

Identifying The Variable That Affects The Development Of Women Entrepreneurship In India With Special Reference To Scio Cultural Factor

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Abstract

Among various factors which influence the entrepreneurial intent among women, culture plays an important role in countries where intra cultural variations are high. This study aims at identifying the factors that influences women in choosing the entrepreneurship as their career in Indian context. Study has been conducted among management students especially south Indian students. Percentage analysis is used in this study. Findings show that caste system and marriage have its major role in women life in determining their career in becoming entrepreneur in spite of their real interest to become entrepreneur. A result also shows that family support plays a vital role for women to participate in entrepreneurial activities. Since this study has found out that caste system seems to be an important factor in determining entrepreneurial intent among south Indian students in current scenario, this study can be extended to different regions within India so that comparative study can be made further to find out the influence of caste system and marriage institution in other regions as well.

KEYWORDS: Women Entrepreneurship, socio Cultural Factors

Introduction:

Factors that contributes to the growth of entrepreneurial intent among women in current scenario is labor market demand vs labor force, nature of Job where women are highly preferring jobs like front office and back office operations, receptionist, counseling, soft professions like teachers, nurses, air hostess, beauticians, hotel services, hospitality, and family support. Entrepreneur is different from other profession which needs lots of inborn qualities like leadership, risk taking innovativeness. It is appreciable fact that Indian Women are participating in entrepreneurial activities, at the same time ,to what extent they are able to succeed and to which extent they are being allowed by the society in current scenario, are the area where researchers are pondering even today both in international and national forums. There are few countries where women entrepreneur development level is considerably high in terms of Nascent and young business prevalence rate, like US, Australia, Mexico when compare to countries like France and Japan. There are few studies which investigated the female entrepreneurs like the study made by Kovalainen et.al (2002) where he compared nearly 29 countries by using 2001

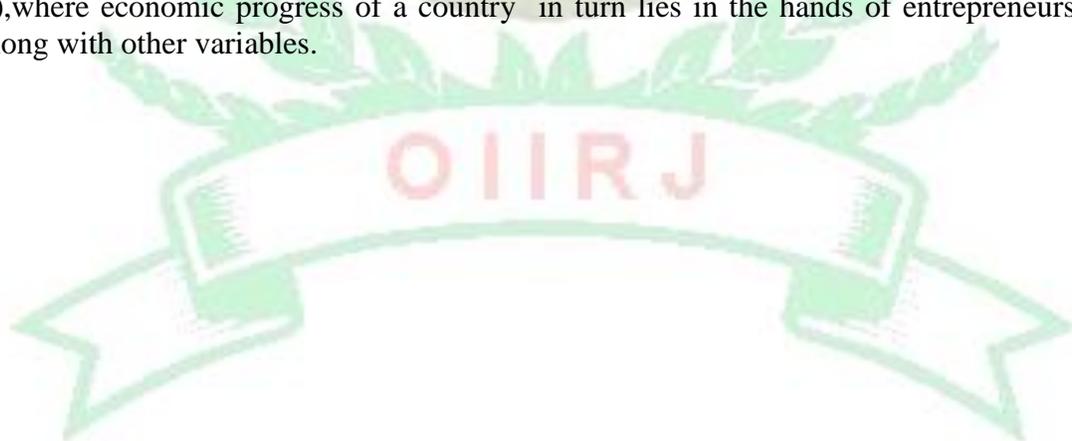
data provided by global entrepreneurship model . But these studies seem to have lesser focus on cultural aspect when they are studying female entrepreneurial intent.

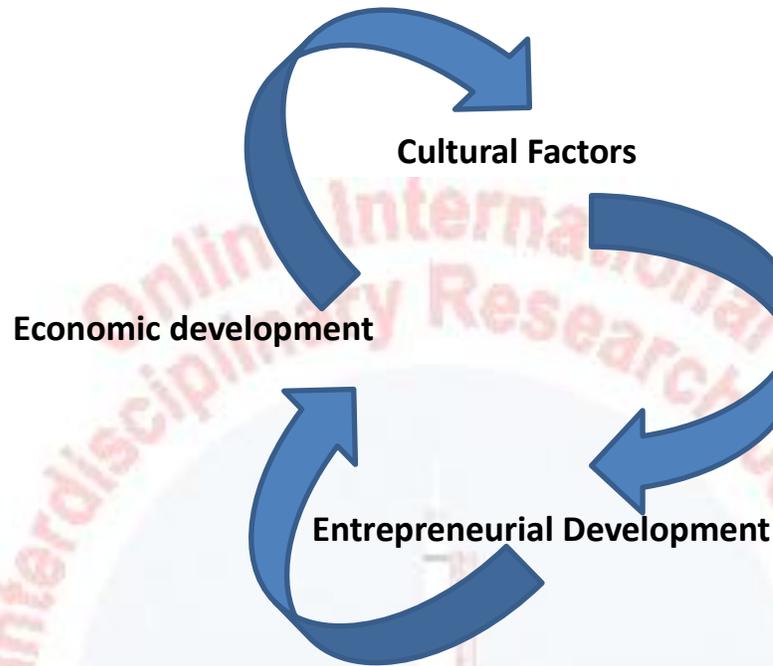
Female entrepreneurship has been studied under three categories, one is comparative study which involved general reasons like, reasons for startup a new business which may vary from male to female, country wise, the second set of literature talks about demand for female labor force and their related behaviors, as there are few barriers that are existing in the form of cultural background. The third set of literature talks about specific characteristics of female which are instrumental for making them to be an entrepreneur like personality traits, their experience etc. A closer look into this literature reveals several factors viz economic, demographic factors, technological knowhow, cultural and institutional factors playing an important role in determining the female entrepreneurial intent.

It is mandatory for a researcher to ponder the effect of cultural background on female entrepreneurial intent in this century. As it is well understood that globalization and liberalization has opened the door for women to be a part of working sector, it is important for everyone to reconcile the differences due to cultural aspects. Especially nation like India are prone to this kind cultural influence on development of different facets especially entrepreneurial intent.

Review of literature:

Values are said to be one of the major factors in moulding individual personality. Again values can be broadly classified at individual and national level cultural level. Researchers say that cultural values can be included in the frame work of variables which determine the entrepreneurship development of a nation. Cultural values at certain time acts as an entrepreneurial identity for an individual to be a self-employed by their interaction with their surroundings (Down and Warren, 2008). It is well accepted that economic progress of a nation is also determined by the same cultural values (fox 1969),where economic progress of a country in turn lies in the hands of entrepreneurs too along with other variables.





In the Hosted classification of human mental programming also we can find this culture in the Middle level where he was talking about different layers like region, generation, social class etc. Among his Cultural dimensions viz Individualism, collectivism, uncertainty avoidance, power distance, masculinity and Long term orientation, uncertainty avoidance, power distance and individualism are the three dimensions which have been linked to the entrepreneurship (Wennekers et.al 2002), also these particular dimensions stimulate one's entrepreneurial intent (Shane 1992, 1993; Noordehaven et.al (2003). This has been rooted from the earlier studies where it has been identified that individuals who are able to clearly see the abnormality (Penrose 1959) and seek the available opportunity (Kirzner, 1979), are said to be the entrepreneur. Differences between entrepreneurial intent among men and women became major focus even before 1980's itself. Researchers have started to draw a clear cut demarcation between men and women entrepreneurial capabilities. Women are likely to be risk averse when compare to men and less innovative (Bruin et al., 2004, de Tienne and Chandler, 2007). It was Fagenson and Marcus (1991) who were taking initiative to analyze the role of gender in the success of entrepreneurs using psychometric diagnostic method, results supported masculine attributes towards the success of entrepreneur. Even before these studies His rich and O'Brien (1981) in their work stated that Women are not able to come beyond the social constraints when compare to men, Even the recent study made by Gupta (2009) in Us among US Management students found that masculine characteristics as main instrumental for entrepreneurial intent. These studies gave importance to gender identification when compare to biological aspects. In the words of Still and Timms, (2000,) gender stereotype seems to be the major stumbling block for female to be an entrepreneur. So far researchers like these have found many obstacles for females to become a successful entrepreneur which includes capital (Buttner and moore 1997), training (walker and Joyner 1999), education and experience (Nelson, 1987), family support (Babaeva and Chirikova, 1997) Cultural Conditioning (Oeltjen, 1992). Women

are seems to be restricted because traditions and made them to take primarily family related task such as mother role and wife role (McElwee and Al-Riyami, 2003). Nevertheless there are suggestions from researchers to take away gender dualism as it is not suitable for the current scenario where economic and social institutions (Warren, 2004) are taking precedence in determining an individual attributes. One cannot forget the fact that this gender discrimination seems to be prevalent in the countries like India where culture is having its high influence on all spheres.

In India, it has been identified that caste and religion play an important role in choosing once occupation (Tripathi 1992) where gender plays a major role. There are arguments that since India were under British rule, from then onwards they are having the attitude of slavery even after the independence and lacks the Achievement orientations, McClland (1969). But the same achievement orientation now a days started to reach females labor force also and it is the time to evaluate to how far females are having the tendency of achievement orientation. This in turn, will determine the entrepreneurial Intent in them. Though this entrepreneurial intent is getting determined by both structural facilities and cultural background, especially in India it is the cultural background that determines their occupation. Meanwhile it is the family and relatives are the main backup for financial credit especially for women in Indian context, when compare to institutional credit (Schneider and Bajada, 2005). So its mandatory for researchers in India to take up Intra cultural variation as a major variable in studying the cultural influence on women entrepreneurial intent. India can be segregated in to different regions under some variables like geography, social identity, and economy (Sunil Kumar Sing , Vasanthi Srinivasan, Suren Sista, Manu parashar 2008). Hence it is worth studying the cultural effect in each region on women entrepreneurial Intent

Objectives and methodology:

Main objective of this study is to find out how far women are being provided with opportunities in having entrepreneurial intent in the context of their socio cultural background to have an entrepreneurial Intent. Secondary objective is to find out the influence level of intra cultural diversity as influencing factor in determining the entrepreneurial activity especially among south Indian women students. 60 samples from south Indian management students is collected to evaluate their entrepreneurial intent. Simple percentage analyses have been taken as a statistical tool to derive a conclusion empirically. Questionnaire consists of 12 questions and respondent have been asked to respond in five point liker scale. The main intention of this study is to have an idea , being a management students how far they have been allowed to choose their career path with special reference to Entrepreneurial intent.

Respondents have been asked whether they are really interested to become entrepreneur in future, whether they are getting full support from the family or spouse to become an entrepreneur, whether their caste system is allowing them to enter entrepreneurship. This caste and religious system have been taken as variable as they have been identified as important socio cultural factor in influencing the profession which they chose. Then they have been asked whether they feel any sex discrimination in their walk of life as few studies do agree the fact that males are dominating the field because of their inherent nature of dominance. They have been asked whether their educational background

supports their entrepreneurial intent so that it may give broader perspective apart from socio cultural factor and is there any relationship between these two variables. Since as a women there are possibilities to have marriage as a constrain, they have been asked to rate their opinion whether their marriage will affect their entrepreneurial intent. This study is also concern about the entrepreneurial background, having intention that there may be families where they will give importance to male when compared to female heirs to participate in their business.

Results and Discussion

More than 60 % of the samples have agreed that they are interested to become entrepreneur(61.6%). According to them their family will give moral(69.4%) and monetary support (66.7%).But only 58.3% of total sample have agreed that their caste system will allow them to be an entrepreneur. In remaining 41.7%, 25 % they have neither agree nor disagree which means they are not very sure whether their caste is playing an important role in determining their career, as only 11.1% and 5.6% have disagreed and strongly disagree respectively to the fact that role of caste in determining the entrepreneurial Intent. Regarding marriage below 50% i.e. 44.4 % have not agreed that marriage institution plays an important role in affecting their entrepreneurial intent,33.3% are not sure how their marriage life will be. Around 30% of the samples only have come from entrepreneurial back ground, but still only 30.6% have agreed that they cant become entrepreneurs as they are not coming from the same background. Nearly 44.4% of the sample agreed that they can become entrepreneur irrespective of the entrepreneurial back ground.

33.3 % of sample have agreed that opportunity level for men to become entrepreneur is very high when compared to women. By above data we can say that majority of the female are ready to become an entrepreneur with their family support , even the gender differences, or entrepreneurial background are not a big determining factors to become an entrepreneur. Majority of them do have the opportunity to get financial assistance for their business from their family. They have also agreed that religion as favorable attribute. But it is notable fact that considerable amount of percentage have agreed to the fact that caste system is playing an important role in determining the choices of women to become an entrepreneur which is considered to be one of the most important cultural factor. But few earlier studies suggested that there is no significant relationship between success rate of both female and male entrepreneurs, but this study has taken only female sample into account. It has to be proved further as it was also observed in early studies that the high caste entrepreneurs do have high credibility and sustainability due to their caste orientation. Here we have to take two issues into account that one is success rate of the entrepreneurs respective to their cast and second one is whether there is any relationship between the entrepreneurial intent and Caste as being an important socio cultural factor as the current study has given some evidences to frame a hypothesis that there is significant relationship between these two factors. Another notable fact that marriage institution, here in the above sample it is clearly identified that more than 50% of the sample size do agree to the fact that marriage may affect their entrepreneurial intent which includes their inability to answer that question by opting neutral option. We can't take that easily as negligible fact. The reason is, it may be due to the male

domination post marriage, or new family background where women lives post marriage, or may be health reasons post marriage like pregnancy and child birth and other issues plays an important role. Hence marriage as socio cultural factors plays an important role for women, which determines the new way of life for majority of the women after marriage and gives entirely a new family background. Hence this study gives further scope to find out the difference in entrepreneurial intent among married and unmarried women across different culture

Limitation and Conclusions

The above study clearly indicates that there are still further investigation is needed in the area of socio cultural factors which acts as one of the important variable in having entrepreneurial intent especially among women. Though 40 % of sample felt family is not supporting morally or financially for a woman to become an entrepreneur, we should not neglect this fact, since these samples are from student sector, we may not expect the maturity level in responding correctly as maturity level of an individual in turn determines effect of his or her family support.

Since this study has taken only the sample size from management female students, this paves the way for further investigation by having the large sample across various discipline on one side and those who are not having proper educational background on the other side. It is not that only educational background mold's a personality to be an entrepreneur but also the values in which an individual develops himself or herself also can become good entrepreneur. So it's necessary for this kind of studies to include samples from all the sections and if we do cross verification we may get stunning results in this current century.. Nevertheless this study provides a new outlook in the area of entrepreneurship by taking intra cultural diversity. This study is a starting point to investigate into making of successful female entrepreneurs and strong foundations laid for their journey into business world.

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