

## A STUDY ON BARRIERS TO THE SUCCESS OF WOMEN ENTREPRENEURS IN KANYAKUMARI DISTRICT

---

R. Jackulin Ancy\*  
Dr. Herald M Dhas\*\*

### ABSTRACT

*In Indian scenario, women have to face many problems in carrying out any economic activities or undertaking any entrepreneurial task. Women have to face various socio-economic and other problems as entrepreneurs as they are not treated equally to men due to social and cultural traditions. The research design adopted for the study is exploratory in nature. The primary data were collected from women entrepreneurs through some structured questions on a five point Likert's scale. The methodology of study is based on the primary as well as secondary data. The study depends mainly on the primary data collected through a well – framed questionnaire to elicit the well considered opinions of the respondents. As far as the present study is concerned, the investigator has proposed to collect the data required from the sample population by adopting percentage sampling technique. The researcher has targeted 150 sample respondents from which the percentage of the total in proportion to the number of members and the total targeted respondents. The Kanyakumari district comprises of four taluks and three taluks are selected for field survey. From each taluk, 50 entrepreneurs are selected as sample. 150 women entrepreneurs are identified as the sample respondents for the study by using convenience random sampling method. It is concluded that the important barriers to success of women entrepreneurs are lack of training and finance, lack of support and confidence. The next important barriers to success of women entrepreneurs are poor business environment, fear and no business idea.*

**Keywords:** *Women Entrepreneurs, Barriers, Entrepreneurial Task and Economic Activities.*

---

### Introduction

Now a day women are found indulged in every line of businesses. Indian women are becoming increasing visible and successful in all spheres. Knowledge, skill and adaptability in business are main factors for women to emerge into business enterprises. In the era of globalization the challenges are far greater for women entrepreneurs. They are playing very important role in socio-economic development of all countries. Because of their participation, global economy is being changed at present. All over the world, it is estimated that approximately one third of the business organizations are owned by women. In India, the position is near about the same.

### Statement of the Problem

In Indian scenario, women have to face many problems in carrying out any economic activities or undertaking any entrepreneurial task. Women have to face various socio-economic and other problems as entrepreneurs as they are not treated equally to men due to social and cultural traditions.

Now in recent India, it is observed that there has been an increasing trend in number of women-owned enterprises as the result of drastic change in the present world. Women are participating in large number in the present world of business.

---

\* Research Scholar, Research Centre Scott Christian College (Autonomous), MS University, Nagercoil, Tamilnadu, India.

\*\* Research Guide, Associate Professor & Head, Scott Christian College (Autonomous), MS University Nagercoil, Tamilnadu, India.

Due to acute shortage of job opportunities and stiff competition prevailing more and more women have opted for entrepreneurship and set up their own ventures. Moreover, emergence of nucleus family, non availability of reliable servants and lack of proper hygienic crèches force many a woman to leave their jobs and careers and start their own business. So women will have to brave the odds and succeed. Many studies indicate that at the very point of starting a small business, women are found to face more barriers than men. Research has shown that women face a number of difficulties in establishing and maintaining business.

### Objectives of the Study

- To identify the sources through women entrepreneurs enhance the skills
- To study the barriers to the success of women entrepreneurs

### Methodology

The research design adopted for the study is exploratory in nature. The primary data were collected from women entrepreneurs through some structured questions on a five point Likert's scale. The methodology of study is based on the primary as well as secondary data. The study depends mainly on the primary data collected through a well – framed questionnaire to elicit the well considered opinions of the respondents.

### Sampling Design

As far as the present study is concerned, the investigator has proposed to collect the data required from the sample population by adopting percentage sampling technique. The researcher has targeted 150 sample respondents from which the percentage of the total in proportion to the number of members and the total targeted respondents. The Kanya kumari district comprises of four taluks and three taluks are selected for field survey. From each taluk, 50 entrepreneurs are selected as sample. 150 women entrepreneurs are identified as the sample respondents for the study by using convenience random sampling method.

### Analysis and Interpretation

**Table 1: Category-wise Classification of the Respondents**

S. No.	Category	No. of Respondents	Percentage to Total
1.	First generation entrepreneurs	91	60.7
2.	Parents as entrepreneurs	40	26.7
3.	In-laws as entrepreneurs	19	12.6
<b>Total</b>		<b>150</b>	<b>100</b>

Source: Primary Data

Table 1 clearly shows that 91 (60.7%) of the respondents belong to first generation entrepreneurs, 40 (26.7%) of the respondents belong to parents as entrepreneurs and 19 (12.6%) of the respondents belong to In-laws as entrepreneurs. The analysis of the category of the respondents has revealed that a majority (60.7%) of the respondents belong to first generation entrepreneurs.

**Table 2: Source of Acquire Skill**

S. No.	Source of Acquire Skill	No. of Respondents	Percentage to Total
1.	Through technical course	40	26.7
2.	Through special training	65	43.3
3.	Through employment	45	30.0
<b>Total</b>		<b>150</b>	<b>100</b>

Source: Primary Data

Table 2 reveals that 43.3 per cent of the respondents acquire skill through special training, 30 per cent of the respondents acquire skill through employment and 26.7 per cent of the respondents acquire skill through technical course. It is understood from table that most of the respondents acquire skill through special training.

**Table 3: Sources through Enhance the Skills**

S. No	Sources through Enhance the Skills	No. of Respondents	Percentage to Total
1.	Getting education	41	27.3
2.	Getting computer training	20	13.3
3.	Getting training in the required field	45	30.0
4.	Seeking advice from experienced person	44	29.4
<b>Total</b>		<b>150</b>	<b>100</b>

Source: Primary Data

Table 3 shows that 30 per cent of the respondents enhance the skills through getting training in the required field, 29.4 per cent of the respondents enhance the skills through seeking advice from experienced person, 27.3 per cent of the respondents enhance the skills through getting education and 13.3 per cent of the respondents enhance the skills through getting computer training. It is understood from table that most of the respondents enhance the skills through getting training in the required field.

**Table 4: Sources of Business Decision-Making**

S. No.	Sources of Business Decision-Making	No. of Respondents	Percentage to Total
1.	Independent decision	54	36.0
2.	Consulting family members	46	30.7
3.	Professional advice	41	27.3
4.	Others	09	6.0
	<b>Total</b>	<b>150</b>	<b>100</b>

Source: Primary Data

Table 4 shows that 36.3 per cent of the respondents are making independent decision in the business, 30.7 per cent of the respondents are making business decision by consulting family members, 27.3 per cent of the respondents are making business decision by professional advice and 6 per cent of the respondents are making business decision by other sources namely friends, relatives etc.

### Barriers to Success of Women Entrepreneurs

Factor analysis helps to reduce the innumerable variables into limited number of latent factors having inter-correlation within themselves. Hence factor analysis is attempted to reduce the numerous variables into limited number of factors. In order to apply factor analysis, the basic assumption to be fulfilled is the factorability of the correlation matrix. KMO measures of sampling adequacy and the Bartlett's test of sphericity determine the factorability of the correlation matrix. The results of the calculation are presented below.

**Table 5: KMO and Bartlett's Test for Barriers to Success of Women Entrepreneurs**

Kaiser-Meyer-Olkin measure of Sampling Adequacy		0.858
Bartlett's Test of Sphericity	Chi-Square	1890.450
	Degrees of freedom	149
	Significance	0.000

Source: Computed Data

High value of Kaiser – Meyer – Olkin (KMO) test of sample adequacy (0.858) indicates the correlation between the pairs of variables explained by other variables and thus factor analysis is considered to be appropriate in this model. The Bartlett's test of sphericity chi-square indicates the population correlation matrix. It is an intensity matrix. The test of statistics for sphericity is based on  $X^2$  test, which is significant. The value is 1890.450.

Findings of the KMO and Bartlett's test reveals that the factor analysis can be rightly employed in this context as evidenced through a higher KMO Measure (0.858) and a significant Bartlett's test result. Hence factor analysis is attempted. Analysis of barriers to success of women entrepreneurs is made through rotated factor matrix which reveals that there are six major factors of barriers to success of women entrepreneurs. The findings of the rotated factor analysis on the barriers to success of women entrepreneurs are presented in Table 6.

**Table 6: Rotated Factor Matrix for Barriers to success of Women Entrepreneurs**

Factors	F1	F2	F3	F4	F5	$h^2$
Shortage of resources to run my business	<b>.705</b>	.134	.125	.110	.079	.674
Lack of adequate entrepreneurship training	<b>.702</b>	.132	.137	.083	.004	.668
Inadequate funding and finance	<b>.654</b>	.028	.018	.028	.117	.343
Poor planning practices	<b>.553</b>	.236	.096	.028	.044	.323
Inability to adapt to changes in the environment	<b>.537</b>	.111	.007	.306	.120	.989
Shortage of resources needed to start my business	<b>.527</b>	.127	.198	.239	.245	.595
Lack of leadership skills	<b>.523</b>	.187	.105	.017	.009	.354
Lack of adequate manpower	<b>.521</b>	.159	.131	.244	.114	.321
Ineffective communication skills	.113	<b>.878</b>	.158	.106	.071	.525
Lack of family support	.106	<b>.861</b>	.113	.139	.032	.398
Lack of self-confidence	.250	<b>.856</b>	.174	.216	.143	.996
Not enough entrepreneurial opportunities	.125	<b>.782</b>	.038	.070	.264	.254

Aversion to risk	.085	<b>.768</b>	.084	.119	.241	.328
Lack of risk management capability	.066	<b>.656</b>	.181	.106	.173	.258
Too many competitors in the market	.008	.122	<b>.665</b>	.029	.110	.334
Corrupt business environment	.002	.117	<b>.637</b>	.098	.085	.348
Unsupportive business environment	.073	.077	<b>.625</b>	.203	.164	.266
Poor interpersonal relationships	.052	.032	<b>.609</b>	.030	.052	.234
Too many rules and regulations to enter the market	.209	.081	.211	<b>.738</b>	.146	.285
Unwillingness to leave my job	.006	.225	.265	<b>.708</b>	.016	.193
Not having a worthy business idea	.111	.164	.240	<b>.677</b>	.011	.377
Fear of failure	.162	.071	.028	<b>.622</b>	.042	.338
Inability to clarify business goals	.053	.044	.039	.003	<b>.735</b>	.219
Lack of/inadequate market research	.288	.123	.112	.083	<b>.725</b>	.250
Lack of market experience	.051	.042	.043	.019	<b>.717</b>	.294
Unwillingness to take risks	.027	.256	.064	.013	<b>.628</b>	.322

Extraction Method : Principal Component Analysis

Rotation Method : Varimax with Kaiser Normalization

Source : Primary Data

The above table exhibits the rotated factor loading for the twenty six statements (variables) of barriers to success of women entrepreneurs. It is clear from table that all the twenty six statements have been extracted into five factors.

**Table 7: Barriers to success of Women Entrepreneurs – Factor Wise Analysis**

S. No	Factors	Eigen Value	Percentage of Variance	Cumulative Percentage of Variance
1.	Lack of training and finance	4.501	18.436	8.436
2.	Lack of support and confidence	4.435	14.312	32.748
3.	Poor business environment	3.915	10.338	43.136
4.	Fear and no business idea	3.172	9.946	53.082
5.	Lack of experience	2.879	7.396	60.478

Source: Computed Data

The executed factor analysis results in five important factors namely lack of training and finance, lack of support and confidence, poor business environment, fear and no business idea and lack of experience. The first two important barriers to success of women entrepreneurs are lack of training and finance, lack of support and confidence since its eigen values are 4.501 and 4.435 respectively. The per cent of variation explained by these two factors are 8.436 and 8.312 per cent respectively. The next two factors are poor business environment, fear and no business idea, since their eigen values are 3.915 and 3.172 respectively. Another factor is lack of experience, since their eigen values are 2.879 and 2.109 respectively. The analysis reveals that the narrated five factors explain the twenty six variables leading to barriers to success of women entrepreneurs to an extent of 55.275 per cent.

#### **Variables in Lack of Training and Finance and its Reliability**

The lack of training and finance factor consists of eight variables since their factor loading in this factor are higher than the other factors. The overall reliability of the variables in this factor has been estimated with the help of cronbach alpha. The results are given in Table 8.

**Table 8: Lack of Training and Finance Factor**

S. No	Variables	Factors Loading	Community	Cronbach's Alpha
1.	Shortage of resources to run my business	.705	.674	0.825
2.	Lack of adequate entrepreneurship training	.702	.668	
3.	Inadequate funding and finance	.654	.343	
4.	Poor planning practices	.553	.323	
5.	Inability to adapt to changes in the environment	.537	.989	
6.	Shortage of resources needed to start my business	.527	.595	
7.	Lack of leadership skills	.523	.354	
8.	Lack of adequate manpower	.521	.321	

Source: Computed Data

The factor loading of the variables in the lack of training and finance factor varies from 0.521 to 0.705. The communality value is identified as higher in the case of inability to adapt to changes in the environment since its communality value is 0.989. The included eight variables in lack of training and finance factor explain it to an extent of 82.50 per cent since its Cronbach Alpha is 0.825.

#### **Variables in Lack of Support and Confidence Factor and its Reliability**

The variables in lack of support and confidence factor are six variables namely ineffective communication skills, lack of family support, lack of self-confidence, not enough entrepreneurial opportunities, aversion to risk and lack of risk management capability. The factor loading of the variables in lack of support and confidence factor and its communality values are drawn from the factor analysis. The overall reliability has been tested with the help of Cronbach Alpha. The results are given in Table 9.

**Table 9: Lack of Support and Confidence Factor**

S. No.	Variables	Factors Loading	Communality	Cronbach's Alpha
1.	Ineffective communication skills	.878	.525	0.823
2.	Lack of family support	.861	.398	
3.	Lack of self-confidence	.856	.996	
4.	Not enough entrepreneurial opportunities	.782	.254	
5.	Aversion to risk	.768	.328	
6.	Lack of risk management capability	.656	.258	

Source: Computed Data

The factor loading of the variables in the attitude towards entrepreneurship factor varies from 0.768 to 0.856. The higher communality value is noticed in the case of I aspire to start my own business in one day, since its value is 0.595. The included variables in attitude towards entrepreneurship factor explain it to an extent of 82.30 per cent since its Cronbach Alpha is 0.823.

#### **Variables in Poor Business Environment Factor and Its Reliability**

In total, there are four variables noticed in the poor business environment factor since their factor loadings are higher in this factor than in other factors. The Cronbach Alpha is computed to find out the overall reliability. The factor loading of the variables in poor business environment factor, its communality and Cronbach alpha is given in Table 10.

**Table 10: Poor Business Environment Factor**

S.No.	Variables	Factors Loading	Communality	Cronbach's Alpha
1.	Too many competitors in the market	.665	.334	0.820
2.	Corrupt business environment	.637	.348	
3.	Unsupportive business environment	.625	.266	
4.	Poor interpersonal relationships	.609	.234	

Source: Computed Data

The included two variables in poor business environment factor explain it to an extent of 82.00 per cent since its Cronbach Alpha is 0.820. The factor loading of the variables vary from 0.609 to 0.665. It reveals that the highly correlated variable in the poor business environment factor is 'Too many competitors in the market' since its factor loading is 0.665. The higher communality is noticed in the case of 'Corrupt business environment' since its value is 0.348.

#### **Variables in Fear and No Business Idea Factor and its Reliability**

In total, there are four variables noticed in the fear and no business idea factor since their factor loadings are higher in this factor than in other factors. The Cronbach Alpha is computed to find out the overall reliability. The factor loading of the variables in fear and no business idea factor, its communality and Cronbach alpha is given in Table 11.

**Table 11: Fear and No Business Idea Factor**

S. No.	Variables	Factors Loading	Communality	Cronbach's Alpha
1.	Too many rules and regulations to enter the market	.738	.285	0.817
2.	Unwillingness to leave my job	.708	.193	
3.	Not having a worthy business idea	.677	.377	
4.	Fear of failure	.622	.338	

Source: Computed Data

The included one variable in fear and no business idea factor explain it to an extent of 81.70 per cent since its Cronbach Alpha is 0.817. The factor loading of the variable is 0.716. It reveals that the highly correlated variable in the fear and no business idea factor is 'Too many rules and regulations to enter the market' since its factor loading is 0.738. The communality is noticed in the case of 'Not having a worthy business idea' since its value is 0.377.

#### Variables in Lack of Experience Factor and Its Reliability

In total, there are four variables noticed in the lack of experience factor since their factor loadings are higher in this factor than in other factors. The Cronbach Alpha is computed to find out the overall reliability. The factor loading of the variables in lack of experience factor, its communality and Cronbach alpha is given in Table 12.

**Table 12: Lack of Experience Factor**

S. No.	Variables	Factors Loading	Communality	Cronbach's Alpha
1.	Inability to clarify business goals	.735	.219	0.815
2.	Lack of/inadequate market research	.725	.250	
3.	Lack of market experience	.717	.294	
4.	Unwillingness to take risks	.628	.322	

Source: Computed Data

The included one variable in lack of experience factor explain it to an extent of 81.50 per cent since its Cronbach Alpha is 0.815. It reveals that the highly correlated variable in the lack of experience factor is 'Inability to clarify business goals' since its factor loading is 0.735. The communality is noticed in the case of 'Unwillingness to take risks' since its value is 0.322.

#### Suggestions

- For managing stress, enhancing leadership qualities, workforce management etc. women entrepreneurs need to be trained, as many of them are not having any professional / managerial education.
- Improper location and inadequate infrastructure facilities are the hurdles in the way of development of women entrepreneurship. Hence, separate industrial estates may be set up exclusively for women entrepreneurs to reduce the initial investment and to create a special environment.
- Most of the women entrepreneurs are of the opinion that because of lack of training, they are not able to survive in the market. Hence, the government should conduct frequent training programmes with regard to new production techniques, sales techniques etc. This training should be made compulsory for women entrepreneurs.

#### Conclusion

It is concluded that the important barriers to success of women entrepreneurs are lack of training and finance, lack of support and confidence. The next important barriers to success of women entrepreneurs are poor business environment, fear and no business idea.

#### References

- ⇒ Adeline Sneha, Kumar and Bens Joie Victor (2014). An analysis of constraints, entrepreneurship, education and motivational factors for Indian women entrepreneurs in small scale industries with special reference to Tamil Nadu. International Journal of Advanced Multidisciplinary Research, Vol.1, No.1, (2014), pp.86–93.
- ⇒ Munsura Rahmatullah and Farhana Zaman (2014). Female Entrepreneurship in Bangladesh: Constraints, Motivation and Success. Bangladesh e-Journal of Sociology, Vol.11, Number.2, July 2014, pp.65-77.
- ⇒ Rajni and Mehta (2018). Determinants of Women Entrepreneurs' Performance in Haryana, India. International Journal of Current Microbiology and Applied Sciences, 7(10): 193-202
- ⇒ Rathna, Badrinath and Siva Sundaram Anushan (2016). A Study on Entrepreneurial Motivation and Challenges faced by Women Entrepreneurs in Thanjavur District. Indian Journal of Science and Technology, Vol.9, No.27, DOI: 10.17485/ijst/2016/v9i27/97594, July 2016, pp.1-10.

