

Success Level of Women Entrepreneur in Coimbatore District

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Abstract: Women Entrepreneurship plays a prime role in industrial development. India has always been a land of entrepreneurs and also occupied a strategic position in the Indian economy. The government of India has defined women entrepreneurship based on women participation in equity and employed of a business enterprise. The researcher has taken this topic to identify the factors motivating women to become an entrepreneur, to identify the factors contributing to the success of women entrepreneurs and to analyze the relationship between industries related factors and success of entrepreneurs. The researcher has been selected 800 respondents from in and around Coimbatore City by convenience sampling method. The ANOVA TEST and POST HOC ANOVA TEST are used for the study. In this study the researcher found that the above 50 years age group of women entrepreneurs is having more satisfaction than other age group, diploma holders are having more satisfaction than degree and professional.

Introduction

Over the past few decades the gender role of women has been breaking the barriers of four walls. Today the roles of women are not confined to the traditional one as a mother/housewife. The role of modern women is much more than, what it was previously. However even after the 69 years of India's independence the bias against women continues because of the cultural and traditional mores, which has affected a lot on the female status and role. A woman has to play multiple roles. Besides playing the role of housewife/mother/daughter, she has to play different roles in community in the social settings simultaneously. Playing all the roles, women sometimes submerged her own self-role and her own real identity.

Industries play an important role in the economic development of any nation. Without industries, economic development is impossible. Again, in a backward and developing economy like India, industries are indispensable. Most nations depend on industrial development for economic growth. In the Indian economy, the industrial sector is especially important since without industries, development would not be possible. The country has different sectors feeding off each other that ensure the industrial sector is balanced. There are several industries that contribute to the Indian economy and they include the steel industry, airlines industry, biotechnology industry, real estate, steel, tourism, and medical, hardware and electronics energy sector and textile industry. Apart from these industries there are others contributors that are just as important to the Indian economy. Fertilizer industry for instance contributes more than 20% to the gross domestic product while the biotechnology industry has a promising future. The real estate industry in the country has also witnessed a large boom in recent years. Speedy income growth-The industrial sector provides a base for income growth. The industries depend on-The industrial sector provides a base for income growth. The industries depend on manpower and India has great manpower. The country enjoys per capita income that is high because of industries.

Statement of the Problem

Traditionally our society is male-dominated and women were not treated as equal partners and they were confined to four walls of the house. In modern societies women have stepped out the house to participate in all sorts of activities. Today the growth of women entrepreneur, many women have plunged into entrepreneurship and are also running their enterprises successfully. With the relevant education, work experience, improved economic condition and financial opportunities more women are venturing into business.

Objectives of the Study

- To study the nature of women entrepreneur at Coimbatore district.
- To identify the factors contributing to the success of women entrepreneurs.
- To analyze the relationship between industries related factors and success of entrepreneurs.

Research Methodology

Data Collection

To make the research in this study both the primary data and secondary data. The primary data were collected from the respondents. And the secondary data were collected from journals magazines.

Hypothesis

HO: There is no significant difference between socio economic factors and success level.

H1: There is a significant difference between socio economic factors and success level.

Primary Data

In order to fulfill the objectives set, a sample study was carried out with the help of a well framed questionnaire for interview schedule. The questionnaire was prepared with the guidance of the experts in the relevant field. Necessary corrections were made in the questionnaire to complete the research work successfully. The respondents for the study were selected on the basis of varying background, based on their age, dwelling place, educational qualification, monthly income, nature of business and so forth, from the study area of Coimbatore district. The questionnaire was given to the respondents to provide the required data as and when the researcher explained each and every question to the respondents.

Secondary Data

The primary data were supplemented by a rise in of secondary source of data. The secondary data pertaining to the study was obtained from books of account, data published in the internet by the selected business operated by women entrepreneurs, the journals, magazines and the articles in the related topics published in the refereed journals and also from the library resources and internet sources. A number of text books were also read to gain pertinent literature on the women entrepreneurship.

Sample Selection

Due to the development in the economy, social status and the changing trends among the women entrepreneurs are considered important as they contribute considerable income to their family and also to the nation in the form of various taxes and services. As the population for the study is confined to 7200 (Source from District industrial Centre Coimbatore, out of the total population 800 respondents were selected at random by using convenient sampling method in Coimbatore district .

Analysis and Interpretation

Null Hypothesis: There is no significant difference between age and satisfaction level.

Alternate hypothesis: There is a significant difference between age and satisfaction level.

Table 1-One Way Anova

| | Sum of Squares | Df | Mean Square | F | Sig. |
|-----------------------|----------------|-----|-------------|-------|------|
| Between Groups | 263.261 | 3 | 87.754 | 6.157 | .000 |
| Within Groups | 11344.739 | 796 | 14.252 | | |
| Total | 11608.000 | 799 | | | |

Source: Primary data

From the above table it is understood that satisfaction level the table significant value is less than 0.05.which indicate that the difference between means is significant that is the opinion differs significantly. To find out which group is differs significantly hence post hoc is applied.

Table 2 -Post Hoc Test

| (I) Age group | | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
|-----------------|--------------|-----------------------|------------|------|-------------------------|-------------|
| | | | | | Lower Bound | Upper Bound |
| Above 50 | Less than 30 | 1.64286* | .50448 | .006 | .3441 | 2.9416 |
| | 31-40 | 1.64365* | .40846 | .000 | .5921 | 2.6952 |
| | 41-50 | 1.67328* | .43958 | .001 | .5416 | 2.8050 |

*. The mean difference is significant at the 0.05 level.

Source: Primary data

From the above table the comparison between respondents groups. In this comparisons found that the above 50 years age group women entrepreneurs are having more satisfaction than below 50 years age group.

Educational Qualification and Satisfaction Level

Null Hypothesis: There is no significant difference between educational qualification and satisfaction level.

Alternate hypothesis: There is a significant difference between educational qualification and satisfaction level

Table 3-One Way Anova

| | Sum of Squares | Df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|--------|------|
| Between Groups | 832.992 | 3 | 277.664 | 20.512 | .000 |
| Within Groups | 10775.008 | 796 | 13.536 | | |
| Total | 11608.000 | 799 | | | |

Source: Primary data

From the above table it is understood that satisfaction level the table significant value is less than 0.05. which indicate that the difference between means is significant that is the opinion differs significantly. To find out which group is differs significantly hence post hoc is applied.

Table 4-Post Hoc Test

| (I) Educational status | | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
|------------------------|------------------------|-----------------------|------------|-------|-------------------------|-------------|
| | | | | | Lower Bound | Upper Bound |
| Diploma | Up to 12 th | .03889 | .59767 | 1.000 | -1.4998 | 1.5776 |
| | Degree | 2.69167* | .45217 | .000 | 1.5276 | 3.8558 |
| | Professional | 1.37727* | .46955 | .018 | .1684 | 2.5861 |

*. The mean difference is significant at the 0.05 level.

Source: Primary data

From the above table the comparison between the respondents groups. In this comparisons found that the diploma holders are having more satisfaction than degree and professional.

Findings

- In Coimbatore district the registered women entrepreneurs in DIC are 7200
- The above 50 years age group women entrepreneurs are having more satisfaction than below 50 years age group.
- The diploma holders are having more satisfaction than degree and professional.

Suggestions

- In Coimbatore the total population of female are morethan 20laks. But the registered women entrepreneurs in DIC are 7200 only. If the government provide adequate awareness about government schemes and policies to the women entrepreneurs the women will come forward to start a business.
- Another problem of women entrepreneurs was lack of access to information technology.in order to successful in business not only nationally but also internationally they need to be educated on information technology.
- Women entrepreneur could be trained and educated in order make them successful with regard to access to capital, marketing of their products, creation of assets, selecting the form of enterprise and the nature of industry.

Conclusion

The present research has made an attempt to identify the problems, motivation and success factors in Coimbatore district. It has been found out that the women entrepreneurs suffer from every step and they have to struggle for their survival and success. The study reveals that they are not able to raise bank loans easily because of the terms and conditions especially surrender of securities. They do not have adequate fixed assets (many of them are running their business premises in the rented building) so that the security is the hindrance to them. At the same time, the banks demand the personal guarantee against the personal loans and it is not possible to the women to arrange such surety. Even the chap labour is available, the women have usual labour problems and the Government should take care about the problem.