

EVALUATION OF SOCIO-ECONOMIC INFLUENCES ON WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE TO RANCHI CITY

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Abstract

A woman entrepreneur is someone who acknowledges the difficult role which must play in order to meet her own requirements and become financially independent. Entrepreneurial women have a strong innate desire to make a difference and are capable of adding values to both family and social life. Since the advent of the media, women are more aware of their own characteristics, rights, and employment circumstances. In this article, evaluation of socio-economic influences on women entrepreneurs with special reference to Ranchi city.

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INTRODUCTION:

The main aim of the study was to study of socio-economic influences on women entrepreneurs with special focus to case study of Ranchi city. The objectives of the study were to glimpse the impact of women entrepreneurs in the social and economic background, to know the level of awareness among women entrepreneurs about the special schemes, to emphasize the reasons why women, start the business of their own, to notify the problems faced by women entrepreneurs in their family life, capital formation, labour welfare and product marketing, to provide valuable suggestions to improve the efficiency of women entrepreneurs. [1-5]

RESEARCH METHODOLOGY AND DATA ANALYSIS:

Hypothesis:

The following hypotheses have been framed:

- There is no significant association between source of borrowings and educational qualification of women entrepreneurs
- There is no significant association between educational qualification and level of risk taken by women entrepreneurs

- There is no significant association between number of hours worked and monthly income of women entrepreneurs.
- There is no significant association between monthly income and savings of women entrepreneurs.
- There is no significant association between educational qualification of women entrepreneurs and their market area of business.

Methodology:

The present research was based on the sample survey method. The sample was the part of the universe and it is considered to be the true representative of the entire universe and decided upon certain criteria. The study is based on both primary data and secondary data. In order to get the primary data from women entrepreneurs of Ranchi a well-structured schedule was framed. It consists of questions relating to various relevant heads namely personal details, motivational factors, details of enterprise, socio economic factors and general factors. The secondary data is collected from various articles, periodicals, dissertation, websites, thesis, books and journals pertaining to the relevant matter of the subject under study. Addition to this, secondary data needed for the study is collected from District Industries Centre. The proportionate random sampling technique was used. The sample consists of 512 women entrepreneurs were selected (Taluk: 125, Panchayat: 71, Municipality: 82, Corporation: 234, Others: 0). The information collected from the women entrepreneurs with the help of schedule are tabulated and analyzed through SPSS package and the tools were used for the study namely simple percentage analysis, weighted average, chi-square test, structural Equation Model (SEM), analysis of variance (ANOVA), correlation analysis, regression analysis, discriminant function and factor analysis.

The following statistical tools have been applied for analysis and interpretation of data:

- ✓ Percentage analysis
- ✓ Weighted average
- ✓ Chi-square test
- ✓ Analysis of variance
- ✓ Regression Analysis
- ✓ Correlation Analysis
- ✓ Discriminant Function
- ✓ Factor Analysis and
- ✓ Structured Equation Model

FINDINGS, DISCUSSION AND CONCLUSION:

Findings and Discussion of the Study:

I. Demographic profile of the women entrepreneurs

- The percentage analysis depicts that a maximum of 35.7 percent of the women entrepreneurs are between the age group of 36-45 years and a minimum of 10.5 percent are in the age group of below 25 years
- It is clear from the percentage analysis that 25.4 percent are graduates, followed by 25.2 percent studied up to SSLC, 20.5 percent studied up to HSC and 27.7 percent are illiterates.
- Majority of the members are Hindus, followed by 5.7 percent are Muslims and rest of 10.4 percent are Christians. There is no Jainism and other category of women entrepreneurs in this study area.
- 11.5 percent of the respondents belong to OC, followed by 41.6 percent belong to BC, 35.4 percent

belong to MBC, 10.9 percent belong to SC/ST community and rest of 0.6percent were belong to other community.

- 65.2percent are married entrepreneurs; followed by 20.3 percent unmarried women entrepreneurs and rest of 14.5percent women entrepreneurs are widowin this study area.
- Majority of the respondents belong to nuclear family whereas the rest, 42.4 percent belong to Joint family.
- 31.6 percent of women entrepreneurs belong to the family size of 4 members, followed by 25.6percent in the category of 3 members in family, 21.3 percent are in the family size of 5 members,18.2 percent are in the family size of above 5 members and rest of 3.3 percent are 2 members in their family.

II. Socio –economic impact of women entrepreneurs

- It is inferred from the weighted average analysis that most of the women entrepreneurs are improved in their social and economic status. The highest average score of 4.01 stood for the statement ‘assist other women to become entrepreneur’ followed by the statements ‘improvement in economic condition’ and ‘social status’ with values 3.91 and 3.63.
- Multiple regression analysis was fitted with variables such as monthly income, bank account, mode of savings, family size and depicts that most of the women entrepreneurs are achieved success in their business.
- It is found from the percentage analysis that majority of the respondents i.e.

72.9 percent bought property and rest of 27.1 percent does not buy any property.

- From the chi-square analysis it is found that there is significant association between number of hours worked and monthly income of women entrepreneurs.
- Chi-square analysis depicts that there is significant association between monthly income and savings of women entrepreneurs.
- The study referred that most of the women entrepreneurs’ profit margin lies between 31%-40%. Profit margin average is 1.85, SD is 0.714, and SE is 0.032; the above table makes clear that more suitable level of profit margin by women entrepreneurs because of SE and SD is very low.
- The study showed that most of the women entrepreneurs do not receive ISI/ISO certification because of less guiding, poor education background, lack of timing, no awareness, lack of books maintained, no permanent building and other problems faced by women entrepreneurs.
- The study referred that most of the women entrepreneurs wants to expand the original unit in future for the reason of gaining goodwill and reputation. In addition to this another reason behind this is inadequate finance and risk in establishing a new unit. Future plan average is 2.20, SD is 1.079, and SE is 0.048; the above table makes clear that more fitting level of future plan by women entrepreneurs because of SE and SD is very low.

III. Level of awareness about the special schemes

- The study showed that most of the women entrepreneurs are moderately aware of government assistance and the special schemes provided for them. From the percentage analysis it is found that 57.2 percent of women entrepreneurs does not avail any government assistance.
- The study showed that most of the women entrepreneurs are not avail government assistance because of poor education background and lack of awareness among women entrepreneurs. Government assistance of women entrepreneurs’ average is 1.57, SE is 0.022, and SD is 0.495; the above table clearly informed that low satisfactory level of Government assistance by women

entrepreneurs, even though SE is low in compare with SD is high.

- The study referred that most of the women entrepreneurs received soft loan assistance because easy available in compare with other assistance. Source of assistance average is 1.95, SD is 1.357, and SE is 0.092; the above table makes clear that average satisfactory level of source of assistance by women entrepreneurs in her business even though SE is low in compare with SD is high.

IV. Main reasons to start the business

- It is inferred from the weighted average, the majority of the women entrepreneurs, i.e mean score value 4.547 started the business for the purpose of earning and minority of 2.941 mean score value of the respondents fall under the category of family business.
- It is clear from the analysis, most of the respondents are self motivated to start the business with the highest average score of 4.354 and the statement relative stood last with the minimum average score of 2.543.

V. Problems faced by women entrepreneurs

1. Family support

- It is clear from the percentage analysis that a maximum of 94.7 percent of the women entrepreneurs are gaining support from their family members and rest of 5.3 percent are not gaining support from the family.
- The percentage analysis depicts that the maximum of 48.8 percent of the respondents avail manual help from the family members and minimum of 3.7 percent of the respondents are fall under the category of non-interference.

2. Source of capital

- From the analysis, it is found that the maximum of 82.2 percent of the respondents used borrowed capital and minimum of 17.8 percent of the respondents used their own capital
- The study showed that most of the women entrepreneurs that is 86.5 percent incur problems in raising loan.
- From the chi square analysis, it is found that there is significant association between source of borrowings and educational qualification of women entrepreneurs.
- The study showed that most of the women entrepreneurs used borrowed capital for started business because of Government subsidy, schemes for women entrepreneurs, financial assistance at low rate of interest and other benefits. Source of capital average is 1.82, SD is 0.383, and SE is 0.017; the above table apparently informed that high satisfactory level of source capital by women entrepreneurs because of SE and SD is very low.

3. Product marketing

- The study enlightened that most of the women entrepreneurs do not export their products. It is revealed from the mean value of 3.05 with standard deviation 1.106.
- It is indicated in the analysis that most of the women entrepreneurs that is 73.2 percent of the respondents didn't conduct market survey before launching the product.
- From the chi square analysis, it is found that there is significant association between educational qualification of women entrepreneurs and their market area of business.
- The study showed that most of the women entrepreneurs manufacture single product because of less guiding and lack of marketing techniques used by them.
- The study enlightened that most of the women entrepreneurs operated her business in local market

area because of less transportation cost and easy formalities. Market area average is 1.63, SD is 0.758, and SE is 0.034; the above table apparently informed the suitable level of market area for women entrepreneurs in this study is local market area, because the SE and SD is very low.

- The study showed that most of the women entrepreneurs didn't conduct market survey because of less guiding, poor education background, lack of timing, no awareness and lack of marketing techniques. Market survey average is 1.73, SD is .433, and SE is 0.020; the above table visibly informed that low satisfactory level of market survey by women entrepreneurs, even though SE is low in compare with SD is high.
- The study proved that the least coefficient of variation is the women entrepreneur does not export their product and shows that the consistent performance since SE is very low.
- The study proved that the least coefficient of variation is price reduction method since shows the consistent performance that SE is very low.
- The study proved that the least coefficient of variation is non advertisement and showed the not consistent performance however, SE is very low.

4. Labour welfare

- It had been extracted from the analysis that most of the women entrepreneurs i.e.

63.5 percent employed below 5 members because of less investment, small scale business and other supplementary reasons.

- From the analysis it is stated that majority of the respondents that is 84 percent provide welfare facilities such as infrastructural facilities, sick leave, dinner allowance, interest free loan to the employees.
- The study showed that most of the women entrepreneurs provide welfare facilities to the employees like dinner allowance, leave benefits, and other benefits in order to motivate the workers. Welfare facilities provided by women entrepreneurs average is 1.16, SD is 0.367, and SE is 0.016; the above table clearly conversant that satisfactory level of welfare facilities provide by women entrepreneurs because of SE and SD is very low.
- The study showed that most of the women entrepreneurs provided sick leave to the employees. Welfare facilities average is 2.67, SD is 1.385, and SE is 0.067; the above table makes clear that average reasonable level of welfare facilities provide by women entrepreneurs even though SE is low in compare with SD is high.

VI. OTHERS

- The study showed that most of the units of women entrepreneurs are in corporation area because of more opportunities available in that area. Location of the unit average is 2.83, SD is 1.244, and SE is 0.055; the above table clearly explains that consistence level, because the SE is very low.
- The study showed that most of women entrepreneurs business covered in production aspects because of more opening available in that business. Nature of business average is 1.72, SD is 0.954, and SE is 0.042; the above table clearly enlighten satisfactory level of business by women entrepreneurs, because the SE and SD is very low.
- The study referred that most of the women entrepreneurs are in sole trader segment of organization because of more freedom and time available in that type of organization. Type of organization average is 1.25, SE is 0.024, and SD is 0.551; the above table make clear that suitable level of organization for women entrepreneurs in this study area is sole proprietorship, because the SE and SD is very near to the ground.

- The study noticed that most of the women entrepreneurs are in the experience of 1-5 years because of more self-determination and opportunities available for women entrepreneurs in the society. Experience of business average is 2.71, SD is 1.158, and SE is 0.051; the above table visibly informed that moderate satisfactory level of experience, because the SE low and SD is high.
- The study referred that most of the women entrepreneurs are house wife before they established the business unit, they properly utilized the opportunity and time available for gathering business knowledge. Occupation before an entrepreneur average is 3.39, SD is 1.083, and SE is 0.048; the above table makes clear that occupation level of women entrepreneurs before they became an entrepreneur.
- The study showed that most of the women entrepreneurs strongly agree the problem of negative attitude.
- The study referred that most of the women entrepreneurs employed below 5 members because of less investment, small scale business and other supplementary reasons. Employed person average is 1.57, SD is 0.929, and SE is 0.041; the above table makes clear that average satisfactory level of number of person employed because SE is low and SD is not low.

VII. MOTIVATIONAL FACTORS:

- Since the F is significant the null hypothesis of no difference in the mean agreeability score of purpose of starting business among the respondents is rejected and there is significant difference in the mean scores among respondents. Thus the study showed that the statement 'earning' has secured higher mean score and stood at top whereas the statement 'family business' has secured least score and stood at last.
- Since the F is significant the null hypothesis of no difference in the mean agreeability score of entrepreneurial motivation among the respondents is rejected and there is significant difference in the mean scores among the respondents.
- Since the F is significant the null hypothesis of no difference in the mean agreeability score of entrepreneurial motivational skill among the respondents is rejected and there is significant difference in the mean scores among the respondents.
- Since the F is significant the null hypothesis of no difference in the mean agreeability score of influenced motivational factors among the respondents is rejected and there is significant difference in the mean scores among the respondents.
- The study showed that the overall motivational structure factors among the entrepreneur. The influenced motivational factors showed least standard deviation indicating the consistent performance and the entrepreneurial motivational skill showed highest standard deviation indicating the inconsistent performance of women entrepreneur. The study clearly showed the satisfactory level because of easy setup, availability of labour, availability of raw materials, marketing facilities, financial support, technical support, Govt. Schemes and Infrastructure facilities.

VIII. CHI-SQUARE ANALYSIS

- The study observed that the calculated χ^2 value is less than the table value, and hence the above null hypothesis is accepted and it is established that there is no significant association between age and educational qualification of women entrepreneur.
- The study observed that the calculated χ^2 value is more than the table value and hence the above null hypothesis is rejected and it is established that there is significant association between use of location and educational qualification of women entrepreneur.
- The study observed that the calculated χ^2 value is more than the table value and the above null

hypothesis is rejected and it is established that there is significant association between Market area and educational qualification of women entrepreneur.

- The study observed that the calculated χ^2 value is less than the table value and hence the above null hypothesis is accepted and it is established that there is no significant association between profit margin and educational qualification of women entrepreneur.
- The study observed that the calculated χ^2 value is less than the table value and hence the above null hypothesis is accepted and it is established that there is no significant association between source of borrowings and educational qualification of women entrepreneur.
- The study observed that the calculated χ^2 value is more than the table value and hence the above null hypothesis is rejected. It is established that there is significant association between level of risk and educational qualification of women entrepreneur.
- The study observed that the calculated χ^2 value is more than the table value and hence the above null hypothesis is rejected. It is established that there is significant association between sales promotion technique and educational qualification of women entrepreneur.
- The study observed that the calculated χ^2 value is less than the table value and hence the above null hypothesis is accepted and it is established that there is no significant association between use of business knowledge and educational qualification of women entrepreneur.
- The study observed that the calculated χ^2 value is less than the table value and hence the above null hypothesis is accepted and it is established that there is no significant association between use of EDP and educational qualification of women entrepreneur.
- The study observed that the calculated χ^2 value is more than the table value and hence the above null hypothesis is rejected and it is established that there is significant association between monthly income and educational qualification of women entrepreneur.
- The study observed that the calculated χ^2 value is more than the table value and hence the above null hypothesis is rejected and it is established that there is significant association between decision making authority and educational qualification of women entrepreneur.

IX. REGRESSION ANALYSIS

- The study proved that the analysis of variance of multiple regression model for D9 indicates the overall significance of the model fitted. The coefficient of determination R^2 value showed that these variables put together explained the variations of Y to the extent of 0.021 and D10 beta is 0.145.
- The study proved that the analysis of variance of multiple regression models for D32 indicates the overall significance of the model fitted. The coefficient of determination R^2 value showed that these variables put together explained the variations of Y to the extent of 0.004 and D33 beta is -.060.
- The study observed that the analysis of variance of multiple regression models for D52 indicates the overall significance of the model fitted. The coefficient of determination R^2 value showed that these variables put together explained the variations of Y to the extent of 0.003 and D53 beta is -.056.
- The study observed that the analysis of variance of multiple regression models for D56 indicates the overall significance of the model fitted. The coefficient of determination R^2 value showed that these variables put together explained the variations of Y to the extent of 0.034 and D93 beta is -.186.
- The study explained that the analysis of variance of multiple regression models for D59 indicates the overall significance of the model fitted. The coefficient of determination R^2 value showed that these variables put together explained the variations of Y to the extent of 0.056.

X. CORRELATION ANALYSIS

- It is seen from the above table the correlation between all the explanatory variables are highly significant and positive opinion by women entrepreneurs about the 20 factors. Further it is also seen that all these explanatory variables are highly significantly and positively correlated with the dependent variable connected load.

XI. DISCRIMINANT ANALYSIS

- It is observed that out of 483 respondents with low overall mean score, 48 (9.9%) were correctly classified; out of 435 respondents with high overall mean score, 8 (61.5 %) were correctly classified. Hence the percentage of correct classification is $(435/496) * 100\%$ or 90.1 % of original grouped cases correctly classified. The percent of correct classification of respondents using the observed observation clearly indicates adequacy of the model in discriminating between the two groups namely lower and higher opinion among the social economic factors of women entrepreneurs.

XII. FACTOR ANALYSIS

- Four factors were identified as being maximum percentage variance accounted.

18 factors about enterprises are grouped into 4 factors have been extracted and these three factors put together explain the total variance of these factors to the extent of $(32.397+36.903+15.672)$ 84.328 % total variances. The 6 statements namely V1, V7, V12, V13, V17, V16 were grouped together as factor I 32.394% of the total variance. The 5 statements constituted the factor II 36.903% of the total variance. The 4 statements constituted the factor III 15.028% of the total variance. The 3 statements constituted the factor IV 15.672% of the total variance. Thus the factor analysis condensed and simplified the 18 statements and grouped into 4 factors on priority basis, explaining 100 % of the variability of all the 18 statements.

XIII. ANALYSIS OF VARIANCE (ANOVA)

- The study shows that the calculated value of F is 9.61 which more than the table value of 2.38 at 5% level with d.f. being BG=4 and WG=2435 and hence could have arisen due to insignificant. This analysis is not supports the null hypothesis of difference in sample means. Therefore, concluded that the mean scores in problem of raising loan by respondents are insignificant.
- The study shows that the calculated value of F is 62.89 which more than the table value of 2.01 at 5% level with d.f. being BG=7 and WG=3960 and hence could have arisen due to insignificant. This analysis is not supports the null hypothesis of difference in sample means. Therefore, concluded that the indifference in reason for success of business is insignificant and is just a matter of significant.
- The study shows that the calculated value of F is 65535 which more than the table value of 1.80 at 5% level with d.f. being BG=11 and WG=989 and hence could have arisen due to insignificant. This analysis is not supports the null hypothesis of difference in sample means. Therefore, conclude that the indifference in properties owned by respondents is insignificant and is just a matter of significant.

Conclusion:

The present study has identified that most of the women entrepreneurs started the business for the purpose of earning income. They are self-motivators and need moral support from their family members. They gradually increase their economic and social status by means of gaining sufficient profit, buying properties, having separate bank account, providing welfare facilities to labour, having self-decision-making power and assisting other women to become an entrepreneur. Majority of the women entrepreneurs are succeeded in their business. [6-7]

From the above facts it is concluded that women entrepreneurs achieve success and possess positive impact on socio economic conditions. But another important fact is that they are achieving in the entrepreneurial field upto their normal satisfaction rather than the satisfaction of the economy. [8-10] That is the growth rate of women entrepreneurs is not upto the expectation due to various obstacles and challenges faced by women such as illiteracy, male supremacy, problems in capital formation, lack of awareness about government schemes and programmes, technical and marketing problems. So, it is concluded, if the Government, society and family supports the favorable condition to women entrepreneurs, they in turn flourish well the family, society and the economy.

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