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Women entrepreneurs– issues and tribulations

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ABSTRACT

The women entrepreneurship development is influenced by many complicated factors including economical, social, cultural and physiological prevailing in the society. Keeping this in view, the present study focused on the motivating factors influencing women entrepreneurship and these identified factors were Autonomy and Adequate Income, Flexible Working Environment, Opportunities to use & develop human capacity, Inducement of Empowerment and growth and Promotion of Societal Responsiveness and moreover, women entrepreneurs were also encountered with certain problems which are discussed in detail in this paper.

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Introduction

Women's role remains rooted into perpetuity across centuries. The women have to play multiple roles both in the family and the society. The socio-economic condition of women is the key for overall growth and development of the country. Hence, development of women is essential for the growth of the economy. Entrepreneurship provides economic opportunities to women. In India, women with varied social, economic, political, regional and linguistic backgrounds constitute half the nation. Women entrepreneurship is still in its infancy in the country. This is because women entrepreneurs are not easily accepted by Indian society (Moitra, 2001). Women Entrepreneurship needs to be encouraged, prompted and supplemented to the benefit of the aggregate economy of the country. The women entrepreneurship development is influenced by many complicated factors including economical, social, cultural and physiological prevailing in the society. Keeping this in view, the present study focuses on the motivating factors influencing women entrepreneurship and various problems faced by women entrepreneurs.

Objectives:

- To identify various factors influencing women entrepreneurship.
- To examine the impact of these factors on women entrepreneurship.
- To identify the Problems & Constraints faced by women entrepreneurs

Literature Survey:

DeMaritino & Barbato (2005), women were motivated by a greater degree by professional freedom, self-direction & dynamic challenges whereas Routamma et al. (2006), indicated that men tend to have more fatalistic & maverick entrepreneurial capacities whereas women were more opportunistic by nature. Raman et al. (2008), found that autonomy moreover an urge to create wealth for oneself under the individual core. Ahmed (2004), found that women with master degree felt that "social ambition" was the reason to start own business more than women who had Bachelor degree & 35 years old women felt

that "job dissatisfaction" was the reason to start their own business. D'Cruz (2003), found that higher the woman is educated, the higher are her chances of success in business. Personal traits such as economic independence, self reliance & need for achievement helped entrepreneurial success. In another attempt, Ehigie & Umoren (2003), concludes that success for female entrepreneurs relies on a self concept regarding their role in business, commitment To business & reduction of a conflict between home & business responsibilities. Bennett & Dann (2000) found that the level of education was high among women in Australia & were undertaking studies in business areas which were more relevant to future needs & women tended to set up their own business at a younger age. Bradley & Boles (2003) found that childcare was the main obstacle followed by the reaction from the local community. Narayan & Geetakutty (2003) found that problems faced by women in the management of enterprises were availability of raw materials, finance, labour, power supply, marketing, entrepreneurial, social & cultural problems. Chavan & Agarwal (2004) found that ethnic small business women would do better by networking with other women of their kind. Nayyar et al. (2007) concluded that women faced constraints in aspects of Financial- Non availability of long term finance, regular & frequent need for working capital. Marketing: poor location of shop & lack of transport facility, production- non availability of raw material, health- fatigue, tension & headache and water & space facility. Raman et al. (2008), found that autonomy moreover an urge to create wealth for oneself under the individual core. Kumar (2008) found that various supporting agencies had not been percolated down to praxis level in the real sense. Need to intensify the efforts to increase the level of awareness of various sources of finance available to women entrepreneurs. Parihar et al. (2008) found that greater stress as the demands of home & career at times caused conflicts, striving for multi role duties had resulted in conflict stress, ambivalence & overload. Moreover, social roles for women that center their position at home, small-scale businesses commenced by women entrepreneurs can empower them. Social advancement and

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independence for women is strongly related to women's ability to earn and control income (Gilman, 1998). Thus economic empowerment can be linked with social empowerment. Many studies focused on how the family welfare has been induced through women's ability to earn and spend their income (Shastri & Sinha, 2010).

Motivation to conduct the study:

Entrepreneurship is adding a lot to the economy of J&K and as such we wanted to investigate how these business enterprises are contributing to Gross State Domestic Product. Moreover, by carrying this study we were able to come out with the perception of the society towards women entrepreneurs i.e. how Society Perceives women in Business? How self employment/ entrepreneurship boost women Empowerment and how women can contribute to the economic & social development of the state and in turn nation.

Data Source and Research Methodology:

The present study was designed to study the various aspects of women entrepreneurs. The study was based on primary data only and was confined to Jammu region of J&K state only. A sample of 200 women entrepreneurs (Boutique, Fashion Designers, Beauticians, Women engaged in Embroidery works) from Jammu & Udhampur district were selected randomly. The primary information was collected through a combination of direct and indirect approach comprising of questionnaire, interviews and observation techniques. Considerable time and effort were devoted to the preparation of questionnaire for sample units. The preliminary draft of the questionnaire was pre-tested on 30 respondents.

To achieve the different objectives of the study, various tools, such as, Factor analysis, mean scores were employed. Statistical Package for Social Science (SPSS) version 17.0 for windows was used.

Results and Discussions:

It is discernible from Table I that the largest majority of the sample respondents i.e. 34 % were in the age group of 30-40 years. The above figures indicated that majority of the women entrepreneurs are young and innovative who are ready to take challenges. Education-wise it was discernible that the largest majority of the women entrepreneurs were graduates and post graduates and there was no one who was undergraduate. Majority of the women entrepreneurs had family less than 4 which means that they could spare more time for their business. Regarding the income description of the women entrepreneurs was concerned; it was discernible that there was no one whose family income was less than 6000. The family income of majority of the women entrepreneurs ranged from 12000 to 24000. This may be due to the reason that these middle class women had more inclination towards entrepreneurship.

Table 2 shows the factor loading on the various statements. This approach helps in detecting the structure in the relationship between variable i.e. to classify the variables.

It was discernible from the table that the most important factor as perceived for women entrepreneurs was "Inducement of Empowerment and growth" with the factor mean score of 3.42 which means that by initiating their own business, the women have become more empowered regarding decision making. The attributes named "Entrepreneurship helps for the self improvement", "Get opportunities to improve my work", "I have become more economically independent", "Entrepreneurial success has made me more self reliant" and "I am able to satisfy my need for achievement by starting my own business" were

loaded on this factor with factor loading of 0.852, 0.732, 0.703, 0.642 and 0.508 respectively. This indicates that entrepreneurship has given women entrepreneurs an opportunity to grow, become self sufficient and have made them confident and economically independent.

The second most important factor as perceived by women entrepreneurs was "Autonomy and Adequate Income" with the factor mean score of 3.385 which implies that the income of the women entrepreneurs have taken a positive jump with the advent of new business and therefore it has enhanced self-sufficiency among women entrepreneurs. The attributes named "I can take my own decisions regarding the expenditure of my income", "My family income has increased by starting my own business", "I am fulfilled that I am using my spare time in earning" and "I feel content that I am contributing to my family income" were loaded on this factor with factor loading of 0.81, 0.78, 0.727 and 0.652 respectively. This indicates that through entrepreneurship they have become independent and they can take freely take decisions for spending the adequate income as generated through entrepreneurship.

The third most important factor as perceived by women entrepreneurs was "Opportunities to use & develop human capacity" with the factor mean score of 2.6394 which implies that entrepreneurship fosters human capacity to grab the various opportunities encountered. The attributes named "Have freedom of taking decision for my work and family", "Get an opportunity to participate in the planning of my work and my family" and "Idea that brings changes in the family is appreciated" were loaded on this factor with factor loading of 0.799, 0.753 and 0.727 respectively. This indicates that the proper allocation of resources both for family and work provoked through entrepreneurship brings appreciation which in turn fosters entrepreneurship through raised morale.

The fourth most important factor as perceived by women entrepreneurs was "Flexible Working Environment" with the factor mean score of 2.43 which implies that women feel quite satisfied as they can devote sufficient time both to their personal and professional lives. The attributes named "I don't neglect my health due to work", "The working atmosphere is clean and transparent" and "The working conditions of my job are quite relaxing" were loaded on this factor with factor loading of 0.79, 0.62 and 0.54 respectively. This indicates that entrepreneurship promotes healthy working conditions and flexible working environment so that they are able to take care of their personal life also.

The fifth most important factor as perceived by women entrepreneurs was "Promotion of Societal Responsiveness" with the factor mean score of 2.356 which implies that with entrepreneurship women have become more socially aware. The attributes named "I am aware of the present market situations", "I prefer to accomplish in team rather than individually" and "Entrepreneurship enhances social activities" were loaded on this factor with factor loading of 0.799, 0.753, and 0.727 respectively. This indicates that women entrepreneurs are socially aware of the current market scenario which in turn increases their social integration.

Multiple regression analysis was used to examine the relative importance of the overall women empowerment (dependent variable) and different factors derived from the factors (independent variables). As shown in Table 2, in predicting goodness of fit in Regression Model, the multiple correlation coefficient (R), coefficient of determination (R²) and

F-ratio were examined. Firstly, the R of five factors on Respondents empowerment was 0.52, meaning that there was a moderate correlation between independent and dependent variables. Secondly, the R^2 was 0.259 suggesting that about 26% of the Variation of the women empowerment was explained by five factors. Lastly, an F-ratio of 4.572 ($p < 0.01$) indicates the fitness of model. In order to explain the relative importance of the five factors in contributing to the variance in overall satisfaction with the organization standardized coefficients, or betas, were examined. The main factors affecting women empowerment is promotion of societal responsiveness with unstandardized beta coefficient of 5.453 ($p < 0.05$) followed by Opportunities to use & develop human capacity with unstandardized beta coefficient of 3.094 ($p < 0.05$) as discernible from the table.

Variables	Coefficients	t
(Constant)		1.730***
Autonomy and Adequate Income	0.106	1.407
Flexible Working Environment	0.137	1.238
Opportunities to use & develop human capacity	0.285	3.094*
Inducement of Empowerment and growth	0.128	1.521
Promotion of Societal Responsiveness	0.462	5.453*
R		0.52
F Ratio		4.572**
R Square		0.259
Adjusted R Square		0.213

Note: * $p < 0.05$; ** $p < 0.01$, *** $p < 0.10$

Problems and Hurdles encountered by Women Entrepreneurs

Perusal of Table 3 reveals that the greatest hurdle encountered by women entrepreneurs was low level risk taking attitude (with a mean score of 3.7667). It is a crucial factor affecting women decision to get into business. Entrepreneurship requires high risk taking attitude, courage and confidence which is generally found less in women. The second greatest hurdle encountered by women entrepreneurs is Family Obligations with a mean score of 3.7250. Women's family obligations also bar them from becoming successful entrepreneurs. Most of the women can't devote all their time and energies to their business as they are having primary responsibility for their children, home and other dependent family members. Moreover, Indian women give more emphasis to family ties and relationships. The third important hurdle encountered by women entrepreneurs was Lack of Self Confidence with a mean score of 3.5167. Entrepreneurship requires confidence in dealing with the external world, of which women have been discouraged from rising by social conditioning. Even when they are managing an enterprise, they often depend on males of the family in this area. Another hurdle encountered by women entrepreneurs is Male-Female Competition with mean score of 3.4000. The male - female competition develop hurdles to women entrepreneurs in managing their business. Though women entrepreneurs are good in maintenance of their service and delivery in time, still due to lack of organizational skills compared to male entrepreneurs women have to face constraints from competition.

Another hurdle encountered by women entrepreneurs is Lack of Social Acceptance with mean score of 3.3500. The greatest restraint to women entrepreneurs is that they are women. Male dominant social order is the building block to them in their way towards business success. Another hurdle encountered by women entrepreneurs is Low level Education with mean score of 3.2667. Majority of the women respondents were lacking in the education needed to encourage successful

entrepreneurship. They were ignorant of new technology and few of these women don't have the knowledge of measurement and basic accounting. Another hurdle encountered by women entrepreneurs is Little Access to Funds with a mean score of 3.1250. The women entrepreneurs suffer from inadequate financial resources. There is a discriminatory attitude of banks and informal lending groups towards women entrepreneurs. The financial institutions are doubtful about the entrepreneurial abilities of women. They consider women loonies as higher risk than men loonies. As a result the women entrepreneurs obtain loan at unrealistic and unreasonable securities. Moreover, the women entrepreneurs lack access to external funds due to their inability to provide tangible security. Very few women have the tangible property in hand. Another hurdle encountered by women entrepreneurs is Inadequate Support from Family with a mean score of 3.0833. Business success depends mainly on the support the family members extended to women entrepreneurs. The interest of the family members is a determinant factor in the realization of success to women entrepreneurs. Another hurdle encountered by women entrepreneurs is Underestimation of Women Capabilities with a mean score of 2.8917. Women are treated as second-class citizens and it is usually considered that women lack necessary capabilities for running the business which adversely affect women entrepreneur's business. Another hurdle encountered by women entrepreneurs is Low level Management Skills with a mean score of 2.8667. Few of the women respondents have to depend on intermediaries, to get things done and these intermediaries take major part of the profit. Another hurdle encountered by women entrepreneurs is Social Insecurity and Separation with a mean score of 2.8583. The insecurity to communicate and travel across day and night and even to different regions was found in few women entrepreneurs. This shows the low level freedom of expression and freedom of mobility of the women entrepreneurs which hinders the expansion of their business. Few of the women respondents were also insecure due to their separation which again hinders their business growth. Additional hurdle faced by the women respondent entrepreneurs is Lack of Knowledge with a mean score of 2.7167. Lack of knowledge of availability of the raw materials and low-level of technical know-how leads to low level achievement among women engaged in business.

Conclusions and Suggestions

To conclude the five main factors motivating women entrepreneurship are Autonomy and Adequate Income, Flexible Working Environment, Opportunities to use & develop human capacity, Inducement of Empowerment and growth and Promotion of Societal Responsiveness.

However in spite of these motivating factors women entrepreneurs are encountered with certain problems. The reasons are well sighted in the discussion part of this article. Following efforts can be taken into account for effective growth of women entrepreneurs:

→ Better educational facilities and schemes should be extended to women entrepreneurs.

→ Adequate training programmes on management skills should be provided to women entrepreneurs.

→ Women's participation in decision-making should be encouraged.

→ Counseling should be given to existing women entrepreneurs to remove psychological causes like lack of self-confidence.

→ Provision of micro credit system and enterprise credit system should be made available to the women entrepreneurs at local

level.

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Table1: Demographic Profile of the respondents

Particulars	Number	Percentage
Age (in Years)		
Below 20	1	0.70
21- 30	63	31.30
31- 40	68	34.00
41- 50	23	11.30
Above 50	45	22.70
Education		
Under Graduate	0	0.00
Graduation	119	59.30
Post graduation	60	30.00
Any Other	21	10.70
Family Size (No)		
Upto 4	130	64.70
4 – 6	45	22.70
Above 6	25	12.70
Income		
Below 6000	0.00	0.00
6000- 12000	45	22.70
12000- 18000	56	28.00
18000- 24000	56	28.00
24000 & above	43	21.30

Table 2: Result of Factor Analysis of the Attributes Influencing Quality of Worklife

Statements	Factor loading	% of variable	mean	Factor mean score
Factor 1: Autonomy and Adequate Income		9.22		
1.1: My family income has increased by starting my own business.	0.799		2.51	3.385
1.2: I can take my own decisions regarding the expenditure of my income.	0.753		3.20	
1.3 I am fulfilled that I am using my spare time in earning	0.727		4.01	
1.4 I feel content that I am contributing to my family income.	0.652		3.82	
Factor-2: Flexible Working Environment		7.951		
2.1: I don't neglect my health due to work	0.79		2.37	2.43
2.2: The working atmosphere is clean and transparent.	0.62		2.35	
2.3: The working conditions of my job are quite relaxing	0.54		2.56	
Factor-3: Opportunities to use & develop human capacity		9.482		
3.1: Have freedom of taking decision for my work and family	0.799		2.63	2.6394
3.2: Get an opportunity to participate in the planning of my work and my family.	0.753		2.55	
3.3: Idea that brings changes in the family is appreciated	0.727		2.74	
Factor-4: Inducement of Empowerment and growth		11.201		
4.1: Entrepreneurship helps for the self improvement.	0.852		2.71	3.42
4.2: Get opportunities to improve my work.	0.732		2.80	
4.3 I have become more economically independent	0.703		4.01	
4.4 Entrepreneurial success has made me more self reliant	0.641		3.82	
4.5 I am able to satisfy my need for achievement by starting my own business	0.508		3.82	
Factor-5:Promotion of Societal Responsiveness		6.85		
5.1: I am aware of the present market situations	0.78		1.98	2.356
5.2: I prefer to accomplish in team rather than individually	0.81		2.76	
5.3: Entrepreneurship enhances social activities.	0.54		2.48	
5.4: My job enhances my social prestige	0.49		2.21	

Table 3: Mean Score of the Respondents regarding the problems encountered by Women Entrepreneurs.

S.No	Nature of the Problem	Mean Score	Mode
1.	Under estimation of Women Capabilities	2.8917	3.00
2	Little access to funds	3.1250	4.00
3	Family Obligations	3.7250	4.00
4	Low level Management Skills	2.8667	2.00
5	Social Insecurity and Separation	2.8583	2.00
6	Male-Female Competition	3.4000	4.00
7	Low level Education	3.2667	3.00
8	Lack of Knowledge	2.7167	2.00
9	Lack of Self Confidence	3.5167	3.00
10	Low level risk taking attitude	3.7667	4.00
11	Lack of Social Acceptance	3.3500	3.00
12	Inadequate support from family	3.0833	3.00