



A study on problems and prospects of women entrepreneur

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Abstract

Women development has been considered as the overall development of a country. Government often introduce various plans and policies to uplift women in the society. Due to the several initiatives of government and prevailing business opportunity induced the women to start own business career. Therefore, women entrepreneurs face lot of problems and enjoy numerous prospects in entrepreneurship. This study has been commenced to check the various problems and prospects of women entrepreneurs. This study considered a sample of 100 women entrepreneurs engaged in various business activities. Data has been gathered by distributing questionnaire among the women entrepreneurs. Questionnaire has been constructed with four parts, such as demographic profile, problems of women entrepreneur, prospects of women entrepreneur, women entrepreneur expectation to overcome problems. Simple percentage analysis, Friedman's chi-square test, Garret score and t-test are used to analyse the data collected. Results revealed that various problems are affected the women entrepreneurs and several factors are favouring them to succeed in their entrepreneurial venture.

Key words used: Women, women entrepreneurs, entrepreneurship problems, prospects of women entrepreneur, women expectation.

1. INTRODUCTION

Personal growth is the final outcome of human effort and activity in entrepreneurship. Entrepreneurship is a swiftly growing concern of a modern competitive economy and its contribution is essential to the uplift a family unit. The growth of women has been considered as the key factor in family development. Women entrepreneurship can solve many financial and non-financial issues of a family. Due to the wide emergence of women development policies, women are aware of their own traits, rights and work situations. The opportunities and challenges provided to the women are growing rapidly, which leads to set up business ventures with possible investment. Women are flourishing as traders, designers, manufacturers, exporters, publishers, and still exploring new vistas of economic participation. Being a woman entrepreneur, women enjoy enormous benefit and face lot of problems in the society. Generally, all business owners face several problems, but women, because of the gender, often face additional problems being an entrepreneur. Women entrepreneurship has achieved impetus in the past thirty years



with the raise in the women enterprises and their substantive contribution to the economic development. Women entrepreneurs face several problems while conducting their business. At the same time women entrepreneurs harvest many prospects.

2. STATEMENT OF THE PROBLEM

In early days, women were allowed to manage household responsibilities; mainly they were uneducated and ignorant to equip themselves in order to safeguard their family. The post independence, a considerable improvement witnessed in women education, which assisted them to get employment and establish own business. Due to keen shortage of employment and rigid competition prevailing, women have interested to set up their own business ventures. Furthermore, emergence of nuclear family, non-availability of trustworthy employees and lack of suitable sanitized crèches force women to depart their employments and commence their own businesses. Due to the increase in women entrepreneurs, the government is also keen in assisting them in critical situations. Government offered concessional interest loans, subsidies, and preferential allotment of sheds in industrial estates, marketing services, financial assistance, and technical assistance. Entrepreneurship among women certainly develops the wealth of the family in particular and wealth of the nation in general. Therefore, this study has been carried out to check the various problems and prospects connected with the women entrepreneurship.

3. REVIEW OF LITERATURE

Tambunan (2009) classified women entrepreneurs into three categories based on the fact that how they commenced their business ventures, such as, chance, forced and created. Darrene et al. (2008) revealed that self employed women differ on most human capital variable as compared to wage earning women. Winn (2005) showed that women entrepreneurs are really changing the face of doing contemporary business. At present, women are selecting both traditional business in addition to non-traditional business activities and are performing well enough. Gajendra & Himnish (2014) reveals that involvement of women in entrepreneurial activities can improve their social status and contribute more to economic growth. Women have been successful in breaking their limit and able to enter into various kinds of businesses and services. Women entrepreneurs have proved to be on par with their men counterparts and emerging as vibrant entrepreneurs (Bamfo & Felicity, 2012).

The major problems of entrepreneurship includes, lack of proper leadership, planning and inadequate financial resource allocation is some other difficulties that women usually face during execution of their businesses (Palaniappan et al. 2012). Brush et al. (2006) indicated that there are numerous problems that militate against women entrepreneurs. Women entrepreneurs have encountered different problems in starting and managing a business which includes lack of confidence, funding, access to business networks, family opposition, and culture of male



advantage and challenges of society (Habid et al. 2005). Parimala devi (2012) revealed that the role of women entrepreneurs in economic growth is unavoidable since women are entering not only in selected areas but also entered in fields such as, trade, industry and engineering. Alam & Kabir (2015) revealed that government support, dedicative effort, and high concentration are the prominent prospects associated with women entrepreneurship.

4. OBJECTIVE OF THE STUDY

This study has been initiated with the following objectives. These are:

1. To examine the demographic profile of women entrepreneurs.
2. To find out various problems affecting the women entrepreneurs.
3. To check the prospects associated with the women entrepreneurship.
4. To analyze the women entrepreneur expectation to overcome their problems in their entrepreneurship.
5. To test the relationship between demographic profile of women and their expectation to overcome their problems.

5. RESEARCH METHODOLOGY

This study is carried out with a sample of 100 women entrepreneurs and the survey is administered in various parts of Madurai district of Tamilnadu during January – March 2018. The sample is collected in accordance with the convenience of the researcher. Sampling is carried out by interviewing randomly selected candidates in their industrial estates and shops. Structured and non-disguised questionnaire is distributed to collect data from the respondents. The questionnaire is divided into four parts, the first parts deals with the demographic profile of women entrepreneurs, second section covers the problems affecting the women entrepreneurs, third part reveals about the prospects associated with the women entrepreneurship and fourth part seeks the expectation of women entrepreneurs. The preliminary data planned for the development of questionnaire were collected from 15 women entrepreneurs, which deliberated to explore the problems and prospects of women entrepreneurs. This research work is based on descriptive research and it considers both primary and secondary data. Demographic profile of the respondents are tested through simple percentage analysis, Friedman's test adopted to measure the problems of women entrepreneurs, prospects of women entrepreneurs is analyzed with 't' test and their expectations of are analyzed with Garret score. The relationship between the demographic profile of women entrepreneurs and their expectations to overcome problems are tested through chi-square test.



6. RESULTS AND DISCUSSIONS

6.1. Demographic Profile of Women Entrepreneurs

The demographic profile of women entrepreneurs has been analyzed with the following demographic characteristics such as, age, marital status, monthly income, educational qualification, experience, nature of business, and domicile status.

Table – 1: Analysis of Demographic Profile

Characteristics	Distribution	Sample	Frequency
Age	18 – 25 years	18	18%
	26 – 35 years	31	31%
	36 – 45 years	27	27%
	45 years & above	24	24%
Marital Status	Married	71	71%
	Unmarried	26	26%
	Divorced	1	1%
	Widow	2	2%
Monthly Income	Less than Rs.10,000	19	19%
	10,000 – 15,000	58	58%
	15,001 – 25,000	19	19%
	More than Rs.25,000	4	4%
Educational Qualification	Uneducated	17	17%
	School Education	47	47%
	Degree/ Diploma	24	24%
	PG/ Professional	12	12%
Experience	Less than 2 years	21	21%
	2 – 5 years	32	32%
	6 – 10 years	28	28%
	More than 10 years	19	19%
Nature of Business	Manufacturing	39	39%
	Trading	31	31%
	Service	21	21%
	Others	9	9%
Area of Operation	Rural	34	34%
	Semi-urban	44	44%
	Urban	22	22%

(Source: Primary data)

It is evident that in Table-1, age of the respondent's shows that 18% are in 18 – 25 years of age, 31% are in 26 – 35 years of age, and 27% are in 36 – 45 years of age. Marital status reveals that 71% are married and 26% are unmarried. 58% of the women entrepreneurs' monthly income



ranges from 10,001 to 15,000. Education profile of the respondents obviously shows that 47% are belonging to school education category, 24% are completed their degree or diploma, 17% are uneducated and rest 12% are completed professional or post graduate degree. While checking the experience, 32% of the respondents are having experience of 2 – 5 years in their respective field, followed that 28% of respondents are belonging to 6 – 10 years of experience. Nature of business shows that 39% of women entrepreneurs are involved in manufacturing activities, 31% are engaged in trading activities, and 21% are involved in service based business. Area of operation reveals that 34% are live in rural areas, 44% in semi-urban areas and rest 22% in urban areas.

6.2. Social Issues of Migrant Workers

The Friedman chi-square test examines the null hypothesis that the ranks of the variables do not differ from the expected value. For a stable sample range, the higher the value of chi-square test, the greater is the difference among each variable rank sum and its expected value. Put together, the chi-square value is 139.342 for these ranking; degrees of freedom are up to the number of variables less than 1, the asymptotic significance is the estimated probabilities of attaining factors are not essentially different. Since, a chi-square result with 15 degrees of freedom is unlikely to have happened by change, it is concluded that the 100 women entrepreneurs don't have equal preference for all the variables.

Table-2: Descriptive Statistics

Problems	N	Mean Rank	Mean Score	Std. Deviation	Chi-Square
Poor financial facilities	100	10.69	3.146	1.57469	139.342 P value 0.00*
Shortage of raw material		9.47	2.793	1.26746	
Lack of family support		6.68	2.501	1.67462	
Male dominance		9.45	2.279	1.29574	
Stringent norms and conditions		7.38	3.289	1.53189	
Lack of training and development		9.37	2.838	1.26125	
Technology problems		5.56	2.493	1.57898	
Lack of market knowledge		6.88	3.236	1.26353	
Economic influences		7.36	3.101	1.16357	
Heavy taxes, fees, duties etc.		5.81	2.803	1.34136	
Inadequate government support		6.43	3.038	1.58321	
Lack of experience		8.29	3.179	1.33234	
Poor knowledge on business		7.23	3.172	1.15345	
Communication problems		5.45	2.457	1.23727	
Poor experience		6.31	2.171	1.52348	

(Source: Primary data)

* Significant at 1% level



It is found in the table-2 that the problems faced by the women entrepreneur, the Friedman's test are executed and the results are presented. It could be ascertained that among the different factors, poor financial facilities (10.69) is ranked first; it is followed by shortage of raw material (9.47), male dominance (9.45), lack of training and development (9.37), are ranked second, third and fourth respectively. Moreover, lack of experience (8.29), stringent norms and conditions (7.38), economic influences (7.36), poor knowledge on business (7.23), lack of market knowledge (6.88), lack of family support (6.68), inadequate government support (6.43), poor experience (6.31), heavy taxes (5.81), technology problems (5.56), and communication problems (5.45) were ranked subsequently. Therefore, it can be concluded that poor financial facilities, lack of credit, male dominance are the major problems affecting the women entrepreneurs. It instructs that financial problems are highly affecting the women entrepreneurship.

6.3. Prospects of Women Entrepreneurship

Women entrepreneurs have more prospects than their male counterparts. There are various prospects are associated with women entrepreneurship. Prospects can be developed from external business environment and intrinsic capabilities of the women entrepreneurs. In order to check the prospects of women entrepreneurship at different levels of domicile of the women, women residing in villages are considered as rural and women residing in semi-urban and urban are considered as urban. Since, the prospect is differed based on the residential status. The women entrepreneurs are asked to rate the attributes at five point scale namely highly agree, agree, neutral, disagree, and highly disagree with grades of 5, 4, 3, 2, and 1 respectively. The mean scores of the attributes are computed. In this study 34 respondents are coming under rural and rest 66 are in urban and it has been analyzed by using t-test, which is presented in table-3.

Table – 3: Prospects of Women Entrepreneurship

S. No	Variables	Mean Score		t-test
		Rural	Urban	
1	Attention and hardworking	3.849	3.787	2.556
2	Tax holidays	3.944	3.700	2.147*
3	Government support	4.187	4.172	0.585
4	Efficient management	3.973	3.675	-2.588
5	Able to forecast customer demands	4.142	3.536	-2.345
6	Knowledge on business	4.178	3.834	1.836
7	High self-confidence	3.813	4.068	1.371
8	Able to market products	4.027	3.954	-2.037
9	Effective leadership	3.889	4.257	-1.634*
10	Better communication skills	3.774	3.969	-2.599

Source: Primary data

* Significant at 1% level



It is evident that in table-3, the prospects of women entrepreneurship are differing from each other. The important prospective factors favouring the rural entrepreneurs are government support, knowledge on business, able to forecast customer demands, and able to market products; since their mean scores are 4.187, 4.178, 4.142 and 4.027 respectively. Among the urban entrepreneurs, the important variables are effective leadership, government support, high, and self-confidence; since their respective mean scores are 4.257, 4.172 and 4.068 respectively. Regarding the prospects of women entrepreneurship, almost all the variables are significant at 5% level. It indicates that the women entrepreneurs are mainly encouraged with the above characteristics.

6.4. Women Entrepreneur Expectation to Overcome Problems

Women entrepreneurs expect certain privileges in order to strengthen their business and overcome problems. Women entrepreneurs' agreement level to the expectations in the workplace is market as 1 for not important, low important, 3 for moderate important and 4 for utmost important. This data has been analyzed with the help of Garret score ranking analysis.

Table 4 – Ranking Analysis

S. No	Expectations	Mean Score	Total Score	Rank
1	Technological support	32.8	328	2 nd
2	Financial support	34.1	341	1 st
3	Marketing assistance	18.6	186	7 th
4	Low price fluctuations	24.4	244	5 th
5	Continuous raw material supply	19.0	190	6 th
6	Tax concessions	31.5	315	3 rd
7	Training	28.3	283	4 th

(Source: Primary Data)

It is evident that in table-4, financial support (341 points) is the main expectation of women entrepreneurs. Technological support (328 points) is the second important expectation and tax concession (315 points) is the third important expectation to them. Moreover, training (283 points), low price fluctuations (244 points), continuous raw material supply (190 points), and marketing assistance (186 points) are ranked as fourth, fifth, sixth and seventh respectively.

6.5. Testing of Hypothesis

In order to check the relationship between demographic profile of women entrepreneurs and their expectations to overcome problems chi-square test is implemented. Hence, the null hypothesis (H_0) framed as there is no significant relationship between the demographic profile of women entrepreneurs and their expectations to overcome problems. On the other hand, alternate



hypothesis (H_1) sketched as there is significant relationship between the demographic profile of women entrepreneurs and their expectations to overcome problems. Its analysis is presented in table-5.

Table – 5: Chi-square Analysis

No relationship between	Degrees of freedom	Table Value	Calculated Value	Result
Age and Expectations	18	28.869	32.357	Rejected
Marital status and Expectations	18	28.869	39.624	Rejected
Experience and Expectations	18	28.869	42.388	Rejected
Monthly income and Expectations	18	28.869	45.035	Rejected
Educational qualification and Expectations	18	28.869	52.781	Rejected

(Source: Primary Data)

It is found in the table-5, the calculated values for all cases are found higher than the table value at 5% level of significance and the null hypotheses are directly rejected. Hence it is concluded that there is no significant relationship between the demographic profile of women entrepreneurs and their expectations to overcome problems.

7. CONCLUSION

Entrepreneurship and women entrepreneurship is pivotal for the growth of businesses and economy of a nation. The contribution of women entrepreneurs is highly welcomed for both the family and economic development. Being a woman, women entrepreneurs have to face lot of problems in the society. Similarly, they have wide potential than the male counterparts in engaging business activities. The demographic profile shows that 31% are in 26 – 35 years of age, 71% are married, and monthly income ranges from 10,001 to 15,000 to 58% respondents. 47% are belongs school education, 32% have 2 – 5 years of experience, 39% are involved in manufacturing activities, and 44% are live in semi-urban areas. Friedman's test presents that poor financial facilities, shortage of raw material, male dominance, lack of training and development, and lack of experience are the significant problems to the women entrepreneurs. The important prospective factors to the rural entrepreneurs are government support, knowledge on business, able to forecast customer demands, and able to market products. Similarly effective leadership, government support, high, and self-confidence are important prospective factors to the urban entrepreneurs are statistically significant at 5% level. Moreover, financial support, technological support, tax concessions, low price fluctuations, and continuous raw mater supply are the main expectations of women entrepreneurs. Chi-square test stressed that there is no relationship demographic profile of women entrepreneurs and their expectations to overcome problems. It is concluded that various problems are affected the women entrepreneurs and several factors are favouring them to succeed in their entrepreneurial venture.



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