

A Study on Performance and Problems of Women Entrepreneurs in Small Business

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ABSTRACT

The study on the women entrepreneurs' performance and problems in small business. In this paper for the performance and problems faced by women entrepreneurs' in small business. The women entrepreneurs' face more problems like financial, family, marketing, etc. The performance will be improved in small business. It should be properly done and get opportunity for women in business. So the women will be starting the business and run the business successfully. The research design used for this study is descriptive in nature. Sampling technique adopted for the study is convenient sampling, non-probability sampling. Data collection is made with both primary and secondary data in this study. The primary data were collected through questionnaire by means of mailing and directly collect the questionnaires with the women entrepreneurs. The source of secondary data was journals, thesis and research papers. The tool used for analyzing and interpreting the performance and problem level of women entrepreneur is chi square test in SPSS. The results were explained in the tabular form.

Keywords : SPSS, Entrepreneur, Lack of knowledge, Stiff competition, Lack information, Child care

I. INTRODUCTION

The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. Women constitute about 48% of the total population in India as well as world and play a very important role in every field of the economy. Women entrepreneurs it may be define as a women or group of women who initiate, organize and run a business entrepreneurs, government of India has defined women entrepreneurs as owning and controlling an enterprise with a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women.

Women in business are a recent sensation in India. Women entrepreneurs involved in business due to push and pull factors. Women to have a self-determining work and stands on their own legs. While in impulse factors women involved in business activities because of family pressure and the responsibility is drive upon them.

In terms of Schumpeterian concept of innovative entrepreneurs, women who update, adopt a business activity are called "women entrepreneurs".

The government of India has defined women entrepreneurs based on women involvement in equity and employment of a business enterprise.

In nutshell, women entrepreneurs are those women who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise and assume risks and deal with economic uncertainty elaborate in running a business enterprise. Now we see that more and more women are volunteering as entrepreneurs in all kinds of business and economic activities. Though at the primary stage, women entrepreneurship developed only at urban areas, in recent times, it has lengthy its parts to rural and semi-urban areas too. In the 70s women concerted much on traditional activities only. But by reason of the spread of education and favorable government policies to development of women entrepreneurship, women now have different their boldness and abstracted towards non-traditional activities too.

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II. LITERATURE REVIEW

(MEENU GOYAL, 2011) The title of this paper is “**WOMEN ENTREPRENEURSHIP IN INDIA- PROBLEMS AND PROSPECTS**” the author studied about the Women entrepreneur and reason to become an entrepreneur, reason for slow progress of women entrepreneur, schemes for promoting and development of women entrepreneur and the author also mentioned about the future work in India.

(Devi, 2012) “**PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURSHIP IN INDIA**” this paper deals with the women entrepreneur to analyze the problem and prospects. Using secondary data the author had mentioned about the problems and steps taken by the government had been discussed.

(castro N Gichuki, 2014) “**PERFORMANCE OF WOMEN OWNED ENTERPRISE ACCESSING CREDIT FROM VILLAGE CREDIT AND SAVING ASSOCIATIONS IN KENYA**” in this paper the author studied about the performance of women owned small micro enterprise in Kenya. The author adopted cross sectional survey for analysis and resulted that 43.6% of women enterprise were formally educated.

(Bharthvajan, 2014) “**WOMEN ENTREPRENEURS & PROBLEMS OF WOMEN ENTREPRENEURS**” in this paper the author studied about the problems of women entrepreneurs and entrepreneurs helps for economic growth of their actions and decisions.

(subash limbu, 2015) “**WOMEN ENTREPRENEURSHIP: PROBLEMS AND PROSPECTS IN RURAL ASSAM**” in this paper the author studied about the problems of women Entrepreneurship is not a popular in rural state of Assam. The result shows to throw some lights on problems and opportunities for rural women in the area of entrepreneurship.

(Rosli Mahmood, 2013) “**ENTREPRENEURIAL ORIENTATION AND BUSINESS PERFORMANCE OF WOMEN-OWNED SMALL AND MEDIUM ENTERPRISES IN MALAYSIA: COMPETITIVE ADVANTAGE AS A MEDIATOR**” in this paper the author studied about the mediating

effect of competitive advantage on the relationship between entrepreneurial orientation and performance of women-owned SMEs. The result shows the women managers of SMEs to be more entrepreneurial oriented and developed competitive edge.

(saikou E, 2008) **“SMALL AND MEDIUM ENTERPRISE FOR WOMEN ENTREPRENEURS IN TAIWAN”** Women represent about 40% of the total labor force in Taiwan. The majority of women employment is focused in manufacturing and service sector. The result shows that women in middle ages, between mid-30s and mid-40s, are more likely to set up their own businesses. To women entrepreneurs to invest in small and medium enterprises for healthy economic growth.

ENTREPRENEUR:

An entrepreneur is a person who sets up businesses and business deals. Entrepreneurship has traditionally been defined as the process of designing, launching and running a new business, which typically begins as a small business, such as a startup company, offering a product, process for scale or hire, and the people who do so are called ‘entrepreneurs’.

An entrepreneur is typically in control of a commercial undertaking, directing the factors of production-the human, financial and material resources- that are required to exploit a business opportunity.

WOMEN ENTREPRENEURS

The women entrepreneurs are a project dedicated to championing female entrepreneurs all over the world. Its online platform aims to motivate women to share their stories and experience to help empower and inspire each other. There are now published stories from female entrepreneurs. Women entrepreneur as “a confident, innovative and creative woman capable of achieving self-economic independence individually or in collaboration.

VARIABLES:

Performance of enterprises

Growth detail

- Initial Investment – first deposit made into a bank account which establishes your ownership of the account.

- Income - The flow of cash or cash-equivalents received from work (wages or salary)
- Profit- A financial gain, especially the difference between the amount earned and the amount spend in buying operating, or producing something.

Sources of Credit

- Own fund- saving of own money
- Financial Institution- It is provides financial services for clients or members.
- Banks- a financial establishment that uses money deposited by customers for investment, pays it out when required, makes loans at interest, and exchanges currency
- Friends and relatives- help from friends and relatives
- Money lenders- a person whose business is lending money to others who in turn will pay interest
- Borrowed money - Money one has received from another party with the agreement that it will be repaid.

Source of Raw Material

A raw material , also known as a feedstock or most correctly unprocessed material is a basic material that is used to produce goods, finished products, energy, or intermediate material which are feedstock for future finished products.

Problems

General problems

- In sufficient individual awareness
- Lack of knowledge
- Stiff competition
- Lack information

Family problems

- Lack of support from parents/ husband
- Child care
- Burden of double work

Marketing problems

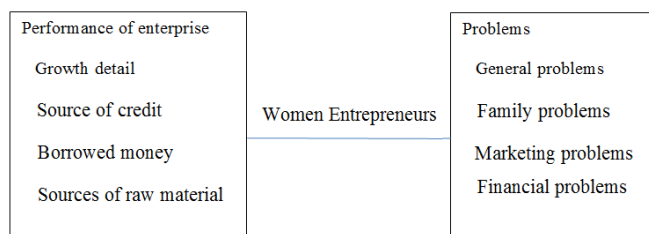
- Competition
- Lack of demand
- Lack of exposure
- Payment delay
- Lack of transport

Personal Problems

- Lack of skilled labours
- Wages and salary negotiations
- Loss of working days due to strikes
- Lack of training and education
- Illness
- Lack of time

Financial Problem

- Lack of credit facilities
- Higher rate of interest
- Lack of sufficient funds
- Delay in the disbursement of sanctioned loans



RESEARCH METHODOLOGY

Research methods or a technique refers to the researchers use in performing research operations. It can be those methods concerned with the data collection and analysis. Research methodology is a way to systematically solve the research problem.

RESEARCH DESIGN

“The formidable problem that follows the task of designing the research problem is the preparation of design of the research project is known as research design.” (KOTHARI)

- The study is undergone with research design of descriptive analysis.
- The questionnaire was made with scaling technique

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edu.qua * facilitative Crosstabulation

Count		Facilitative					Total
		training	technicalskil 1	professionalski ll	famylyb us	5.00	
edu.qua	HSC.and.below	2	1	0	2	2	7

ve point scales.

- The analysis is made with the tool factor analysis and chi square test in SPSS

SAMPLING TECHNIQUE

The study is made with non- probability sampling in which convenient sampling technique is taken. The sample size taken for the study is 50 women Entrepreneur in Pudukkottai.

HYPOTHESIS STATEMENT

- Age has associated with
- Education qualification has associated with facilitative factor
- Religion has associated with psychological factors
- Education qualification has associated with general problems.
- Marital status has associated with family problems.

DATA ANALYSIS AND INTERPRETATION

The study undergone with data analysis using tool chi square test is used with the grouped variables to find out the associated between those variables for which the cross tabulation is mentioned below.

HYPOTHESIS FRAMEWORK HYPOTHESIS 1

HO (Null Hypothesis): There is no significant association between education qualification of the respondents and their facilitative factors.

H1(Alternative Hypothesis): There is significant association between education qualification of the respondents and their facilitative factors.

Ug	2	8	4	2	1	17
Pg	1	3	3	0	2	9
Prof	2	4	3	2	2	13
5.00	0	0	2	0	2	4
Total	7	16	12	6	9	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.598 ^a	16	.481
Likelihood Ratio	19.372	16	.250
Linear-by-Linear Association	.931	1	.335
N of Valid Cases	50		

H0 is accepted. There is no association between education qualification of the respondents and their facilitative factor.

HYPOTHESIS 2

HO (Null Hypothesis): There is no significant association between religion of the respondents and their psychological factors.

H1(Alternative Hypothesis): There is significant association between religion of the respondents and their psychological factors.

religion * psychological Cross tabulation

Count

		psychological					Total
		motivatio n	self- confidence	achieve	to prove	5.00	
Religio n	hindu	2	8	4	4	2	20
	muslim	4	5	2	5	3	19
	chirstian	1	3	1	4	2	11
Total		7	16	7	13	7	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.771 ^a	8	.877
Likelihood Ratio	3.686	8	.884
Linear-by-Linear Association	.821	1	.365
N of Valid Cases	50		

H0 is accepted. There is no association between religions of the respondents and their psychological factor.

HYPOTHESIS 3

HO (Null Hypothesis): There is no significant association between educational qualification of the respondents and their general problems.

H1(Alternative Hypothesis): There is significant association between educational qualification of the respondents and their general problems.

edu.qua * facilitative Crosstabulation

Count

		Facilitative					Total
		training	technicalskill	professionalsk ill	Famlybus	5.00	
edu.qua	HSC.and.below	2	1	0	2	2	7
	Ug	2	8	4	2	1	17
	Pg	1	3	3	0	2	9
	Prof	2	4	3	2	2	13
	5.00	0	0	2	0	2	4
Total		7	16	12	6	9	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.598 ^a	16	.481
Likelihood Ratio	19.372	16	.250
Linear-by-Linear Association	.931	1	.335
N of Valid Cases	50		

H0 is accepted. There is no association between education qualification of the respondents and their general problem.

HYPOTHESIS 4

HO (Null Hypothesis): There is no significant association between marital status of the respondents and their family problems.

H1(Alternative Hypothesis): There is significant association between marital status of the respondents and their family problems.

marital.sta * familyproblem Crosstabulation

Count

		Familyproblem					Total
		lackofsupport	timeofconcent ration	childcare	noproblm	5.00	
marital.sta	married	8	12	11	6	4	41
	2.00	2	3	1	1	2	9
Total		10	15	12	7	6	50

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.849 ^a	4	.764
Likelihood Ratio	1.855	4	.762
Linear-by-Linear Association	.064	1	.801
N of Valid Cases	50		

H0 is accepted. There is no association between marital status of the respondents and their family problem.

III. CONCLUSION

The selection of women entrepreneur in small business had be studied about performance and problems faced in business by the descriptive study. This helps to give an interest for starting a business from women. This study helps to understand the market level of women entrepreneur. The finding of this study is student's level will be not associated with reason for entry and problems of entrepreneur. We will improve the women entrepreneur opportunities and motivate there performance. This helps to many women's are become a entrepreneur.

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