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FACTORS INFLUENCING WOMEN ENTREPRENEURS IN COIMBATORE DISTRICT**P. SATHIYA BAMA****ASST. PROFESSOR****DEPARTMENT OF MANAGEMENT STUDIES & RESEARCH****KARPAGAM UNIVERSITY****COIMBATORE****ABSTRACT**

Entrepreneurs play very important role in socio economic welfare of the country. They identify the needs of the business, purchase the other factors of production and coordinate them for some productive purposes. They are innovators, researchers and risk-takers of the society. Today business is built around human capital and women are one of the valuable factors. Globalization and Liberalization of market encouraged women to come forward to become an entrepreneur and start new enterprises. The present research study has been conducted to study the factors influencing women entrepreneurs with special reference to service sector of Coimbatore District.

KEYWORDS

women entrepreneurs, socio economic status, self identity and social status.

INTRODUCTION

Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. Women owned business are highly increasing in the economies of almost all the countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, Knowledge and adaptability in business are the main reasons for women to emerge into business ventures. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life.

The educated Indian women have to go a long way to achieve equal rights and position as traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Despite all the social hurdles, India is brimming with the success stories of women. They stand tall from the rest of the crowd and are applauded for their achievements in their respective field.

Women entrepreneurs are key players in any developing country particularly in terms of their contribution to economic development. In recent years, even among the developed countries like USA and Canada, Women's role in terms of their share in small business has been increasing. The facts of a study conducted by IIT, Delhi are:

- (i) Women own one-third of small business in USA and Canada.
- (ii) Britain has seen an increase of over three times of women in workforce than that of men ever since 1980s.
- (iii) Women make for 40 percent of total work force in Asian Countries.
- (iv) In Japan, the percentage of women entrepreneurs increased from 2.4 percent in 1980 to 5.2 percent in 1995.

FACTORS, WHICH INFLUENCE TO PREFER WOMEN ENTREPRENEURSHIP

Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations. s. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation.

- Self Interest to meet new challenges
- Self Identity and social status
- Innovative thinking
- Bright future of their wards
- Family Occupation
- Employment generation
- Education and qualification

OBJECTIVES OF THE STUDY

1. To examine factors which influence women entrepreneurship
2. To study the socio economic status of women entrepreneurs
3. To suggest a framework for the promotion of women entrepreneurship in Coimbatore district

RESEARCH METHODOLOGY

Women entrepreneurs who are the main source of primary data are collected from the women entrepreneurs through a well structured questionnaire. As the area of study is limited to Coimbatore District of Tamilnadu and as the total population of women population is numerable, the researcher has proposed the convenience sampling technique for the selection of respondents. 90 respondents were selected from Coimbatore districts who have engaged to start an enterprise and running it successfully.

ANALYSIS AND INTERPRETATION

Questionnaire and Personal interview are the major tools of data collection. Percentage Analysis and chi – Square test were the various statistical tools applied for analysis.

TABLE 1: SHOWING FACTORS WHICH INFLUENCE WOMEN ENTREPRENEURSHIP

S.No	Reasons for becoming Entrepreneurs	No. of Respondents	Percent
1	Employment generation	14	15.6
2	Self Interest to meet new challenges	15	16.7
3	Family Occupation	12	13.3
4	Bright future of their wards	17	18.9
5	Innovative thinking	13	14.4
6	Self Identity and social status	19	21.1
Total		90	100

The above table indicates that 21.1% entered Self Identity and social status, 18.9% for bright future of their wards, 16.7% of them self interest to meet new challenges, 15.6% of them to generate employment, 14.4% of them Innovative thinking and the remaining 13.3% to continue family Business.

CHI – SQUARE ANALYSIS

The opinion of the respondents and socio –economic characters relationship is applied for chi square test.

TABLE 2: SHOWING SOCIO ECONOMIC STATUS OF WOMEN ENTREPRENEURS

S.No	Factors	Chi Square Value	Degree of Freedom	Table Value	Result
1	Age	17.26	6	16.81	Significant **
2	Marital Status	12.56	2	5.99	Significant *
3	Educational Qualification	14.97	4	13.28	Significant **
4	Business Type	11.54	4	9.49	Significant *
5	Family Income	3.65	6	12.59	Not Significant
6	Size of the Business	7.23	4	9.49	Not Significant
7	Sources of Finance	13.68	6	12.59	Significant *
8	Amount spend	7.26	4	13.28	Not Significant

Note:* Significant at 5% level, ** Significance at 1% level

The chi square analysis reveals that the factors age and education are significant at 1% level. Marital status, Business type and sources of finance are significant at 5% level of Significant. The remaining factors are not significant.

RECOMMENDATIONS

- Women Entrepreneurs could be trained and educated in order to make the successful with regard to sense of achievement, improved standard of living, increased social interaction and economic empowerment.
- Women entrepreneurs can increase their self interest to meet challenges through role model of other successful women entrepreneurs.
- The unexplored talents of women can be identified, encouraged and used for various types of industries to increase the productivity of our nation.

CONCLUSION

Study finds that leading attitude, self identity and social status, bright future of their wards, Self interest to meet new challenges, employment generation are the major areas and factors which may be stated as the reasons for become women entrepreneurs. Women can do wonders by their effectual and competent involvement in entrepreneurial activities. A smart woman can pick up a job any day, but when she becomes an entrepreneur she can provide a livelihood to at least 10 more women. More over the women entrepreneurs are looking forward to attain self identity and social status in the successful running of their business.

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