

IMPULSE FACTORS IMPACTING WOMEN ENTREPRENEURS IN THE UNORGANIZED RETAIL SECTOR: A COMPREHENSIVE STUDY

***Dr.M.Vaishnavi, **Dr.V.K.Arthi & ***Dr. R. Saravanan**

*Assistant Professor, Department of Management Studies, PSG College of Arts & Science, Coimbatore.

**Assistant Professor, Department of Management Studies, Sri Ramakrishna Engineering College, Coimbatore

***Professor, Happy Valley Business School, Coimbatore.

ABSTRACT

Women are now recognised by Indian society, both in terms of the national economic strategy and the accomplishment of developmental goals, including initiatives to support women entrepreneurs. Women are now more prevalent as business entrepreneurs, which has changed the demographic characteristics of the industry. This study examines the various demographic profiles of women entrepreneurs in Coimbatore district. This study was conducted among 150 women entrepreneurs among Coimbatore district. The aim was to examine the women's Motivation factors to become an entrepreneur.

1. INTRODUCTION

1.1 WOMEN ENTREPRENEURS

Women entrepreneurship and their growing presence in India have a significant impact on the country's social and economic demographics. Women's participation in the workforce has helped millions of families lift themselves out of poverty and create jobs. 43% of women entrepreneurs are inclined to take greater risks. 45% of India's rural women have started their own businesses to increase their visibility (IBEF, 2022). 93% of the workforce gained their living as informal workers (Thehindu, 2021).

In Indian population, 48.9% share is women and 35% of women work as directors (Startup India, 2022). 14% of the businesses in India are run by women entrepreneurs (ForbesIndia, 2021). The majority of women entrepreneurs work in personal and non-professional services, such as small businesses such as tailors, seamstresses, small shop owners, hairdressers and beauty salon owners, domestic helpers and part-time workers. It is engaged and exhibits relatively high volatility compared to other industries. Providing women entrepreneurs with the tools, resources and knowledge to successfully own and operate a small retail business, gain access to financial and digital payment services, and empower themselves in home and business decision making.

1.2 UNORGANIZED SECTOR

For the most of the 20th century, it was widely believed that the formal economy was large and expanding and many of them were not discussing about the informal sector. Indian government has brought various schemes for unorganized worker. It is defined under Unorganized Workers' Social Security Act, 2008, as a home based worker, self-employed worker or a wage worker in the unorganized sector (labour.gov.in). eShram is a portal launched by India in 2021. It aids the unorganized worker to know their welfare schemes. The Indian economy as a whole is controlled by unorganized sector. If more than 10 people are working together with or without electricity are called as unorganized sector (Rekhapriyadharshini & Reeves, 2013). The low cost retail format will be found in unorganized sector.



1.3 STATEMENT OF THE PROBLEM

There are many challenges faced by women entrepreneur like financial risk, personal challenges, market risk, competition, accounting factors and operational difficulties still the sustain in the business and they manage to overcome the challenges faced by them. The main reason for entering into business is to gain income for their livelihood and to support their family without much skill labour. The unorganized sector requires less and investment and man power.

2. REVIEW OF LITERATURE

Antony P.D Souza (2013) conducted a study on challenges of women entrepreneurship in unorganized retail sector. He concluded that he knew the current state of the unorganized sector Provides income opportunities for a large workforce and retains a large number of workers. The unorganized sector therefore plays a key role in providing employment to the economy

B. Parimala Devi (2015) discovered active participation of women activity in business increased significantly. The role of women entrepreneurs has come to be recognized various programs are launched to promote participation in economic activities.

G.Nagamuthu (2018) found those women entrepreneurs are able to balance both work and family commitment. They encourage in starting various business activities and manage the challenges faced by them.

Parvin Banu (2020) examined about the perception of women entrepreneur in entrepreneurship. She revealed that some initiatives have to be taken by government for funding initially to them and they concentrate more on women entrepreneurship it leads to women empowerment in the society.

3. OBJECTIVE OF THE STUDY

- To examine the demographic profile of the women entrepreneurs in the Coimbatore district.
- To analyse about the various circumstance of women entering into business.
- To identify the motivational factors of women entrepreneurs in the Coimbatore district.

4. LIMITATIONS OF THE STUDY

- Due to limited period of time the data collection is limited to 150 respondents.
- There is a chance of biased responses because the suggestions are based on only urban population and limited response of 150 respondents.

5. RESEARCH METHODOLOGY

Area of the Study: The area of the study is urban population of women entrepreneurs in Coimbatore district.

Sampling Design: For the purpose of this study the data were collected from 150 respondents of women entrepreneurs. It was done using convenience sampling technique.

Sampling Size: The sample size of the research is 150 respondents of women entrepreneurs.

Source of Data Collection: The study consists of both primary and secondary data.

Primary Data: The primary data was collected through questionnaire.

Secondary Data: The secondary data were collected from various journals, books, articles and website.

5.1 STATSTICAL TOOLS AND TECHNIQUES

Percentage Analysis: The study aims in identifying the demographic variable of the respondents.

Chisquare Analysis: The study aims finding the relationship between age and type of business they are doing, age and the source of funds they avail.

Factor Analysis: The study finds which motivational factors influence towards women entrepreneurship.

6. ANALYSIS AND INTERPRETATION

6.1 PERCENTAGE ANALYSIS

DEMOGRPHIC PROFILE		FREQUENCY	PERCENTAGE
Age	18-28 years	32	21
	29 -39 years	56	37
	40 –50 years	47	31
	More than 51 years	15	10
TOTAL		150	100
Marital Status	Single	48	32
	Married	75	50
	Widower	12	8
	Divorced	15	10
TOTAL		150	100
Education	High school	23	15
	Diploma	56	37
	Under Graduate	48	32
	Post Graduate	23	15
TOTAL		150	100
Children(Married)	Yes	89	87
	No	13	13
TOTAL		102	100
Work experience	Yes	98	65
	No	52	35
TOTAL		150	100
Business as a main income	Yes	106	70
	No	45	30
TOTAL		150	100

INTERPRETATION

From the above table it is indicated that majority (37%) of the women entrepreneurs are under the age group of 29 to 39 years and 31% of women entrepreneurs are under 40 to 50 years. It concurs with the study indicated that majority of women entrepreneurs are from 30 to 45 years (Junare, 2017). 52.81% of registered workers are female in e-sharm portal. 50% of the respondents are married women and 32% of them are single. 37% of the respondents have completed their Diploma and 32% of the respondents have completed their under graduate. 87% of the married women have children and 13% of married women don't have children.

From the above table majority 65% of the respondents have work experience and 35% of the respondents not having any work experience. The result concur with the previous study, stated that most of them are starting business without any previous experience (Nagamuthu, 2018). 70% of the women entrepreneurs indicated that

their business income is the main source for their family and 30% of the respondents said they have other source of income.

6.2 CHI-SQUARE ANALYSIS

H01: There is a significant difference between age and type of business, source of funds

COMPARISON BETWEEN AGE AND TYPE OF ENTERPRISE, SOURCE OF FUNDS

		N	MEAN	Std. Deviation	F	Sig
Type of enterprise	18-28 years	32	1.42	0.561	1.86	0.012
	29 -39 years	56	1.73	0.869		
	40 –50 years	47	1.61	0.745		
	More than 51 years	15	1.21	0.384		
	TOTAL	150	1.62	0.751		
Source of Funds	18-28 years	32	1.36	0.532	0.481	0.538
	29 -39 years	56	1.69	0.739		
	40 –50 years	47	1.52	0.683		
	More than 51 years	15	1.31	0.439		
	TOTAL	150	1.59	0.623		

INTERPRETATION

The above table shows that there is no significant difference between age and type of enterprise (0.012). It also found that there is significant difference between age and source of funds (0.538). The result of the study concur with previous study stated that there is significant relationship age and type of loan borrowed from bank by the women entrepreneurs (Parvin Banu, 2020).

6.3 FACTOR ANALYSIS

AVERAGE SCORE – IMPULSE FACTOR OF WOMEN ENTREPRENEURS

Impulse Factor	Avg. Rank	Final Rank
1. Financial Freedom.	4.67	2
2. Dissatisfaction in the present job.	3.96	7
3. Unemployment	4.75	1
4. Availability of Surplus funds	3.84	8
5. Market opportunity.	4.18	6
6. To improve financial situation.	4.37	5
7. Takeover of family business.	3.79	9
8. Taking over the family business due to the death of the family member(Owner)	3.41	10
9. To support family financially.	4.41	4
10. Presence of desire for self-confidence and social status.	4.59	3

INTERPRETATION

From the above table unemployment (4.75) is the key factor to start their own business, financial freedom (4.67), Self-confidence and social status (4.59), support family financially (4.41) these are the impulse factors for women entrepreneurs to enter into the business.

FACTOR ANALYSIS – FACTORS INFLUENCE WOMEN ENTREPRENEURS TO ENTER INTO BUSINESS

Communalities	Initial	Extraction
1. Financial Freedom.	1	0.826
2. Dissatisfaction in the present job.	1	0.637
3. Unemployment	1	0.838
4. Availability of Surplus funds	1	0.618
5. Market opportunity.	1	0.749
6. To improve financial situation.	1	0.712
7. Takeover of family business.	1	0.538
8. Taking over the family business due to the death of the family member(Owner)	1	0.519
9. To support family financially.	1	0.796
10. Presence of desire for self-confidence and social status.	1	0.819

INTERPRETATION

From the above factor analysis the result states that all the extraction values are greater than the lowest acceptable threshold 0.40. Therefore, none of the factor is suggested for removal from the list.

Therefore, the factors considered under this dimension are very much suitable in this context and suggested to take it forward for further evaluation.

SUGGESTION

- Financing is a big issue for women entrepreneurs. Government can give Interest-free loans and more subsidies motivate women entrepreneurs to do business.
- Women should be aware of government policies that support starting and running businesses.
- It is necessary to encourage the women entrepreneurs' positive attitude and mental support should be offered from family.

CONCLUSION

Entrepreneurship gives them the advantage of owning a business and gives them physical and mental freedom. The present study shows that women entrepreneurs have proven to be more capable of balancing duties. Today, women are ready to start a business but they need to have motivation and proper guidance. Women entrepreneurs create their own jobs and they also create opportunities for others. It has enhanced their status in society.

REFERENCES

1. Rekhapriyadharshini, A., & Reeves, Wesley, J. (2013). "Women entrepreneurship in the rural informal sector." IOSR Journal of Business and Management, 13(1), 23-26.

2. Nagamuthu, G. (2018). "Demographic and Economic Profile of Rural Women Entrepreneurs in Unorganized Sector." *International Journal of Engineering Development and Research*, 6(3), 585-588.
3. Devi, Parmila, B. (2015). Facilitating factors for women entrepreneurship in India. *International Journal for Science and Research*, 4(5), 153-156.
4. Anthony P. D'souza,(2013) Unorganized sectors: Role of an entrepreneur and challenges in self-employment, *International Journal of Scientific and Research Publications*, volume 3, issue 6, 1-5.
5. Parvin Banu (2020) Motivational Factors towards Women Entrepreneurship with Reference To Coimbatore City, *International Journal of Recent Technology and Engineering (IJRTE)*, Volume-8 Issue-5, 1147-1150.
6. <https://www.researchgate.net/publication/350048513>
7. https://www.forbesindia.com/article/news-by-numbers/women-make-up-for-1376-percent_of-entrepreneurs-in-india-own-2037-percent-of-msmes/71731/1
8. <https://www.ibef.org/blogs/women-entrepreneurs-shaping-the-future-of-india>