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ANALYSING THE INFLUENCE OF SOCIAL AND FAMILY FACTORS ON WOMEN'S ENTREPRENEURIAL SUCCESS

Dr. Ambar Beharay¹, Dr. Sneha Joshi², Dr Jitendra Sharma³,
Dr. D.Bharathi⁴, Dr. T.Aryamala⁵

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Abstract

All over the world, entrepreneurship has been traditionally recognized as male prerogative. However, because of change in socio-cultural environment, increasing importance for girl child education, government policies and schemes of NGOs towards women entrepreneurship have started recognizing inherent talents and business skills of women and hence the number of women is increased in joining the rank list of entrepreneurs. In modern society, we talk and debate more about the gender equalities and frame special policies to improve the status of women in the society. Therefore, the major objective of the present study is to analyzing the influence of social and family factors on women's entrepreneurial success. To fulfill the objectives, the researcher conducted the survey in Pune, Maharashtra and served the structured questionnaire to 122 female entrepreneurs and the researcher also adopted the face-to-face interview techniques wherever required. To analyze the data culled out, the simple statistics were used to know the relativity of the problem faced by women's entrepreneurs. The study revealed that problems like dual role, social harassment, work stress, etc. are more with women's entrepreneurs.

Keywords: Women's, Social Factor, Family Factor, Entrepreneurs.

¹Associate Professor, Department of Management, Tilak Maharashtra Vidyapeeth, Pune, Maharashtra

²Assistant Professor, Department of Management, Tilak Maharashtra Vidyapeeth, Pune, Maharashtra

³Professor, Department of Business Management, Sankalchand Patel College of Engineering, Sankalchand Patel University, Visnagar, Mehsana, Gujarat

⁴Associate Professor, Department of Economics, SIVET College, Gowriwakkam, Chennai, Tamil Nadu

⁵Associate Professor, Department of Economics, Asan Memorial College of Arts and Science, Velacherry- Thambaram Road, Chennai, Tamil Nadu

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INTRODUCTION

The evolution of social norms often coincided with the rise of enterprise in India's early history because of the close relationship between Indian culture, customs, and traditions and the rise of business. (Rizvi & Gupta, 2020). However, in today's world, an individual's success as an entrepreneur is largely dependent on the individual's imagination, vision, innovation, and ability to take risks; this success does not necessarily need to societal etiquette. In today's business world, originality of thought and concept are essential for success. However, whether or not this is the case for women business owners in India has not been studied extensively. "(Reddy, 2018; Nayyar, Sharma, Kishtawaria, Rana, & Vyas, 2017)". It's worth emphasising at this juncture that running a small business and running an entrepreneurial venture are two entirely different animals. It has been shown in recent research "(Garland J. W., Hoy, Boulton, and Garland J. A. C. (2016) and Stewart, Watson, Carland J. C. and Carland J. W. (2018))" that the main focus of small business owners is on making enough money to cover their basic expenses, rather than on being creative. Research from the past "(Garland J. W., Hoy, Boulton, and Garland J. A. C.)" has found the opposite. However, entrepreneurs stand out due to their increased drive for success, willingness to take calculated risks, and ability to create jobs for others. Despite these reports and assertions, we still don't know what kinds of difficulties face India's female entrepreneurs because business has long been seen as the province of men in the country.

WOMEN ENTREPRENEURSHIP IN INDIA

The sociocultural context has been shifting, which has led to an increase in educational opportunities, which in turn has led to an increase in women's awareness of their potential to develop entrepreneurial skills. Over the course of the last few decades, the progression of women into roles in which they own their own businesses has been significantly aided by a number of societal shifts as well as the eagerness of a diverse range of (NGOs) to form partnerships with women who run their own companies. Despite the fact that the

Constitution of India ensures that women and men have equal rights to education, employment, and other aspects of life, there is still discrimination against women. Women who work outside the home are perceived to be putting their chastity and womanly virtue in jeopardy, and as a result, working outside the home is seen as being slightly inappropriate in rural areas. (Dube & Palriwala, 2020). Because of the cultural norms and beliefs that exist in India, the concept of female entrepreneurship is still in its infancy there. According to research done by Dileepkumar (2016) and Khanka (2018), Indian women have only recently started becoming entrepreneurs in large numbers. However, despite all of this support and encouragement for women, the percentage of female business owners in India remains significantly lower than the percentage of male business owners. Whereas the sociocultural environment in India is not one that encourages female entrepreneurs to start their own businesses, this is not the case in developed countries. (Blim, 2021; Parker, 2018; Zhang, Zyphur, Narayanan, Arvey, Chaturvedi, et al., 2019). In India, as in a number of other developing countries, the rate of expansion of businesses run by women is outpacing that of businesses run by men. There are approximately 35.4% women proprietors of their own businesses in Romania. (Noya, 2022). Despite the fact that women in the Czech Republic only owned 11% of limited companies in 2021, they were responsible for starting and running 49% of all businesses that were established between the years 2001 and 2020.

Women Entrepreneurs & Their Status in India

Women in India have seen a dramatic shift in the career opportunities available to them as a result of the country's rapid industrialization, urbanization, and revolutionary IT sector developments. Furthermore, the government has emphasised the significance of allowing women to participate in specialised entrepreneurial training programmes that will equip them to start their own businesses. Several groups, including the "*Federation of Ladies' Organizations (FLO), the Department of Science and Technology's Technology*

Development Board (TDB), the Entrepreneurship Development Institute of India (EDI), and the Federation of Indian Chambers of Commerce and Industry”, are participating in this effort. (FICCI). As part of a drive to encourage more women to start their own businesses, a number of India's top banks have created dedicated support divisions for female entrepreneurs. “Shehnaz Hussain, a world-famous Indian herbal beautician who owns a chain of beauty parlors, Ekta Kapoor, a well-known Indian film and TV producer, and Kiran Mazumdar, a leading Indian businesswoman and founder of the biotechnology firm Biocon”, are all examples of highly successful women entrepreneurs who have come to the fore as Indian society has changed. Even so, it's still hard for most women in business, especially those in the middle and lower middle classes and those who live in rural areas, to find a good work-life balance and meet the needs of their businesses and families at the same time “(Mathew & Panchanatham, 2019a)”. According to Nelasco (2018), women have great potential for leadership roles but are not realising this potential due to social, economic, and political constraints. Therefore, women who pursue entrepreneurship must be highly motivated from within and have the tenacity to pursue an innovative idea without any external support. Because of what they're doing, the country as a whole is better off. These limitations likely explain why the percentage of successful

female entrepreneurs in India remains lower than in developed nations. (Kourilsky & Walstad, 2018; Godwyn, 2019; Rizvi & Gupta, 2019). To be sure, the state of female entrepreneurship in India is far more advanced than in countries like “Bangladesh, Sri Lanka, and Pakistan (Goheer, 2012; Ayyadurai, 2016; Hossain, 2017)” to name a few.

ISSUES OF WOMEN ENTREPRENEURS

Indian women have overcome societal barriers to become successful business owners in both traditional “(e.g., garment making, beauty care, fashion design) and non-traditional (e.g., founding financial institutions, educational institutions, entertainment)” industries. Making clothing may be considered a traditional Indian occupation, but other forms of entrepreneurship, such as the establishment of banks, universities, and media conglomerates, are more modern. Many of these women have demanding careers outside the home and are also responsible for raising children and caring for elderly relatives. (see Figure 1). Being a spouse, caretaker, and parent; handling routine household tasks; and volunteering are all examples of these roles. Other responsibilities include overseeing routine housework. Because of the many roles that women are expected to play and the limited amount of time that they have, it is essential that they make their own health and other personal pursuits a top priority.

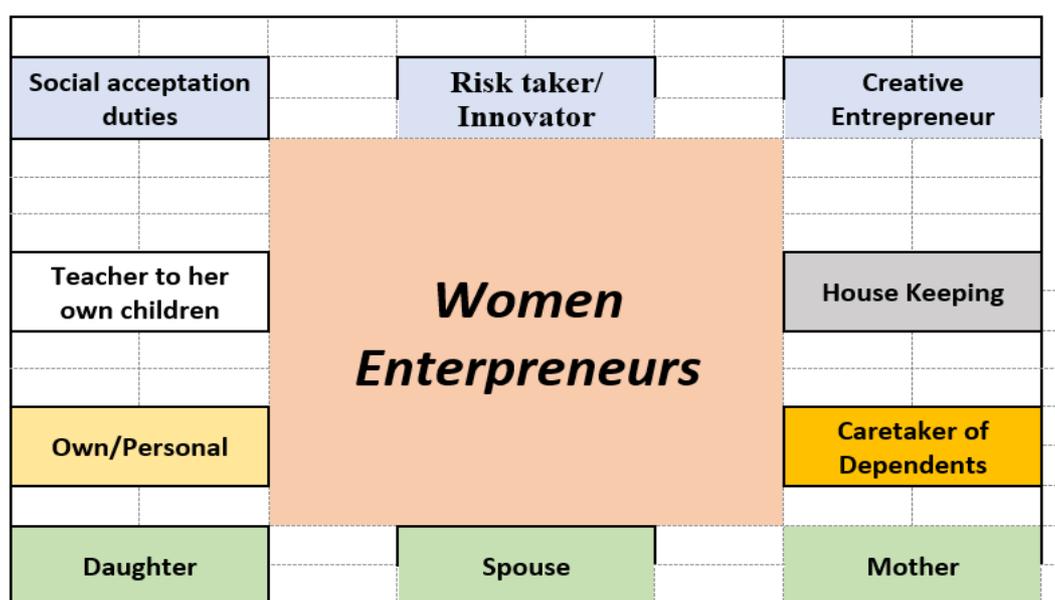


FIG. 1 – Several roles of Women Entrepreneurs

In contrast, a CIBC study from 2020 found that female entrepreneurs in developed countries like Canada are more likely to have a stable work-life balance than their counterparts who are employed by someone else. The expectations placed on women in their professional and personal lives are often incompatible with one another, making it extremely difficult to strike a balance between the various role requirements. There is a pressing need to learn more about the impact of social and family factors on women business owners, but there is a dearth of research on this topic in India. This is true despite the fact that research on the impact of social and family factors on female entrepreneurs is urgently needed. (Mathew & Panchanatham, 2019a). The work presented here is a first step towards analysing the impact of cultural and familial determinants on women's business success within this context. This is achieved through the paper's extensive literature review, which reveals knowledge gaps concerning women business owners.

REVIEW OF LITERATURE

In the advanced economies of the “United States, Canada, the United Kingdom, and Germany”, as well as Australia and other countries, female business owners are having a significant influence across the board, according to an in-depth and objective investigation. Moreover, numerous studies have been conducted on the topic of women's business participation on every continent “(Key, Gunterberg, Holz, & Wolter, 2013; CIBC, 2014; Jahanshahi, Pitamber, & Nawaser, 2020)”. However, the current environment is not as supportive of female entrepreneurs in developing and underdeveloped countries as it is in developed countries. More than half of all female entrepreneurs in Ethiopia, as reported by Amha and Ademassie (2014), face gender-related obstacles when trying to launch, run, and grow their businesses. Patriarchal beliefs, traditional gender roles, a lack of education, and inexperience in the workforce are just some of the barriers that have kept women in Turkey from starting their own businesses. (OECD, 2018). Apparently, males in South Africa have a better chance than females do of starting their own businesses. (Hendricks, 2015). In the

meantime, a new breed of female entrepreneurs has emerged in Bangladesh, where women only make up about 10% of the business owner population. These women are succeeding despite working in a traditionally male-dominated, cutthroat, and intricate economic and business sector “(Hossain, 2017)”.

A thorough literature search reveals that few targeted studies have investigated women business owners' worries regarding WLB. Only reports from developed countries are available at this time, and they show that women business owners in those countries have a relatively positive “WLB. (Key et al., 2013; CIBC, 2014; Carter & Eleanor, 2016; Godwyn, 2019)”. The few studies that have been done in India on the topic of women starting their own businesses (Khanka, 2018; Mann & Phukan, 2018; Anitha & Lakxmisha, 2019) either highlight the roles that a select group of highly successful women entrepreneurs have played or focus on the factors that led to the emancipation of women. Meanwhile, Dileepkumar (2016) has provided a more in-depth discussion on some of the obstacles that businesswomen face, such as a lack of financial resources to achieve their goals. While some women may have benefited from government-sponsored development activities, Rizvi and Gupta argue that this is not the case for the vast majority of women. (2022). It's possible that this is because they have more opportunities for education, knowledge, and family support. Women in India's workforce have traditionally held non-management, subordinate, or otherwise low-profile roles. There is hardly an industry or field in which you won't find them now. Women today have expanded roles in society and in their own homes as a result of shifts in the traditional workplace culture. (Mathew & Panchanatham 2019a; 2019b). The number of women in entrepreneurial roles remains low, despite the new work culture and the growing number of women in the workforce. Probably at fault are the stresses brought on by trying to take care of one's family and one's career at the same time. According to Peeters, Montgomery, Bakker, and Schaufeli (2021), a common source of imbalance is the incompatibility between work and family responsibilities. Given the rising number of women entrepreneurs in Indian society, the concept of WLB and its implications has become a pressing issue that

demands further exploration. Lacking an empirical analysis of the dualities of roles performed by female entrepreneurs, the gender analysis of entrepreneurship is incomplete. Women business owners are more likely to juggle a number of tasks at once, and the evidence supports this idea. Recognizing the existence of role conflict is not meant to support the view that women must take on the roles of wife, partner, and family member without question. Some women view their careers or businesses and their families as competing priorities, and they feel they must choose between the two. However, for some, it's a goal to combine the two, which can be stressful for many women because they are still expected to shoulder the bulk of the household's childcare and upkeep responsibilities. Successful businesswomen are often the first to admit that they feel overwhelmed by their personal and professional commitments. These roles may include being a co-breadwinner, sole breadwinner, partner/wife, businesswoman, mother, housekeeper/manager, etc.

Neither marital status nor the presence or absence of children appears to affect women's reactions to violent situations. Women whose children are still living at home are more likely to experience conflict than either childless women or women whose children have moved out. (Simpson and Pearson: 2009). The hopes that entrepreneurship could help women break out of their traditional roles as subordinates appear to be unfounded. (Goffee and Scase: 2015). While women may be able to overcome some of the obstacles they have faced in the past when entering the workforce, they will still face many difficulties because of their gender. Evidence points to women continuing to work both inside and outside the home, rather than a renegotiation of traditional gender roles within marriage. The demands of formal employment are often too inflexible to accommodate a woman's domestic role, leaving many women who have taken time off to raise children with a lower-paying position when they return to work. (Brotherton et al.: 2017a). Occupational segregation, a lack of representation in upper level management positions, and expectations about the roles of mothers and wives can all lead women to be restricted to certain fields. This could alter the women entrepreneurs' drive and ambition.

(Aldrich: 2019). The extent to which these structural factors affect women who own businesses varies greatly depending on the unique circumstances of each county. In particular, women's acceptance in entrepreneurship is influenced by cultural norms and societal expectations for women in each country. This is especially true when contrasting cultures with varying standards for female behaviour. The belief in "male machismo" and the expectation that women's primary responsibilities are childcare and domestic duties, for example, hinders the development of new ventures and their subsequent success in South America. (Sekarun and Leong: 2012). One way in which men and women differ from one another is in the unique difficulties that women often face but which men rarely encounter. A woman's gender is a contributing factor to her not being taken seriously "(Brotherton et al., 2017a; Carter and Cannon, 2018; Hisrich, 2016; Hisrich and O'Brien, 2011; Simpson and Pearson, 2019; Stevenson, 2013). Carter and Cannon (2018); Hisrich (2016); Hisrich and O'Brien (2011); Brotherton et al. fear and insecurity (Stevenson, 2013); role conflict (opposing 'family' and work responsibilities; Simpson and Pearson, 2019; Stevenson, 2013); and isolation. (Simpson and Pearson: 2019; and Stevenson: 2013)". When considered in the context of women's experiences in education, employment, and role expectations, the supplementary difficulties seem predictable. Lack of credibility can show up in many forms, from muted encouragement from friends and family to outright hostility from institutions of the commercial and financial sectors. (Carter and Cannon: 2018). No matter the form it takes, women's help is underrepresented. These types of situations can make women feel less competent and confident, and it takes extra work on the part of women to move past them. It appears that women have a more difficult time than men do in the formal labour market establishing their credibility with coworkers, customers, and employees. There are several compelling arguments in favour of conducting such a study. The research in question would focus on strategies that can improve a company's chances of survival and success in the long run, as well as on approaches that can help business owners of both sexes deal with the many obstacles they encounter. Case studies of successful female business owners

and managers have sparked renewed curiosity in the strategies women use to navigate contemporary obstacles. (Carter and Cannon: 2018). There are numerous problems: They frequently face role conflict and have to learn to cope with their families' less-than-supportive attitudes; they frequently encounter hostility and negative attitudes from sources of finance; they frequently face hostile and negative attitudes from sources of capital; and they frequently face hostile and negative attitudes from family members. The fact that there are limits on both academic and professional opportunities has already been established. How pervasive is this pattern of 'limitation' when it comes to how our culture trains women to be successful business owners and leaders? Parenting styles that reinforce the dominant ideology are widespread. (Grabruker: 2019; and Hunt: 2013). Girls are still taught to act femininely and boys are still taught to act masculinely in front of young children. Post-college and "pre-work" experiences have their own inconsistencies. Cockburn (2017) much of the sexual discrimination that exists is unconscious and of a passive rather than aggressive nature. There is obviously some sex-specific selection that is deliberate and purposeful in the recruitment process. When women set out to start their own businesses, Dinis (2019) argues that they face additional obstacles on top of the typical difficulties faced by startups because of their gender. As a result, women are put in a more precarious position. Women are unable to put in as much time and effort to the business as men can because they are expected to do more housework. Inequalities are exacerbated in areas that face special difficulties, such as rural areas, disadvantaged urban areas, less developed regions, and areas undergoing industrial reconversion. Isolation, a lack of credentials, and the accumulation of social and economic challenges all contribute to an environment where marginalisation is more likely to persist. Several theoretical works have concluded that women face situational and dispositional barriers that make it difficult for them to start or grow their own businesses. (Liou and Aldrich: 2015; Fisher et al.: 2013). Brush (2017) reports that in order for female entrepreneurs to succeed, they must overcome four obstacles. These include: (1) being taken seriously; (2) caring for children and other dependents; (3) gaining access to growth and

expansion capital; and (4) receiving entrepreneurial education and training. This research shows that women entrepreneurs can benefit from three distinct areas, including technological advancements, managerial innovations, and progressive policies for their workforce. Harper (2016) claims that a lack of access to relevant information is a major obstacle for women who are trying to launch or expand their own businesses. This is probably because rural women have a disproportionate share of domestic and agricultural responsibilities. (Dollinger: 2015). In addition, Harper (2016) argues that being poor is not a "pushing" factor that motivates people to start businesses out of necessity. People's awareness needs to be heightened, and they need to be convinced that change is possible.

RESEARCH GAP

In the nation like India, we talk, debate, and frame policies about the gender equalities. At this point of time we need to check whether we are following the policies and strategies which we framed. According to the review of literature presented above most of the researchers analyzed the various factors and issues in managing the dual role i.e. as entrepreneur and as a caretaker but no researcher tried to know why the entrepreneurship is a problem for women and why only dual role problems and social life arises for women's entrepreneurs. Based on this, there is a gap in the research on analyzing the influence of social and family factors on women's entrepreneurial success. Therefore, the researcher tried to fill this gap by conducting the research based on the following objective.

OBJECTIVES OF THE STUDY

1. To understand the dual role or family life problems of women entrepreneurs, and
2. To analyze the influence of social and family factors on women's entrepreneurs.

HYPOTHESIS OF THE STUDY

Ho1 : There is no significant relation among the social and family factors which influence women's entrepreneurs.

Ha1 : There is significant relation among the social and family factors which influence women's entrepreneurs.

METHODOLOGY OF THE STUDY

To fulfill the above objectives, the researcher conducted the survey in Pune, Maharashtra and served the structured questionnaire to 122 female entrepreneurs and the researcher also adopted the face-to-face interview techniques wherever required. To analyze the data culled out, the simple statistics were used to know the relativity of the problem faced by women's entrepreneurs.

ANALYSIS AND INTERPRETATION

DUAL ROLE OR FAMILY LIFE PROBLEMS

Table – 1 presents the perception of respondents on family life problems, which include six variables. It was found that the female respondents perceived that they were facing higher family life problems in running their enterprise with the overall mean values of 3.18 and 2.78 respectively. The perception of female respondents on these problems was found to be densely distributed with higher intensity of these problems. It was also evidenced that the female respondents

perceived higher problems in managing dual role by assigning the mean value of 3.78 and the perception of female respondents on these problems was found to be densely distributed with higher intensity of these problems. The second weightage was given by female respondents to the problems of household work and unrewarding experience by assigning the mean values of 3.39 each.

TABLE – 1: DUAL ROLE OR FAMILY LIFE PROBLEMS

Sl. No	Variable	Female	
		MV	SD
(1)	Managing dual role (as a married women/men and as a entrepreneur)	3.78	1.26
(2)	Recognition from relatives/friends	2.42	1.04
(3)	Disturbance in family life	3.01	1.19
(4)	Cooperation from family members	3.08	1.29
(5)	Household work	3.39	1.31
(6)	Unrewarding experience	3.39	1.29
	Total	3.18	1.23

Source: Field Survey

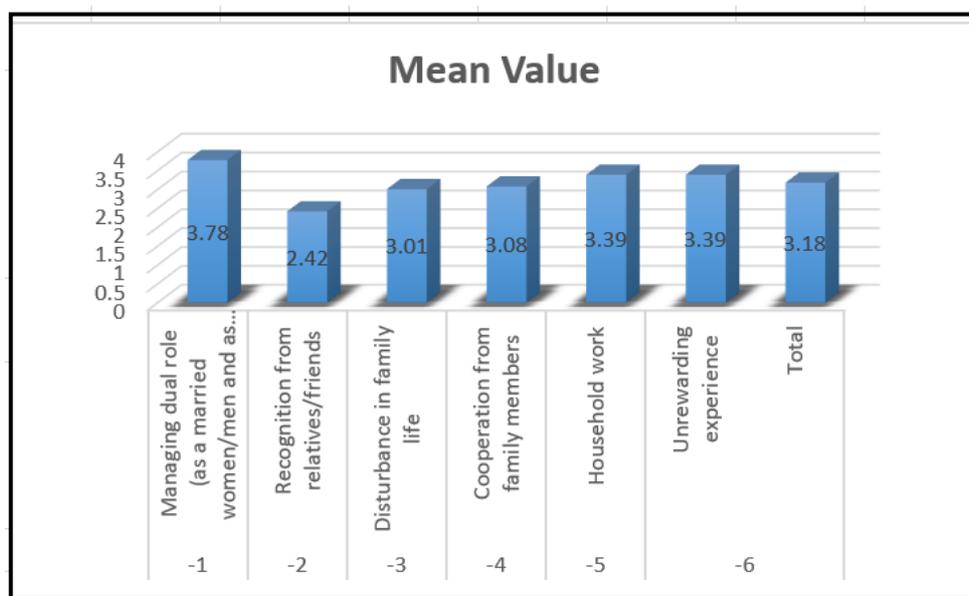


Figure : Mean Values (Female)- Dual Role or Family Life Problems

The female respondents perceived and gave next weightage to problem of cooperation from family members assigning the mean value of 3.08. To conclude, female respondents had higher family life problems in running their businesses and the perception priorities on these problems were found to be moderately related.

SOCIAL LIFE PROBLEMS

Table – 2 highlights the perception of respondents on social life problems in running their businesses, which include six variables. The perception of female respondents on social life problems was found to be higher with the overall mean value of 2.71. The perception of female respondents on these problems was found to be densely distributed with the standard deviation of 1.05. The female respondents perceived that they had higher human relation problems and the respective mean values stood at 3.78. The female respondents gave second rank to the problem of recognition from neighbors and the mean value stood at 2.55. It was evidenced that the female respondents perceived that they were facing higher 'social harassment' and the mean

values stood at 2.52. The respondents gave least importance to 'socialization with public' with the mean values of 2.35. The perception of female respondents on this problem was found to be densely distributed with the standard deviation of 0.94. To sum up, the female respondents perceived that they were facing higher social life problems in managing their enterprises.

TABLE – 2: SOCIAL LIFE PROBLEMS

Sl. No	Variable	Female	
		MV	SD
(1)	Social status	2.48	0.97
(2)	Recognition from neighbors	2.55	1.03
(3)	Socialization with public	2.33	0.94
(4)	Problems of human relation	3.78	1.10
(5)	Social harassment	2.52	1.20
(6)	Frustration level	2.62	1.08
	Total	2.71	1.05

Source: Field Survey

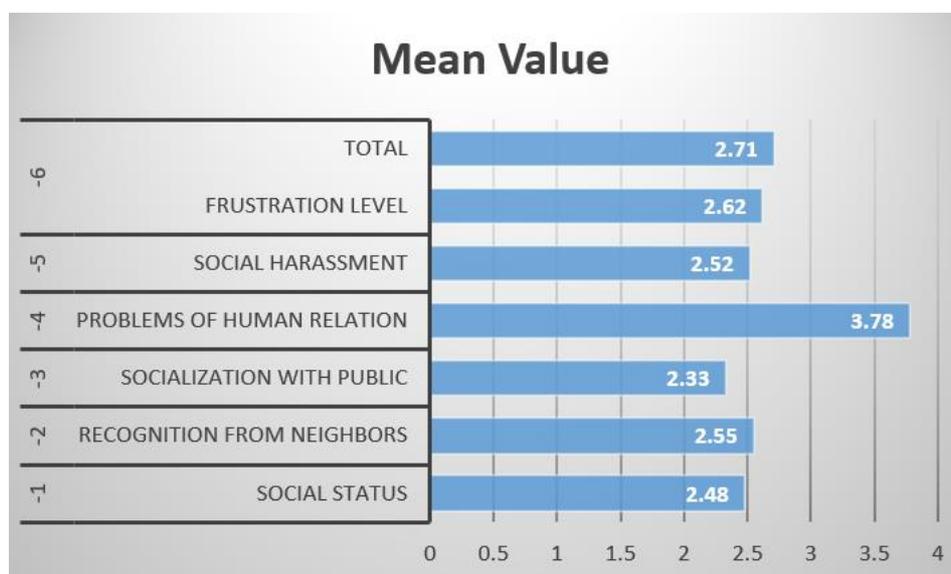


Figure : Mean Values (Female)- Social Life Problems

FACTOR ANALYSIS

HYPOTHESIS OF THE STUDY

Ho1 : There is no significant relation among the social and family factors which influence women's entrepreneurs.

Ha1 : There is significant relation among the social and family factors which influence women's entrepreneurs.

A smaller number of factors can be used to explain a larger amount of the original data, and this is what factor analysis is good at doing. To do this, we examine the interrelationships between the relevant variables.

Table - 3 : KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.640
Bartlett's Test of Sphericity	Approx. Chi-Square
	547.289
	Sig.
	.000

The results of the KMO and Bartlett's Test, which are presented in Table No. 3, indicate that the number of variables and the sample size used for the study are sufficient for the purposes of the investigation, and that factor analysis is an appropriate method for analysing the data that was taken into account for the investigation. A value of greater than .50 for the KMO test indicates that the pattern of correlation between variables is relatively compact, and as a result, factor analysis ought to yield distinct and reliable factors.

The fact that the null hypothesis is not accepted and that the original correlation matrix is not an identity matrix is indicated by the significance value of the Bartlett test, which is .000. Consequently, there must be some kind of connection between the variables. Because there are significant correlations between the different variables in the input data, this value suggests that the factor analysis was carried out correctly.

Hypothesis testing: By Applying factor analysis, the findings of the study documented that null hypothesis which is there is no significant relation among the social and family factors which influence women's entrepreneurs is rejected and alternative hypothesis which is there is significant relation

among the social and family factors which influence women's entrepreneurs is accepted.

CONCLUSION

To conclude, though we talk, debate and frame policies on gender equalities, from the above discussion it is clear that women are facing more family life problems and social life problems than men. This is because still we need to go long way to accept the changes happening around the women. As everyone knows if a woman wants to become independent, she needs the support of family and the society. Until and unless the mindset of the family members and the society changes towards the women entrepreneurs' ability, she should continue her life along with the problems like dual role, social harassment, work stress, etc. whatever is her position. The women entrepreneurs have high entrepreneurial endowment levels along with high degree of problems, if we make use of her endowment levels in a right way the economic condition of family, society and the nation will improve.

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