



A Study On Attitude And Perception Towards Women Entrepreneurship

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ABSTRACT

This study explores how attitudes and perceptions about women entrepreneurs interact in a complex way. It is critical to comprehend the complex elements impacting women's engagement in entrepreneurship as the global business landscape changes. The abstract delves into diverse aspects of attitudes and views, illuminating institutional, sociological, and cultural elements that influence the terrain of female entrepreneurship. Using an interdisciplinary approach, the study incorporates ideas from gender studies, economics, psychology, and sociology. It looks at how institutional frameworks, cultural expectations, and societal norms affect perceptions of women in entrepreneurship. The abstract also looks into how women's entrepreneurial goals and endeavours are impacted by personal beliefs, such as self-efficacy, risk aversion, and perceived barriers. The importance of encouraging surroundings, inclusive policies, and focused interventions in promoting women's entrepreneurship is highlighted by key findings. The abstract also discusses enduring issues that prevent women from pursuing their entrepreneurial goals, like networking opportunities, financial accessibility, and gender biases. It emphasizes how crucial it is to remove these obstacles in order to give women in entrepreneurship fair opportunity. Additionally, the abstract addresses new developments and effective strategies for encouraging women to start their own businesses, such as networking events, mentorship programs, and gender-sensitive legislation. It places special emphasis on the role that advocacy, education, and awareness-raising have in transforming perceptions and busting myths about women who pursue business. All things considered, this abstract offers insightful information about the dynamics of attitudes and views regarding women in entrepreneurship, with implications for researchers, educators, practitioners, and policymakers. The full potential of women entrepreneurs can be realized by society through the creation of an environment that supports diversity, equity, and inclusivity. This will spur economic growth, social advancement, and innovation.

Keywords: Policy Interventions, Supportive Environment, Gender Equality.

INTRODUCTION

For developing nations like India, where the majority of women have been confined to their homes for ages, the development of entrepreneurship and entrepreneurial abilities and skills is essential. The act of starting one's own firm or enterprise, having a creative bent, and taking financial risks in the hopes of making money are all considered aspects of entrepreneurship. As a result, entrepreneurship plays a significant role in driving economic growth. On the other hand, "women entrepreneurship" refers to the process by which women start a firm, gather all necessary resources, overcome obstacles, offer jobs to others, and oversee the enterprise. "Women entrepreneurs are defined as individuals who apply their skills and resources to the development or creation of new business opportunities. This can happen informally at home without registering the business or formally through business registration, office space rental, etc. They must also actively manage their businesses, bear some responsibility for the day-to-day operations of the business, and have been in operation for more than a year." Women entrepreneurs are regarded as essential to the empowerment and independence of women. The last several decades have seen a rise in the number of women entrepreneurs and business owners, which has altered the demographics of Indian entrepreneurs. The financial security of families, communities, and the fight against poverty can all be greatly aided by female entrepreneurs. In order to gain more knowledge and a better understanding of why many women are interested in entrepreneurship but do not take any action, as well as the factors that impede their approach, the current study has been conducted to investigate how young women perceive entrepreneurship.

REVIEW OF LITERATURE

Bowen & Hisrich (1986) in their study compared & evaluated numerous research revisions done on entrepreneurship including women entrepreneurship. It outlines various revisions in which female entrepreneurs are comparatively well educated in general but perhaps not in management skills, high in internal locus of resistor, more masculine, or

influential than other women, relatively likely to have born or only children, unlikely to start business in traditionally male dominated industries & experiencing a necessity of additional managerial training.

Singh (2008) in his study identifies the motives & influencing factors behind entry of women in entrepreneurship. He clarified the features of businesses in Indian context and also obstacles & challenges. He cited the hindrances in the evolution of women entrepreneurship are mainly lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by bankers to offer loan to women entrepreneurs. He suggested the remedial measures like promoting micro enterprises, unlocking institutional frame work, projecting & pulling to grow & support the winners etc. The study advocates for certifying collaboration among women related ministry, economic ministry & social & welfare development ministry of the Government of India.

Tambunan (2009) revealed a study on recent changes that have occurred in women entrepreneurs in Asian developing countries. The study concentrated mainly on women entrepreneurs in small and medium enterprises .The study found that women entrepreneurship is gaining overwhelming importance in most of the sectors. The study also portrayed the fact that representation of women entrepreneurs in this region is comparatively low owing to factors like low level of education, lack of capital and cultural or religious constraints.

Goyal and Parkash (2011) their study examined to learn the concept of women entrepreneur, the reasons because of which women become entrepreneurs, reasons for slow progress of women entrepreneurs in developing nation like India, proposals for the growth of women entrepreneurs, schemes for promoting women & development of women entrepreneurship in India, case study of a women entrepreneur of Ludhiana. The study is concluded with the opinion that efforts are being taken to fulfil the promise equal opportunity in all spheres to the Indian women and guaranteeing equal rights of participation. But inappropriately, the government sponsored development activities have benefited only a limited section of women i.e. the urban.

Shankar (2013) This study evaluate to check the concept of women entrepreneur in India what are the causes to become an entrepreneur, purposes for slow progress of women entrepreneurs in India, the arrangements render by the Government of India for promotion and development of women entrepreneur in India. Women entrepreneurs have become a solid driving force in today's corporate world. Not only are they able to equalize their duties of both motherhood and entrepreneurship but they also comprise of almost half of all businesses owned today. Many Women entrepreneurs have an average age of 40 – 60 years old because they have had previous careers in additional areas. Their primary goal is not financial reward but reasonably personal satisfaction and community involvement.

STATEMENT OF THE PROBLEM

Under the heading "Attitude and Perception towards Women Entrepreneurship," the study attempts to explore and comprehend the dominant beliefs, attitudes, and social mores related to women's entrepreneurship. The research's specific issues—Social Attitudes and Gender Bias, Cultural and Societal Norms, Barriers and Challenges, Impact of Education and Awareness, and Policy Implications and Recommendations—are outlined in the following statement. The research attempts to offer significant insights into the complex dynamics of attitudes and views towards women entrepreneurship by tackling four key problem areas. The ultimate goal is to promote an atmosphere that is more inclusive and supportive, enabling women to succeed as entrepreneurs.

OBJECTIVES OF THE STUDY

- To determine the perception of women towards entrepreneurship
- To understand the challenges and barriers faced by women entrepreneur
- To discuss the remedial actions that needs to be undertaken to overcome the problems faced by women entrepreneur

RESEARCH METHODOLOGY

The descriptive method of research was utilized in the study to determine The Attitude And Perception Towards Women Entrepreneurship.

RESEARCH DESIGN

The sample recorded consist of 110 individuals. The study has been carried in Coimbatore region.

DATA COLLECTION

Primary Data involves the data collected through the questionnaire framed and Secondary data involves the data collected through Journals, books, Magazines and Internet.

Tools Used

- ❖ Percentage Analysis
- ❖ Chi-Square test
- ❖ Anova
- ❖ Weighted Average Score analysis

LIMITATIONS OF THE STUDY

- ❖ Results could be skewed if the study's sample wasn't representative of the general population.

- ❖ Answers from respondents may reflect their perceived social acceptability more so than their actual attitudes or perceptions.
- ❖ The validity and reliability of the scales or measurements used to gauge attitudes and perceptions must be shown.

ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

TABLE 1 DEMOGRAPHIC VARIABLES

Demographic Variable	No.of Respondents	Percentage
Age		
18-35	33	30
36-45	47	42.7
46-55	23	20.9
Above 55	7	6.4
Educational Background		
High School	22	20
Bachelor degree	55	50
Master degree	27	24.5
phD	6	5.5
Residential Area		
Rural	54	49.1
Urban	56	50.9
Marital Status		
Married	73	66.4
Unmarried	37	33.6

Table 1 shows that majority of the respondents fall within the age range of 36-45, with 42.7% of the total. The largest proportions of respondents have a Bachelor's degree, constituting 50% of the total. Respondents are almost equally distributed between rural and urban areas, with a slight majority residing in urban areas. A significant majority of respondents are married, accounting for 66.4% of the total.

TABEL 2 AREA OF ENTREPRENEURSHIP DEVELOPMENT PROGRAMS FOR WOMEN ENTREPRENEURS

Area	No.of Respondents	Percentage
Small enterprises Management	36	32.7
Identification of Business Opportunities	30	27.3
Technical Skill Development	33	30
Information Technology	8	7.3
Increasing Social Recognition to women	8	2.7
Total	110	100

Table 2 clear that 32.7% of the respondents are chosen Small enterprises management, 30% of the respondents are chosen Technical Skill Development, 27.3% of the respondents are chosen Identification of Business Opportunities, 7.3% of the respondents are chosen Information Technology and 2.7% of the respondents are chosen Increasing Social Recognition to women.

TABLE 3 AMBITIONS OF WOMEN ENTREPRENEURS

Ambition	No.of Respondents	Percentage
Millionaire	2	1.8
Highly educated	21	19.1
Medical doctor	29	26.4
Good housewife	36	32.7
Successful entrepreneurs	19	17.3
Political leader	3	2.7
Total	110	100

Tabel 3 illustrates that ambition of women entrepreneurs, 32.7% of the respondents ambition are Good Housewife, 26.4% of the respondents are medical doctor, 19.1% of the respondents are Highly educated, 17.3% of the respondents are successful entrepreneurs, 2.7% of the respondents are Political leader and 1.8% of the respondents are Millionaires.

TABLE 4 MOTIVATORS IN STARTING THE ENTERPRISE

Motivators	No. of Respondents	Percentage
Husband	9	8.2
Family members	45	40.9
Friends	44	40
Relatives	10	9.1
Government Agencies	2	1.8
Total	110	100

Table 4 explains that motivators in starting the enterprise, 40.9% of the respondents are chosen family members, 40% of the respondents are chosen Friends, 9.1% of the respondents are chosen Relatives, 8.2% of the respondents are chosen Husband and 1.8% of the respondents are chosen Government Agencies.

TABLE 5 THE COMPELLING REASONS FOR STARTING THE ENTERPRISES

Reasons	No. of Respondents	Percentage
Unemployment	11	10
Dissatisfying jobs	25	22.7
Use of ideal funds	46	41.8
Use of technical skill	22	20
Leisure time on hand	6	5.5
Total	110	100

Table 5 evaluates that, 41.8% of the respondents are start business for the Use of Ideal Funds, 22.7% of the respondents are start business for Dissatisfying Jobs, 20% of the respondents are chosen Use of technical skill, 10% of the respondents are chosen Unemployment and 5.5% of the respondents are chosen Leisure time on hand.

TABLE 6 OPPORTUNITIES FOR WOMEN ENTREPRENEURS IN SERVICE ENTERPRISES

Opportunities	Total Score	Weighted Score	Ranks
Operated from house itself	538	4.891	1
Operated as per Convenience of time	439	3.991	2
Match with women temperament	432	3.927	3
Requires less amount of Finance	404	3.673	4
Require less travelling to women	386	3.509	5
More Profitable	385	3.500	6
More Creative & innovative business line	366	3.327	8
Give Satisfaction of producing the products	364	3.309	9
More Suitable for Skilled Entrepreneurs	372	3.382	7

Table 6 reveals that opportunities for women entrepreneurs in service Enterprises, Operated from house itself has secured 1st rank with score 4.891, Operated as per Convenience of time has secured 2nd rank with score of 3.991, Match with women temperament has secured 3rd rank with score of 3.927, Requires less amount of Finance has secured 4th rank with 3.673, Require less travelling to women has secured 5th rank, More Profitable has secured 6th rank with score 3.500, More Suitable for Skilled Entrepreneurs has secured 7th rank, More Creative & innovative business line has secured 8th rank and Give Satisfaction of producing the products has secured 9th rank with least score of 3.309.

TABLE 7 FACTORS INFLUENCING TO BECOME ENTREPRENEURS

Factors	Total Score	Weighted Score	Ranks
Success Stories	432	3.927	1
Financial Support	334	3.036	4
Society and Family Support	393	3.331	2
Govt Policies	303	2.755	5
Access to membership and Network	356	3.236	3

Table 7 determines that factors influencing to become entrepreneurs, Success Stories has secured the 1st rank with score 3.927, Society and Family Support has secures the 2nd with score of 3.331, Access to membership and Network has secured the 3rd rank with score of 3.236, Financial Support has secured the 4th rank with score of 3.036 and finally Govt Policies has secured least rank with score of 2.755.

CHI-SQUARE TEST

TABLE 8 RELATIONSHIP BETWEEN AREA OF ENTREPRENEURSHIP DEVELOPMENT PROGRAMS FOR WOMEN ENTREPRENEURS WITH DEMOGRAPHIC VARIABLES

Variables	P-Value	Significant
Age	0.096	Non Significant
Ed. Qualification	0.018	Significant
Area	0.047	Significant
Marital Status	0.736	Non Significant

Table 8 illustrates that relationship between area of entrepreneurship development programs for women entrepreneurs with demographic variables, The P-Value of relationship between area of entrepreneurship development programs for women entrepreneurs with Ed. Qualification and Area are 0.018 and 0.047 respectively so there is Significant relationship between area of entrepreneurship development programs for women entrepreneurs with Ed. Qualification and Area. The P-Value of relationship between area of entrepreneurship development programs for women entrepreneurs with Age and Marital status are 0.096 and 0.736 respectively so there is No Significant relationship between areas of entrepreneurship development programs for women entrepreneurs with Age and Marital Status.

TABLE 9 RELATIONSHIP BETWEEN AMBITION OF WOMEN ENTREPRENEURS WITH DEMOGRAPHIC VARIABLES

Variable	P-Value	Significant
Age	0.041	Significant
Educational Qualification	0.019	Significant
Area	0.815	Non Significant
Marital Status	0.025	Significant

Table 9 illustrate that relationship between ambition of women entrepreneurs with demographic variables, the p-value of relationship between ambition of women entrepreneurs with Age, ed. Qualification and Marital status are 0.041, 0.019 and 0.025 respectively so there is significant relationship between ambition of women entrepreneurs with Age, ed. Qualification and marital status. The p-value of relationship between ambition of women entrepreneurs with area are 0.815 so there is no significant relationship between ambition of women entrepreneurs with area.

ANOVA

TABLE 10 ONEWAY ANOVA BETWEEN REASONS FOR STARTING THE ENTERPRISES WITH DEMOGRAPHIC VARIABLES

Source of Variation	SS	F	P-value	Significant
Age				
Between Groups	182.2777778	1.75526749	0.019	Significant
Within Groups	337.5			
Total	519.7777778			
Educational Qualification				
Between Groups	186.3611111	1.501359912	0.025	Significant
Within Groups	403.4166667			
Total	589.7777778			
Area				
Between Groups	481	35.36764706	0.0007	Highly Significant
Within Groups	17			
Total	498			
Marital Status				
Between Groups	481	3.879032258	0.084	Non Significant
Within Groups	155			
Total	636			

Table 10 discusses that one way ANOVA between Reasons for Starting the Enterprises with Demographic Variable. The P-Value of Area is 0.0007, so there is Highly Significant different between for starting the Enterprises with Area. The P-Value of Age and Educational qualification are 0.019 and 0.025 respectively, so there is Significant different between Reasons for Starting the Enterprises with Age and Educational Qualification. The P-Value of Marital Status is 0.084, so there is no significant different between Reasons for Starting the Enterprises with Marital status.

FINDINGS

PERCENTAGE ANALYSIS

- ❖ Majority of the respondents were aged between 36-45
- ❖ Majority of the respondents are completed bachelor degree
- ❖ Majority of the respondents are in urban area.
- ❖ Majority of the respondents are Married.
- ❖ Majority of the respondents are chosen Small Entrepreneurs Management for Development Program.
- ❖ Majority of the respondents are Aimed to become Good Housewives
- ❖ Majority of the respondents are Motivated by their Family Member to Start Enterprise.
- ❖ Majority of the respondents are start business for the reason of use of ideal fund.

RANK ANALYSIS

- ❖ It is indicate that rank analysis for Opportunities for Women Entrepreneurs in Service Enterprises, Operated from house it ranked first followed by other opportunities.
- ❖ It evaluate that rank analysis of factors influencing to become entrepreneurs, Success Stories ranked first followed by other factors.

CHI-SQUARE TEST

- ❖ It clear that relationship between area of entrepreneurship development programs for women entrepreneurs with demographic variables. There is significant relationship between area of entrepreneurship development programs for women entrepreneurs with Educational Qualification and Area and No Significant relationship between area of entrepreneurship development programs for women entrepreneurs with Age and Marital Status.
- ❖ It illustrates that relationship between ambitions of women entrepreneurs with demographic variable. There is significant relationship between ambition of women entrepreneurs with Age, Educational Qualification and marital status and no significant relationship between ambitions of women entrepreneurs with area.

ANOVA

- ❖ It evaluates that different Between Reasons for Starting the Enterprises with Demographic Variable. There is Highly Significant different between Reasons for Starting the Enterprises with Area, Significant different between Reasons for Starting the Enterprises with Age and Educational Qualification and No Significant different between Reasons for Starting the Enterprises with Marital status.

SUGGESTIONS

To dispel prejudices and advance the acceptance and promotion of women in entrepreneurship, develop and implement educational initiatives and awareness campaigns aimed at both genders. These programs can be carried out via a variety of venues, including social media, community centers, colleges, and schools. Create mentorship programs that pair up prospective female business owners with accomplished women in business or other professions who can offer advice, resources, and support. Moreover, organize networking events with the express goal of fostering relationships and teamwork between female entrepreneurs, financiers, and business specialists. Increase the availability of financial resources by providing loans, grants, or subsidies designed especially to assist female entrepreneurs. Collaborate with banks, government departments, and nonprofit groups to create financing initiatives that tackle the particular difficulties women encounter when trying to obtain funds for their enterprises. Make research and data gathering investments to gain a deeper understanding of the attitudes, views, and obstacles encountered by female entrepreneurs across various industries and geographical areas. This data can help with the creation of focused projects and activities meant to address certain problems and support gaps.

CONCLUSION

In conclusion, encouraging gender equality, economic growth, and creativity requires cultivating a positive attitude and perspective of women who pursue entrepreneurship. Although there has been improvement recently, institutional impediments, cultural norms, and enduring stereotypes still prevent women from fully participating in and succeeding in business. By putting the recommended tactics into practice, stakeholders can endeavor to build an ecosystem that is more welcoming and encouraging, enabling women to follow their dreams of becoming entrepreneurs, promote economic growth, and effect positive social change. By working together, we can create a future in which the accomplishments and societal contributions of female entrepreneurs are acknowledged, appreciated, and honored.

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