



A STUDY OF FACTORS RESPONSIBLE FOR THE EMERGENCE FOR WOMEN ENTREPRENEURS IN BEAUTY SERVICE SECTOR IN THE STATE OF HARYANA

Meetu Chawla

Assistant Professor, KVA Dav College for Women , Kurukshetra University, Kurukshetra.

Abstract

Entrepreneurial development today has become very significant; in view of its being a key to economic development. The objectives of industrial development, regional growth, and employment generation depend upon entrepreneurial development. It is estimated that presently women entrepreneurs comprise about 10% of the total entrepreneurs in India. Beauty service sector is growing and more and more women are joining this sector as entrepreneurs. It is a successful venture activity and progressing fast. This paper is an attempt to study the factors which motivates women to join this beauty service sector, exploring those MOTIVATORS which motivates young Women Entrepreneurs to start their business. Findings of the study showed that factors financial needs, hobby, self independence , meaning of Survival are the most important factors for starting a business. These are the MOTIVATORS which motivates young women Entrepreneurs to start their business.

The results of the study can also be used by various organizations for better accessing the loan requirement or micro finance for women entrepreneurs. Women Entrepreneurs faced so many problems in aspects of financial, marketing, health, family problems. Some guidelines which shall be utilized by the Government and the financial institution for economic empowerment of women.

Keywords: *Entrepreneurship, Women Entrepreneurs, Beauty Service Sector Motivator s, Financial Needs.*

Introduction

Entrepreneurial development today has become very significant; in view of its being a key to economic development. The objectives of industrial development, regional growth, and employment generation depend upon entrepreneurial development. It helps us in creating change, but Female Entrepreneurship has not a very major share in the entrepreneurship sector. It is estimated that presently women entrepreneurs comprise about 10% of the total entrepreneurs in India and it will grow to 15% in next 5 years. In today's era Women Entrepreneurs have been designated as new engines for the growth. Entrepreneur is the key factor of entrepreneurship and now women are successful in this as they have qualities desirable for entrepreneurship development. Entrepreneurship is a suitable profession for women than regular employment.

Women are taking interest in the Entrepreneurship in present years than past. The women have achieved immense development in their mind. With increasing dependency on services sectors, many opportunities are there for women. Women have been taking interest in recent year in self business. If a business or organization is started by women or a group of women it comes in the category of women entrepreneurs. This means initiative is by women. The employees later on could be combination of men and women. The government of India has given a different and broader definition to the concept wherein they have gone by majority level of equity participation and employment of women. A women Entrepreneur is defined as an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women.

Due to the growth of educational level, professional education, industrialization, urbanization and democratic values awareness the tradition bound Indian society is now undergoing a change and women are coming out more freely to take challenges and face risks of Entrepreneurship.

In the process of Entrepreneurship, women have to face various problems and these problems get doubled because of her dual role as earner and homemakers.. They feel frustrated in dual role. Govt. started several programmed for the training of women entrepreneurship. If prevailing trends continue, it is not unlikely that in another five years, women will comprise 20% of the entrepreneurial force in India. In today's context women also have to convert themselves from job seekers to job givers.

Entrepreneurship is a more suitable profession for women than regular employment in public and private sectors since they have to fulfill dual roles. Women have been taking increasing interest in recent years in income generating activities, self-employment and entrepreneurship. This is seen in respect of all kinds of women both in urban and rural areas. Women are taking up both traditional activities (handloom, handicraft, knitting, pickle making, toy making, jam and jelly etc.) and also

non-traditional activities (like computer training, catering services, beauty par lour, gym etc.). It is clear that more and more women are coming forward to set up enterprises. Starting and operating business involves considerable risk and effort on the part of the entrepreneur, particularly in the light of highest failure rate. In India, most of the women are now showing their preferences towards the entrepreneurship rather than going into the fields of professional occupations and various other service sector jobs. Women are choosing both the traditional (toy making, pickle making, candle making, etc.) as well as the non-traditional (garment shop, beauty-parlour, computer-training, school management, etc.) activities and are performing well.

Beauty service sector is growing and more and more women are joining this sector as entrepreneurs. It is a successful venture activity and progressing fast. So it is necessary to focus on this sector so that more and more women come up and join this sector and become successful women entrepreneurs.

Review of Literature

Entrepreneurship is developing and particularly women entrepreneurship, the world over. A number of studies have been undertaken in other countries as well as in India to investigate the various aspects of women entrepreneurship. These studies clearly indicate that women entrepreneurship is indispensable for the overall development of the nation. The general purpose of reviewing the literature of studies is to develop an understanding and insight into the work already done and areas left untouched or unexplored Just as the majority of research on men was rooted in early trait Psychology and centered on personal Characteristics (McClelland,1961, Collins and Moore 1964,Copper 1981),The overwhelming majority of early research about women Entrepreneurs focused on individual aspects .

Hisrich and O 'Brien (1981,1982) described motivation, the nature of women Entrepreneurs and their businesses and barriers encountered. This research was extended and summarized by Hisrich(1989).Self determination, expectation for recognition ,Self esteem and career goal are the key drivers for taking up Entrepreneurship by women(Moore and Bhuttnen,1997).The same condition both men and women can be successful Entrepreneurs(Cohoon et.al.2010).

Research Methodology

Objective of the Study

- To study the Socio- economic profile of women who want to become entrepreneurs.
- To evaluate the factors responsible for encouraging women to become entrepreneurs in this sector.
- To evaluate the various schemes form by the government.
- To provide the results which can also be used by various organizations for better entrepreneurship activities.

Statement of the Problem

This study deals with the Economic empowerment among women entrepreneurship in beauty service sector in to be conducted in the state of Haryana ,finding of the factors responsible for the emergence of women entrepreneurs and to study the demographic profile of women Entrepreneurs in service sector. It is necessary to focus on Economic empowerment among women Entrepreneurs .This research report focuses on the women entrepreneurs in the beauty segment in the STATE OF HARYANA and tries to understand the economic empowerment among them . Empirical work is limited in this sector.

Nature of the Study

The study is empirical in nature. Questionnaire is drawn to know and analyze "Economic Empowerment among women entrepreneurs in beauty service sector in the state of Haryana." The research done is: Descriptive as well as exploratory in nature : as it involves fact-finding enquiries through questionnaire and personal interaction.

Scope of the Study

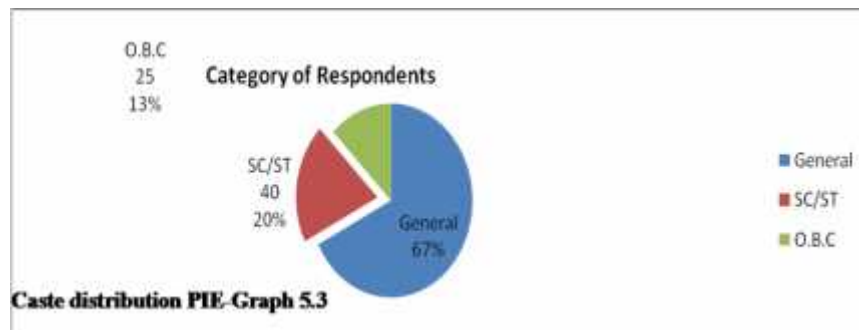
The present study is aimed at devising the emergence of Women entrepreneurship. It will make a pioneer attempt to identify women based entrepreneurship in the society. It is firmly believed that widespread economic development could be achieved with the involvement of people who have the access to gain sustainable and gainful through Entrepreneurship and mostly women entrepreneurship . Haryana is in the state of India with population of approximate 2.54 crores.

Significance of the Study

This study will help for policy planners. It helps to increase the various schemes form by the government. The results of the study can also be used by various organizations for better accessing the loan requirement micro finance for women entrepreneurs. Women Entrepreneurs faced so many problems in aspects of financial, marketing and health family problems. Some guidelines which shall be utilized by the Government and the financial institution for the women empowerment.

Analysis and Presentation of Socio- Economic Profile of Women Entrepreneur in Beauty Service
Caste distribution Data grid 5.3

Category	Number of Respondents	Percentage
General	135	67
SC/ST	40	20
O.B.C	25	13



Interpretation: Respondents shows that 67% belong to General category, SC/ST are 40%, O.B.C. are 13%. So Mostly Entrepreneurs are of General category. So mostly women Entrepreneur belong to General category in this sector. Caste system shows their classification.

Income Level

Salary	No of Respondents	Percentage %
Less than 10,000	12	6
10,000-20,000	38	19
20,000-50,000	85	42
50,000-1,00000	61	31
More than 100000	4	2

Table 5.5

Interpretation: Income table shows that 42% respondents earn between Rs.20000 to 35000 per month. 6% earn less than 10,000 and 19% earn between Rs.10,000 and 20000.31% respondents earn between Rs.50,000-1,00000.

Analysis 2 : Analysis and presentation of factors responsible for encouraging women to become Entrepreneurs in this sector.

Table 2.1

Factors	Least Imp	Slightly imp	Moderately Imp	Very imp	Extremely imp
Financial needs	2%	4%	14%	20%	60%
Hobby	3%	5%	40%	50%	2%
Self independence	1	3%	3%	23%	70%
Survival	15	10	32	34	9
Experience	12	10	55	3	20
Rising Demand	10	22	33	28	7
Less investment and more profit	5	32	43	8	2
Skill based	11	15	26	38	10

Table:5.6

1. Financial Needs: 60% respondents said that financial needs are extremely important and 20% said that financial needs are very important factor for starting their business and none said that it is not important.

2. Hobby: Respondents revealed that 50% say that hobby is very important Factor for starting a business and 40% said that

hobby is moderately important for starting a business . 3% respondents said that this factor is least important and 5% said that it is 3% said it is least important.

Self Independence: Self independence it is the most important factor and 70% said that it is the extremely important factor for starting their business. Women want to become independent and self reliant. 23% said that it is moderately important.

Survival: 34% said that survival is very important factor. 32% said it is moderately important. 9 % it is extremely important. 10% said that survival is slightly important factor and 15% said that it is least important.

Experience : Experience is also important factor for starting a business. 55% said that it is moderately important. 20% said that it is extremely important factor. 10% said that it is slightly important. 12% said that it is least important and 10 % said that it is slightly important.

Rising Demand: 10% said that it is least important factor for starting a business. 22% said that it is slightly important. 33% said that it is moderately important. 28% said that it is very important and 7% said that it is extremely important.

Less Investment and More Profit : This factor shows that 5% respondents analysed that it is least important factor, 32% said that it is slightly important factor for starting a business. 43% said that this factor is moderately important. 8% said that this factor is very important factor and other said that is 2% respondents said that it is extremely important factor for starting a business.

Skill Based : 11% respondents say that skill factor is least important for starting a business, 15% said that it is slightly important and 26% said that it is moderately important. 38% said that it is very important and 10% said that it is extremely important. So mostly respondents said that skill factor is Very important factor for starting a business.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.552
Bartlett's Test of Sphericity	Approx. Chi-Square	175.689
	Df	28
	Sig.	.000

Table: 5.7

Interpretation: KMO test shows the sample adequacy. Since it is more than .5 so our sample is adequate .We can apply factor analysis to it. So next step is to apply factor analysis to find out the variables which are more important for starting a business.

This table shows the loading factor of different variables.

Variables	Loading Factor
1) financial needs	.567
2) hobby	.766
3) self independence	.682
4) Meaning of survival	.706
5) Experience	.731
6) Demand	.736
7) Investment	.592
8) Skill	.729

Table 5.8

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.054	25.673	25.673	2.054	25.673	25.673
2	1.284	16.045	41.719	1.284	16.045	41.719
3	1.127	14.086	55.805	1.127	14.086	55.805
4	1.043	13.036	68.841	1.043	13.036	68.841
5	.784	9.801	78.642			
6	.750	9.381	88.023			

7	.558	6.974	94.997			
8	.400	5.003	100.000			

Extraction Method: Principal Component Analysis.

When we did factor Analysis on these Variables we found that these variables financial needs, hobby, self independence, Meaning of Survival, Experience, Demand, Investment and skill based Among these factors variables four factors are analyzed first 4 have Eigen values more than 1 so they are extracted.

Factors	Eigen Values
1 Financial needs	2.054
2 Hobby	1.284
3 Self Independence	1.127
4 Meaning of Survival	1.043

Source : SPSS. Table:5.11

So these factors financial needs, hobby, self independence, meaning of Survival are the most important factors for starting a business. These are the MOTIVATORS which motivates young women Entrepreneurs to start their business.

Findings and Suggestions

- The age group profile of the parlour owners reveals that there are more or less an equal proportion of women starting a beauty parlour in the various age groups up to 35years. This shows that many women start this business well into their mid ages once they have taken care of their family responsibilities like bringing up of their children to a certain age and also when they find their financial needs rising.
- As to the educational background, the average business woman in this segment has a secondary degree (Higher secondary education). In fact, 42% of women entrepreneurs
- confirmed to have secondary education, whereas 30% had tertiary education (University Degree) and 28 % launched their enterprise with a degree of primary education.
- Those with university degree however showed a mismatch to the present profession being done by them. This reveals that many take up UG and PG degrees mostly without a proper goal in life or do not find the right employment and are hence driven to starting a passion for beauty care.
- Regarding this further shows that unmarried women entrepreneurs are not more prevalent as it needs a lot of support from the family members to give permission to these women.
- The situation with regards to availability of help at home is varying as most of these women have the help of their parents / husband to take care of their family when they are at work- as job of a beautician is very demanding and keeps one away from home during the late evening hours and also on holidays. Though about 19% of the respondents have also said that they have to take care of family and work, all by themselves.
- As to the choice of entrepreneurship as the main occupation, 47.7% of women entrepreneurs confirmed that they have always worked for themselves, whereas 52.3% have become entrepreneurs after having occupied various jobs.
- Around 85% of the respondents said that this was the first enterprise they owned while the remaining had experience in running other small business like garment previous venture and expanded into beauty care while few went out of business in their earlier venture.
- A majority of the respondents had started their venture solely on the basis of the support rendered by their family members like their husband, father / mother. It is thus seen that the immediate family plays a very important motivator for the women to cherish her dream to establish a parlour.
- Financial questions came clearly first with 49.7% of respondents quoting this factor as the most important one, followed by the combination of work and family life with 31.4% and the lack of information and advice with 28.1%.

Conclusion

To conclude this empirical study, it can be said that the study brings forth the characteristics of a typical female entrepreneur in the beauty care segment who is mostly educated with secondary education, runs a micro enterprise, has a husband and children and mostly supported by husband / father/mother for help and no other outside help. Mostly women are married. The woman creates her enterprise before the age of 35, after having gained some working experience working for others. The main reason for creating her business is the desire for control and freedom to take own decisions, yet she does not lose the perspective of making money out of sight. She dedicates over 48 hours (typically around 60 hours) to her business on a



weekly basis, and has made it thanks to hard work, perseverance, family support and solid self-confidence..The women entrepreneur who have already a set-up of beauty services they join that for career and succession planning. Entrepreneurship is a motivating factor in building capital formation . Female entrepreneurs in this sector very Meager (FEW) Women have taken loan they are not aware of schemes and self help groups. This segment is going to be organised because of affluent choice for diversification of business.

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