



WOMEN ENTREPRENEUR PROBLEMS- ANOVA TEST BETWEEN FAMILY CONSTRAINTS AND FACTORS FOR SUCCESS

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1. Introduction

The entrepreneur is one of the most important inputs in the development of a country or of regions within the country. The entrepreneurs are a catalyst of social and economic changes. The entrepreneur is the key person who envisages new opportunities, new techniques, new products and co-ordinates all other activities.¹

Women have some strong desirable qualities relevant to entrepreneurship such as their ability to manage details, dedication to the work, tolerance and kindness towards the people. It is a misconception that women cannot be good managers. In fact, the compute manager in Indian society is the mother, as she plans, budgets, executes and shows the results in the day to day life.

Traditionally, women's occupational status has always been closely associated with the home and the family. She has only a secondary status because she is economically dependent on her father or husband. In both the industrially advance and less developed countries women are bound with cumulative inequality as a result of socio-cultural and economic discriminating practices.

The role and degree of integration of women in economic development is always an indicator of women's economic independence, social status and also is a measure of women's contribution to the economic development.

In urban areas, more and more women are successfully running day care centre, placement services, floriculture, beauty parlours and fashion boutiques. Even in rural areas, self-help groups are empowering women to start their own micro business. Women start businesses for fundamentally different reasons than their male counterparts. While men start businesses primarily for growth opportunities and profit potential, women most often found businesses in order to meet personal goals, such as gaining feelings of achievement and accomplishment. Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a layoff.

2. Statement of the Problem

A large number of women are mainly engaged in subsistence agriculture as well as in micro and small-scale enterprises (MSE). In most of the developing countries women constitute 70-80 per cent of the total agricultural labour force and they account for over 80 per cent of food production. It is not surprising therefore to find many women engaged in food processing, weaving, personal services, beverage preparation, and selling of snack foods. In the MSE sector worldwide, women make up one-quarter to one-third of the total business population and in manufacturing they constitute one-third of the global labour force.

In addition to their economic and income-generating activities, women assume multi-faceted roles in society, i.e. as breadwinner of a family, unpaid family worker, service providers in the communities and mother/care-taker of the family.

To respond to the needs of women to materialize their economic potential and thereby to improve their standard of living, it is necessary to design programmes by applying a mainstreaming strategy. This requires devising measures to integrate women as decision-makers, participants and beneficiaries in all relevant development activities, irrespective of the sector or type of activity. It is also necessary to address the totality of problems women face as entrepreneurs, due to the wide spectrum of elements affecting the equitable participation of women in development.

This paper highlights some of these issues and tries to test perception of key indicators about entrepreneurial problems. The author has conducted an elaborate study on the issue of entrepreneurship among women entrepreneurs in the Virudhunagar District of India. The findings will help in planning various strategies for removing the road blocks to entrepreneurial success.

3. Objectives of the Study

- To study the problem factors of women entrepreneurs in beauty care service.

4. Research Design

(i) Data Methodology

The present study is empirical one based on survey method. The data were collected from both primary and secondary source. The primary data were collected from women entrepreneur who engaged in beauty care service by means of interview schedule.

(ii) Sampling Design

The study aims at analyzing women entrepreneur engaged in beauty care services and their problems on starting and carrying out beauty care service.

Virudhunagar District consists of women entrepreneur engaged in beauty care services in large number, some of them are rendering beauty care service without proper business premises. Those women entrepreneur engaged in beauty care service profile could not be obtained. Hence, those who are rendering beauty care services in specified parlour name are concentrated and among them a sample of 100 beauticians were selected by applying a non-probability random sampling method. Equal importance is given to all the women entrepreneurs engaged in beauty care services irrespective of size, volume of business and so on.

(iii) Statistical Tools

The collected data were tabulated and analysed in a systematic manner. Percentage analysis, Factor analysis were administered.

5. Review of Literature

Ms. Themozhi.G in her study titled “A Study on Women Entrepreneurship in Coimbatore District” has provided the status of women, motivational factor with their relation to socio – economic background of women entrepreneurs. She has covered the entrepreneurial performance of women and also the various constraints encountered by women.²

Ms.Chandra.P in her study “Women Entrepreneurs – A Study with Special reference to Beauty palours in Virudhunagar District” has found that majority of the beauty parlour women entrepreneurs have been facing financial problems.³

Ms.Nisha Ashokan in her study titled “Measuring the Performance of Enterprises run by Women Entrepreneurs in Chennai” has analysed the financial efficiency and the financial stability of enterprises run by women entrepreneurs.⁴

6. Analysis of the Study

Now a day’s women start various trading and service oriented business. Among them, the beauty care service is the unique business for women. This field is free from male competitors. A number of attempts have been made earlier to identify the characteristics associated with entrepreneurial success. It is observed that entrepreneurial characteristics are not universal. There is no specific law or a set of characteristics independent across situations to guide the entrepreneur to success. Psychological characteristics, Socio- Economic features, attributes such as risk taking, innovations, need for achievement and managerial competence as important enabling qualities for entrepreneurship. Hence, in service industry like beauty parlour the major factors such as Good infrastructure facility, Quality Service, Family encouragement, Attractive talks, Graze for beauty among the women, Impressive advertisement, Reasonable charge are considered as success factors.

ANOVA between type of family of the respondents and factors for success

TABLE 1

ANOVA between type of family of the respondents and factors for success

Factors for success of the respondents	Source of variation	Sum of Squares	df	Mean Square	F	Sig.
Good infrastructure facility	Between Groups	.173	1	.173	.171	.680
	Within Groups	98.827	98	1.008		
	Total	99.000	99			
Attractive talks	Between Groups	.840	1	.840	.838	.362
	Within Groups	98.160	98	1.002		
	Total	99.000	99			
Impressive advertisement	Between Groups	.048	1	.048	.047	.829
	Within Groups	98.952	98	1.010		
	Total	99.000	99			

H₀ accepted at 5%

Hypothesis 1: H₀ – The factors for success do not vary with the type of family of the respondents at 5%.

The significance of ‘F’ is more than 0.05 for the factors Good infrastructure facility, Attractive talks, and Impressive advertisement. So, the null hypothesis is accepted and it is concluded that the success factors such as Good infrastructure facility, Attractive talks, and Impressive advertisement do not vary with the type of family of the respondents at 5%

2 ANOVA between family size of the respondents and factors for success

TABLE 2

ANOVA between family size of the respondents and factors for success

Factors for success of the respondents	Source of variation	Sum of Squares	df	Mean Square	F	Sig.
Good infrastructure facility	Between Groups	7.859	3	2.620	2.759	.046
	Within Groups	91.141	96	.949		
	Total	99.000	99			
Attractive talks	Between Groups	2.939	3	.980	.979	.406
	Within Groups	96.061	96	1.001		
	Total	99.000	99			
Impressive advertisement	Between Groups	1.825	3	.608	.601	.616
	Within Groups	97.175	96	1.012		
	Total	99.000	99			

H₀ accepted at 5%

Hypothesis 2: H₀ – The factors for success do not vary with the size of family of the respondents at 5%.

The significance of ‘F’ is more than 0.05 for the factors Attractive talks, and Impressive advertisement. So, the null hypothesis is accepted and it is concluded that the success factors such as Attractive talks, and Impressive advertisement do not vary with the size of family at 5%.

The significance of ‘F’ is less than 0.05 for the factor Good infrastructure facility. So, the null hypothesis is rejected and it is concluded that the success factor Good infrastructure facility varies with the size of family of the respondents at 5%.

3 ANOVA between marital status of the respondents and factors for success

TABLE 3

ANOVA between marital status of the respondents and factors for success

Factors for success of the respondents	Source of variation	Sum of Squares	df	Mean Square	F	Sig.
Good infrastructure facility	Between Groups	.460	3	.153	.149	.930
	Within Groups	98.540	96	1.026		
	Total	99.000	99			
Attractive talks	Between Groups	5.127	3	1.709	1.748	.162
	Within Groups	93.873	96	.978		
	Total	99.000	99			
Impressive advertisement	Between Groups	1.483	3	.494	.487	.692
	Within Groups	97.517	96	1.016		
	Total	99.000	99			

H₀ accepted at 5%

Hypothesis 3: H₀ – The factors for success do not vary with the marital status of the respondents at 5%.

The significance of ‘F’ is more than 0.05 for the factors Good infrastructure facility, Attractive talks, and Impressive advertisement. So, the null hypothesis is accepted and it is concluded that the success factors such as Good infrastructure facility, Attractive talks, and Impressive advertisement do not vary with the marital status of the respondents at 5%.

ANOVA between parent's occupation of the respondents and factors for success

TABLE 4.

ANOVA between parent's occupation of the respondents and factors for success.

Factors for success of the respondents	Source of variation	Sum of Squares	df	Mean Square	F	Sig.
Good infrastructure facility	Between Groups	6.229	4	1.557	1.595	.182
	Within Groups	92.771	95	.977		
	Total	99.000	99			
Attractive talks	Between Groups	1.801	4	.450	.440	.779
	Within Groups	97.199	95	1.023		
	Total	99.000	99			
Impressive advertisement	Between Groups	4.231	4	1.058	1.060	.381
	Within Groups	94.769	95	.998		
	Total	99.000	99			

H₀ accepted at 5%

Hypothesis 4: H₀ – The factors for success do not vary with the parents' occupation of the respondents at 5%.

The significance of 'F' is more than 0.05 for the factors Good infrastructure facility, Attractive talks, and Impressive advertisement. So, the null hypothesis is accepted and it is concluded that the success factors such as Good infrastructure facility, Attractive talks, and Impressive advertisement do not vary with the parents' occupation of the respondents at 5%

5 ANOVA between family income of the respondents and factors for success

TABLE 5

ANOVA between family income of the respondents and factors for success

Factors for success of the respondents	Source of variation	Sum of Squares	df	Mean Square	F	Sig.
Good infrastructure facility	Between Groups	.774	3	.258	.252	.860
	Within Groups	98.226	96	1.023		
	Total	99.000	99			
Attractive talks	Between Groups	3.985	3	1.328	1.342	.265
	Within Groups	95.015	96	.990		
	Total	99.000	99			
Impressive advertisement	Between Groups	7.220	3	2.407	2.517	.063
	Within Groups	91.780	96	.956		
	Total	99.000	99			

H₀ accepted at 5%

Hypothesis 5: H₀ – The factors for success do not vary with the family income of the respondents at 5%.

The significance of 'F' is more than 0.05 for the factors Good infrastructure facility, Attractive talks, and Impressive advertisement. So, the null hypothesis is accepted and it is concluded that the success factors such as Good infrastructure facility, Attractive talks, and Impressive advertisement do not vary with the family income of the respondents at 5%.

7. Suggestions

Entrepreneurship is a dynamic concept and no specific personality attribute can generate success. However, the technical knowledge and skill, parental support, previous job experience may help an entrepreneur to compete successfully in the market. An awareness of various entrepreneurial risks helps an entrepreneur to build up strategies to

control/ counter them and become successful. The location advantage is also a factor of success. It decides the direction of development of grass root entrepreneurship.

8. Conclusion

Women in business are a recent phenomenon in India. Women in entrepreneurship has been largely neglected both in society in general and in the social sciences. Women entrepreneurs generally choose to start and manage firms in different industries than men tend to do. The industries (primarily retail, education and other service industries) chosen by women are often perceived as being less important to economic development and growth than high-technology and manufacturing.

Entrepreneurial movement started late and is still in its infancy. The movement requires *pre and post follow up support* to utilize women power in the country's economic development. *A co-ordinate role of the government and voluntary agencies with an integrated approach* will help to develop women entrepreneurship.

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