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## IMPACT OF PERSONAL CHARACTERS OF WOMEN ENTREPRENEURS IN COIMBATORE CITY



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### Abstract

*This study attempts to analysis the Personal charactertics of Women Entrepreneurs in Coimbatore city. Personal charactertics include Age, Educational qualification spouse Education, Parents Education Data was collected through questionnaire method. The Preliminary data was made by the researcher through personal Interviews with the respondents. The respondent were woman entrepreneurs from Coimbatore city. The data was statistically analysed using SPSS Package for, the Result shows that there are lot of variation among the age, spouse Education and Parent Education among the women Entrepreneurs in Coimbatore city.*

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### Introduction

Women Entrepreneurs play a vital role in the Economic development of a Country. An Entrepreneur is very often considered as a person who set up his own business or Industry. She looks for opportunities, mainly for Economic gain. Women Entrepreneurs are action oriented, highly motivated individuals who take risk to achieve goals.

### Review of Literature

#### Introduction

Quite a number of studies in relation to industrial entrepreneurship have already been carried out. A review of literature in connection with earlier researches on Women entrepreneurs are necessary to enumerate the areas already investigated. This process may be helpful to identify certain unexplored fields for further investigations.

### Studies on Women Entrepreneurs and Women Entrepreneurship

Devi (1978)<sup>1</sup> in her study on 'Women Entrepreneurs' stated that next to agriculture a large employment potential for low skilled and semi-skilled women workers exists in handlooms, handicrafts and rural Industries. They play a vital role in providing work opportunities to use their skills. Women entrepreneurs have established themselves in

some of the non-traditional fields such as leading consultants, wholesale distributors, exporters of Machinery, Manufactures of electric goods, publishers, exporters of garments and garment designers. These fields are specially suited to their temperament and tastes. She observed that unless and until women are able to participate fully in the economic and special development of the country, the problems of unemployment and poverty in the country could never be slowed.

Decarlo and Lyons (1979)<sup>2</sup> in their study, "A comparison of selected personality character of Minority and Non-Minority Female entrepreneurs" made a comparative study on selected personality characteristics as of minority and non-minority female entrepreneurs. The response of both the Minority and Non-Minority entrepreneurs differed significantly from those of non-entrepreneurs. Differences were also obtained between the Minority and Non-Minority Women Entrepreneurs. The Minority entrepreneurs reported that they started their business at a later stage than non-Minority women entrepreneurs. Non-Minority Female Entrepreneurs scored higher on ratings of need for achievement and independence, whereas Minority Women appeared to place greater value on conformity and benevolence.

Taylor (1980)<sup>3</sup> in his work "Women and the business Game: Strategies for Successful Ownership" summed up the situation. Women are no different than men in their entrepreneurial drive and their desire for economic independence and personal self-fulfillment that business ownership can bring. However, there is a catch. It tends to be more difficult for women than for men to live out this drive.

Hirsich and O'Brien (1981)<sup>4</sup> conducted a study on the women entrepreneurs from their business and sociological perspective. The study was conducted on female entrepreneurs with the purpose of exploring their demographic characteristics, their motivational and business problems. They observed that female entrepreneurs experience varying business particularly problems with weak collateral position obtaining credit and overcoming society's belief that women were not as serious as men about business.

Devi (1982)<sup>5</sup> in her study, "Status and Employment of Women in India", has tried to show that employment plays a crucial role in raising the status of women against age, education, family type, place of residence. She has done the analysis on the status of women entrepreneurs within the family in the office and the wider society. Employed women have more power and influence in the family and outside than unemployed women. The potential capacity of women can express itself better when this is used while in employment and this also contributes towards making their status high in the society. Surti and Sarupriya (1983)<sup>6</sup> carried out a study entitled, "Psychological factors affecting women entrepreneurs". They examined the role of experience, the effect of demographic variables such as marital status, type of family and how women entrepreneurs coped with stress. Results indicated that unmarried women experience

less stress than married women. Women from Joint Families tended to experience less role stress than those from Nuclear Families.

### Objectives of Study

To study of the personal profile of women entrepreneurs in Coimbatore city. These personal characteristics influences then towards their success in the Entrepreneurial world.

### Methodology

The primary data was collected by survey research through interview schedule from successful women Entrepreneurs and the secondary data was collected from the standard text books of related topics, leading journal and published documents, recovers reputes and booklets issued District Industrial centre Coimbatore. The Researcher used percentage method for analysis. The analysis was made with SPSS Package for statistical analysis.

### Personal Characteristics

Personal characteristics include age, Education, experience and training of sample women entrepreneurs in coimbatore city.

#### Age of the Women Entrepreneurs

Age is considered desirable to have an inside in to the age of women entrepreneurs. The capability of a person in undertaking various job vary at different ages as perception, physical endurance, confidence level the time available due to other responsibility vary with age.

The following table reveals the details about the age of the sample women entrepreneurs in Coimbatore City.

**Age of the Sample Women Entrepreneurs**

| S.No | Years        | Manufacturing | Service  | Trading | Total    |
|------|--------------|---------------|----------|---------|----------|
| 1    | Below 20 Yrs | -             | 1(.5)    | -       | 1(.5)    |
| 2    | 21-30 Years  | 15(7.5)       | 7(3.5)   | 10(5)   | 32(16)   |
| 3    | 31-40 Years  | 15(7.5)       | 29(14.5) | 26(13)  | 70(35)   |
| 4    | 41-50 Years  | 43(21.5)      | 26(13)   | 28(14)  | 97(48.5) |
| 5    | Total        | 73(36.5)      | 63(31.5) | 64(32)  | 200(100) |

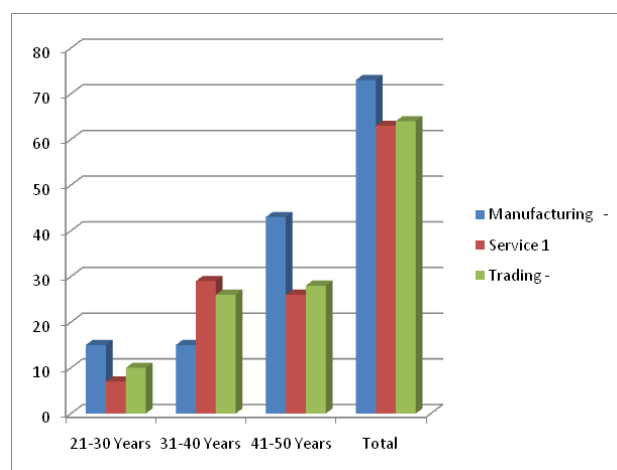
**Source:** Primary Data

**Note:** Figures in parentheses indicate Percentages

Shows that 48.5 per cent of sample women entrepreneurs in Coimbatore City are under the age group of 41-50years, 35 Per cent are under the age group of 31-40 Years, 16 Per cent fall under 21-30 Years whereas only 0.5 Per cent of sample women entrepreneur is below 20 Years. From this, it can be concluded that most of the sample women entrepreneurs in Coimbatore City are in between the age of 41-50 Years. It

shows their potentiality, Risk-bearing capacity, Business management capacity and it is higher in this age in doing business activities either Manufacturing or service or Trading.

### Age of the Sample Women Entrepreneurs



Educational Qualification of the sample women entrepreneurs Etymologically, the word education is derived from educare (Latin) "bring up" which is related to educere "bring out", "bring forth what is within", "bring out potential" and ducere, "to lead". The aim of education should be to teachers rather than how to think than what to think – rather to improve our minds so as to enable as think for our self than to load the memory with

the thoughts of other men". The following table shows about the educational Qualification of the sample women entrepreneurs in Coimbatore City.

### Educational Qualification of Sample Women Entrepreneurs

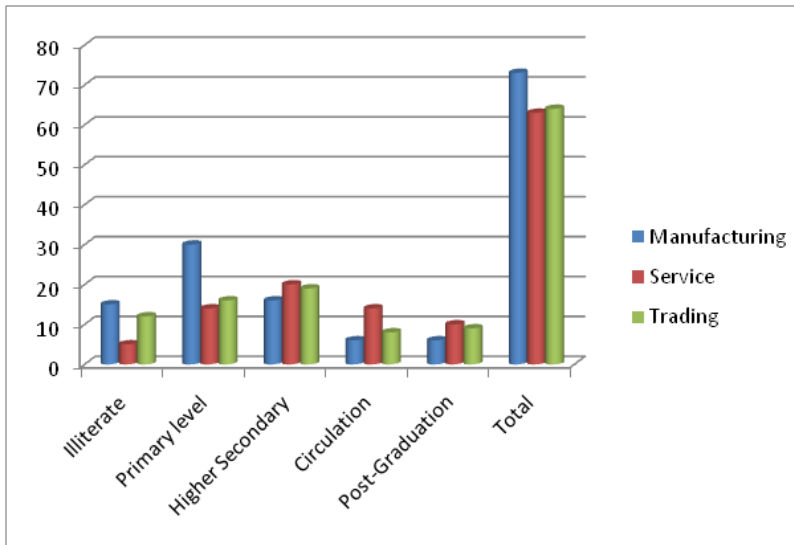
| S.No | Level of Education | Manufacturing | Service  | Trading | Total    |
|------|--------------------|---------------|----------|---------|----------|
| 1    | Illiterate         | 15(7.5)       | 5(2.5)   | 12(6)   | 32(16)   |
| 2    | Primary level      | 30(15)        | 14(7)    | 16(8)   | 60(30)   |
| 3    | Higher Secondary   | 16(8)         | 20(10)   | 19(9.5) | 55(27.5) |
| 4    | Graduation         | 6(3)          | 14(7)    | 8(4)    | 28(14)   |
| 5    | Post-Graduation    | 6(3)          | 10(5)    | 9(4.5)  | 25(12.5) |
|      | Total              | 73(36.5)      | 63(31.5) | 64(32)  | 200(100) |

**Source:** Primary Data

**Note:** Figures in parentheses indicate percentages

Shows that 30 per cent of sample women entrepreneurs in Coimbatore City had completed their educational level below higher secondary, 27.5 per cent of sample women entrepreneurs are at higher secondary level, 12.5 per cent of sample women entrepreneurs are post graduates, 16 per cent of sample women entrepreneurs are illiterate people and 14 per cent of them are graduates. From the table, it can be concluded that even the sample women entrepreneurs who are having low education are doing their business whatever may be its nature successfully in Coimbatore City. This shows that women though they didn't finish their primary education, are forced by family or social circumstance to carry out their business. It also reveals their will power and strong determination in work for the upliftment of their lines. It also reveals that after post graduation the women intend to be Professionalize.

### Educational Qualification of Sample Women Entrepreneurs



Spouse Education

### Spouse Education of Sample Women Entrepreneurs

| S.No | Level         | Manufacturing | Service  | Trading  | Total    |
|------|---------------|---------------|----------|----------|----------|
| 1    | School        | 26(13)        | 16(8)    | 23(11.5) | 65(32.5) |
| 2    | UG/Diploma    | 19(9.5)       | 21(10.5) | 20(10)   | 60(30)   |
| 3    | Post Graduate | 16(8)         | 14(7)    | 8(4)     | 38(19)   |
| 4    | Professionals | 12(6)         | 12(6)    | 13(6.5)  | 37(18.5) |
|      | Total         | 73(36.5)      | 63(31.5) | 64(32)   | 200(100) |

**Source:** Primary Data

**Note.** Figures in parentheses indicate Percentages.

shows that 32.5 Per cent of sample women entrepreneur's spouse had completed their educational Qualification at schooling level, 30 Per cent of them had their qualification level either undergraduate or Diploma, 19 Per cent of sample women entrepreneur's spouse are Post-Graduates and 18.5 Per cent of them had completed professional courses such as Medicine, Law. MBA.

### Parent Education

Parent's education gives the young team a better exposure. But generation women entrepreneurs are gifted because their seniors have already come out of the veil and started to achieve success after facing various challenges. Such parents stand as volume of expertise, experience technical know-how, which they can pass on their children. This makes the women bold, more educative, increases their creativity, diversifies their management skill, sources. The details of Educational Qualification of Sample women entrepreneur's Parent are given in

### Educational Qualification of Sample Women Entrepreneur's Parents

| S.No. | Level                 | Manufacturing | Service  | Trading | Total    |
|-------|-----------------------|---------------|----------|---------|----------|
| 1     | School                | 36(18)        | 27(13.5) | 34(17)  | 97(48.5) |
| 2     | UG/Diploma            | 21(10.5)      | 16(8)    | 17(8.5) | 54(27)   |
| 3     | Post Graduate         | 9(4.5)        | 15(7.5)  | 8(4)    | 32(16)   |
| 4     | Professionals Courses | 7(3.5)        | 5(2.5)   | 5(2.5)  | 17(8.5)  |
|       | Total                 | 73(36.5)      | 63(31.5) | 64(32)  | 200(100) |

**Source:** Primary Data.

**Note.** Figures in parentheses indicate Percentages.

Shows that 48.5 Per cent of Sample women entrepreneurs Parent had completed only Schooling level, 27 Per cent of them are graduates, 16 Per cent of the respondents parents are past-graduates. Only 8.5 Per cent of them had completed Professional courses such as Medicine, Law, MBA etc;

### Conclusion

Success of women Entrepreneurs and satisfactory progress can be achieved only by honest, Sincere and dedicated efforts by all. The findings may be a eye opener to the policy makers of the country.

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