

Traits of Women Entrepreneurs in Small Enterprises: A Factor Analytical Study

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Abstract: This paper endeavors to examine the traits of women entrepreneurs in small enterprises. A sample of 163 women entrepreneurs has been taken from national capital region. A well designed pre-tested questionnaire consisting of 19 statements was administered to women entrepreneurs of small scale sector. Factor analytical model has been used to analyze the data. Factor analytical model has reduced these 19 statements into six factors i.e. achievement orientation, recognition, improvement in networking, innovation in business, monetary benefits and learning. The results of the study revealed that traits of entrepreneurs are changing considerably. Women entrepreneurs want to be achievement oriented. They want to bring innovations in business along with recognition. They want to develop better networking in order to serve the society in an effective manner. Institutes imparting training in the field of entrepreneurship development should design their training programs keeping in view the traits of women entrepreneurs. The results of the study reveal that entrepreneurs have changed their attitude while doing business. They are also laying more emphasis to serve society in addition to wealth creation. Efforts should be made to develop creativity among women entrepreneurs.

Keywords: *Factor Analytical Model, Achievement, Learning, Change, Society*

Introduction:

Small enterprises are playing an imperative role in the economic development of national and international level. These enterprises have potential to solve the large number of socio-economic problems faced by under-developed and developing economies of the world. These enterprises provide gainful employment opportunities to large section of society possessing low level of skill. Further, this enterprise solves the problem of regional disparities, poverty and inequality. What are the traits entrepreneurs of these small scale enterprises possess needs to be studied on account of different level of skills possessed by these entrepreneurs coming from different regions. Keeping in view this aspect, in this paper an attempt has been made to analyse the traits of entrepreneurs of small scale sector.

The literature cites the various studies relating to stress. The following paragraph highlights the work done in this area.

Francisco (2012) compared the characteristics of SMEs in low and high income regions in the three Spanish regions. The results of the study highlights the positive relationship between level of development of regions and entrepreneurial qualities it has been observed that developed regions provide large number of opportunities to the people due to better facilities as compared to under developed regions. The study recommended that to develop the entrepreneurial abilities among entrepreneurs development of regions are must.

Ahmad(2010) examined the effect of entrepreneurial competencies and business success among small and medium enterprises in Malaysia by taking a sample of 212 Malaysian SMEs. The results showed that entrepreneurial competencies were strongly affected by business success in SMEs. The study further observed that there is a positive association between entrepreneurial competencies and business success. The recommends that entrepreneurial competencies

provide the necessary inputs to entrepreneurs to take vital business related decisions.

Zhang (2011), examined the relationship between entrepreneur's personal characteristics such as need for achievement, need for cognition, and internal locus of control and its effect on firm performance. Data were collected through a national survey of owners and senior managers of small- to medium-sized Canadian manufacturing companies. It was observed that that entrepreneur takes various decisions not on the basis of the current policies but according to their skill and knowledge and show positive results.

Thomas (2011) examined the patterns of entrepreneurial competencies in contrasting industrial environments in Hong Kong by taking a sample of 153 SME owner/managers in the wholesale trade and IT services industries. The study observed that the owner/managers in IT services industry have significantly higher ratings in innovative, strategic and learning competencies than those in the wholesale trade industry. The study further observed that entrepreneurial competencies are inherited by people having different levels of socio-cultural background.

Siwan (2013) examined the impact of entrepreneurial competencies of women entrepreneurs on firm performance and growth. A questionnaire-based survey of female entrepreneurs in England and Wales was conducted. The study identified the four main clusters of competencies i.e. personal and relationship, business and management, entrepreneurial and human relations competencies. The study observed that there is a need to enhance the education of women entrepreneurs in order to increase the growth of women entrepreneurs.

Tiit (2009) examined the implications of changing success factors of entrepreneurs for the role of organisational development (OD) programmes in

facilitating organisational learning and change in Estonian enterprises. The study observed that courage to risk, openness to new information, flexibility, creativity and determination were the features of successful entrepreneurs in Estonia. The study suggested that these inputs can be utilise for entrepreneurship training and OD programmes.

The above studies have touched various areas relating to entrepreneurship, but none of the study seems to have touched areas such as traits of entrepreneurs of small scale sector at the regional level. The present study proposes to fill the gap in the existing literature.

Materials and Methods:

The objective of the study is to analyze the traits of women entrepreneurs of small scale sector. To achieve this objective the data was collected from 163 women entrepreneurs of small scale sector. The survey was conducted in NCR region. The survey was done with the help of a well-structured questionnaire based on Likert type five point scale ranging from strongly agree to strongly disagree.

Factor analytical model has been used to analyse the data.

Results and Discussion:

The following paragraphs highlight the factor analytical result of traits of women entrepreneurs of small scale sector

Table 1: KMO and Bartlett’s Test

Kieser-Meyer-Olin Measure of Sampling Adequacy		.680
Bartlett’s Test of Sphericity	Approx. Chi-Square	1075.133
	df	171
	Sig.	.000

The Table 1 highlights the results of Kaiser-Meyer-Olkin (KMO) and Bartlett’s test of sphericity. The KMO test measure of sampling adequacy equal to 0.680 vividly reveals that data is fit for factor analysis. Bartlett’s test of sphericity (1075.133) further corroborates our findings.

Table 2 : Rotated Component Matrix of coping strategies

Statements	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5	Factor 6	Communalities
Job satisfaction	.582	-.076	.379	.119	.340	-.084	.625
To be leader	.709	.153	.223	.090	.124	.098	.609
Attain high social status	.823	.044	-.022	-.117	-.113	.272	.780
Better goods and service to society	.660	-.147	.132	.409	-.137	.007	.661
To have my own work- life style	.580	.103	.246	.261	-.247	-.244	.597
Change of experience	.175	-.122	.797	-.171	-.133	.058	.731
Generation of employment opportunities	.728	.075	.067	-.161	.177	.183	.631
Concessions from Government	.006	.042	-.086	.846	.110	.036	.738
Service to community	.082	.161	.759	-.103	.014	.183	.654
Learning through business	.058	.103	.220	.130	.116	.654	.520
Satisfy innovative instinct	.065	.464	-.151	.505	-.183	-.126	.547
Access to Indirect benefits	.283	-.105	.069	-.130	-.031	.631	.512
Desire for More earning	.140	-.427	-.040	-.126	.630	-.307	.711
Getting Recognized	.013	.729	-.032	.198	-.232	.051	.629
Need for independence	.079	.838	.068	-.130	.083	-.029	.738
Material incentive	-.134	-.004	-.021	.098	.758	.119	.616
To be own boss	.482	.496	.081	.023	.196	-.490	.763
Increase networking	.337	-.042	.514	.353	.148	.046	.528
Take advantage of Opportunities appear	.161	-.023	.400	.338	.379	.290	.529
Eigen value	3.362	2.014	2.010	1.662	1.569	1.502	
Percentage of variance	17.695	10.598	10.577	8.748	8.257	7.904	
Cumulative percentage of variance	17.695	28.294	38.871	47.619	55.876	63.780	

Source: Personal survey
 Extraction method: Principal component analysis
 Rotation Method: Varimax with Kaiser Normalization
 Rotation converged in 16 iterations

Table 2 shows the varimax rotated factor matrix results for all working women in our study. Five factors have been extracted which altogether account for 63.780 per cent of variance. It shows that 63.780 per cent of total variance is explained by information contained in varimax rotated matrix. The communalities have been shown at the right side of

the table 2, which explains the amount of variance in the variable that is accounted by all factors taken together. Large Communalities indicate that a large amount of variance in a variable has been extracted by factor solution. A factor loading represents the correlation between an original variable and its factors. Factor loading is nothing but coefficient of correlation. Only the factors having eigen values greater than 1.00 have been considered significant. All factors with eigen values less than 1.00 are considered insignificant and therefore disregarded. The details of factors have been given in the following paragraphs.

Achievement orientation (F1):

The first factor which emerged from the factor analytical model is termed as achievement orientation. Six statements out of 19 statements have been included in this factor. The eigen value of this factor is 3.362. The eigen value more than three reveals the significance of this factor. 17.695 per cent of the variations have been explained by this factor. It reveals that achievement orientation is one of the most powerful traits of the entrepreneurs of small scale sector. They have capacity to take risk and their own work and life style.

Recognition (F2):

The second factor which has emerged from the factor model is termed as recognition. The eigen value for this factor is 2.014, which is greater than one. 10.598 percentage of variations explained by this factor. Three statements out of nineteen have been included in this factor. The entrepreneurs have the desire to be recognized by people of all walks of life. To achieve this objective, they prefer to take various steps to show the people that they are unique.

Improvement in networking (F3):

The third factor which account for 10.577 percentage of variations has been designated as improvement in networking. Three out of 19 statements have been loaded on this factor. The eigen value to this factor is 2.010, which is greater than one. It is an important factor which reveals that entrepreneurs want to improve their networking through this profession. They want to build a strong network in order to achieve this objective.

Innovation in business (F4):

The fourth factor has been designated as innovation in business. Eigen value of this factor is 1.662. Two out of 19 statements have been loaded on this factor. The eigen value greater one reveals that entrepreneurs want to bring innovations in business. Entrepreneurs possessing this trait can only survive in this highly competitive market. There is a need to inculcate the spirit of innovations in business through the various training programmes.

Monetary benefits

(F5):

The next factor in terms of importance has been termed as monetary benefits. The eigen value of this factor is more than one (1.569). The percentage of variations explained by this factor is 8.257. Two out of 19 statements have been loaded on this factor. In this study increase in monetary benefits is not termed as an important trait of entrepreneurs of small scale sector. This trait has not occupied an important place in the minds of entrepreneurs of small scale sector.

Learning (F6):

The last factor has been termed as learning. The eigen value of this factor is more than one (1.502). The percentage of variations explained by this factor is 7.904. Two out of 19 statements have been loaded on this factor. Entrepreneurs of small scale sector want to learn more through this profession. It is an indicator of new development. Entrepreneurs feel that in the era of changing economy, learning new techniques of business has become essential. It seems that entrepreneurs want to possess this trait in order to survive in the markets.

Conclusion:

Factor analytical model has been used to analyze the data. Factor analytical model has reduced these 19 statements into six factors i.e. achievement orientation, recognition, improvement in networking, assistance from government, monetary benefits and learning. The results of the study revealed that traits of entrepreneurs are changing considerably. Women entrepreneurs want to be achievement oriented. They want to bring innovations in business along with recognition. They want to develop better networking in order to serve the society in an effective manner. Institutes imparting training in the field of entrepreneurship development should design their training programs keeping in view the traits of women entrepreneurs. The results of the study reveal that entrepreneurs have changed their attitude while doing business. They are also laying more emphasis to serve society in addition to wealth creation. Efforts should be made to develop creativity among women entrepreneurs.

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