

FACTORS OF ENTREPRENEURIAL SOCIALISATION AMONG WOMEN: AN EMPIRICAL STUDY IN TIRUNELVELI

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ABSTRACT

Entrepreneurship plays a major role in developing society of a fast developing country like India. Entrepreneurs are agents who perform a vital role in the economic development of a country and are linked to the overall industrial development of a nation. The traditional roles of house wives are slowly but surely changing into women capacity and willingness to develop, organize, and manage a business along with any of its risks in order to make a profit entrepreneur. In view of the above an attempt has been made to study the influence of the motivational factors on Entrepreneurial Socialisation among women entrepreneurs in Tirunelveli. For the present study the data was collected from 50 women entrepreneurs in Tirunelveli.

Key words: Women entrepreneurs, Entrepreneurial Socialisation, Motivational factors.

1. INTRODUCTION

Entrepreneurship plays a major role in developing society of a fast developing country like India. India is one of the fastest emerging economies and the importance of entrepreneurship is realized across the globe. Entrepreneurship is more significantly recognized as an important driver of economic growth, productivity, innovation and employment and it is widely accepted as a key aspect of economic dynamism. Entrepreneurs are agents who perform a vital role in the economic development of a country and are linked to the overall industrial development of a nation. Despite the emergence of women entrepreneurs' the contribution to the national economy by the women is much less compare to men. Women entrepreneurs have broken away from the

beaten track and are exploring new vistas of economic participation. The purpose of this study is to examine the various factors motivating women to convert their idea into action.

2. OBJECTIVES

1. To explore the concept of women entrepreneurs and Entrepreneurial socialisation.
2. To identify the factors influencing the entrepreneurial socialisation process among women in Tirunelveli.
3. To suggest suitable measures based on the findings.

3. RESEARCH METHODOLOGY

Research Type: Empirical Research

Type of Data/Data Source used: Both Primary Data and Secondary Data were collected. The present study is based on **primary** and **secondary data**. Primary data was collected from 50 women entrepreneurs through questionnaire method. Secondary data was collected from journals, and various related web-sites.

Tools used: Percentage analysis and weighted average are used for the present study.

Study area: The present study was conducted in Tirunelveli, Tamilnadu.

4. WOMEN ENTREPRENEURSHIP

Women entrepreneurship is the process where women organise all the factors of production, undertake risks, and provide employment to others. The definition of women entrepreneurship has never been differentiated on the basis of sex and hence could be extended to women entrepreneurs without any restrictions.

5. ENTREPRENEURIAL SOCIALISATION

Entrepreneurial socialization refers to the process of how the aspiration of a person to become an entrepreneur get materializes in to action. In other words entrepreneurial socialization means how does a person get an idea of becoming an entrepreneur and how does it get in to an action. Thus it is an adaptive intra-personal and inter-personal process that occurs during the new comer's entry into a new organization or passage across organizational boundaries. Entrepreneurial socialization characterizes the aspiring entrepreneur's journey from neophyte to firm founder and suggests factors that influence the transition from pre organization to new organization.

6. REVIEW OF LITERATURE

Dhaliwal S. (1998), in his paper made an attempt study about Asian female entrepreneurs. He found that women's reasons for starting business are not always often driven by positive factors but also due to negative circumstances such as low family income, lack of employment opportunities, and dissatisfaction with a current job or the need for flexible work. According to him, these factors tend to be most predominant among women within developing economies.

Wendy Ming-Yen et al (2007), has conducted a literature survey to identify a comprehensive list of factors influencing the performance of Malaysian women entrepreneurs. They observed that social psychological and organizational approaches are widely used to

explore and analyse the relationship between the influence of women's individual characteristics, parental influence, their business management and business strategies, goals and motives, networking and entrepreneurial orientation towards their business performance. They further suggested that the above resulted in the development of a comprehensive theoretical framework which provides significant insights related to women entrepreneurship practices and their performance levels in Malaysia.

Murat Sakir Erogul and Declan McCrohan (2008), in their study presented an exploratory investigation of Emirati female entrepreneurs in the United Arab Emirates. In depth interviews with seventeen Emirati entrepreneurs were conducted exploring their motivation for establishing their own business as well as the level of support they received from within their personal social network. The findings of the study indicated that the primary motivating factor driving Emirati women to start their own business is a desire for independence, In other words, their desire is to gain control over both their working and personal lives. It further indicated that women who receive support from their male family members were less inhibited in starting their own business.

S. Varghese Antony Jesurajan and Dr. M. Edwin Gnanadhas (2011) carried out a study among 300 sample women entrepreneurs in Tirunelveli district out of the total numbers of 1200 registered micro units run by women entrepreneurs by using proportionate stratified sampling method. To find out the factors motivating the respondents to become women entrepreneurs' factor analysis has been administered. They highlighted that entrepreneurship makes women conscious of their rights and gain to equal status, creates more respect in the family and gives self-prestige, avoids gender bias and it eliminates dowry deaths. They also highlighted that entrepreneurship promotes leadership qualities among women and swells the family income.

7. DATA ANALYSIS AND INTERPRETATION

Table 1: Demographic Profile of Respondents

Particulars	Classification	Percentage
Age	21-30	38.0%
	31-40	24.0%
	41-50	12.0%
	51-60	16.0%
	Above 60	10.0%
Qualification	Illiterate	15.0%
	School level	55.0%
	Graduate	15.0%
	Post Graduate	10.0%

	Others	5.0%
Marital Status	Married	53.0%
	Unmarried	43.0%
Ownership Status	Acquired	6.0%
	Ancestral	13.0%
	Newly started	81.0%

Source: Primary data

From the above table it is clear that majority of 38% respondents are in the age category of '21-30' years. Under qualification majority of 55% respondents are in the category 'school level'. Majority of 53% respondents are married. Majority of 81% respondents have newly started their business.

Table: 2 Factors motivated women to convert their decision of becoming an entrepreneur into action

Factors Influenced	Mean Score	Average Mean score	Rank
Personality Factors			
1. Your Commitment	3.91	3.69	I
2. Your Self Confidence	3.72		
3. Your Risk Bearing Capacity	3.19		
4. Your Goal Orientedness	3.97		
5. Your Adaptability	3.67		
Situational Factors			
6. Availability of surplus time.	2.73	2.57	VI
7. Availability of surplus money to invest.	1.88		
8. Opportunity to use skill, creativity and technical knowledge.	2.42		
9. Family support and encouragement.	3.17		
10. Unemployment pressure.	3.4		
11. Need to continue the family business.	1.83		

Social Factors			
12. Social contact and social Image.	2.73	3.228	V
13. Support from local community.	3.46		
14. Influence from the successful entrepreneurs. (Role Model/ Success stories).	3.16		
15. Encouragement from Well-wishers.	3.4		
16. Availability of Collaborators/Partners.	3.39		
Market Factors			
17. Promising demand for the product/service.	3.76	3.64	III
18. Less competition in the market.	3.47		
19. Favourable Market conditions.	3.66		
20. Locational advantages to start the business.	3.68		
Facilitating Factors			
21. Cheap and easy availability of finance.	3.82	3.521	IV
22. Cheap and easy availability of raw material.	3.72		
23. Cheap and easy availability of labour.	3.27		
24. Availability of infrastructure and technology.	3.51		
25. Availability of guidance and counseling service.	3.23		
26. Favourable Legal Framework and Policies.	3.58		
Business Dimension Factors			
27. Highest profitability of the business.	3.63	3.68	II
28. Limited capital requirement.	3.73		
29. Opportunity for flexible time schedule.	3.6		
30. Low risk in the business.	3.76		

31. Easiness to manage.	3.72		
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Source: Primary data

The Mean Score Analysis on the various factors influencing the Socialisation process on the above table shows that Personality Factors is the most important factor influencing on the Socialisation process of the women entrepreneurs in Tirunelveli District. Business Dimension factor is the second important factor (Average Mean score: 3.68). The third important factor is market factors (Average Mean score: 3.64) which is followed by Facilitating Factors, Social Factors, Situational Factors with the Average Mean score of 3.521, 3.228 and 2.57 respectively.

9. SUGGESTION

- ❖ Supporting institution can improve their services in promoting women entrepreneurship.
- ❖ Educational Development programmes should be undertaken by the government to train the potential entrepreneurs.
- ❖ These training programmes should provide information about easy accessibility of raw materials and skilled labours

10. CONCLUSION

It is now generally accepted that entrepreneurship is a driving force for economic development in our country. It is not only considered as powerful tool to increase national as well as per capita income, but also as an essential instrument to bring structural, social and cultural changes to the economy. In the present era, the Indian women entrepreneurs are eager to do the business. Promotion of women entrepreneurs ensures economic independence, creates more respect in the family and gives self-prestige to them.

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