

**PERCEPTIONS OF WOMEN ENTREPRENEURIAL TRAITS AND CULTURE –  
AN EXPLORATIVE STUDY**

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**ABSTRACT**

Women empowerment is achieved through self-efficacy. Today more and more women come forward to start their own ventures. This study focuses on perceptions of women entrepreneurial traits and culture. Different personality and socio-cultural variables are identified and tried to find their relationship with the women entrepreneurship. It reveals that there is relationship between education qualification and perception towards entrepreneurship as a career option and there is no relationship between family occupation and perception towards entrepreneurship as a career choice. They also face challenges while managing their enterprise. From this study it was found that inadequate fund is the main problem faced by them

**Key words:** Women Entrepreneurial Traits and Culture, Women Entrepreneurship, Personality Factors, Socio – Cultural Factors, Challenges to Women Entrepreneurship

**1.1 INTRODUCTION:**

The fostering of entrepreneurship is critical to a country's economic success. Entrepreneurs are viewed as critical to a country's socioeconomic success. Entrepreneurs are people who begins, organizes, and administers a firm. They enjoy the benefits of the country's untapped resources. Women now have access to the entrepreneurial sphere. Women entrepreneurship is not a new concept. But now more and more women come forward to start their own ventures individually or collectively. Both Central Government and State Government introduced various schemes for motivating women entrepreneurs. Because it is an important tool for eliminating the poverty. They spent most of their earnings for the welfare of the family. Women entrepreneurs may be defined as a woman or a group of women who initiate, organize, and run a business organization. The Government of India has defined a women entrepreneurship as “an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women.”(NAIR, 2019) The Kerala Government defined “women industrial units as units owned/organized by women and engaged in small scale and cottage industries with not less than 80% of the total workers as women.”

In India there are some women start-ups. As per the NSS 73rd Round of NSSO there are a total of estimated 1, 23, 90,523 Women owned proprietary MSMEs in the country. (Ministry of MSMEs, Government of India, 2021). The Indian government has launched a number of programmes to help women entrepreneurs. Through trade-related training, information, and counselling extension efforts connected to trade, products, and services, the schemes aim to empower women economically

Kerala women are better off than the rest of India's women. The percentage of women who are literate in the state is quite high. Women entrepreneurs have emerged in Kerala as a result of family members motivating them to become self-employed by taking advantage of government favours and discounts. Despite the government's efforts, the growth of women's entrepreneurship in the state is quite modest.

## 1.2 REVIEW OF LITERATURE

Despite the fact that women's entrepreneurship is becoming increasingly crucial for producing new jobs and contributing to their societies' social and economic growth, the interplay and intricacies of women's entrepreneurship and culture are currently understudied. In this study they present eight empirical pieces in this special issue that look at various facets of the dynamic connection between gender and culture in developing women's entrepreneurship. The empirical research here is organised into three interconnected themes: gender role expectations and identities, social cultural factors, and the entrepreneurial environment, which we provide a framework for women's entrepreneurship and culture research..(Bullough et al., 2021)

The results of this thorough investigation suggest that management scholars' interest in this area is still low. This is remarkable, given the socioeconomic importance of women's entrepreneurship in this sector. The findings of this study help to raise awareness about what is currently being investigated in connection to women entrepreneurs in STEM professions, arouse the interest of academics and practitioners alike.(Poggesi et al., 2020)

This study contributes to the body of knowledge by proposing a well-organized conceptual model for evaluating the entrepreneurial aim of women entrepreneurs. According to the model, personal characteristics, motivation, subjective norms, the entrepreneurial ecosystem, and entrepreneurial self- efficacy all influence perceived desirability, feasibility, and entrepreneurial potential in the direction of entrepreneurial intention.(Chhabra et al., 2020)

The purpose of this study is to discover the elements that promote and degrade women entrepreneurs who own home-based beauty salons in Kerala's Thiruvananthapuram area. An attempt has also been made to highlight the major issues that have arisen. The bulk of the respondents are 30-39 years old and married, and the majority of them were married when they started their firm. Nobody has spent more than a million rupees to establish their business, according to the findings.

In comparison to any other field of entrepreneurship, this is an inadequate level. This could be one of the reasons why women choose this career path.. (NAIR, 2019) In Gujarat, women entrepreneurs' decision to become entrepreneurs is heavily affected by their father's business background, as well as any other family member who owns a firm.(Singh & Sebastian, 2018). The influence of sustainable development initiatives on biodiversity and women farmers in the matrilineal Adivasi community of the Kurichya- tribe in Wayanad is investigated in this study. They examine the effects of women's farming cooperatives (Joint Liability Groups, or JLGs). Women's self-help organisations (Kudumbasree) in Kerala have improved their standing; however, women's farming groups (JLGs) have had limited success.

They have even reduced women's management and knowledge of agricultural resources in some circumstances, and they do not integrate or expand Kurichya women's knowledge. We question the assumption that women are the pre-servers of agrobiodiversity since some women are now introducing high-yielding rice seeds and fertiliser and because it is impossible for them to control land and have access to traditional rice seeds—the domain of men. Rather, we suggest that the development and modification of ecological traditional knowledge is heavily reliant on state and community gendered multi-scaled power relations.(Suma & Großmann, 2017)

### **1.3 STATEMENT OF THE PROBLEM**

Various programmes are introduced by the federal and state governments to promote women entrepreneurs, yet the growth of women entrepreneurs in Kerala remains modest. Despite the fact that women entrepreneurs are willing to confront problems and work hard to reach their goals, it is necessary to research the competencies required of entrepreneurs in order to stay competitive. Women's entrepreneurship is influenced by a variety of personality and sociocultural factors. The goal of this research is to determine the impact of these factors on women's entrepreneurship.

### **1.4 OBJECTIVE OF THE STUDY**

- To identify the personality factors that influence women entrepreneurship
- To know the impact of socio- cultural factors on women entrepreneurship.
- To identify the challenges faced by women entrepreneurs.

### **1.5 SCOPE OF THE STUDY**

Data was gathered from women entrepreneurs in Kerala's Palakkad District. There are numerous elements that influence women's entrepreneurship, both favourably and adversely, but this study focuses on the personality and socio-cultural aspects that influence women's entrepreneurship performance, and the challenges faced by women entrepreneurs while administering a business organisation.

## 1.6 RESEARCH DESIGN

In this study, an analytical research design was adopted. To arrive at findings, available data is analysed and critical evaluations are performed. It is primarily concerned with hypothesis testing as well as defining and analysing relationships. Variables were also measured using a Likert scale.

### 1.6.1 SAMPLE DESIGN

The population of the study includes women entrepreneurs at Palakkad District, Kerala. Convenient Sampling method was used and select 90 women entrepreneurs from MSME sector. Google Form was used to collect data. A questionnaire with 12 Questions were distributed among these entrepreneurs for collecting primary data.

### 1.6.2 TOOLS OF ANALYSIS

Various statistical methods are used to study the impact of personality and socio-cultural factors on women entrepreneurship. For studying the relationship between various personality factors and socio-cultural factors chi-square test has been used and weighted average method was also used in this study.

## 1.7 LIMITATIONS

- \* The findings and observations are purely based on respondent's opinion and their views and response may be biased due to personal factors.
- \* Data has to be collected from a small sample. The study could not be conducted in depth.

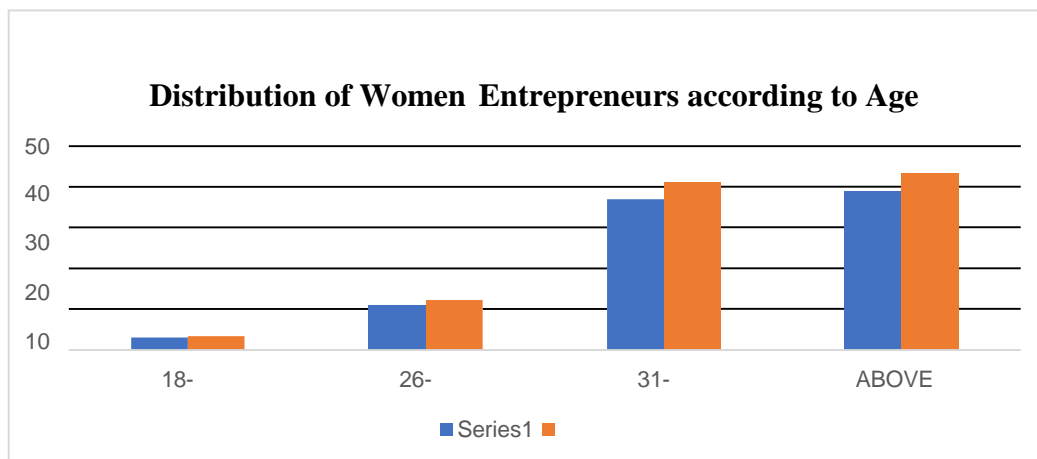
## 1.8 DATA ANALYSIS

Primary data collected through questionnaire has been analysed in order to interpret them. Data from 90 respondents were sorted and analysed.

**Table - 1.1: Distribution of Women Entrepreneurs According to Age**

Age	Frequency	Percentage
18-25	3	3.33
26-30	11	12.22
31-35	37	41.11
Above 35	39	43.33
<b>Total</b>	<b>90</b>	<b>100.00</b>

**Source: Primary Data**



Source: Primary Data

Above table and chart shows that 43.33 % of the women entrepreneurs are above the age above 35 and 41.11% are of the age group between 31-35. 12.22% are of the age between 26-30.

### IMPACT OF PERSONALITY FACTORS ON WOMEN ENTREPRENEURSHIP

For studying the impact of personality factors on women entrepreneurship chi square test has been applied:

1. **EDUCATION AND PERCEPTION TOWARDS ENTREPRENEURSHIP AS A CAREER CHOICE:** H0: There is no relationship between education and perception towards entrepreneurship as a career choice

Education	Perception towards Entrepreneurship As A Career Choice			Total
	Agree	Disagree	Neutral	
Higher Secondary	20	4	21	45
Graduate	18	4	3	25
Post Gradate	16	1	3	20
<b>Total</b>	<b>54</b>	<b>9</b>	<b>27</b>	<b>90</b>

Source: Primary data

Calculation of chi-square value				
EDUCATION	PERCEPTION	OBSERVED FREQUENCY	EXPECTED FREQUENCY	(O-E) <sup>2</sup> /E
HIGHER SECONDARY	Agree	20	27	1.81
	Disagree	4	4.5	0.06
	Neutral	21	13.5	4.17
GRADUATE	Agree	18	15	0.60
	Disagree	4	2.5	0.90
	Neutral	3	7.5	2.70
POST GRADUATE	Agree	16	12	1.33
	Disagree	1	2	0.50
	Neutral	3	6	1.50
<b>Total</b>		<b>N</b>	<b>X<sup>2</sup></b>	<b>13.57</b>

Table value at 4 degree of freedom and 5 % level of significance is 9.49

Hence, we reject null hypothesis that there is no relationship between education and perception towards entrepreneurship as a career choice

## 2. FAMILY OCCUPATION AND PERCEPTION TOWARDS ENTREPRENEURSHIP AS A CAREER CHOICE

H0: There is no relationship between family occupation and perception towards entrepreneurship as a career choice

Family Occupation	Perception towards Entrepreneurship as a career choice			TOTAL
	Agree	Disagree	Neutral	
<b>Agriculture</b>	22	5	7	34
<b>Business</b>	32	2	6	40
<b>Profession</b>	12	3	1	16
<b>Total</b>	<b>66</b>	<b>10</b>	<b>14</b>	<b>90</b>

Source: primary data

Calculation of chi-square value:				
OCCUPATION	PERCEPTION	OBSERVED FREQUENCY	EXPECTED FREQUENCY	(O-E)2/E
AGRICULTURE	Agree	22	24.93	0.35
	Disagree	5	3.78	0.40
	Neutral	7	5.29	0.55
BUSINESS	Agree	32	29.33	0.24
	Disagree	2	4.44	1.34
	Neutral	6	6.22	0.01
PROFESSION	Agree	12	11.73	0.01
	Disagree	3	1.78	0.84
	Neutral	1	2.49	0.89
Total				$X^2 = 4.63$

Table value at 4 degree of freedom and 5 % level of significance is 9.49

Hence, we accept null hypothesis that there is no relationship between the family occupation and perception towards entrepreneurship as a career choice.

### 3. REASON BEHIND STARTING OWN VENTURE

The following analysis is made to know the reason behind starting their own business. Here five reasons were given to them and asked to rank them from 1 – 5. The ranks are assigned weights and calculate weighted average to arrive at the important reason for starting their own venture.

REASONS	RANK 1 (W5)		RANK 2 (W4)		RANK 3 (W3)		RANK 4 (W2)		RANK 5 (W1)		WEIGHTED AVERAGE SCORES
	Score	Weighted score	Score	Weighted score	Score	Weighted score	Score	Weighted score	Score	Weighted score	
To earn Money	17	85	32	128	3	9	20	40	18	18	3.11
To Be Independent	40	200	16	64	7	21	7	14	20	20	3.54
To Continue Family Tradition	17	85	13	52	4	12	30	60	26	26	2.61
To Gain Reputation	12	60	23	92	10	30	25	50	20	20	2.8
To Help In Creating Employment	14	70	18	72	26	78	24	48	8	8	3.07

According to above table the main reason behind starting their own business is To Be Independent (Weighted average score 3.54), the second important reason is To Earn Money (weighted average score 3.11)

#### 4. CHALLENGES FACED BY WOMEN ENTREPRENEURS:

The following analysis was made to identify the main challenge faced by women entrepreneurs. Five statements are provided to them. Likert scale was used to collect their agreements and disagreements. And weighted average method was used to analyse data.

STATEMENTS	Strongly disagree (w1)		Disagree (w2)		Neutral (w3)		Agree (w4)		Strongly agree (w5)	
	Score	Weighted score	Score	Weighted score	Score	Weighted score	Score	Weighted score	Score	Weighted score
Lack of Entrepreneurial skill	12	12	23	46	5	15	32	128	18	90
Inadequate opportunities	7	7	38	76	8	24	15	60	22	110
Lack of family Support	37	37	12	24	3	9	18	72	20	100
Inadequate fund	9	9	22	44	8	24	22	88	29	145
Government regulations	13	13	20	40	15	45	20	80	22	110

Above table shows the weighted average score of different challenges faced by women entrepreneurs. Inadequate fund (weighted average 3.44) is the main challenge faced by them. The second main challenge is lack of entrepreneurial skill (Weighted average 3.23).

#### 1.9 FINDINGS

1. This study reveals that majority of the women entrepreneurs are above the age of 30 and also educated.
2. Education is an important factor that influence their perception towards entrepreneurship as a career choice
3. Family occupation doesn't influence the perception towards entrepreneurship as a career choice
4. The main reason behind starting their own venture is to become independent.
5. They face many problems but the most severe of them is lack of fund.

#### CONCLUSION

The present trend reveals that women work together to increase the family's income. As a result, their personality and living standards are altered. The culture and societal conventions have a significant impact on women's optimism and self-confidence when it comes to beginning a business.

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