

# Effects of Family culture and personal lifestyle on the Women Entrepreneurship concerning Indian Society – A Study.

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## Abstract :

In the present competitive world, both developed and developing countries are paying attention to innovation and involving something new and introducing them to the world. In other simple words, the countries are paying attention to the Entrepreneurial activities. Becoming an entrepreneur is not an easy task it involves its own risk and challenges to be faced. And one of the biggest challenges concerning women entrepreneurship is the family culture and their lifestyle. The main factor which affects the women entrepreneurship is the family background and the strict guidelines concerning the family lifestyle. This study mainly concentrates on the impact or the effects of the family/personal lifestyle of the woman on entrepreneurial activities. Many factors affect the start of women entrepreneurs and one such reason is family culture and lifestyle. The main aim of this article is to analyze the effects of family culture and their lifestyle on women entrepreneurship activities.

**Keywords:** Family Culture, Lifestyle, Impact, Women Entrepreneurship.

## Introduction:

Entrepreneurship is the major factor for the growth of Indian Economy. India is the country with the major youth population amongst world and it is the key factor which helps to take India to next level. An Entrepreneur is a person who is ready to face all the challenges , to find opportunities from the problems, and provide general employment pool for the people in society. In the recent years there is much growth in entrepreneurship. In the present scenario individuals are aiming to become successful and establish their own thoughts and business ideas to compete with the existing business firms. The main concentration of this article is the impact of family culture on the women entrepreneurial activities. Every women have their own dreams and goals to be achieved but there are many hindrances that women have to face and cope up with in the society. And among all the hindrances which women face the major hindrance is family culture and their lifestyle. Every women is restricted or confined only to the limited exposure in the society she is unable to dream and live as she desires positively. It is because of the family rules , regulation or any prestige of orthodox family members.

## Objectives of the study :

- ❖ To examine the impact of family culture on women entrepreneurs.
- ❖ To analyse the effects of personal lifestyle on women start-ups concerning Indian society.

## Scope of the Study:

This study analyses the impact and effects of the family culture and life style of women on entrepreneurship. The article explains the drawbacks of family culture towards exposure of women concerning the entrepreneurial activities in the society.

## Research Methodology :

This article explains the perspective of many individuals relevant to this research article and data is obtained as per their research. The information regarding this research is made available through secondary sources on which entire research is based.

## Literature Review :

### 1. Lüthje, Christian, and Nikolaus Franke- ( 2003).

This survey provides evidence that the perceived contextual barriers and support play a significant role in the entrepreneurial behaviour of professional students. Public policy and Universities would be well advised to intensify their activities to implement educational, research and resource programs on entrepreneurship. They also indicate that the conviction to start up a new venture is to some extent a question of personality structure. There are only two entrepreneurial qualities (the inner point of innovation and control) and only one of the many relevant factors (culture), which can help to understand the difference between countries in the rate of new venture formation.

### 2. Hayton JC, George G, and Zahra SA, (2002).

In their paper review, that for the first stream, on the impact of national culture, the total measures of national entrepreneurship such as innovative national output or new business were focused. The second stream addresses the cooperation between the characteristics of national culture and individual entrepreneurs. The third section examines the impact of national culture on corporate entrepreneurship.

### 3. Edelman, Linda F., Tatiana S. Manolova, Galina Shirokova, and Tatyana Tsukanova. (2016).

Findings in this study indicate family social capital positively linked with a range of the initial activities. Family financial capital negatively related to the scope of the initial activities. Family coordination enhances the effectiveness of the social capital of the family on the initial activities.

### 4. Carter (1999)

In his study supports the view that a child learns about occupations through examples of the parents as they visit their parents' workplaces. If the impression here is good, then the child seeks to identify with the profession, but if they are bad, the child rejects such a profession.

### 5. Caplow (1994) and Wert (1997)

In their separate studies found that career choice is inherited obviously and directly from parents. Furthermore, Miller (2000) in his study discovered that parental attitude and behavior are positively associated with students' career maturity.

### 6. Rani, S. H. B. A., and Tih Sio Hong. (2013).

Work experience has been recognized as an essential medium in achieving behavior and abilities. Work experience can also help the person to provide a unique knowledge and reputation to the organization.

## Findings and Analysis:

The effects of family culture on women entrepreneurship activities are as follows:

### ➤ Family Background:

The background of a family in manufacturing provided a source of industrial entrepreneurship. The occupational and social status of the family influenced mobility. There are certain circumstances where very few people would have to be venturesome. For example in a society where the joint family system is in vogue, those members of joint families who gain wealth by their hard work denied the

opportunity to enjoy the fruits of their labor because they have to share their wealth with the other members of the family.

➤ **Education:**

In India, the system of education before the 20th century was based on religion. In this rigid system, critical and questioning attitudes towards society were discouraged. The caste system and the resultant occupational structure were reinforced by such education. It promoted the idea that business is not a respectable occupation. Later, when the British came to our country, they introduced an education system, just to produce clerks and accountants for the East India Company, The base of such a system, as you can well see, is very anti-entrepreneurial.

➤ **Attitude of the Society:**

A related aspect to these is the attitude of the society towards entrepreneurship. Certain societies encourage innovations and novelties and thus approve entrepreneurs' actions and rewards like profits. Certain others do not tolerate changes and in such circumstances, entrepreneurship cannot take root and grow. Similarly, some societies have an inherent dislike for any money-making activity. It is said, that in Russia, in the nineteenth century, the upper classes did not like entrepreneurs. For them, cultivating the land meant a good life. They believed that land belongs to God and the produce of the land was nothing but god's blessing. Russian folk-tales, proverbs, and songs during this period carried the message that making wealth through business was not right.

➤ **Cultural Value:**

Motives impel men to action. Entrepreneurial growth requires proper motives like profit-making, acquisition of prestige and attainment of social status. Ambitious and talented men would take risks and innovate if these motives are strong. The strength of these motives depends upon the culture of the society. If the culture is economically or monetarily oriented, entrepreneurship would be applauded and praised; wealth accumulation as a way of life would be appreciated. In less developed countries, people are not economically motivated. Monetary incentives have relatively less attraction. People have ample opportunities of attaining social distinction by non-economic pursuits. Men with organizational abilities are, therefore, not dragged into the business. They use their talents for non-economic end.

➤ **The individual's perception of what his family and friends:**

The perception of the family and friends towards the goal-oriented women would be different and may impact on every attempt they do to excel in the entrepreneurial activities which they are desired to achieve.

➤ **Lack of Motivation :**

The women in the orthodox family are not motivated by the family or society. To build the entrepreneurial skills an individual women must be motivated and must be encouraged for better achievement rather there should not be discouragement by anyone.

➤ **Rigid rules binding women within the family :**

The complex rules and regulations within the family bind women. Any woman cannot go beyond the family rules or restrictions. This is the major factor that is curbing the interests of women and letting them not going forward and not to achieve anything.

➤ **Male-dominated Society :**

The society is majorly male-dominated. There are no rights for women to speak against men, it happens only in a few cases that woman's suggestions are considered. The women are often treated

and considered as they are confined to household works, but the reality is every woman is excelling in every field in the country.

**Top Women Entrepreneurs In India are listed as below:**

Name.	Company.	Revenue.	What motivated them to become an Entrepreneur.
Kiran Mazumdar Shaw.	Biocon	INR 5,658.8 Crores.	Her interest in experimenting and her learning attitude. As her father was a brew master, even Mrs. Kiran was also specialised in brewing . With the support of her father and an Irish friend she started the Biocon Industry at a garage with the initial capital of INR 10000.
Ankita Gaba	Socialsamosa.com	USD 5 Million	Social Samosa enables industry by leading thought and influencing the influencers. Ankita Gaba is a social media enthusiast and always exploring new ways to use social media and engage with more people through such platforms. Social Samosa is an organisation built on the ethos of collaboration and knowledge sharing.
Falguni Nayar	Nykaa	INR 578- 1299 Crore	Nykaa is a beauty wellness E-Commerce, premier platform to women. It was Egyptian Greek poet Constantine Peter Cavafy's poem 'Ithaka' that inspired Nayar to start Nykaa in 2012. For Nayar, the lines "hope your road is a long one, full of adventure, full of discovery" translated as "enjoy every part of the business and

			cherish the journey”. These words represented the underlying work ethic, be it working till late in the night scanning all the order slips or experimenting with new products & designs.
Suchi Mukherjee	Lime road	INR 426 Million	Suchi Mukherjee is the founder and CEO of Lime Road and e-commerce website under the category of lifestyle and accessories. Interestingly the idea for Lime Road came to her when she was on a maternity leave. Suchi is an Economics Graduate from the London School of Economics. Lime road was co-founded in 2012 by Suchi Mukherjee, Manish Saksena and Ankush Mehra as a fashion marketplace for women. The company's name is inspired from Grand Trunk Road.
Aditi Gupta	Menstrupedia	INR 5.15 Lakh	One the most common taboos is Menstruation, but with time, it is getting the attention that is needed for the society to accept the fact and talk openly about it. One such initiative has been taken by Aditi Gupta. In 2012, she co-founded Menstrupedia with Tuhin Paul, a crowdfunded initiative. The company provides a resourceful guide about menstruation

			<p>which helps women to stay healthy and active during their menstruation. Aditi is a post-graduate in New Media Design from National Institute of Design, and graduated in Electronics and Instrumentation Engineering. Aditi first got the idea for Menstrupedia while doing her thesis on the very subject for her post-graduation at NID</p>
Ekta Kapoor	Balaji Telefilms	INR 459.4 Crores	<p>Ekta Kapoor started her career aged 15, interning with add and feature film maker Kailash Surendar Nath , until after obtaining finance from her father, she decided to become a producer. She ventured into Bollywood movie production in 2001. In 2012 Ekta Kapoor started Institute of Creative Excellence a media training school through her production house.</p>
Vandana Luthra	VLCC	INR 100-500 Crore	<p>Vandana and VLCC didn't happen overnight. A homemaker initially, Vandana started her journey in 1989 when the first of her two daughters was only 3 years old and today a grandmother to 3 kids. Remembering her days of her struggle she tells "When I started, there were hardly any women entrepreneurs in India. It was a male dominated environment. I had to face lot of criticism ,</p>



			a lot of people tried to ensure that I did not succeed and grow. The only thing I believed in was that my concept was unique, unusual and it was being introduced in India for first time”.
Vani Kola	Kalaari Capital	USD 12.7 Million	Vani Kola is the “mother of Venture Capitalism in India”. It took her 2 months to decide to move back to India , her daughters are her inspiration. Being a profession of highly intensity, she needs to maintain her stance and she does so by meditating. Not fearing the failures, stereotypes and marching towards the success, Vani tells “The cliché is true; Silicon valley is a vibrant place full of ideas and possibilities. When I started, I was willing to accept failure.
Upasana Taku	Mobiwik	INR 37Crores	Kashmiri by blood and having Gujarat as alma matter Upasana has restlessly fought her way to the top. She shared home cooked meal with team of 5, gave up luxurious life, patiently ignored gender bias and faced multiple challenges only to give back to her homeland. She left promising career in the Silicon Valley , only to give financial access for the underserved, in the country. There was no looking back until she founded mobiwik in 2009.

## Conclusion :

The women in the country are achieving day by day and becoming successful in the country. But there are some factors which are discouraging the development of women in the society. The main focus of this study was to analyse the effects of family culture and lifestyle of the woman on their entrepreneurial activities. The society has perceived that women are only confined to household routine works. Women are capable of becoming successful in all the fields but they just need proper encouragement from their family and society. The main hindrance for women is that they tied up with strict rules and regulations with orthodox rules and regulations by their family due to which they are unable to achieve which they deserve. The main purpose of this article is to create awareness among family and society regarding their ruthless restrictions on curbing women's interests and making them unsuccessful.

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