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ENTREPRENEURIAL ASPIRATION AND ATTITUDE TOWARDS
BUSINESS – OWNERSHIP AMONG WOMEN



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Short Profile

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ABSTRACT:

The situation on women entrepreneurial activities is minimal worldwide and discriminative. Literature available shows that many women are interested in the field of entrepreneurship. The purpose of the study was to investigate differences in entrepreneurial attitudes, activity and aspirations among women the survey research was convenient as many women in business were reached and the

findings were from good representation of the population under study. The population for the survey involved in the study intend to identify the women business owners in Madurai using the strategically tools; Percentages Analysis, 't'-Test, Chi Square Test, Analysis of Variance having taken 80 number of respondents from women business owners. The study shows that entrepreneurial aspiration and attitude towards business – ownership among women.

KEYWORDS

women entrepreneurial, attitudes, business owners.

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INTRODUCTION

Business knowledge both in terms of theoretical and practical, developing decision-making skills, developing entrepreneurial attitudes among women, filling gap between the demand and supply of human resources i.e. The new constitution in Kenya allows women to enter into big arena in politics, state affairs, and business world and even export their products and services. The new constitution has loosened major hurdles which women were needed to jump before they could start and run any business like having a land title as collateral to access bank loans. Micro and small enterprises have been given a boost in the formation of women enterprise fund and the youth enterprise fund which offer loans at low interest rates to assist in financing venture opportunities to earn a living.

REVIEW OF LITERATURE

Aparna Jaisawal¹ and M.M.Patel (2012). the study revealed that majority of the respondents exhibited medium to low level of entrepreneurial behaviour, while very few of them exhibited high level of entrepreneurial behaviour The study was conducted in purposively selected block of Indore district of Madhya Pradesh during 2009-10 in order to know the entrepreneurial behaviour of rural women in terms of their socio-economic, psychological and family background attributes. The study further revealed that education, family income, risks willingness of the respondents and training received by them had positive relationship with their entrepreneurial behaviour. The study also concluded that age, family occupation, owing responsibility for failure, family type, family size, birth status in parental home, present status in in-law's home and length of experience had negative relationship with entrepreneurial behaviour. It is further concluded that dual responsibility, lack of resources, poor family support, and late payment by clients, mobility and marketing constraints were the major constraints perceived by majority of the rural woman entrepreneurs.

(Billore, Zainuddin&Halklas, 2010). Female immigrants are not only creating jobs for themselves but they also stimulate jobs for other people through hiring Making positive entrepreneurial role models influence attitudes towards entrepreneurship, entrepreneurial intentions and behavior among the whole population.

Nan &Minniti (2007). The studied many developing countries, where unemployment protection is low or non existing, individuals may be forced into starting a business by an inadequate labor market. Women who are less educated, poorer and cultural reasons have reduced access to establish channels of employment Women entrepreneurship choices are more sensitive to the local environment than those of men. The choice to start a new business is often linked to necessity or to time and location flexibility like the type of independence which accommodates family needs and childbearing.

(Verheul&Thurik, 2003). The studied Women are confronted with social and organizational structures that do or do not offer entrepreneurial opportunities. However, since women are likely to experience gender related barriers in their market careers, it may be argued that dissatisfaction is a more important factor influencing female entrepreneurship than male entrepreneurship. There are factors assumed to influence female entrepreneurship through the number and type of entrepreneurial opportunities, preferences and capabilities of women to become self-employed including economic factors such as income disparity and labor market segregation. Institutional factors

such as social security, taxation, flexible work arrangements, childcare facilities and parental leave, business licensing, availability of capital and policy targeted at female entrepreneurship.

Shaw and Kay. (2003). There exist a barrier to women obtaining external finance, but this barrier is diminishing as financial institutions have become more aware of gender issues and have started to consider women entrepreneurs as a possible source of income . Developing a competitive edge in the market the entrepreneurs need to possess a high level of persistence in problem solving, desire for achievement, moderate risk taking attitude, readiness to deal with failures in a proactive manner and the ability to avoid the negative influence of co-entrepreneurs. Some reasons for poor performance in entrepreneurship are related to business skills of the entrepreneurs such as mismanagement, one-man show, no competent professionals, informal procedures, weak reporting systems, no planning and control and lack of marketing skills. Small business owner-manager requires diverse range of skills. Task based skills like marketing, accounting and administrative abilities, strategic, analytical thinking and planning abilities as well as people skills both within and beyond the business.

RESEARCH OBJECTIVE

To find out the influence of career aspiration, attitude towards business ownership and entrepreneurial aspiration.

RESEARCH METHODOLOGY

The research design chosen is descriptive in nature. This type of research deals with quality of responses from the respondents, attitudes, interests, technical skills, experience, behavioral, beliefs and values, emotions, personality, self concept etc. The universe of the study refers to the women business owners in Madurai. The sample size taken to conduct the research is 80 business owners. The respondents were selected by using convenient sampling technique. Structured interview schedule was used for primary data collection. Secondary data was collected from earlier research work, various published journals, magazines, websites and online articles. Simple Percentage Analysis, Analysis of variance Analysis and T- Test are the tools used by the SPSS (Statistical package for social sciences) for data analysis.

RESULT AND DISCUSSION:

Table 1
Classification based on Personal Factors

S. No	Personal Factors		No. of Respondents	Percentage (%)
1	Age	20-25 years	52	65.0
		26-30 years	25	31.3
		31-35 years	3	3.8
		Total	80	100.0
2	Marital Status	Single	60	75.0
		Married	19	23.8
		Separated/Divorced	1	1.3
		Total	80	100.0
3	Education Qualification	School Level	14	17.5
		Diploma	33	41.3
		Ug Degree	23	28.8
		Pg	8	10.0
		Above	2	2.5
		Total	80	100.0
	Parents and Spouse Occupation	Father	18	22.5
		Mother	43	53.8
		Spouse	19	23.8
		Total	80	100.0

Source: Primary Data

Inference:

Thus the above table shows that majority 65.0% of the respondents belong to the age group of below 20 years and only 3.8% of the respondents belong to above 35 years. Majority 75.0% of the respondents are Separated/Divorced only 1.3% of the respondents are married. Maximum 41.0% of the respondents have above only 2.5% of the respondents had below. Majority 53% of the respondents do not have father and only 22.5% of the respondents having father

Table 2
 'T'-Test between gender status and business owner women

Factors	Gender	N	Mean	S.D	F	P
I Have Interest In Starting Own Business	Male	22	3.27	1.486	3.658	.059
	Female	58	2.66	1.207		
I Want To Set Up Business With Friend	Male	22	1.05	.213	11.875	.001
	Female	58	1.00	.000		
I Am Able To Face Every Day Challenges	Male	22	2.32	1.393	3.751	.056
	Female	58	2.55	1.062		

Inference

From the above table it is inferred that there is a significance mean difference that exist on business owner women based on gender and there is no significance mean difference that exist on hours in a day spend with family & friends and difficulty in getting work done.

Table 3
 One-way analysis of variance between Age and Business – Owner’s Women

Age	N	Mean	S.D	F	P
20-25 years	52	2.98	1.578	3.874	.025
26-30 years	25	3.92	1.441		
31-35 years	3	4.33	1.155		
Total	80	3.33	1.581		

Inference

Thus the above table shows that there is a significance mean difference that exists on business women on the basis of age group.

Table 4
One-way analysis of variance between business supporter relations

	N	Mean	S.D	F	P
Father	18	3.33	1.815	3.347	.040
Mother	43	2.58	1.531		
Spouse	19	3.63	1.535		
Total	80	3.00	1.646		

Inference

Thus the above table shows that there is a significance mean difference that exists on business supporter relation.

WOMEN IMPLICATIONS:

Marital status has significance influence on business owner women. Hours in a day spend with family & friends and Difficulty in getting work done is not significance influence with marital status. So the business women should provide training.

Age related diseases showing significance association which tells the women that related diseases arises irrespective of differently age group and the less age group should be provided with stress reducing training and the higher age group employees to learn the techniques to cope.

Analysis of variance shows significance mean differences that exist on business owner based on age group. People who are at the entry level of entrepreneurship they do not know how to manage the work situation by which they get stress. They should be treated and trained to manage stress related problems.

CONCLUSION:

Based on the study it is concluded that there is a significant relationship between personal factors (age, marital status, education, and relation) and entrepreneurial aspiration and attitude business owner women. Women who are less educated, poorer and cultural reasons have reduced access to established channels of employment. They should do a self assessment of whether they are capable of fulfilling the role as entrepreneurs. When they are aware of opportunities do they have the ability to take advantage and pursue them? They need to have a powerful passion in entrepreneurial engagement and persistence through its effects on goal strivings.

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