

# Prospects and Problems of Women Entrepreneurs in and Around Coimbatore City

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## ABSTRACT

*The topical world is not only in spherical profile but also hectic with business. Hence it is obvious that if we want to endure in this tropical planet holding our own business units intact, we have to have acquaintance in various areas like Commerce, Marketing, Management, Finance etc. irrespective of the gender. Now a days female groups are equivalent to male groups in all aspects. In order to ensure this, the mobs of female are engaged in doing their own business also. This study is focused on the various issues faced by women entrepreneurs in carrying out their own businesses in spite of their family commitments. The study covers the supports offered to women entrepreneurs from their own families and government(s) to stand on their own legs to face the challenges in this world. The study has proved that the female entrepreneurs are not only helpful to their own families but they are also useful to the society or nation as a whole after analyzing the relevant data and drawing the conclusion.*

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## Introduction

Women entrepreneurship is the process whereby women take the lead and organize the business or industry and provides employment to others. Though it is a new phenomenon in India, still women are extending out and development is taking place not only in urban area but rural and semi-urban areas as well. In recent years the women's role in terms of their share in small business has been increasing with various prospects. On the other hand, women entrepreneurs are continuously facing problems right from the idea of initiation of an enterprise till the enterprise lives. Hence, the researcher is attempted to analyze the various prospects of women entrepreneurs along with the problems encountered by them in and around Coimbatore city at different stages.

## Statement of the Problem

In spite of the outstanding performance, women entrepreneurs are not yet free from the problems while achieving their goals in the dynamic business environment. The basic problem of a women entrepreneur is that she is a woman and she pertains to her responsibilities towards family, society and work. Therefore the average women hesitate to assume the role of entrepreneurs. The role conflicts of many women entrepreneurs prevent them from taking prompt decision in their business. Sometimes in a dominated society a

woman hardly gets equal treatment and male ego puts barriers in their progress. Hence the researcher is attempted to know the real prospects and problems of women entrepreneurs in and around Coimbatore city.

## Methodology of the Study

The present study is based on the field survey conducted with the help of a well-structured questionnaire and interviews with women entrepreneurs. The study is confined to in and around Coimbatore city and the primary data was collected from 150 respondents.

## Objectives of the study

- To study the socio – economic characteristics of the respondents and explore their practices regarding the selection of business.
- To find out the factors influencing the respondents to start their own business and preference over the present line of business.
- To measure the overall level of satisfaction of women entrepreneurs.
- 4) To identify the problems faced by the respondents in doing own business.
- To offer suggestions based on the results of the study.

### **Scope of the study**

The study specifically deals with the prospects and problems of women entrepreneurs in and around Coimbatore city. The findings from this study will help the government to look after the problems of women entrepreneurs. The guidelines given by the researcher in this study will be more useful to the women entrepreneurs.

### **Limitations of the study**

The study is the cause to experience with the following limitations.

- This study is restricted to in and around Coimbatore city only.
- There may be concealment of facts due to busy schedule and some personal problems.
- The researcher has selected only 150 samples for his research, such small quantity of respondents can not represent the

characteristics of women entrepreneurs as a whole.

### **Hypothesis of the Study**

In tune with the objectives of the study, the following hypothesis were formulated and tested.

- There is no significant relationship between age and level of satisfaction of women entrepreneurs.
- There is no significant relationship between educational qualification and level of satisfaction of women entrepreneurs.
- There is no significant relationship between marital status and level of satisfaction of women entrepreneurs.
- There is no significant relationship between family income and level of satisfaction of women entrepreneurs.

## Analysis and Interpretation

### Tools applied for the study

The following statistical tools were applied and interpretations made for the study.

- 1) Percentage analysis                      2) Chi-square analysis                      3) Ranking analysis

### Percentage Analysis

**Table A**

Age	No. of Respondents	%	Educational Qualification	No. of Respondents	%
Below 25 years	71	47	School level	51	34
25 to 30 years	36	24	Degree level	69	46
31 to 55 years	33	22	Professional level	30	20
Above 55 years	10	7	<b>Total</b>	<b>150</b>	<b>100</b>
<b>Total</b>	150	100	Nature of family	No. of Respondents	%
<b>Marital Status</b>	<b>No. of Respondents</b>	<b>%</b>	Nuclear	99	66
Married	84	56	Joint	51	34
Unmarried	66	44	<b>Total</b>	<b>150</b>	<b>100</b>
<b>Total</b>	150	100	Family Income(Rs.)	No. of Respondents	%
<b>Number of Family Members</b>	<b>No. of Respondents</b>	<b>%</b>	Upto 7000	54	36
2 members	20	13	7001 to 9000	42	28
3 members	23	16			
4 members	60	40	9001 to 11000	16	11
Above 4 members	47	31	Above 11000	38	25
<b>Total</b>	150	100	<b>Total</b>	150	100
Nature of Enterprise	No. of Respondents	%	Mobilization of Fund	No. of Respondents	%
Tailoring works	36	24	Own	72	48
Beauty parlors	35	23	Relatives	45	30
Food productions	15	10	Banks	24	16
Computer Services	28	19	Through Women Self-help groups	9	6
Embroidery & Designing works	20	13	<b>Total</b>	<b>150</b>	<b>100</b>
Others (Basket Making, Toys Making, etc.)	16	11			
<b>Total</b>	<b>150</b>	<b>100</b>			

Source: Survey Data

### Factors influencing the respondents to start their own business

The ranking analysis was made to analyze the factors influencing the respondents to start their own business as scheduled below:

**Table B - Ranking analysis**

S.No	Factors	1(5)	2(4)	3(3)	4(2)	5(1)	Weightage	Score
1	To earn Additional income	175	227	102	30	9	543	II
2	To continue the Family business	100	40	116	87	37	379	IV
3	To avail the Government loans / Subsidies	40	60	57	90	62	309	V
4	To Secure Self- Employment / Independent living	116	128	102	67	29	441	III
5	Own interest	325	148	63	30	12	578	I
<b>Total</b>							<b>2250</b>	

Source: Survey Data

The above table B shows that the highest weightage (578) to own interest and the lowest weightage (309) to avail the Government loans / Subsidies. The first rank has given according to the highest weightage which goes to own interest that influenced them to start their own business.

### Reasons for the choice of present line of business

The results are made by applying ranking techniques for the present line of business as scheduled below:

**Table C**

S.No	Factors	1(6)	2(5)	3(4)	4(3)	5(2)	6(1)	Weightage	Score
1	Easy to Start	192	195	143	47	30	12	619	I
2.	High growth / Profit chances	102	120	100	146	47	11	526	IV
3.	Availability of machinery / Labour / Knowledge	72	54	80	56	72	52	386	VI
4	Previous Experience	190	164	95	80	25	20	574	II
5	Easy mobilization of Fund	108	104	107	68	60	31	478	V
6	Technical Knowledge	244	120	79	43	66	15	567	III
	<b>Total</b>							<b>3150</b>	

Source: Survey Data

The above table C indicates that the highest weightage (619) to easy to start the business and lowest weightage (386) to Availability of machinery / Labour / Knowledge. The first rank has given according to the highest weightage which goes to easy to start as a reason for being in the present line of business.

### Problems faced by the women entrepreneurs

The results are arrived by applying ranking techniques for the problems faced by the women entrepreneurs as scheduled below:

**Table D**

Factors	1(8)	2(7)	3(6)	4(5)	5(4)	6(3)	7(2)	8(1)	Weightage	Score
Shortage of Finance	72	252	138	50	108	64	38	5	727	III
Lack of Skilled Labours	192	154	132	135	84	44	15	11	767	II
Problems in Marketing	144	64	162	150	80	93	26	3	719	IV
Discouragement of Family and friends/relatives	112	56	55	35	68	45	50	55	476	VIII
Lack of Technical skills	142	96	70	120	85	54	52	14	634	VI
Shortage of Raw Materials	65	105	97	120	80	52	56	22	596	VII
Stiff Competitions	368	168	67	75	68	52	15	13	825	I
Rigid Government Policies	120	167	173	50	26	52	45	23	656	V
<b>Total</b>									<b>5400</b>	

Source: Survey Data

From the above table D, it is clear that the highest weightage (825) goes to Stiff competition and the lowest weightage (476) goes to Discouragement of Family and friends /Relatives. According to the above table D, the major problem faced by the women entrepreneurs in the initial stage is Stiff competition.

## Chi-square analysis

### Profile of the respondents and Level of satisfaction

With a view to analyze the degree of association between the profile of the respondents and their level of satisfaction, a two-way table was prepared.

**Table E**

Age	Level of Satisfaction			Total	Educational Qualification	Level of Satisfaction			Total
	Low	Medium	High			Low	Medium	High	
Below 25	9 (43.54)	50 (76.53)	12 (85.71)	71	School level	16 (77.42)	33 (48.53)	3 (26.47)	52
25 to 30	9 (43.54)	24 (36.73)	3 (21.43)	36	Degree level	9 (43.54)	47 (69.12)	13 (114.71)	69
31 to 55	12 (58.06)	17 (26.02)	4 (28.57)	33	Professional level	6(29.03)	22(32.35)	1(8.82)	29
Above 55	1 (4.84)	7 (10.71)	2 (14.29)	10	<b>Total</b>	<b>31</b>	<b>102</b>	<b>17</b>	<b>150</b>
<b>Total</b>	<b>31</b>	<b>98</b>	<b>21</b>	<b>150</b>	<b>Family Income (in Rs)</b>	<b>Level of Satisfaction</b>			<b>Total</b>
						<b>Low</b>	<b>Medium</b>	<b>High</b>	
<b>Marital status</b>	<b>Level of Satisfaction</b>			<b>Total</b>	Upto 7000	12 (56.25)	35 (50.97)	9 (96.43)	56
	<b>Low</b>	<b>Medium</b>	<b>High</b>						
Married	24 (109.9)	55 (80.89)	6 (60)	85	7001 to 9000	9(42.19)	32(46.60)	2(24.43)	43
Unmarried	9 (40.91)	47 (69.12)	9 (90)	65	9001 to 11000	3 (14.06)	12 (17.28)	1 (10.71)	16
<b>Total</b>	<b>33</b>	<b>102</b>	<b>15</b>	<b>150</b>	Above 11000	8 (37.5)	24 (34.95)	3 (32.14)	35
					<b>Total</b>	<b>32</b>	<b>103</b>	<b>15</b>	<b>15</b>

Source: Survey Data

## Chi-Square Test

**Table F**

No Association Between	Calculated Chi- Square Value	Degree of freedom	Table Value	Result
Age and Level of Satisfaction of Women Entrepreneurs	9.88	6	12.6	Accepted
Educational Qualification and Level of Satisfaction of Women Entrepreneurs	11.53	4	9.49	Rejected
Marital Status and Level of Satisfaction of Women Entrepreneurs	5.476	2	5.99	Accepted
Family Income and Level of Satisfaction of Women Entrepreneurs	4.2907	6	12.6	Accepted

Source: Survey Data

### Age and Level of Satisfaction of Women Entrepreneurs

It could be concluded from the Table F that the calculated chi-square value is less than the table value and the result is not significant at 5% level. Hence the hypothesis "association between age and level of satisfaction of women entrepreneurs is accepted". It could be concluded that there is no significant relationship between Age and Level of Satisfaction of Women Entrepreneurs.

### Educational Qualification and Level of Satisfaction of Women Entrepreneurs

It could be identified from the Table F that the calculated chi-square value is more than the table

value and the result is significant at 5% level. Hence the hypothesis "association between marital status and level of satisfaction of women entrepreneurs is rejected". It could be concluded that there is significant relationship between Educational Qualification and Level of Satisfaction of Women Entrepreneurs.

### Marital Status and Level of Satisfaction of Women Entrepreneurs

It could be noticed from the Table F that the calculated chi-square value is less than the table value and the result is not significant at 5% level. Hence the hypothesis "association between marital status and level of satisfaction of women



entrepreneurs is accepted ". It could be concluded that there is no significant relationship between Marital Status and Level of Satisfaction of Women Entrepreneurs.

### **Family Income and Level of Satisfaction of Women Entrepreneurs**

It could be inferred from the Table F that the calculated chi-square value is less than the table value and the result is not significant at 5% level. Hence the hypothesis "association between family income and level of satisfaction of women entrepreneurs is accepted ". It could be concluded that there is no significant relationship between Family Income and level of Satisfaction of Women Entrepreneurs

### **Findings of the study**

The following findings were made in this study.

#### **Percentage Analysis**

- 1) The majority of the respondents (47%) are belonging to below 25 years.
- 2) The majority of the respondents (46%) are educated upto degree level.
- 3) The majority of the respondents (56%) are married.
- 4) The majority of the respondents (66%) are belonging to nuclear family.

- 5) The majority of the respondents (40%) are belonging to the family consisting of 4 members
- 6) The majority of the respondents (36%) are earning upto Rs. 7000.
- 7) The majority of the respondents (24%) are doing tailoring works.
- 8) The majority of the respondents (48%) invest own funds in starting business.

#### **Ranking Analysis**

- 1) The first rank has given to own interest that influenced the respondents to start their own business.
- 2) The first rank has given to 'easy to start' as the reason for being in the present line of business.
- 3) The major problem faced by the women entrepreneurs in the initial stage is Stiff competition.

#### **Chi-Square Analysis**

- 1) There is no significant relationship between Age and Level of Satisfaction of Women Entrepreneurs.
- 2) There is significant relationship between Educational Qualification and Level of Satisfaction of Women Entrepreneurs.

- 3) There is no significant relationship between Marital Status and Level of Satisfaction of Women Entrepreneurs.
- 4) There is no significant relationship between Family Income and level of Satisfaction of Women Entrepreneurs

### Suggestions

- 1) Adequate training with advanced technologies could be arranged to women entrepreneurs relating to their business.
- 2) The government could encourage women entrepreneurs to expand their own business by providing additional loans and advances either without interest or with least rate of interest.
- 3) Adequate marketing facilities could be made available to the women entrepreneurs.
- 4) Entrepreneurial development programmes could be conducted particularly to motivate the women entrepreneurs those who are more than 45 years old.
- 5) The government could take necessary steps to promote women entrepreneurship by providing Tax relief, Tax reductions, Subsidies, Seed capital, Venture capital etc.

### Conclusion

It is concluded after this research that the women entrepreneurs play a vital role in economic development of developing countries. In the line of attack, Women entrepreneurs are the pillars of the development of our homeland also. The development of women entrepreneurs in technical sector shows the progress of economic development in the country. If the government introduces appropriate new schemes for the development of women entrepreneurs, they will succeed in their business in different ways. The adequate freedom and approval in the society for women may boost the women entrepreneurs to reap the fruit of success in their business individually and the nation wholly.

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