



Research Paper

A Study on Problems of Women Entrepreneurs in Urban Area with Special Reference to Thiruvananthapuram in Kerala

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ABSTRACT: - The principle purpose of this study is to identify the major problems faced by women entrepreneurs in Thiruvananthapuram and also find the impact of these problems on the working efficiency of these women entrepreneurs. Research aim/method: The data collected was subjected to quantitative analysis Total, Average and Percentage/frequency to find the major problematic factors and test is applied to find the statistical significance through the respondents demographic variable statistical percentage analysis of the hypotheses for possible acceptance or rejection is used in the study. Result: Results of the analysis indicated that women entrepreneurs in Thiruvananthapuram District generally countenance on three kinds of problems like entrepreneurial/business problems, social/personal and financial problems too. And all these three types of problems initial two criteria have negative relation but third one was positive relation with the working efficiency of women entrepreneurs. Realistic inference: This study might help the government regulators in addressing the problems of women entrepreneurs in Kerala to take an actions towards the developing their performance and in turn to promote the paucity of women's welfare from the Kerala district of Thiruvananthapuram. Innovation/assessment: This research article adds to the literature on the determinants of problems faced by the women entrepreneurs in Thiruvananthapuram In particular, it is the first study of its own type in case of Thiruvananthapuram District which has been categorized the problems faced by the women entrepreneurs in entrepreneurial/business problems, social/personal tribulations and nominal problems as well as financial crisis too. According to the study it has been observed that Women are very good capitalist, and prefer to desire the identical while they can sustain occupation for life balance. Even though we have many successful Women Entrepreneurs in our country, but as we have a male dominated culture there are many challenges which women entrepreneurs face such a kind of challenges and discrimination from the family and Society.

Keywords :- Urban women, Entrepreneurial/business problems Social/personal problems Technical problems

I. INTRODUCTION

Entrepreneurship is a process through which individuals identify opportunities, allocate resource, and create value previously stated by Hughes *et al.* (2012). This creation of value is often through the identification of unmet needs or through the identification of opportunities for change (Ahl, 2006). Women entrepreneur is any women who organized as well as managed on any enterprise, especially a business or commercialized level. Women have owned and operated business for decades, but they were not always recognized or given credit for their efforts (Hughes and Jennings, 2012). But a variety of factors have combined in recent years to contribute to women who start their own business. Women entrepreneurship has been recognized as an important source of economic growth. More than 30 years have elapsed since studies of female entrepreneurs first appeared in the entrepreneurship literature (Hisrich and O'Brien, 1981; Pellegrino and Reece, 1982; Sexton and Kent, 1981). Originating in the U.S. and the U.K., women's entrepreneurship research is now conducted by scholars around the globe.

Women entrepreneurs create new jobs for themselves and others and also provide society with different solution to management, organization and business problems (Hisrich, and Brush, (1978); Hisrich, 1984). Women entrepreneurs often face gender – based barriers to starting and growing their business, like discriminatory property, matrimonial and inheritance law and cultural practices, lack of access to formal finance mechanisms, limited mobility and access to information and networks etc (Hisrich and O'Brien, 1981). All these interrelated variables- level of education, health, income, employment opportunity etc associated to poor housing condition have ways of impeding with the level of economic enterprise of an individual on one hand and the economic development of a nation on the other hand (Hisrich and Brush, (1987). The negative effects of poor housing condition could be manifested in inefficient use of land resources, inequitable distribution of wealth (taxability), poverty accentuation and imbalances in economic development. Housing reflects the cultural, social and economic stance of any given society (Esfahani, 1991; Hughes, (2005).

Technically, a “women entrepreneur” is any women who organizes and manages any enterprise, esp. a business, usually with considerable initiative and risk. However, quite often the term “women- owned business” is used relative to government contracting. In this instance, the entrepreneur (women) owns (more than 50%), controls and runs the enterprise (Hisrich and Brush, 1987). There are umpteen problems faced by women at various stages beginning from their initial commencement of enterprise, in running their enterprise. “A women entrepreneur can be defined as a confident, innovative and creative woman capable of achieving self-economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life.

II. METHODOLOGY

The type of research used for study is descriptive research. It includes facts, findings and enquiries of different kind. The major purpose of descriptive research is description of the state of affairs as it exists at present.

1. Primary Data

Primary data means the first through a hand data collected by the researcher is called primary data. Primary data is obtained through questionnaire, observation, direct communication with respondents and personal interviews.

2. Secondary Data

Secondary data are those which have already been collected by someone else and which have already been passed through statistical process. The secondary data were collected from following source
Journal, Text books, Internet, University library

PERIOD OF STUDY

The study about problem faced by women entrepreneurs and its position of urban areas in Thiruvananthapuram districts covers a period of four months that is from Dec 2013- March 2014.

STATISTICAL ANALYSIS

To find out relationship among the respondents demographic variable statistical percentage analysis is used in the study

STATISTICAL TOOL USED

- Percentage analysis
- Stacked cone
- Bar of pie
- Pie of pie
- Exploded doughnut

Reliability: To test the internal reliability of the current research data clearly showed quite reliable and good enough to use this tool confidently for further analysis for test and interpretation of the result.

TOOLS OF ANALYSIS

1. Sample unit : 100
2. Sampling Technique : Random Sampling

Limitations

It was difficult to study the women entrepreneurs' attitude which is still an important drawback in the study.

At the time of data collection the researcher is feared and treated as a 'government official' by the respondents and so the information gathering process is difficult.

Lack of adequate primary data is another limitation faced by the researcher because the respondents hesitate to give accurate information.

Limited time frame is also one of the difficult to extend the research.

Places Covered Under the Capital City of Kerala

Nearly, twenty two places were selected for this current study such as followingly,

Thycadu, Sasthamangalam, Vattiyurkavu, Kowdiar, Peroorkada, Kudappanakunnu, Pattom, Ulloor, Cheruvaikal, Attipra, Kadakampalli, Pettah, Vanchiyur, Muttathara, Manacaud, Thiruvallam, Nemom, Thirumala, Poojappura, Karamana, Nanthankod and Eastfort
 Hypothesis Pearson Chi Square (P- Value) Pearson Chi-Square Fisher's Exact Test

RESULTS

Source: Primary Data

According to table 1, showed that 2% respondent are belong the age group 15 – 20, 9% are lies in the category 20 – 25, 31% are belongs to 25 – 30, 23% belongs the age category of 30 – 35 and 35% are belongs to above 35. Hence the study found that majority of the respondents are belongs the age group of above 35 years

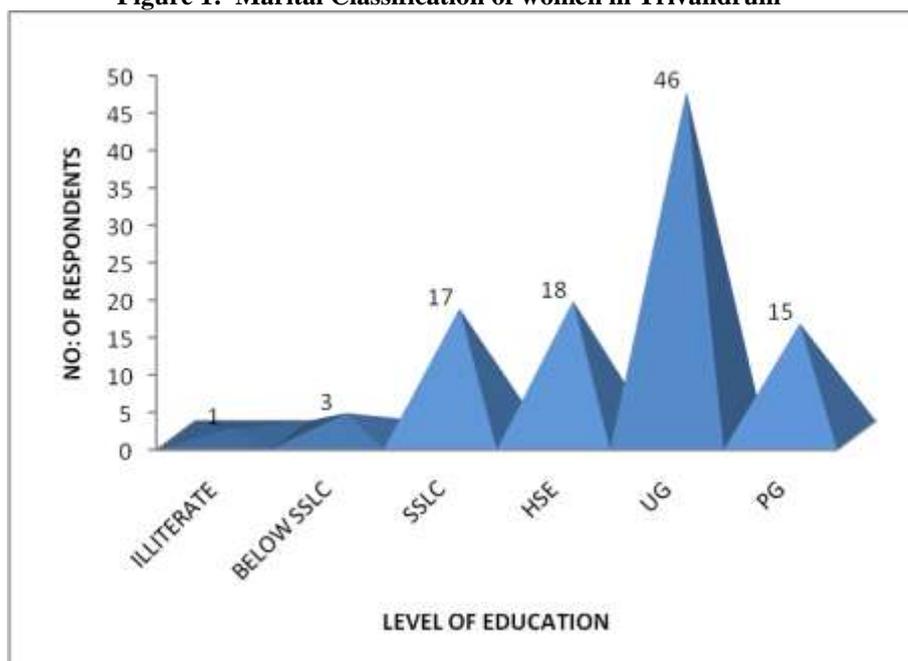
TABLE 1: Education Classification of women employee

| SI No | Particulars | No of Respondents | Percentage (%) |
|-------|-------------|-------------------|----------------|
| 1 | ILLITERATE | 1 | 1 |
| 2 | BELOW SSLC | 3 | 3 |
| 3 | SSLC | 17 | 17 |
| 4 | HSE | 18 | 18 |
| 5 | UG | 46 | 46 |
| 6 | PG | 15 | 15 |
| | TOTAL | 100 | 100 |

Source: Primary Data

The table shows that out of 100 responds 1 person have illiterate, 3 respondents are below SSLC, 17 respondents are completed SSLC, 18 of them have been completed HSE, 46 respondents have completed UG and 15 are completed their PG. Hence, the study found that many of the respondents are completed their UG which constituted 46%.

Figure 1: Marital Classification of women in Trivandrum



Marital status plays an important role in the analysis data. Most of the unmarried peoples do not know how to prevail over the problems. But in the case of married people they were aware of them problems. The table shows that out of 100 respondent 12 were single also 87% were married women's and one widow. Thus the study found that the majority of the respondents are married which is 87% women entrepreneurs necessary to earn the money for free from economics emergency.

Figure 2: Level of Marital status in the

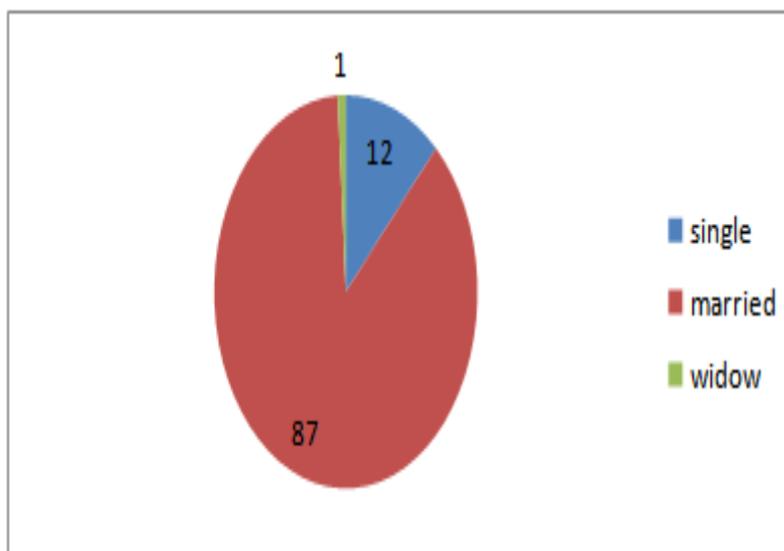


Table: 2: Level of occupation

| Sl.No | Particulars | No of Respondents | Percentage (%) |
|-------|----------------------------|-------------------|----------------|
| 1 | Private sector | 19 | 19 |
| 2 | Self-employee | 80 | 80 |
| 3 | Both govt. & self-employee | 1 | 1 |
| Total | | 100 | 100 |

Source: Primary Data

The table shows that out of 100 respondent 19% are working in private sector, 80% are doing self-employment and 1% is doing both govt. and self-employment. Hence the study found that majority the respondents which is 80% are engaged self employment of the respondents.

Figure 3: Level of occupation

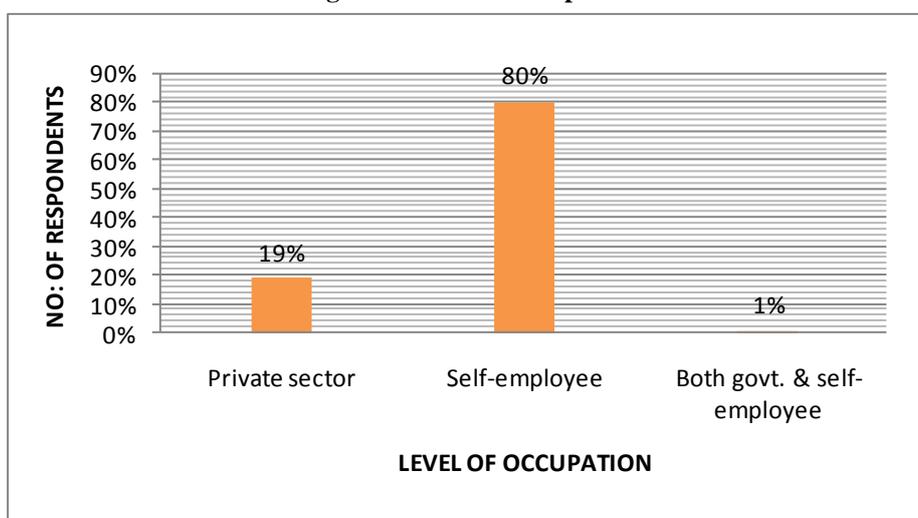


Figure - 4: Monthly income of the Respondents

The Figure - 4 shows that out of 100 respondents, 41 respondents are earning less than Rs. 10000 income per month, 44% of them are getting Rs. 10000-20000 income per month, 8% are earning monthly income Rs. 20000-30000 and remaining 7 % are earning Rs. 30000 and above as their monthly income. Therefore the studies found that majority of the respondents are earning Rs. 10000 to Rs. 20000 income per month.

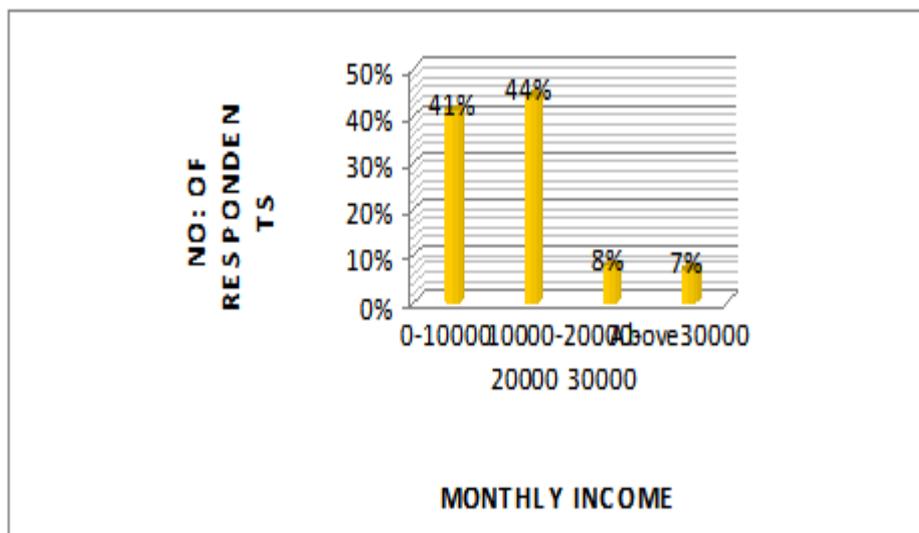
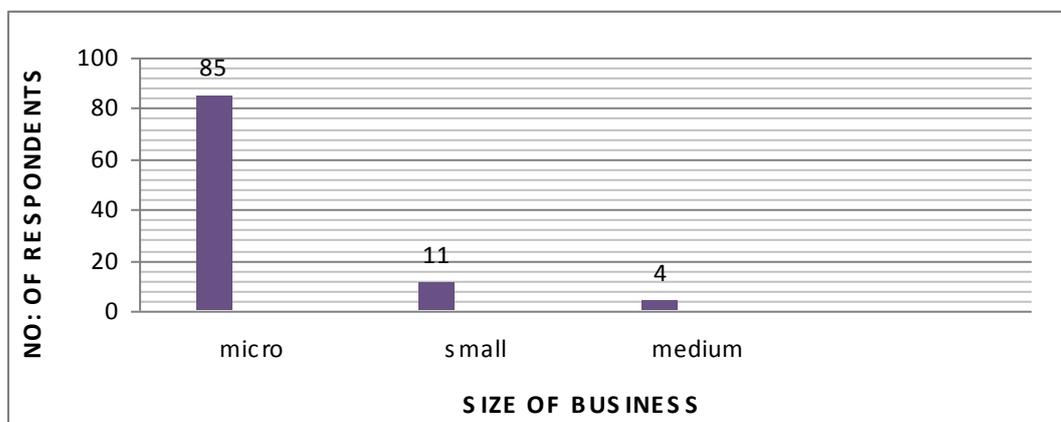


Figure 5: Nature of Business

Source: Primary Data

The above Table shows the Business nature of the respondents 16% of them are doing Boutique business, The maximum members of the sample which is 39% are doing textile business 38% of them are belongs other category. Hence the majority of the respondents are belongs in the category of Textile business which is 39%.

Figure 5: Size of the Business



The figure shows that out of 100 respondents 85% are doing micro, 11% are small scale business and 4% are medium term of business. Therefore the present study found that majority of respondent is running micro size business.

TABLE 3: Classification of Business Experience

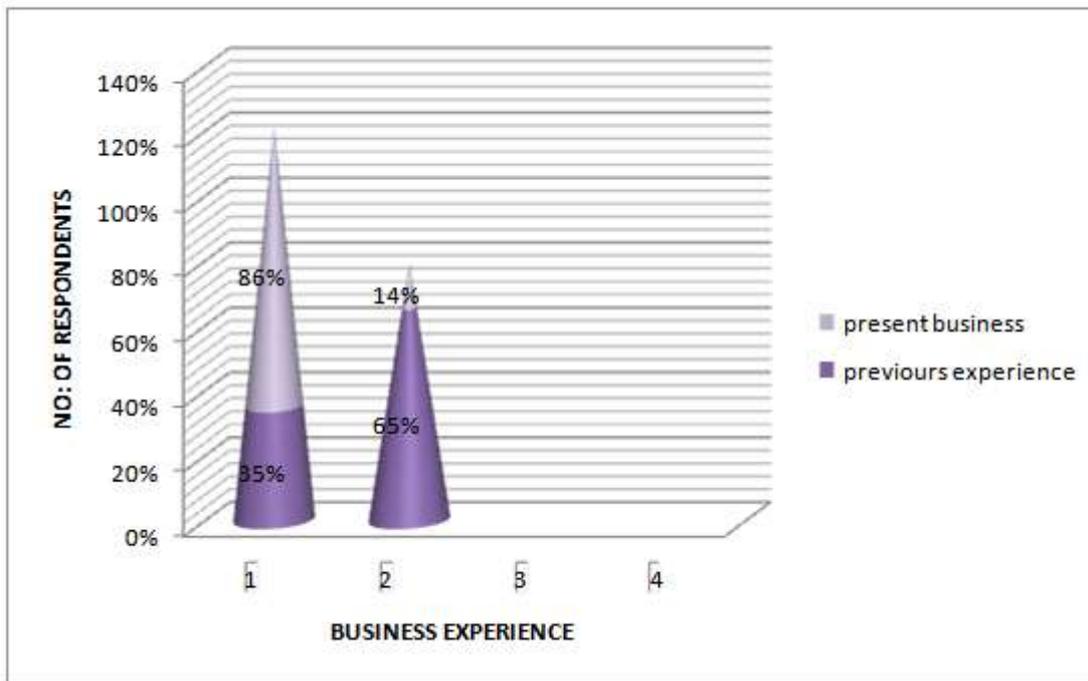
| Sl No: | Source | No: Of Respondents | Percentage (%) | Percentage (%) |
|--------------|--------|--------------------|----------------|----------------|
| 1 | Yes | 35 | 35 | 86 |
| 2 | No | 65 | 65 | 14 |
| Total | | 100 | 100 | 100 |

Source: Primary Data

The table shows that out of 100 respondents 35% respondents are having previous business experience, 65% respondents have not any previous experience and 86% repondents are having present business experience, 14% respondents have LD business.

Hence, the study found that majority of respondents which is 65% hasn't any previous business experience and majority of respondents having present business experience.

Figure 6: Classification of Business Experience



Source: Primary Data

According to the table 3.11 out of 100 respondents 55% of respondents are doing their business for making profit or money, 4% of respondents are want for control and freedom, 3% of respondents are doing for to make their own decision, 3% of respondents to make social status 26% of respondents are doing for self-achievement 5% of respondents are doing for confidence in the product, 2% of respondents are doing the business for threat of losing their job, 2% for other reason. Thus the study found that most of the respondents which is 55% doing. Their business for profit and money making purpose.

Figure 7: Objective of the Business

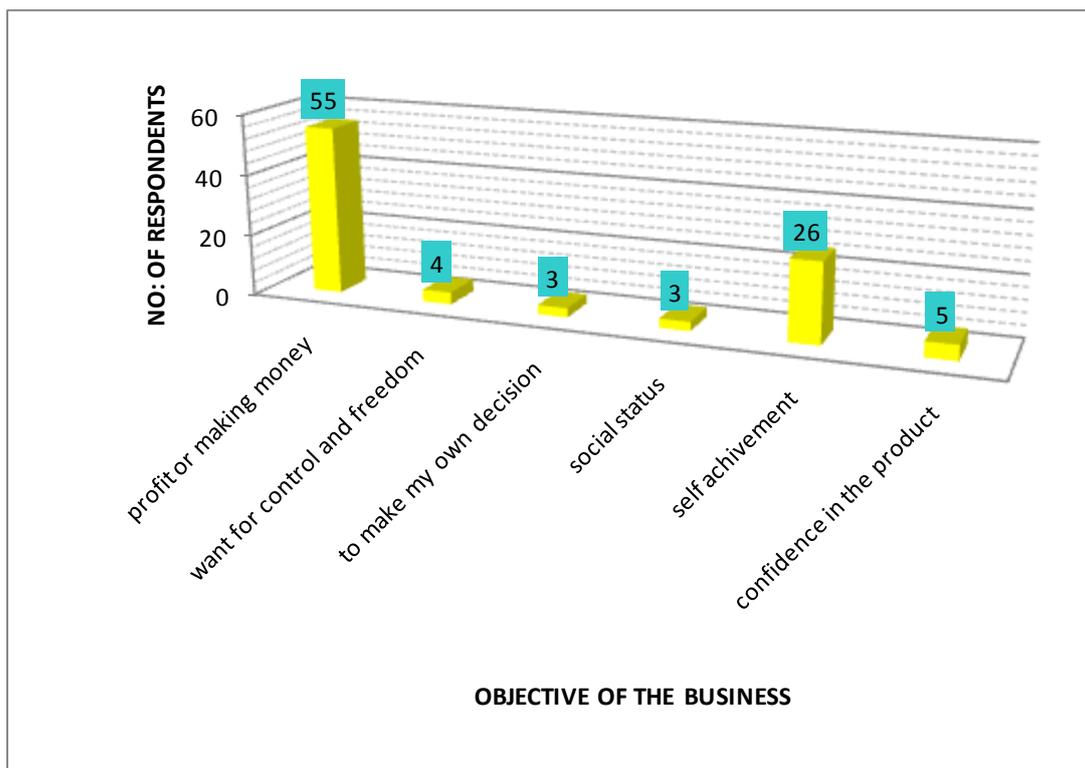


Table 4: Classification of External Support of the women entrepreneurs in Trivandrum District

| Sl No: | Source | No of Respondent | Percentage |
|--------------|-----------------------|------------------|------------|
| 1 | Financial support | 35 | 35 |
| 2 | Legal advice | 21 | 21 |
| 3 | Technological support | 18 | 18 |
| 4 | Networking | 15 | 15 |
| 5 | Other | 11 | 11 |
| Total | | 100 | 100 |

Source: Primary Data

Table shows that out of 100% respondents 35% of respondents have financial support, 21% of respondents have legal advice, 18% of respondents ave technological supports, 15% of respondents have networking, 11% of respondents have other supports. Hence most of the respondents which is 35% getting financial support from external.

Table 5: Hours Dedicated To Business

| Sl.No: | Source | No.of Respondent | Percentage |
|--------------|----------|------------------|------------|
| 1 | 1 to 6 | 4 | 4 |
| 2 | 6 to12 | 79 | 79 |
| 3 | Above 12 | 17 | 17 |
| Total | | 100 | 100 |

Source:Primary Data

According to this table out of 100 respondents 4% of respondents spend between 1 to 6 hours time for their business,79% of respondents spend 6 to 12 hours for their business,17% of respondents spend above 12 hours for their business. Therefore most of the respondents are spending 6 to 12 hours for the business.

Figure 8: Hours Dedicated To Business

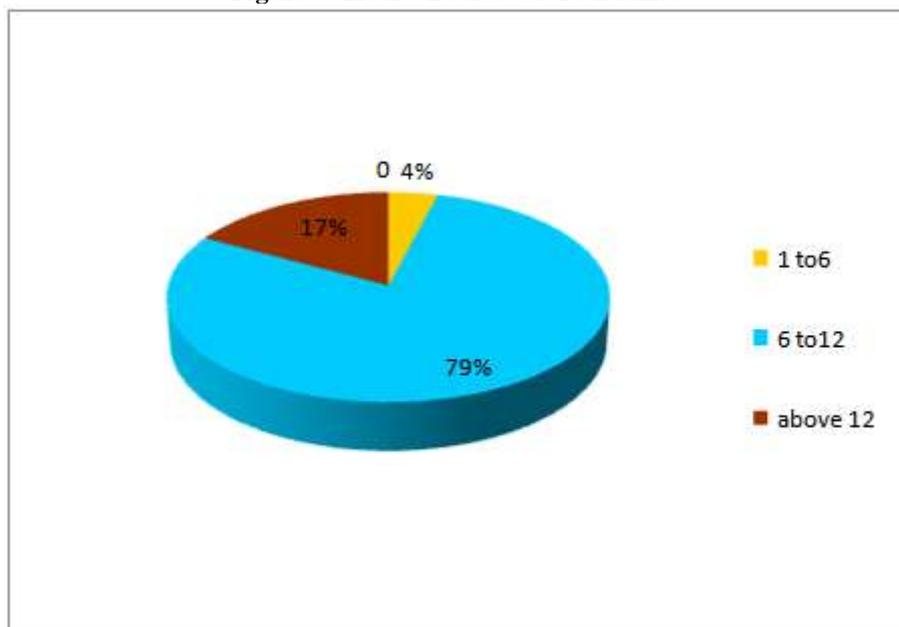


Table 6: Typical Reasons for Financial Problems of women's

| Source | | No: of respondents | Percentage |
|----------------------|-------------------|--------------------|------------|
| 1.Lack of investment | Strongly agree | 8 | 8 |
| | Agree | 42 | 42 |
| | No opinion | 6 | 6 |
| | Disagree | 23 | 23 |
| | Strongly disagree | 21 | 21 |
| | Strongly agree | 17 | 17 |
| | Agree | 34 | 34 |

| | | | |
|---------------------------------------|-------------------|-----|-----|
| 2.High interest ratio | No opinion | 20 | 20 |
| | Disagree | 19 | 19 |
| | Strongly disagree | 10 | 10 |
| | Strongly agree | 22 | 22 |
| | Agree | 39 | 39 |
| 3.Lack of idea on cost benefit | No opinion | 5 | 5 |
| | Disagree | 18 | 18 |
| | Strongly disagree | 16 | 16 |
| | Strongly agree | 28 | 28 |
| | Agree | 50 | 50 |
| 4.Lack of working capital | No opinion | 2 | 2 |
| | Disagree | 14 | 14 |
| | Strongly disagree | 6 | 6 |
| | Strongly agree | 27 | 27 |
| | Agree | 10 | 10 |
| 5.Lack of credit facility | No opinion | 32 | 32 |
| | Disagree | 26 | 26 |
| | Strongly disagree | 5 | 5 |
| | Strongly agree | 48 | 48 |
| | Agree | 12 | 12 |
| 6.Constant need of finance | No opinion | 18 | 18 |
| | Disagree | 10 | 10 |
| | Strongly disagree | 12 | 12 |
| Total | | 100 | 100 |

Table 7: PROBLEMS

| Sl No | Source | No. of Respondents | Percentage (%) |
|-------|---------------------|--------------------|----------------|
| 1 | New design | 10 | 10 |
| 2 | No Credit sale | 37 | 37 |
| 3 | Introduce new model | 25 | 25 |
| 4 | Give disco | 5 | 5 |
| 5 | Whole sale | 23 | 23 |
| | Total | 100 | 100 |

Source: Primary Data

From the above table 7 reveals that the credit sales is the problem of a women entrepreneur to overcome that avoiding 37% are responded credit sale, 25% suggested for introducing new models, 10% are new design, 5% are suggested to give discount and 23% are whole sale. Hence the research found that the majority of the respondents are telling to provide no credit sales option to improve the comprise 37%.

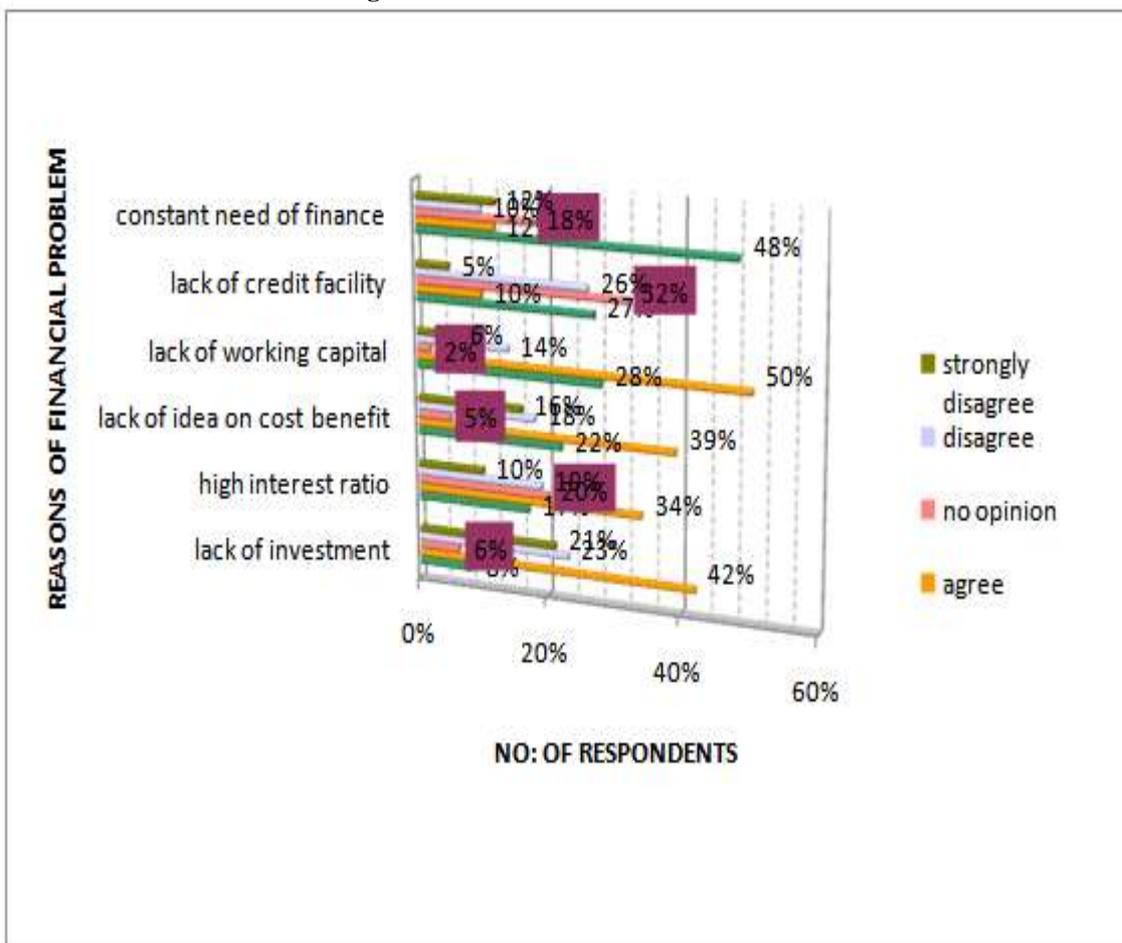
Source: Primary Data

Out of 100 respondents 8% strongly agree that they feel, lack of investments, 42% agree that they think, lack of investments 6% has no opinion about lack of investments, 23% disagree about lack of investments and 21% strongly disagree about lack of investments. Then 17% strongly agree towards high interest ratio, 34% agree towards high interest ratio, 20% have no opinion about high interest ratio, 19% disagree about high interest ratio and 10% strongly disagree high interest ratio 22% strongly agree on Lack of idea on cost benefit, 39% agree on Lack of idea on cost benefit, 5% has no opinion about Lack of idea on cost benefit, 18% disagree on Lack of idea on cost benefit and 16% strongly disagree on Lack of idea on cost benefit. 28% strongly agree towards Lack of working capital, 50% agree towards Lack of working capital, 2% have no opinion about Lack of working capital, 14% disagree about Lack of working capital and 6% strongly disagree Lack of working capital. 27% strongly agree on Lack of credit facility, 10% agree on Lack of credit facility, 32% has no opinion about Lack of credit facility, 26% disagree about Lack of credit facility and 25% strongly disagree about Lack of credit facility. 48% strongly agree towards Constant need of finance, 12% agree towards Constant need of finance, 18% have no opinion on Constant need of finance, 10% disagree about Constant need of finance and 12% strongly disagree on Constant need of finance.

Thus the research found that maximum 42% of the respondents agree lack of investment, 34% candidates were agree towards high interest ratio, 39% agrees about lack of idea on cost benefit, 50% are

agreed towards lack of working capital and 48% of the respondents are agreed that constant need of finance is the major financial problems.

Figure 9: Reasons of Financial Problem



Personal Difficulties Faced By the Respondents

Majority of them are 45% strongly agree towards Lack of education,18% agree towards Lack of education,5% have no opinion about Lack of education,12% disagree about Lack of education and 20% strongly disagree on Lack of education 40% strongly agree towards lack of self confidence, 32% agree towards lack of self confidence, 5% have no opinion about lack of self confidence 11% disagree about lack of self-confidence and 12% strongly disagree on lack of self confidence 46% strongly agree towards Lack of tough competition, 26% agree towards Lack of tough competition,8% have no opinion about Lack of tough competition,16% disagree about Lack of tough competition and 8% strongly disagree Lack of tough competition. 24% strongly agree towards Lack of entrepreneurial aptitude, 10% agree towards Lack of entrepreneurial aptitude, 18% have no opinion about Lack of entrepreneurial aptitude, 35% disagree about Lack of entrepreneurial aptitude and 13% strongly disagree on Lack of entrepreneurial aptitude. 21% strongly agree towards limited managerial ability, 26% agree towards limited managerial ability, 34% have no opinion about limited managerial ability,2% disagree about limited managerial ability and 17% strongly disagree on limited managerial ability 38% strongly agree towards low risk bearing capacity,24% agree towards low risk bearing capacity, 4% have no opinion about low risk bearing capacity,17% disagree about low risk bearing capacity and17% strongly disagree on low risk bearing capacity (Table-8).

Table 8: An assortment of various complication profiles faced by the women entrepreneurs

| Source | | No. of Respondents | Percentage (%) |
|---|-------------------|--------------------|----------------|
| 1. lack of education | Strongly agree | 45 | 45 |
| | Agree | 18 | 18 |
| | No opinion | 5 | 5 |
| | Disagree | 12 | 12 |
| | Strongly disagree | 20 | 20 |
| 2. lack of self confidence | Strongly agree | 40 | 40 |
| | Agree | 32 | 32 |
| | No opinion | 5 | 5 |
| | Disagree | 11 | 11 |
| | Strongly disagree | 12 | 12 |
| 3.tough competition | Strongly agree | 46 | 46 |
| | Agree | 22 | 22 |
| | No opinion | 8 | 8 |
| | Disagree | 16 | 16 |
| | Strongly disagree | 8 | 8 |
| Lack of entrepreneurial aptitude | Strongly agree | 24 | 24 |
| | Agree | 10 | 10 |
| | No opinion | 18 | 18 |
| | Disagree | 35 | 35 |
| | Strongly disagree | 13 | 13 |
| 5. limited managerial ability | Strongly agree | 21 | 21 |
| | Agree | 26 | 26 |
| | No opinion | 34 | 34 |
| | Disagree | 2 | 2 |
| | Strongly disagree | 17 | 17 |
| 6. low risk bearing capacity | Strongly agree | 38 | 38 |
| | Agree | 24 | 24 |
| | No opinion | 4 | 4 |
| | Disagree | 17 | 17 |
| | Strongly disagree | 17 | 17 |
| 7. shortage of raw materials | Strongly agree | 26 | 26 |
| | Agree | 19 | 19 |
| | No opinion | 16 | 16 |
| | Disagree | 23 | 23 |
| | Strongly disagree | 16 | 16 |
| 8.male dominated society | Strongly agree | 48 | 48 |
| | Agree | 24 | 24 |
| | No opinion | 15 | 15 |
| | Disagree | 6 | 6 |
| | Strongly disagree | 7 | 7 |
| 9.family conflicts | Strongly agree | 45 | 45 |
| | Agree | 26 | 26 |
| | No opinion | 12 | 12 |
| | Disagree | 16 | 16 |
| | Strongly disagree | 1 | 1 |
| 10.lack of training | Strongly agree | 8 | 8 |
| | Agree | 12 | 12 |
| | No opinion | 38 | 38 |
| | Disagree | 20 | 20 |
| | Strongly disagree | 22 | 22 |
| Total | | 100 | 100 |

Source: Primary Data

26% strongly agree towards shortage of raw materials, 19% agree towards shortage of raw materials, 16% have no opinion about shortage of raw materials, 23% disagree about shortage of raw materials and 16% strongly disagree on shortage of raw materials. 48% strongly agree towards male dominated society, 24% agree towards male dominated society, 15% have no opinion about male dominated society, 6% disagree about male dominated society and 7% strongly disagree on male dominated society. 45% strongly agree towards family conflicts, 26% agree towards family conflicts, 12% have no opinion about family conflicts capital. 16% disagree about family conflicts and 1% strongly disagrees on family conflicts. 8% strongly agree towards lack of training, 12% agree towards lack of training, 38% have no opinion about lack of training capital 20% disagree about lack of training and 22% strongly disagree on lack of training. Hence the study found that 45% Of respondents towards lack of education, 40% are agreed lack of self -confidence, 46% of respondents towards tough competition. Then majority of respondents towards male dominated society.

DISCUSSION

Women play a vital role in the growth and development of the economy of the nation. They attain the success in the entrepreneurial world by facing a lot of many problems (Singh and Belwal, 2008). There may be various problems for women to get entered into the world of entrepreneurship (Manpower, 2011). But their ultimate aim is to reach the peak of success and to be economically sound. This type of target of every urban women entrepreneur brightens the development of country along with the development of women entrepreneurs (Hisrich and Brush, 1978). The problems faced by urban women entrepreneurs are more than that of the problems faced by the men of urban area and the women of urban area (Groot, 2006). This is because they neither face gender bias nor the problem of literacy respectively. The participation of women in the field of economy not only improves the nation and also women. Indian urban women entrepreneurs become part and parcel of the development of the nation (Ayadurai, 2006). As urban women is one of the major human resources and opened to all natural resources. They even assist men in all walks of life along with agriculture. Henceforth, if they take participation in the area of business, they can lower the concept of brain and drain" within the nation by finding employment in their own urban area (Amin *et al.*, 1997). This saying is very true to the urban women entrepreneurs as they face innumerable problems. These problems may be social, economical or entrepreneurial one.

VI. CONCLUSIONS

India has great entrepreneurial potential. At present, women involvement in economic activities is marked by a low work participation rate, excessive concentration in the unorganized sector and employment in less skilled jobs. Any strategy aimed at economic development will be lop-sided without involving women who constitute half of the world population. During the ninth five year plan, the government has introduced in 1998 an important scheme on Trade Related Entrepreneurship of Assistance and Development (TREAD) aiming at economic empowerment of women in rural, urban and semi-urban areas. It develops their entrepreneurial skill and eliminates the constraints faced by women entrepreneurs. Women entrepreneurs are significantly affecting the global economy. Women in advanced market economies own more than 25% of all businesses. In India women entrepreneur comprise more than 20% of total entrepreneurs in the country. A woman faces numerous problems to reach her familial needs. At last, a women entrepreneur becomes economically self-sufficient after facing challenges. By identifying herself a successful entrepreneur, she shines in the two faces of her life i.e. society and family.

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