

Factors Influencing Women for Entrepreneurship in Indian Perspectives

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Abstract — In recent years, there has been a notable rise in the number of female entrepreneurs in India. Various elements affect this expansion, but the most significant are the thrust and twitch factors. Thrust factors are barriers and limitations that women face in their current roles, including bias, insufficient opportunities, and limited access to resources. These challenges motivate women to explore entrepreneurship as a way to tackle these issues. The chances and benefits that entrepreneurship offers, including financial freedom, flexibility, and the ability to pursue one's passion, are known as twitch factors, in contrast. These benefits attract women, making them more likely to launch their own businesses. Women are increasingly eager to launch their own businesses, yet several hurdles still need to be addressed. These encompass obstacles to funding, an absence of social networks, and cultural and societal biases against women entrepreneurs. The government alongside several organizations is striving to tackle these challenges and enhance the environment in India for women entrepreneurs. Although thrust and twitch elements continue to drive the growth of women's enterprises in India, further efforts are needed to equalize opportunities for these individuals and enable them to achieve their maximum potential.

Keywords — Women Entrepreneurs, Advice And References, Elements Impacting Entrepreneurship, Challenges Encountered.

1. Introduction

Commencement of new business effort is referred to as entrepreneurship, and it is viewed as an important tool for economic advancement. Women entrepreneurs are a vital component of the entrepreneurial ecosystem and a significant force in fostering economic growth and development. Yet, the social, cultural, and economic landscape of the country presents various challenges for women entrepreneurs in India. Over the years, there has been a consistent increase in the number of female entrepreneurs in India. Though, there are several factors, which can be broadly classified as twitch and thrust factors that influence women's choices to become entrepreneurs.

Negative circumstances, such as workplace discrimination, a lack of opportunities for advancement, or being forced out of the job market due to family responsibilities, are known as thrust factors. Conversely, twitch factors are the positive conditions that attract women to entrepreneurship, such as the desire for financial independence, flexibility, and the opportunity to pursue their passions. One of the primary thrust factors is discrimination in the workplace.

India has made progress toward promoting gender equality, but harassment, pay disparities, and limited opportunities for advancement still impact women in the workplace. Because of these challenges, many women have struggled to build successful careers in traditional corporate environments, leading them to explore entrepreneurship as a viable option.

A lack of affordable, accessible childcare options is another barrier. In India, childcare responsibilities often disproportionately impact women, making it difficult for them to balance work and family responsibilities. As more women establish their own businesses, these ventures tackle social and environmental concerns while promoting the development of local communities. Furthermore, the availability of technology and digital platforms has been a significant catalyst for female entrepreneurship in India. The extensive use of smartphones and the internet has facilitated the ability for women to launch and manage their own businesses from home.

Women facing challenges in working outside the home due to cultural and societal constraints are now presented with substantial opportunities. Ultimately, a blend of thrust and twitch factors can be attributed to the increase in women entrepreneurs in India. Numerous women perceive traditional corporate roles as less appealing due to thrust factors such as sexism and insufficient childcare options, whereas twitch factors like financial autonomy, flexibility, and the opportunity to pursue their passions have rendered entrepreneurship an attractive alternative. As the number of women launching businesses in India escalates, it is essential to continue empowering and supporting them to aid the nation.

2. Research Objectives

- To determine the degree of success factors related to women entrepreneurs, environmental dimensions, family dimensions, and personal characteristics.

- To examine the most prominent dimension affecting the success factor of women entrepreneurs.
- To investigate the motivating and hindering elements for women entrepreneurship in India

3. Literature Review

Twitch Factors: Twitch factors are advantageous features of entrepreneurship that encourage women to launch their own businesses. In India, the following twitch factors have been recognized as significant:

Rashid, I. (2017), explained Flexibility and autonomy: Two primary benefits of becoming an entrepreneur, especially for Indian women business owners, are flexibility and autonomy. They have greater control over their personal and professional lives, allowing them to balance family responsibilities with pursuing career goals. Flexibility refers to the ability to work outside the constraints of a standard 9-to-5 job and at one's own pace. Indian women entrepreneurs can select their schedules, work from home or remote locations, and adjust them according to family obligations.

Thrust Factors: Thrust factors are adverse elements of the environment that thrust women towards becoming entrepreneurs. In India, the following thrust factors have been recognized as significant:

Rajan, (D. 2014)Limited opportunities for traditional employment: Due to various issues including gender bias, insufficient education and training, cultural and societal stereotypes, and more, women in India often have limited choices for traditional employment. Because of the absence of sustainable career opportunities, numerous women find themselves with minimal financial autonomy and economically reliant on their families. Nevertheless, for women in India, entrepreneurship provides an alternate route to financial self-sufficiency. Women who launch their own businesses can take control of their financial futures, create new job opportunities for themselves and others, and break free from the limitations of traditional gender roles (Rajan, D. 2014).

Wube, M. C. (2010), Pressures from society: Women in India experience considerable social pressure to prioritize family responsibilities over their careers. The traditional gender roles that have been entrenched in Indian society for many years—roles that place the responsibility of caregiving and managing the household primarily on women—largely contribute to this situation. This pressure can manifest in various ways, such as discouragement from pursuing a college education or a demanding career, being advised to prioritize marriage and child-rearing, and a lack of encouragement to work outside the home.

3.1 Importance of Women Entrepreneurship in India

Over the last few years, women's entrepreneurship has gained increasing importance in India. It is, in fact, recognized as a significant driver of the country's economic growth and social progress. The changing social and economic landscape of India is one of the main reasons for the rising importance of women entrepreneurs in that country. The need to support and empower women entrepreneurs has become more widely recognized as more women become part of the workforce and attain economic self-sufficiency. Women business owners have also been demonstrated to contribute a unique set of skills, perspectives, and life experiences.

Motivating women to establish their own enterprises provides them the opportunity to reject gender stereotypes and biases and take control of their own lives Through various policy measures in recent years, including financial incentives, access to training and mentorship, and other forms of assistance, the Indian government has also taken steps to support women entrepreneurs.

4. Methodology

This research study is a descriptive form that gathered information from 193 participants, comprising women entrepreneurs from a specific industry, area, or socioeconomic status. The information was assessed with a checklist inquiry, which necessitated that respondents reply with either a "Yes" or a "No" for each query.

5. Data Analysis and Interpretations

Table 1: Factors Encouraging and Discouraging Women Entrepreneurship in India

S. No	Factors Encouraging and Discouraging Women Entrepreneurship in India	Yes	%	No	%	Total
1	Entrepreneurship offers women an opportunity to take charge of their lives and make autonomous choices.	183	95	10	5	193
2	Women frequently encounter difficulties in managing work alongside family duties.	149	77	44	23	193
3	Conventional social and cultural expectations sometimes constrain women's engagement in the workforce or restrict their professional opportunities.	169	88	24	12	193

4	Entrepreneurship offers women an opportunity to take charge of their lives and make autonomous choices.	164	85	29	15	193
5	Women business owners in India frequently face obstacles in obtaining financing, as well as the networks and resources essential for expanding their ventures.	155	80	38	20	193
6	Numerous women in India pause their careers because of family obligations or personal circumstances.	181	94	12	6	193
7	Women in India often experience gender bias and restricted job prospects in conventional employment settings.	177	92	16	8	193
8	Many women have distinctive skills and abilities that they aspire to utilize and display through entrepreneurship.	173	90	20	10	193

Table 1 illustrates the elements influencing IPO performance in the stock market. It was discovered that approximately 94. 8% of respondents agree that entrepreneurship offers women a platform to assert control over their own lives and make autonomous decisions. Furthermore, a significant number of women in India take career breaks because of family obligations or personal reasons (93. 7%). In addition, women in India frequently experience gender discrimination and restricted career prospects in conventional workplaces (91. 7%). Numerous women have distinct skills and talents that they wish to leverage and display through entrepreneurship (89. 6%). Moreover, traditional social and cultural norms occasionally hinder women's involvement in the workforce or constrain their career options (87. 5%). Additionally, entrepreneurship grants women a platform to assert control over their own lives and make autonomous decisions (84. 9%). Nevertheless, women entrepreneurs in India often face difficulties in obtaining financing, networks, and resources essential for business development (80. 3%). Finally, women frequently encounter obstacles in managing work and family duties (77. 2%).

Table 2. Factors affecting women entrepreneurs' success			
	b	z	p value
Skewness	1369.008	73,013.76394	0
Kurtosis	3080.546	87.85813	0

Table 3. Standardized factor loadings, validity, and reliability

Contracts	Estimate	AVE	C.R
Women entrepreneur success			
Over the past three years, sales and profitability have increased.	0.899**	0.51	0.77
My company lacks the resources to create new goods and procedures.	0.885**		
I do not believe my company will endure and carry on operating for very long.	0.417*		
I am dedicated to social responsibility, which includes hiring locals.	0.820**		
My company provides top-notch goods and services.	0.485**		
Over half of the profits are put back into the company.	0.974*		
The profits of my business often rise.	0.546**		
The number of workers in my company began to rise.	0.920**		
Over the past three years, sales and profitability have increased.	0.944**		

Significant * $p < .005$; ** $p < 0.00$

All of the constructs have convergent validity greater than 0.50, as explained by the results in Table 3. Table 2 displays the results of calculating discriminant validity by taking the square root of AVE. Every value of the discriminant validity value is greater than 0.70, according to the results, indicating that every item is unique as needed. Furthermore, each construct's loaded internal stability is shown by composite reliability. It is evident from Table 3's data that every construct has reliability greater than 0.70, which is the acceptable range.

6. Conclusion

In conclusion, it can be stated that the push and pull factors greatly influence women entrepreneurs in India. Women sometimes seek alternative means of income generation due to push factors such as discrimination, insufficient career opportunities, and family obligations. Conversely, twitch factors like the desire for financial independence, creativity, and job flexibility inspire women to establish their own businesses.

Women are making remarkable strides in entrepreneurship, despite the various challenges they face in India, including limited access to capital, inadequate infrastructure, and social biases. The economic development and job creation in India are significantly enhanced by female entrepreneurs. The government and other stakeholders must collaborate to create an environment that encourages women's entrepreneurship by providing access to funding, mentorship, networking possibilities, and training initiatives.

It implies that female managers possess a strong drive and determination to reach their goals within the context. Consequently, it indicates that the success of women entrepreneurs improves by 25% with a 1% rise and our findings also indicates that risk-taking has a considerable and favorable effect on success of women entrepreneurs.

Society's perception of female entrepreneurs must also shift for them to be acknowledged for their economic accomplishments. Women entrepreneurs in India possess immense potential and can greatly contribute to the nation's advancement with the right resources and opportunities. In the underline study, we argue that internal factors have a positive and significant impact on women entrepreneurs' success, while external factors also have a positive influence on women entrepreneurs' success.

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