			
	Rs.20,001 – Rs.30,000	3.93	.42	12			
	Above Rs.30,000	4.03	.32	22			

Source: Computed S\* - Significant at 5% level S\*\*

- Significant at 1% level NS – Not Significant

It is inferred that Respondent monthly income is above between 10,001 to 20000 have a high mean score of 4.03 and the working women whose monthly income lies between Rs.10,001 and Rs.20,000 has the least mean score of 3.81 The F-ratio value suggests that there is no significant variation in the opinion on entrepreneurship of the respondents classified based on their monthly income thereby, the null hypothesis is accepted.

**H0 : there is no significant relationship between the opinion of working women on the socio economic classified variable like residential area**

Variables	Categories	S.d	no		F	Table value	sig
Residential area	Urban	3.97	.48	62	1.10	2.98	NS
	Semi-urban	3.87	.77	46			
	Rural	4.04	.55	45			

Source: Computed S\* - Significant at 5% level S\*\*

- Significant at 1% level NS – Not Significant

The high mean score 4.04 is found for the respondents who is residing in rural area and the least mean score of the 3.87 is found for the respondents living in semi-urban area. The F-ratio value it is confirms that irrespective of their residential area there is no significant difference in the opinion towards entrepreneurship of the respondents thereby, the null hypothesis is accepted.

**H<sub>0</sub> : there is no significant relationship between the opinion of working women on the socio economic classified variable like occupation**

Variables	Categories	S.d	no	F	Table value	sig	
Occupation	Government employee	4.34	.51	18	5.1	2.37	NS
	Private employee	3.72	.58	88			
	Professional	4.07	.38	35			
	Agricultural	3.90	.77	9			

Source: Computed S\* - Significant at 5% level S\*\*

- Significant at 1% level NS – Not Significant

In this above table it is inferred that Opinion score of the respondents who are belongs to the government employees is high (mean 4.34) and for the respondents who are private employees a low mean score of 3.82 has been registered which highly shows that there exists a wide gap between the two values. The F-ratio values suggest that there is significant difference in the opinion on entrepreneurship of the respondents classified based on their occupation. Hence the null hypothesis is rejected at 1 per cent level of significance.

### t-Test

**H<sub>0</sub>: There is no significant difference in the working women's attitude on entrepreneurship classified based on the variables such as type of their family, willingness to become an entrepreneur and whether or not they will encourage women from their family to become entrepreneurs**

**Individual factor vs opinion on the working women**

Mean	Variable	Sd	No		F	Table value	Sig ***
Eager to become a industrialist	Yes	3.93	.50	53	.30	1.960	NS
	No	3.96	.60	97			
promote any other women in to become an entrepreneur encouragement to wards the family	Yes	3.90	.51	77	1.08	1.960	NS
	No	3.99	.62	73			

**Source: Computed S\*-Significant at 5% level**

**NS-Not Significant**

In the above table shows that There has been no major variation in the belief of the respondents irrespective of their eagerness towards becoming an entrepreneur as the mean values it show that respondents have highly decided the significance of entrepreneurship. Hence the null hypothesis is accepted.

Working women respondents who will push women from their family to turn into entrepreneurs and those who will not support the same have a high level of agreeability on the positive inference of the entrepreneurship to an individual and to the country as a whole. t value shows that there is no major variation the respondents' opinion attitude on entrepreneurship .Hence the null hypothesis has been accepted.

### **Findings suggestion and Conclusion**

finally in this study it is concluded that the detect the of the problem towards the gender in equality and above the position in the year family and in ability to focus their growth of sustaining life is not enough for the entire working women entrepreneurship work under the circumstances the women entrepreneurship should provide the employment offers and opportunities to the other upcoming entrepreneurs to improve and develop their growth and the development of their standard of living for the women entrepreneurs this Results found that working women entrepreneurs highly that have a positive reasons towards and rights.



In the over a past year India it had highly witnessed that the growth of their women entrepreneurship to make the government conduct and implement lithe initiatives to stand India among these women entrepreneur direction it has highly encouraged with the initiatives.

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