

Perception of Young Women Towards Entrepreneurship

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Abstract: In the recent years, the concept of women entrepreneurship is increasing tremendously and it also plays an important role in the country with respect to the economic development and social progress. The current research has been undertaken to examine the perception of young women towards entrepreneurship as it is necessary to obtain more knowledge and a better understanding of what a women consider about being an entrepreneur.

The researchers conducted a survey and collected the response of 100 respondents based on which the analysis and interpretation was made. The research paper reveals about the necessity for entrepreneurship education in the academic levels and the awareness to be created regarding the government policies and the entrepreneurship cell established in the city and the support expected by women to pursue towards entrepreneurship. Overall the research paper focuses on the level of awareness about entrepreneurship and the interest of women towards entrepreneurship as a career.

Keywords: women entrepreneurship, entrepreneurship education, perception of young women

1. Introduction

Development of entrepreneurship and entrepreneurial talents and skills are fundamental for developing countries like India, particularly when most of the women in the population have been restricted to the four walls of the houses since ages. The term Entrepreneurship is an act of setting up an own business or venture, tendency to be creative and taking financial risks in hope of profits. Thus, entrepreneurship is an important engine of growth in the economy.

Whereas the term “women entrepreneurship” is the process in which women initiate a business, gather all resources, face challenges, provides employment opportunities to others and manages the business.

“Women entrepreneur are defined as those who use their knowledge and resources to develop or create new business opportunities—whether this be informally in a home environment without formally registering their business or formally via business registration, hiring office premises, etc., - who are actively involved in managing their businesses, are responsible in some way for the day-to-day running of the business, and have been in operation for longer than a year.”

Women entrepreneur is considered as a vital tool in enabling female empowerment and liberation. The increasing presence of women in the business field as entrepreneur or business

owners in the last decades has changed the demographic characteristics of entrepreneur in India. Women entrepreneurs can contribute strongly towards economic well-being of family and communities, poverty reduction and women empowerment.

The current research has been undertaken to examine the perception of young women towards entrepreneurship as it is necessary to obtain more knowledge and a better understanding of why many women are interested but they do not take any initiative and the reason which hinders their approach towards entrepreneurship.

2. Review of literature

Leong (2008) reported that training and skill development programs are important in fostering personal capabilities and interests among students to have positive attitude towards entrepreneurship.

Interestingly, recent studies reveal that psychological constraints play a big role in this context; the fear of failure impacts the performance of entrepreneurial females (Halkias, 2011). In India this factor is significantly high. A study of the literature, however, shows that this is not the case with all female entrepreneurs; some of them love a challenge and like to take on risks (Mordi et al., 2010).

Meanwhile, Dileepkumar (2006) has elaborated on some of the issues faced by entrepreneurial women, such as a shortage of finances, male dominance, limited mobility, a lack of education, required motherly duties and a lack of achievement motivation⁷. According to Rizvi and Gupta (2009), government-sponsored development activities have benefited only a small section of women, namely the urban middle class. This may be primarily due to their higher level of education, access to information and family support.

3. Objectives of the study

1. To assess the perception of young women towards entrepreneurship.
2. To ascertain the response of respondents on entrepreneurship awareness, education and entrepreneur cell.
3. To ascertain response of respondents on support expected by them.

4. Limitations of the study

1. Google forms were used by researchers for conducting survey through questionnaire, so the people who do not have access to internet were not a part of our sample.
2. Sample size for the research paper is 100, therefore the research would not generalize to represent wide segment of youth.

5. Research methodology

1. The research conducted is restricted to youth between the age group of 1-35.
2. In order to achieve the objectives of the study, primary data was collected using structured questionnaire which were sent via internet among youth.
3. The respondents count is 100 [i.e. n=100].
4. The secondary data were collected using internet and journals.

6. Analysis of data

Table 1

Showing if given an opportunity, wishes to become an entrepreneur

Given an opportunity, would you like to be an entrepreneur.	No. of respondents	Percentage
Maybe	28	28.00%
No	2	2.00%
Yes	70	70.00%
Grand Total	100	100.00%

Analysis and interpretation:

From the above table, it can be ascertained that the majority of the respondents are interested to become an entrepreneur when given an opportunity which constitutes 70% followed by respondents being unsure (28%), respondents not willing to be an entrepreneur (2%). Therefore, it can be inferred that majority of women are interested to become an entrepreneur if given an opportunity.

Pie diagram no. 1

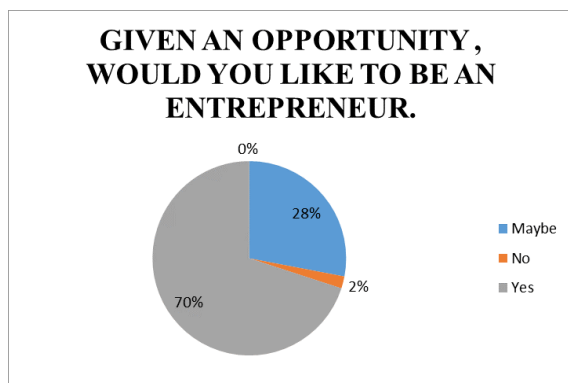


Table 2
Showing the age of the respondents

Age	No. of respondents	Percentage
1 - 10 years	1	1.00%
11 - 20 years	17	17.00%
21 - 30 years	79	79.00%
31 - 35 years	3	3.00%
Grand Total	100	100.00%

Analysis and interpretation:

From the above table, it can be ascertained that the majority of the respondents belong to the age group “21-30 years” which constitutes 79%, followed by the age group “11-20 years” with 17%, age group “31-35 years” and “1-10 years” with 3% and 1% respectively. Therefore, it can be inferred that majority of women are of age group 21-30 years.

Pie diagram no. 2

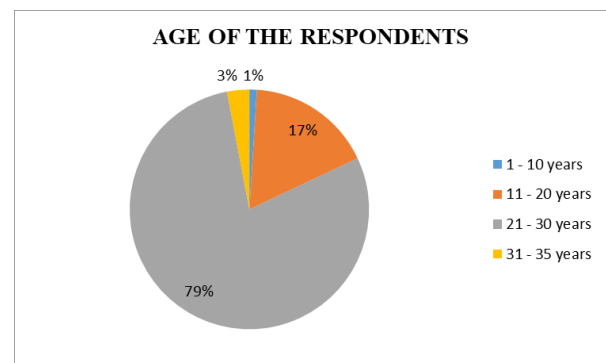


Table 3

Showing marital status of respondents

Marital Status	No. of respondents	Percentage
Married	16	16.00%
Single	84	84.00%
Grand Total	100	100.00%

Analysis and interpretation:

From the above table, it can be ascertained that the majority of the respondents are single which constitutes 84% and others are married (16%). Therefore, it can be inferred that majority of women are single.

Pie diagram no. 3

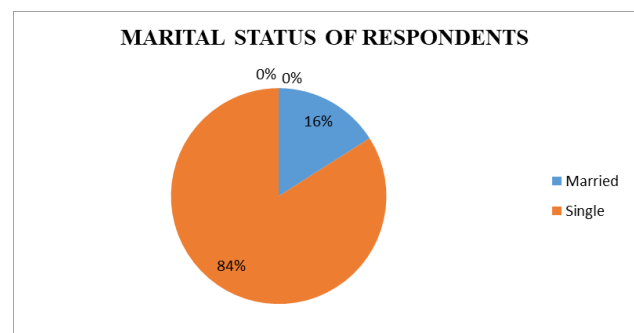


Table 4
 Showing educational qualifications of respondents

Educational Qualification	No. of respondents	Percentage
10 th completed	1	1.00%
12 th completed	14	14.00%
Post-graduation completed	25	25.00%
Under-graduation completed	60	60.00%
Grand Total	100	100.00%

Analysis and interpretation:

From the above table, it can be ascertained that the majority of the respondents have completed their under graduation which constitutes 60% followed by post-graduation (25%), 12th completed (14%) and 10th completed (1%). Therefore, it can be inferred that majority of women have completed their under graduation.

Pie diagram no. 4

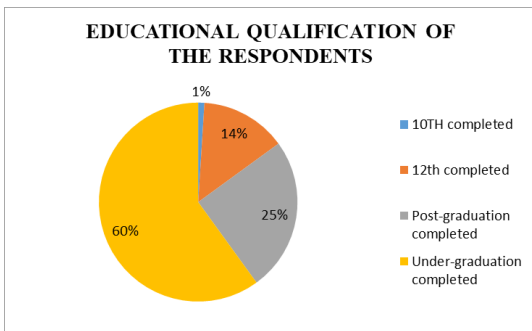


Table 5
 Showing profession of the respondents

Profession	No. of respondents	Percentage
Student	59	59.00%
Teacher/ Lecturer	2	2.00%
Homemaker	13	13.00%
Other	26	26.00%
Grand Total	100	100.00%

Analysis and interpretation:

From the above table, it can be ascertained that the majority of the respondents are students who constitute 59%. The respondents who are homemakers constitutes 13% followed by the profession of Teacher/Lecturer (2%). Therefore, it can be inferred that majority of women are students.

Pie diagram no. 5

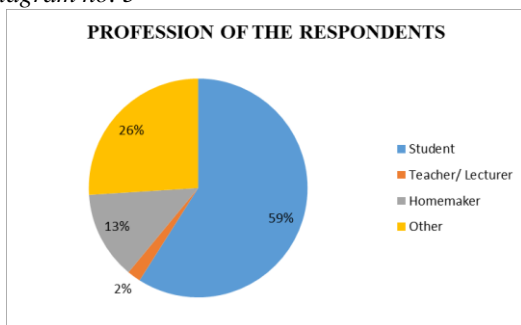


Table 6
 Showing the awareness about the concept of entrepreneurship

Awareness about the concept of entrepreneurship	No. of respondents	Percentage
Maybe	3	3.00%
No	3	3.00%
Yes	94	94.00%
Grand Total	100	100.00%

Analysis and interpretation:

From the above table, it can be ascertained that the majority of the respondents are aware about the concept of entrepreneurship which constitutes 94% followed by the respondents who are unaware and unsure about the concept with 3% each. Therefore, it can be inferred that majority of women are aware about the concept of entrepreneurship.

Pie diagram no. 6

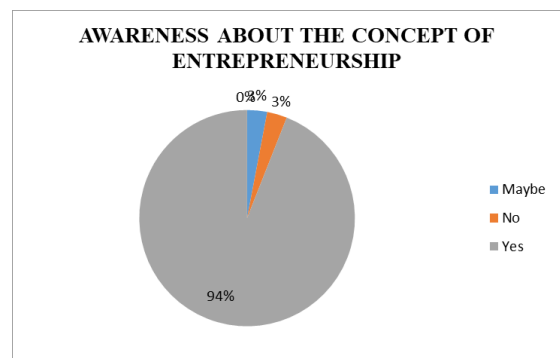


Table 7
 Women establishing a startup

Ability of woman establishing a startup of her own	No. of respondents	Percentage
Maybe	1	1.00%
No	1	1.00%
Yes	98	98.00%
Grand Total	100	100.00%

Analysis and interpretation:

From the above table, it can be ascertained that the majority of the respondents believe that women are able to start or establish a startup on their own which constitutes 98%. Therefore, it can be inferred that majority of women believe that they have the ability to establish a startup of her own.

Pie diagram no. 7

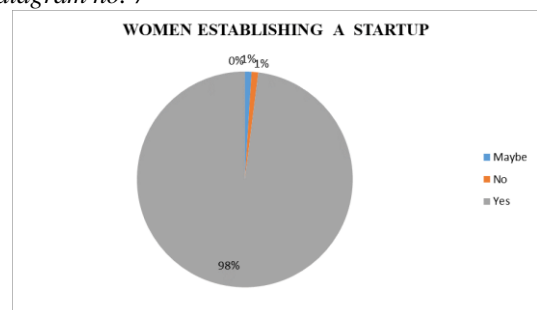


Table 8
Showing biggest challenge for establishing a startup

The biggest challenge to start your own business	No. of respondents	Percentage
Entrepreneur skills and traits	31	31.00%
Family support	22	22.00%
Lack of education	0	0.00%
Finance	25	25.00%
Risk involved	20	20.00%
Others	2	2.00%
Grand Total	100	100.00%

Analysis and interpretation:

From the above table, it can be ascertained that the majority of the respondents believe that possession of entrepreneur skills and traits is considered to be the biggest challenge for establishing a startup which constitutes 31% followed by finance (25%), family support (22%), risk involved (20%) and other reasons (2%). Therefore, it can be inferred that majority of women have the belief that possession of entrepreneur skills and traits is the biggest challenge to start their own business.

Pie diagram no. 8

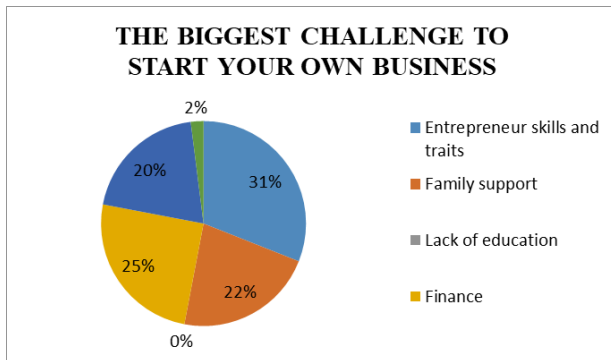


Table 9
Showing support expected by respondents

Support expected to start your business	No. of respondents
All the above	1
Educational institutions, Financial institutions	1
Educational institutions, Financial institutions, Government	1
Educational institutions, Government	1
Family / Relatives	39
Family / Relatives, Educational institutions	1
Family / Relatives, Financial institutions	6
Family / Relatives, Financial institutions, Government	4
Family / Relatives, Friends	10
Family / Relatives, Friends, Educational institutions	1
Family / Relatives, Friends, Educational institutions, Financial institutions	1
Family / Relatives, Friends, Educational institutions, Financial institutions, Government	2
Family / Relatives, Friends, Financial institutions	8
Family / Relatives, Friends, Financial institutions, Government	5
Family / Relatives, Friends, Government	1
Financial institutions	12

Financial institutions, Government	1
Friends	3
Government	2
Grand Total	100

Analysis and interpretation:

From the above table, it can be ascertained that the majority of the respondents believe that support from family and relatives are necessary for a woman to establish a startup which followed by support expected from friends, financial institutions, government. Therefore, it can be inferred that majority of women feel that the support of family and relatives are very important for establishing a startup.

Pie diagram no. 9

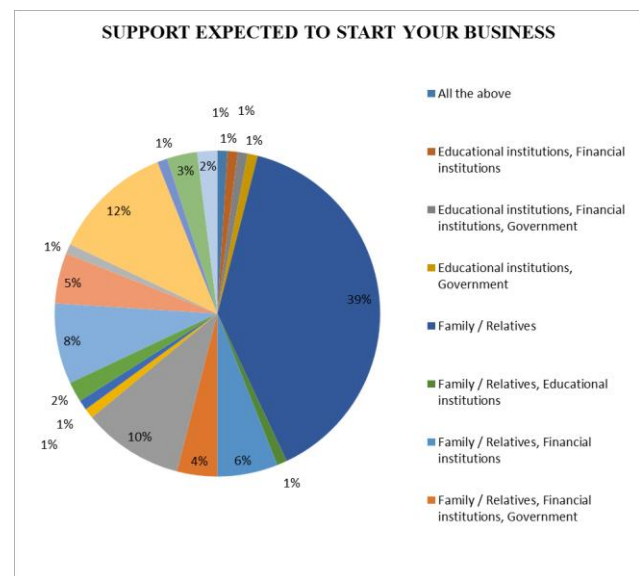


Table 10
Showing the importance of entrepreneurship education

Is entrepreneurship education important	No. of respondents	Percentage
No	4	4.00%
Yes	96	96.00%
Grand Total	100	100.00%

Analysis and interpretation:

From the above table, it can be ascertained that the majority of the respondents believe that entrepreneurship education is important which constitutes 96% and 4% of respondents believe that entrepreneurship education is not important hence necessary. Therefore, it can be inferred that majority of women believe that education on entrepreneurship is important.

Pie diagram no. 10

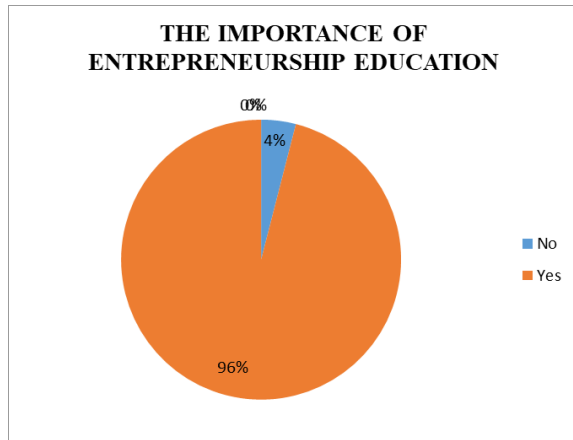


Table 11

Showing the need to create awareness on entrepreneurship

There is a need to create awareness about entrepreneurship	No. of respondents	Percentage
No	3	3.00%
Yes	97	97.00%
Grand Total	100	100.00%

Analysis and interpretation:

From the above table, it can be ascertained that the majority of the respondents believe that there is a need to create awareness on entrepreneurship which constitutes 97% and 3% of respondents believe that entrepreneurship awareness is not important hence necessary. Therefore, it can be inferred that majority of women feel that there is a need to create awareness on the entrepreneurship.

Pie diagram no. 11

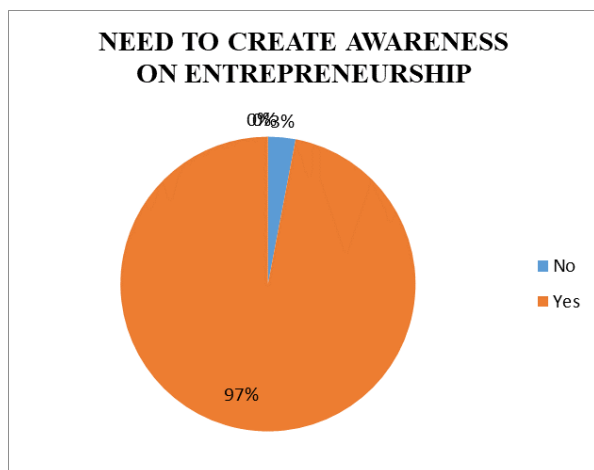


Table 12

Showing the level of education for entrepreneurship education

Level of education the entrepreneurship awareness should be created.	No. of respondents	Percentage
Middle stage of education (Class 5 - 8)	5	5.00%
Secondary stage of education (Class 9 - 10)	17	17.00%
Senior secondary stage of education (Class 11-12)	38	38.00%
Undergraduate stage	37	37.00%
Postgraduate stage	3	3.00%
Grand Total	100	100.00%

Analysis and interpretation:

From the above table, it can be ascertained that the majority of the respondents believe that entrepreneurship education and awareness has to be created at Senior secondary stage of education which constitutes 38% closely followed by Undergraduate stage (37%), Secondary stage(17%), Middle stage (5%) , Postgraduate stage(3%). Therefore, it can be inferred that majority of women believe that entrepreneurship education has to be provided at the Senior Secondary Stage of Education.

Pie diagram no. 12

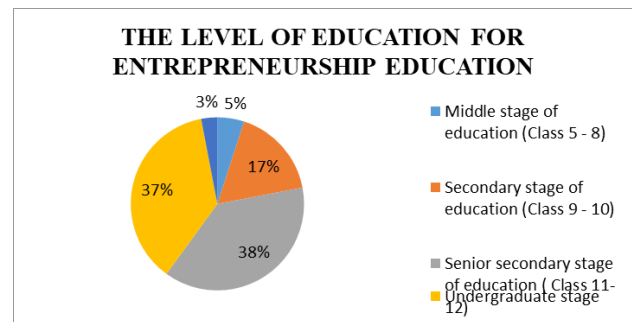


Table 13

Showing age-an important factor for entrepreneurship

Is age an important factor to be considered while starting your business.	No. of respondents	Percentage
No	73	73.00%
Yes	27	27.00%
Grand Total	100	100.00%

Analysis and interpretation:

From the above table, it can be ascertained that the majority of the respondents believe that age is not an important factor to be considered while establishing a startup which constitutes 73% followed by the respondents who consider age an important factor (27%). Therefore, it can be inferred that majority of women believe that age as a factor is not something important to be considered heavily for establishing a startup.

Pie diagram no. 13

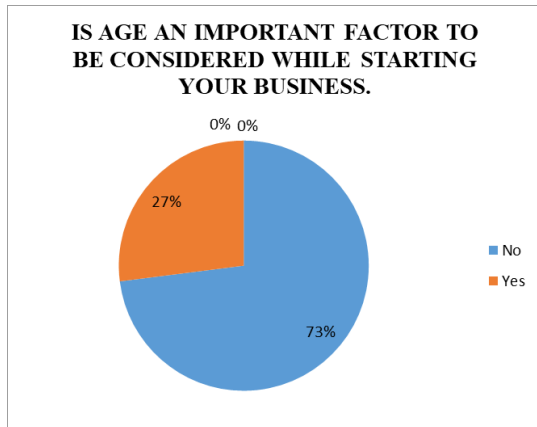


Table 14

Showing awareness about government policies towards entrepreneurship

Are you aware about the policies of government towards entrepreneurship ?	No. of respondents	Percentage
No	65	65.00%
Yes	35	35.00%
Grand Total	100	100.00%

Analysis and interpretation:

From the above table, it can be ascertained that the majority of the respondents are not aware about the policies of government towards entrepreneurship which constitutes 65% and 35% are aware of the policies. Therefore, it can be inferred that majority of women are not aware about the various policies which are introduced by the government with respect to entrepreneurship.

Pie diagram no. 14

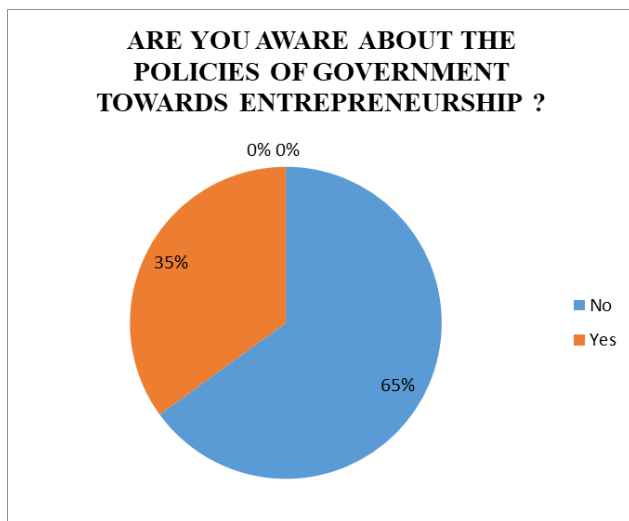


Table 15

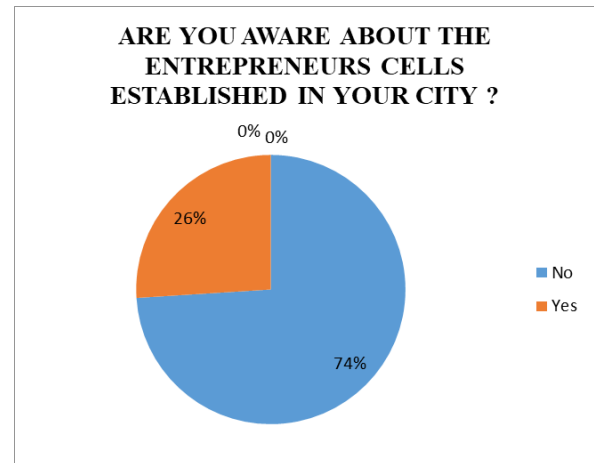
Showing awareness about the entrepreneurship cell established in the city

Are you aware about the entrepreneurs cells established in your city ?	No. of respondents	Percentage
No	74	74.00%
Yes	26	26.00%
Grand Total	100	100.00%

Analysis and interpretation:

From the above table, it can be ascertained that the majority of the respondents are not aware about the entrepreneur cells established in the city which constitutes 74% and 26% are aware of the entrepreneur cells. Therefore, it can be inferred that majority of women are not aware about the entrepreneurship cells established in the city.

Pie diagram no. 15



7. Findings

1. The majority of women are interested to become an entrepreneur if given an opportunity.
2. The majority of women are of age group 21-30 years.
3. The majority of women are single.
4. The majority of women have completed their under-graduation.
5. The majority of women are students.
6. The majority of women are aware about the concept of entrepreneurship.
7. The majority of women believe that they have the ability to establish a startup of her own.
8. The majority of women have the belief that possession of entrepreneur skills and traits is the biggest challenge to start their own business.
9. The majority of women feel that the support of family and relatives are very important for establishing a startup.
10. The majority of women believe that education on entrepreneurship is important.
11. The majority of women feel that there is a need to create awareness on the entrepreneurship.

12. The majority of women believe that entrepreneurship education has to be provided at the Senior Secondary Stage of Education.
13. The majority of women believe that age as a factor is not something important to be considered heavily for establishing a startup.
14. The majority of women are not aware about the various policies which are introduced by the government with respect to entrepreneurship.
15. The majority of women are not aware about the entrepreneurship cells established in the city.

8. Suggestions

The major suggestions in the research conducted would include:

- To provide entrepreneurship education and creating awareness in Senior Secondary stage of education to motivate the young women to start her own business when her mind is filled with ideas and strong personality.
- To take initiative to make young women aware about the various government policies and the entrepreneur cells established in the city.
- To take initiative to convince a young woman to grab the opportunity of an entrepreneur while guiding her towards her journey of becoming an entrepreneur by providing necessary training.

9. Conclusion

According to the sixth economic senses released by the Ministry of Statistics and program implementation, women constitute around 14% of the total entrepreneurship i.e. 8.05

million out of the total 58.5 million entrepreneurs, noted the Vice President of India, M. Venkaiah Naidu. Out of this, 2.76 million women constituting 13.3% of women entrepreneurs work in agriculture sector whereas 5.29 million women constituting more than 65% work in non-agriculture sector. The average employment in women-owned enterprises is meager 1.67. He said further that empowerment of women is central to achieving the objective of inclusive, equitable and sustainable development and it is not only a national goal but also a global agenda.

Women entrepreneurship is a very bright career for women to be pursued. The necessity to provide the awareness on the concept of entrepreneurship and encouraging potential women to explore her abilities can be done through women entrepreneurship. The researchers believe that a step towards educating women about the entrepreneurship in the best possible way can give rise to number of women entrepreneurs in the city. In the current scenario, hidden entrepreneurial potential of women are changing towards the trend of taking responsibility and gaining economic status in the society. So, it means the women with skills, knowledge, education and adaptability can run any form of business successfully.

References

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