Review Of ReseaRch
Impact Factor : 5.7631(UIF) UGC Approved JoUrnAl no. 48514 ISSN: 2249-894X
Volume - 7 | Issue - 11 | aUGUST - 2018

DISCRIMINANTS AND IMPACT OF ENTREPRENEURIAL TRAITS AMONG WOMEN IN SMALL-SCALE INDUSTRIES IN KANYAKUMARI DISTRICT

T. Raja Suresh
Assistant Professor, Udaya College of Arts and Science, Kanyakumari District.

ABSTRACT

Women Entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization.Almost half the population of ournation arewomen. In India women constitute only one third of the economic enterprises. They are performing well. This research paper totally depends on primary and secondary data collected from the sample respondents and District Industrial Centre, Nagercoil respectively. This paper explains to identify the discriminant entrepreneurial traits and their determinants, outcome among the experienced and less experienced respondents and it proceedsto evaluate the impact of entrepreneurial traits on their various outcomes using t-test and multiple regression analysis respectively.

KEYWORDS: *Entrepreneurship, Developing Economy, Small – Scale Industries & Entrepreneurial Traits.*

INTRODUCTION:

The Indian economy, which is a developing economy is in a transitional stage and the attitude towards women is not unfavourable as it was in the past. Women are trying hard to establish themselves as entrepreneurs. Before independence, women were engaged mostly in agriculture, household activities or in family trade activities. Even if they were holding any position, it was merely secondary management, and the real management was in the hands of men. Today, there is much talk about the development of woman entrepreneurship in India. Hence the present study focuses on the entrepreneurial traits of women in small-scale industries in Kanyakumari District.

OBJECTIVES OF THE STUDY:

The main objectives of the present study are

1. To identify the discriminant entrepreneurial traits and their determinants and outcome among the experienced and less experienced respondents and
2. To evaluate the impact of entrepreneurial traits on their various outcomes.

METHODOLOGY:

The present study is mainly based on both primary data and secondary data. The secondary data related to the population of the study has been collected from the District Industries Centre at Nagercoil.

Statistical Tools used for the study:

For analyzing the data collected during the investigation, the following statistical tools were used. The applied statistical tools liket-test andmultiple regression analysis are used.

Discriminant validity among entrepreneurial traits:

The present study has made an attempt to examine the discriminant validity with the help of the mean of AVEs of various pairs of components of entrepreneurial traits and the square of correlation co-efficient between them. The results are given inTable 1.

Table: 1
Discriminant Validity of Important Entrepreneurial Traits

Sl.No.	Square of correlation co-efficient / Mean of AVEs of ant ET	1	2	3	4	5	6
1.	Decision making		0.4817	0.3042	0.3898	0.4244	0.4603
2.	Exposure to media	0.5472		0.3241	0.4739	0.3234	0.4718
3.	Scientific management	0.5639	0.5567		0.5304	0.4144	0.4082
4.	Leadership activities	0.5695	0.5622	0.5789		0.5288	0.4117
5.	Networks	0.5577	0.5504	0.5641	0.5727		0.4049
6.	Access to credit facilities	0.5424	0.5351	0.5518	0.5574	0.5455	

Table 1 shows that the mean of AVEs of various important components of entrepreneurial behaviour are greater than their respective square of correlation co-efficients between them. It shows the discriminant validity among the various components of entrepreneurial behaviour. For example, the mean of AVEs between decision making and leadership activities (0.5695) is greater than the square of correlation co-efficients between them (0.4244). The same results have been identified in all possible pairs. Hence, the discriminant validity among the important components of entrepreneurial behaviourhave been confirmed.

The discriminant validity among the four important entrepreneurial factors has been examined with the help of Mean of Average Variance extracted by each pair of IEMF and their respective square of correlation co-efficient. The mean of AVE of any pair of IEMF greater than its respective square correlation co-efficient indicates its discriminant validity. The mean of AVEs of pair of IEMFs and its respective square of correlation co-efficient is given in Table 2.

Table: 2
Discriminant Validity among the IEMF

Sl. No.	Square of correlation co-efficient / Mean of AVEs	1	2	3	4
1.	Security		0.2067	0.1489	0.2513
2.	Independence	0.5550		0.1627	0.2807
3.	Intrinsic	0.5314	0.5656		0.2646
4.	Income	0.5405	0.5747	0.5511	

The above table 2 reveals that the mean of AVE of all pairs of IEMF is greater than its respective square of correlation co-efficient between the pairs which reveals the discriminant validity among the IEMFs. For example, the mean of AVE of income and security (0.5405) is greater than its square of correlation co-efficient (0.2513). It shows the mutual exclusiveness among the IMEFs.

The profile of the respondents may be associated with their level of perception of the various IEMFs. The present study has made an attempt to examine the association with the help of One Way Analysis of Variance. The profile variables included for this purpose are gender, age, level of education, marital status, social class, occupational background, type of family, family size, number of earning members per family, personal income per month, family income per month and the overall personality score among the respondents. The results are presented in Table 3.

Table: 3
Association between Profile of Respondents and their View on IEMFs

Sl. No.	Profile variables	'F' statistics			
		Security	Independence	Intrinsic	Income
1.	Gender	3.0445	3.3886	3.1171	3.2451
2.	Age	2.8041*	2.6542*	2.7076*	2.8559*
3.	Level of education	2.3914*	2.9691*	2.5848*	2.7031*
4.	Marital status	2.8661*	2.0441	2.1145	2.5089*
5.	Social class	2.1144	2.3886	2.3996	2.2441
6.	Occupational background	2.1446	2.2068	2.6884*	2.0896
7.	Type of family	3.0841	3.3884	3.6566	3.4082
8.	Family size	2.0811	1.7141	1.9641	2.0481
9.	Number of earning members per family	2.1144	2.3446	2.0842	2.8547*
10.	Personal income per month	2.6647*	2.8408*	2.9697*	2.4666*
11.	Family income per month	2.7084*	2.6566*	2.5086*	2.6667*
12.	Score on personality traits	2.8142*	2.9024*	2.1442	1.8964

*Significant at five per cent level.

Regarding the table 3 the perception on 'security' factor, the significantly associating profile variables are age, level of education, marital status, personal income, family income and personality traits of the respondents since their respective 'F' statistics are significant at five per cent level. The significantly associating profile variables with the perception on 'independence' factor are age, level of education, personal income, family income and personality traits whereas in the perception on 'intrinsic' factor, these profile variables are age, level of education, occupational background, personal income and family income. Regarding the perception on 'income' factor, these profile variables are age, level of education, marital status, number of earning members per family, personal income and family income per month.

Discriminant IEMFs among the Experienced and Less Experienced Respondents :

The level of view on the IEMFs among the experienced respondents may differ from less experienced respondents. It is important to identify the discriminant IEMFs among the two groups of respondents for some policy implications. The mean differences, and their statistical significance have been computed initially. The results are shown in Table 4.

Table :4
Mean Differences and Discriminant Power of IEMFs

Sl. No.	IEMFs	Mean scores among respondents		Mean differences	't' statistics	Wilks Lambda
		Experienced	Less Experienced			
1.	Security	3.7940	3.0962	0.6978	2.4233*	0.1868
2.	Independence	3.8723	3.1647	0.7076	2.5646*	0.2441
3.	Intrinsic	3.8317	2.9982	0.8335	3.8084*	0.1021
4.	Income	3.7950	3.8839	–0.0889	0.1445	0.3896

*Significant at five per cent level.

Table 4 explained the higher mean differences are identified in the case of 'intrinsic' and 'independence' factors since their mean differences are 0.8335 and 0.7076 respectively. Significant mean differences are noticed in the case of 'security', 'independence' and 'intrinsic' factors since their respective 't' statistics are significant at five per cent level. Higher discriminant power is identified in the case of 'intrinsic' and 'security' factors since their respective Wilks Lambda have been included to estimate the Two Group Discriminant function. The unstandardized procedure has been followed for this purpose. The estimated function is:

$Z = 0.4581 + 0.1304\ X_1 + 0.1776\ X_2 + 0.2869\ X_3$

The relative contribution of IEMFs in total discriminant score is computed by the product of discriminant co-efficient of the IEMF and its respective mean differences. The results are shown in Table 5.

Table: 5
Relative Contribution of IEMFs in Total Discriminant Score

Sl. No.	IEMFs	Discriminant co-efficient	Mean differences	Product	Relative contribution in TDS
1.	Security	0.1304	0.6978	0.0909	19.95
2.	Independence	0.1776	0.7076	0.1257	27.58
3.	Intrinsic	0.2869	0.8335	0.2391	52.47
	Total			**0.4557**	**100.00**
Per cent of cases correctly classified: 80.11					

Table 5 shows the Higher discriminant function is noticed in 'intrinsic' factor since its co-efficient is 0.2869. It shows the higher influence of the above said factor in discriminant function. Higher relative contribution in total discriminant score is identified in the case of 'intrinsic' function since its relative contribution in TDS is 52.47 per cent. The estimated Two Group Discriminant function correctly classifies the cases to the extent of 80.11 per cent. The high scoring factor among both the experienced and less experienced respondents is intrinsic factor.

The Multiple Regression Analysis has been executed to find out

- The impact of entrepreneurial traits on enterprise involvement
- The impact of entrepreneurial traits on entrepreneurial risk

Impact of Entrepreneurial Traits on Enterprise Involvement:

The entrepreneurial traits possessed by the respondents may lead to higher involvement in their enterprising activities. It is imperative to identify the relative importance of entrepreneurial traits on the

determination of enterprise involvement among them. The multiple regression analysis has been followed. The independent variables included are score on various entrepreneurial traits whereas the dependent variable is score on enterprise involvement. The results are given in Table 6.

Table: 6
Impact of Important Entrepreneurial Traits on Enterprise Involvement

Sl. No.	Entrepreneurial traits	Regression co-efficient among respondents		
		Experienced	Less Experienced	Pooled Data
1.	Decision making	0.1819*	0.0886	0.1441*
2.	Exposure to media	0.1233*	0.0811	0.0968
3.	Scientific management	0.1448*	0.1489*	0.1402*
4.	Leadership activities	0.1776*	0.1702*	0.1718*
5.	Networks	0.2144*	0.0887	0.1443*
6.	Access to credit facilities	0.0887	0.1337*	0.0995
	Constant	0.9968	0.3884	0.8586
	R^2	0.8447	0.7561	0.8779
	'F' statistics	9.2445*	8.1772*	10.3389*

*Significant at five per cent level.

Table 6 shows the significantly and positively influencing entrepreneurial traits on enterprise involvement among the experienced respondents are decision making, exposure to media, scientific management, leadership activities and networks whereas among the less experienced respondents, these are scientific management, leadership activities and access to credit facilities. The changes in entrepreneurial traits explain the changes in enterprise involvement among the experienced respondents at a higher level than that among the less experienced respondents.

Impact of Entrepreneurial Traits on Entrepreneurial Risk

The entrepreneurial traits of the woman industrialists may considerably reduce their perception on the risks involved in their enterprises. The Multiple Regression Analysis has been used. The impact has been measured among the experienced and less experienced respondents and pooled respondents separately.The results are shown in Table 7.

Table : 7
Impact of Entrepreneurial Traits on Entrepreneurial Risk

Sl.No.	*Entrepreneurial traits*	*Regression co-efficient among respondents*		
		Experienced	*Less Experienced*	*Pooled Data*
1.	Decision making	0.1023	–0.1773*	–0.1452*
2.	Exposure to media	0.0447	0.0224	0.0334
3.	Scientific management	–0.1886*	–0.2149*	–0.1909*
4.	Leadership activities	–0.1476*	–0.1887*	–0.1592*
5.	Networks	0.0557	0.0789	0.0673
6.	Access to credit	0.1011	0.0344	0.0739

	facilities			
	Constant	–0.4547	–0.8588	–0.7349
	R2	0.7876	0.8142	0.8339
	'F' statistics	7.4345*	8.3969*	8.9911*

*Significantatfivepercentlevel

Table 7 shows the significantly and negatively influencing entrepreneurial traits on the entrepreneurial risks among the experienced respondents are 'scientific management' and 'leadership activities' sincetheir respective Regression co-efficientsare -0.1886 and -0.1476 respectively. Among the less experienced respondents, these are 'decision making', 'scientific management' and 'leadership activities'since their respective Regression co-efficientsare -0.1773 ,-0.2149 and -0.1887 respectively.

FINDINGS:

The researcher has analysed the data and has summarised the findings as follows:

- The entrepreneurial motivation factors among the experienced respondents are 'independence' and 'intrinsic' whereas among the less experienced respondents, these are 'income' and 'independence'. The significant mean differences are noticed in the case of security, independence and intrinsic. The higher discriminant power is identified in the case of intrinsic and security. The important discriminant entrepreneurial motivational factors among the experienced and less experienced respondents is intrinsic. In total, the level of entrepreneurial motivation among the experienced respondents is higher than that among the less experienced respondents.
- The significantly and positively influencing entrepreneurial traits on enterprise involvement among the experienced respondents are decision making, exposure to media, scientific management, leadership activities and networks and among the less experienced respondents, these are scientific management, leadership activities and access to credit facilities. The changes in the entrepreneurial traits explain the changes in enterprise involvement to a higher extent among the experienced and less experienced respondents.
- The significantly and negatively influencing entrepreneurial traits on the entrepreneurial risk among the experienced respondents are scientific management and leadership activities and among the less experienced respondents, these are decision making, scientific management and leadership activities. The changes in the entrepreneurial traits explain the changes in perception on entrepreneurial risk to a higher extent among the experienced and less experienced respondents.

CONCLUSION:

Entrepreneurship is presently the most discussed and encouraged concept all over the world to overcome economic challenges. We can conclude that the entrepreneurial traits among the experienced woman industrialists are higher than among the lesser experienced respondents. The entrepreneurial traits of the woman industrialists have a significant positive impact on enterprise involvement whereas a significant reduction in entrepreneurial risk and enterprise problems among the industrialists.

"Good Family, Good Society and ultimately a Good Nation"

REFERENCES:

1. Jose, K.G.(2005), "Small Scale Industry in Kerala: Problems and Prospects", Southern Economist,November 1.
2. DilBaghKaur, Annadurai, M. and Sharma, V.K., Rural Women Entrepreneur", Abhigyan, 20 (4), January-March, 2003, pp.27-31.
3. GayatrideviPatil and Uma Gaurmath, "Rural Development Programme: A Study of Women Beneficiaries", India Journal of Training and Development, 32 (4), October-December, 2002, pp.87-94.

4. Fornell, G and Larcker, D.M., (1981), "Evaluating structural equation modeling with unobservable variables and measurement error", Journal of Marketing Research, 11(1), pp.39-50.
5. Regi, S. B. (2016). Prospectus & Challenges Of Women Entrepreneurs–A Study With Special Reference To Tirunelveli District. *International Journal Of Scientific Research And Modern Education, 786*, *792*.
6. Poornimarani, R., & Diana, A. INDIAN ENTREPRENEURS COMPEITATION BEFORE MULTINATIONAL COMPANIES. *International Journal of Research-GRANTHAALAYAH A Knowledge Repository, 4 (4), 8*, *21*.
7. Gi-Du Kang, Teffrey Fames and Kostas Alexandris (2002), "Measurement of Internal Service Quality: Application of the SERVQUAL, Battery to Internal Service Quality", Managing Service Quality, 12(5), pp.278-291.
8. Manimekalai, N., "A Comparative Study of Working Women and Housewives", Social Welfare, 49 (5), August, 2002, pp.29-38.
9. Regi, S. B., Golden, S. A. R., & Franco, C. E. (2014). Role of Commercial Bank in the Growth of Micro and Small Enterprises. *Golden Research Thoughts*, *3*(7), 1.
10. Sexton, D.L. (1980), "Characteristics and Role Demands of Successful Entrepreneurs", Paper presented at the meeting of the Academy of Management, Detroit, pp.11-17.