



A COMPARATIVE ANALYSIS OF PROBLEMS FACED BY WOMEN AND MEN ENTREPRENEURS

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Abstract: Entrepreneurs are innovators who create change in economy. Women empowerment in entrepreneurship leads to remove inequalities and reduce poverty. So, the government also provide many assistances to women entrepreneurs. This study tries to identify the various factors influencing entrepreneurship between the genders.

Index Terms: *Entrepreneurs, Gender difference in entrepreneurship, challenges, Guruvayoor municipality*

INTRODUCTION

Majority of the people are reluctant to undertake risk and uncertainty involved in organizing factor of production. Only some people are willing and able to bear risk and uncertainty. These people are not mere dreamers. They are doers as well. They create wealth. They create employment and work hard to achieve success. They occupy a unique place under the sun. They are entrepreneurs. Women's skills and knowledge, their talents and abilities in business and compelling desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize industries. Women are also important as men alike in business area. Primary similarity between male and female entrepreneur could be found in their own business. These similarities included a desire for financial security, a need for autonomy, and a response to the identification of profitable business opportunities.

OBJECCTIVES

- To make comparative analysis on the various factors influencing women and men entrepreneurs.
- To know whether gender is an influencing factor in getting assistance from government for entrepreneurs.
- Identify some of the challenges and barriers facing women entrepreneurs.

REVIEW OF LITERATURE

The study conducted by Rekha Gupta Kalpana Kumari AISECT university, Bhopal on "Women empowerment through Entrepreneurship in India". Major objectives of the study are to ascertain the factors in the emergence of women entrepreneurs. It highlights the major constraints and challenges faced by women entrepreneur and opportunities available to them.

Manvee sarma (2021) in his study states that business is mainly dominated by men folk only but women have now realised the criticality of survival and the need of equality with men.

Jitendra kumar Dixit, Sucheta Agarwal&Vivek Agarwal (2022) "comparing male and female entrepreneurs- is the comparison justified. "In this study concluded that undoubtedly women are made of entrepreneurship but their comparison with male entrepreneurs is completely unjustified.

STATEMENT OF PROBLEMS

The purpose of the study is to analyse the problems faced by women and men entrepreneurs like financial problem, economic problem etc. The study aims to understand the various causes of gender differences in the field of entrepreneurship and to know whether there are similarities in benefits availed to women and men entrepreneurs with special references to Guruvayoor municipality.

RESEARCH METHODOLOGY

Sampling technology

Convenience sampling method is used to select samples from the population.

Sources of data

Both primary and secondary data were used for the study. The study is mainly focused on the primary data are collected from entrepreneurs in Guruvayoor municipality.

Sample size

The sample size of the study consists of 100 entrepreneurs in Guruvayoor municipality.

Sampling technique

Random sampling technique is used for this study

Tools used for analysis

Bar diagram, Bar graph, pie chart etc

TABLE 1 MOST INFLUENCING FACTOR TO BECOME AN ENTREPRENEUR

Factors	Men		Women	
	Score	Rank	Score	Rank
Family support	200	1	63	5
Family assistance	162	3	207	2
Independent	77	5	99	4
Social status	111	4	127	3
Passion	189	2	225	1

INTERPRETATION: The most influencing factor for women is family support on the other hand it is the least influencing factor for men. For men independence is the most influencing factor while financial assistance is the least influencing factor for women.

TABLE 2. MAJOR PROBLEMS OF WOMEN ENTREPRENEURS

PROBLEMS	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	WEIGHTED AVERAGE
Lack of Knowledge	4	10	18	40	28	2.22
Low level of bargaining skill	16	26	38	12	8	3.3
Low level of risk taking attitude	30	18	36	14	2	3.6
High production cost	10	30	40	10	10	3.2
Ignorance of new technology	12	28	30	16	14	3.08
Family responsibility	38	30	24	8	0	3.98
Security & safety issues	46	36	18	0	0	4.28

INTERPRETATION: The study reveals that security and safety issues are the major problem faced by women entrepreneurs. and least of them replies that lack of knowledge.

TABLE 3 TRAITS OF FEMALE ENTREPRENEUR DIFFERENT FROM MEN ENTREPRENEUR

Traits	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	WEIGHTED AVERAGE
Hard working	18	32	42	8	0	3.6
Empathetic	10	46	20	18	6	3.36
Emotional	14	26	32	20	8	3.18
In depth thinking	36	30	28	6	0	3.96
Rational	32	22	38	2	6	3.72
More likely	50	20	26	4	0	4.16

to seek advise						
Better at dealing with people	46	28	18	2	6	4.06

INTERPRETATION: This table shows that most of respondents replies that the major difference in between traits of female and male entrepreneur is the female entrepreneurs are more likely to seek advice. Least of them replies that hardworking is the difference between them.

TABLE 4 REASONS THAT GOVERNMENT PREFER FEMALE

PROBLEMS	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	WEIGHTED AVERAGE
Women are more committed than men	16	26	38	14	6	3.32
To reduce discrimination	30	36	18	12	4	3.76
To promote women entrepreneur	28	22	46	4	0	3.74
To balance the society	52	20	26	2	0	4.22
To Make them self-independent	46	18	30	4	2	4.02

INTERPRETATION: The table 4 shows most of the respondent replies that the government prefer female entrepreneur over male entrepreneur because to balance the society. Least of them replies that it is because of women are committed than men.

FINDINGS AND SUGGESTIONS

- As per the study majority of respondents get family support while few percentages do not get family support.
- Among the respondents' majority of people faced start-up problems
- Majority people faced constraints while entering in to business. Only few people do not face any constraints.
- Major constraints faced by entrepreneur is lack of knowledge and the least one is poor risk-taking ability.
- family support is the most influencing factor for women and least influencing factor for men. Independence is most influencing factor for men and financial assistance are least influencing factor for women. The study reveals that security and safety issues are the major problem faced by women entrepreneurs.
- The study reveals that majority of respondents are not aware about the various schemes introduced by government to support them.
- Most of entrepreneurs get information through market research. Only 4% of respondents get information from family & friends and others respectively.
- The study reveals that majority of the women entrepreneurs are faced financial stress and the second major stress are family pressure.
- Most of respondent replies that the government prefer female over male entrepreneur because to balance the society. Least of them replies that it is because
- The government authorities should monitor whether the schemes for women entrepreneur is implemented properly.
- Government assistance should be equally available to both men and women.

CONCLUSION

The majority of the mare enjoyed by men that mean gender is the factor effecting assistance from government. From the study, it can be concluded than social and financial problems faced by men women entrepreneurs are different. Men are facing the main problem of lack of technical know- how. Because they have low education. But women have highest education so education is least effecting problem for becoming entrepreneur.

REFERENCES

- **Max Labour (2007)**, "the key to competitive success for entrepreneurship is entrepreneur's innovation in a through going realization of every aspect of enterprise"
- **Breen (2000)** "Women entrepreneurs faced the problem of getting finance and started business with low initial capital".
- **Sudarsanan Pillai (2014)** "all successful women entrepreneurs had strong family support and enjoyed personal freedom."
- **Kunkel (2000)** "industrial entrepreneurship depends upon the limitation structure which views that the most important deviant individual in economic development and major determinate which causes such a deviance is a social structure."