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## Research Paper

# AN ANALYSIS OF TRAITS REQUIRED BY WOMEN IN MICRO ENTERPRISES IN TAMILNADU

Dr. J.Jeya Ani<sup>1</sup><sup>1</sup>Dept. of Commerce, St. Xavier's College, Palayamkottai, Tamil Nadu, India

## ABSTRACT

*Women engaged in micro enterprises make a large and often unrecognized contribution to their countries' economic development. They employ other people, provide valuable services, and play a vital role in the development of emerging market economies worldwide. Research of women in micro enterprises show that a woman, who is highly motivated, initiates action and activity without direction has a high internal focus of control, and propensity towards achievement. Women's decision processes indicate a highly personal, subjective process. Studies reveal that the characteristics of women business owners promote their creativity and generate new ideas and ways of doing things.*

**KEYWORDS:** *economic development, women entrepreneurs, agriculture,*

## INTRODUCTION

Women engaged in micro enterprises make a large and often unrecognized contribution to their countries' economic development. They employ other people, provide valuable services, and play a vital role in the development of emerging market economies worldwide. Research of women in micro enterprises show that a woman, who is highly motivated, initiates action and activity without direction has a high internal focus of control, and propensity towards achievement. Women's decision processes indicate a highly personal, subjective process. Studies reveal that the characteristics of women business owners promote their creativity and generate new ideas and ways of doing things.

It is quite well known that women have certain natural traits that are beneficial to companies they work for. Some of these include: ability to organize, risk taker, innovative, being team leader, being empathetic, thoughtful, supportive, loyal, consensus building and compassionate. Hence in this study, an attempt has been taken to analyze the traits of women in micro enterprises in India.

## OBJECTIVES OF THE STUDY

The objectives of the study are

- ✧ To identify the traits of women in micro enterprises in India.
- ✧ To analyze the traits of women in micro enterprises with respect to their occupation.
- ✧ To give suggestions for the promotion of women engaged in micro enterprises in India.

## REVIEW OF LITERATURE

Sharma (1970) stated that people with higher level of motivation work harder, learn faster and are more self-reliant. They manipulate environment to suit their own needs. They have high aspirations and are very mobile when considering economic opportunities. These people are oriented towards saving and investing for the future. They are like to be entrepreneur, risk takers and innovators with desire to excel personal accomplishment.

Arvinda and S. Renuka (2001) in their exploratory study revealed that the facilitating factors that had an impact in maintaining the enterprises



successfully were self experience, interest, families help and support women in general face conflicts in work and home roles. The main conflicts in work role pertained to inability to expand the enterprise and optimum utilization of available skills.

Carter and Rosa (2002) identified that the female tend to write more upon the future and new possibilities. Difference in style of operations were evident and others have reported this from female described in greater detail and more clearly the urging need for governmental support of networking activities and other programmes that promote resource pooling.

## METHODOLOGY

The present study is a descriptive research based on the survey method. Primary data is collected from 300 rural women entrepreneurs as sample from

various parts of India. The collected data is analyzed with the help of ANOVA and Scheffe's Post Hoc test. The relevant secondary data is collected from various books, journals, magazines, websites, etc.

## ANALYSIS OF TRAITS OF WOMEN IN MICRO ENTERPRISES AND THEIR OCCUPATION

### Null hypothesis

There is no significant difference among the mean scores of traits such as technical traits, business management traits, personal traits, enterprise traits, behavioural traits, communication traits, listening traits and soft traits of women in micro enterprises with respect to their occupation.

**Table No. 1**  
**Analysis of Variance among the Mean Scores of Traits of Women With Respect to Occupation**

Dimensions	Source of Variance	Sum of Squares	df	Mean of Squares	F-value	Remarks at 0.05 level
Overall	Between	2328.1711	3	776.0570	32.3697	Sig
	Within	7096.5411	296	23.9748		
Technical traits	Between	312.4541	3	104.1514	21.2789	Sig
	Within	1448.7985	296	4.8946		
Business Management traits	Between	38.3772	3	12.7924	7.9014	Sig
	Within	479.2264	296	1.6190		
Personal traits	Between	101.5657	3	33.8552	9.5377	Sig
	Within	1050.6873	296	3.5496		
Enterprise traits	Between	64.9983	3	21.6661	4.0667	Sig
	Within	1577.0095	296	5.3277		
Behavioural traits	Between	16.2412	3	5.4137	1.3403	N.S.
	Within	1195.6213	296	4.0393		
Communication traits	Between	219.6197	3	73.2066	35.6744	Sig
	Within	607.4152	296	2.0521		
Listening traits	Between	8.6385	3	2.8795	2.0097	N.S.
	Within	424.1189	296	1.4328		
Soft traits	Between	705.3248	3	235.1083	75.2189	Sig
	Within	925.1942	296	3.1257		

Table value required for df 3, 296 is 2.636

Since the calculated 'F' values are less than the table value in respect of Behavioural traits and Listening traits, the null hypothesis is accepted. So, it is found that there is no significant difference among the mean scores of Behavioural traits and Listening traits of women in small scale industries with respect to their occupation. But, it is found that there is significant difference among the mean scores of traits such as

Technical traits, Business Management traits, Personal traits, Enterprise traits, Communication traits and Soft traits of women with respect to their occupation.

### Traits of Women in micro enterprises with respect to their occupation

Since the 'F' ratio of traits of women is greater than that of the table value, the Scheffe test is applied.

**Table No. 2**  
**Scheffe's Post Hoc Test for the Mean Scores of Traits of Women in Micro Enterprises With respect To Occupation**

Occupation of Respondents				Mean Difference	C.I. Value	Result at 5% Level
Business	Agriculture	Private	Others			
269.871	266.150			3.721	2.375	<b>Sig.</b>
269.871		262.667		7.205	2.815	<b>Sig.</b>
269.871			269.783	0.089	3.024	N.S.
	266.150	262.667		3.483	3.430	<b>Sig.</b>
	266.150		269.783	3.633	3.603	<b>Sig.</b>
		262.667	269.783	7.116	3.907	<b>Sig.</b>

The Table no. 2 reveals that significant differences are found between women doing business and agriculture, business and private occupation, business and others, agriculture and others, and private occupation and others. Further, it reveals that the women doing business have higher traits than the women doing private occupation, agriculture and others. But

significant differences are not found between the women entrepreneurs doing business and other occupation.

### **Technical traits of Women in micro enterprises with respect to their Occupation**

Since the 'F' ratio of Technical traits is greater than that of the table value, the Scheffe test is applied.

**Table No. 3**  
**Scheffe's Post Hoc Test for the Mean Scores of Technical Traits of Women in Micro Enterprises With respect to Occupation**

Occupation of Respondents				Mean Difference	C.I. Value	Result at 5% Level
Business	Agriculture	Private	Others			
37.348	35.550			1.798	1.073	<b>Sig.</b>
37.348		35.111		2.237	1.272	<b>Sig.</b>
37.348			37.130	0.217	1.366	N.S.
	35.550	35.111		0.439	1.550	N.S.
	35.550		37.130	1.580	1.628	N.S.
		35.111	37.130	2.019	1.765	<b>Sig.</b>

The Table No. 3 reveals that significant differences are found between women doing business and agriculture, business and private occupation, agriculture and other occupation. Further, it reveals that the women doing business have higher technical traits than the women doing private occupation, agriculture and other occupation. But significant differences are not found between the women doing private occupation

and others, business and others, private occupation and agriculture.

### **Business Management traits of Women in micro enterprises with respect to their Occupation**

Since the 'F' ratio of Business Management Traits is greater than that of the table value, the Scheffe test is applied.

**Table No. 4**  
**Scheffe's Post Hoc Test for the Mean Scores of Business Management Traits of Women in Micro Enterprises With respect to Occupation**

Occupation of Respondents				Mean Difference	C.I. Value	Result at 5% Level
Business	Agriculture	Private	Others			
41.971	41.825			0.146	0.617	N.S.
41.971		40.889		1.083	0.732	<b>Sig.</b>
41.971			42.044	0.072	0.786	N.S.
	41.825	40.889		0.936	0.891	<b>Sig.</b>
	41.825		42.044	0.218	0.936	N.S.
		40.889	42.044	1.155	1.015	<b>Sig.</b>

The Table No.4 reveals that significant differences are found between women doing business and agriculture, private occupation and agriculture, and agriculture and other occupation. Further, it reveals that the women doing business have higher Business Management traits than the women doing private occupation, agriculture and other occupation. But significant differences are not found between the women

doing business and private occupation, business and other occupation, private occupation and other occupation.

**Personal Traits of Women in micro enterprises with respect to Occupation**

Since the ‘F’ ratio of Personal Traits is greater than that of the table value, the Scheffe test is applied.

**Table No. 5**  
**Scheffe’s Post Hoc Test for the Mean Scores of Personal Traits of Women in Micro Enterprises With respect to Occupation**

Occupation of Respondents				Mean Difference	C.I. Value	Result at 5% Level
Business	Agriculture	Private	Others			
28.410	28.250			0.160	0.914	N.S.
28.410		26.778		1.632	1.083	<b>Sig.</b>
28.410			29.522	1.112	1.164	N.S.
	28.250	26.778		1.472	1.320	<b>Sig.</b>
	28.250		29.522	1.272	1.386	N.S.
		26.778	29.522	2.744	1.503	<b>Sig.</b>

The Table No. 5 reveals that significant differences are found between women doing business and agriculture, private occupation and agriculture, agriculture and other occupation, private occupation and others. Further, it reveals that the women doing business have higher Personal traits than the women doing private occupation, agriculture and other occupation. But significant differences are not found

between the women doing business and private occupation, business and other occupation, private occupation and other occupation.

**Enterprise traits of Women in micro enterprises with respect to Occupation**

Since the ‘F’ ratio of Enterprise traits is greater than that of the table value, the Scheffe test is applied.

**Table No. 6**  
**Scheffe’s Post Hoc Test for the Mean Scores of Enterprise Traits of Women in Micro Enterprises With respect To Occupation**

Occupation of Respondents				Mean Difference	C.I. Value	Result at 5% Level
Business	Agriculture	Private	Others			
51.638	50.075			1.563	1.120	<b>Sig.</b>
51.638		50.333		1.305	1.327	N.S.
51.638			48.478	3.160	1.426	<b>Sig.</b>
	50.075	50.333		0.258	1.617	N.S.
	50.075		48.478	1.597	1.699	N.S.
		50.333	48.478	1.855	1.842	<b>Sig.</b>

The Table No. 6 reveals that significant differences are found between women doing business and private occupation, business and other occupation, agriculture and other occupation, private occupation and other occupation. Further, it reveals that the women doing business have higher Enterprise traits than the women doing private occupation, agriculture and other occupation. But significant differences are not found

between the women doing business and agriculture, private occupation and agriculture, and private occupation and other occupation.

**Soft traits of Women in micro enterprises with respect to Occupation**

Since the ‘F’ ratio of Soft traits is greater than that of the table value, the Scheffe test is applied.

**Table No. 7**  
**Scheffe's Post Hoc Test for the Mean Scores of Soft Traits of Women in Micro Enterprises**  
**With respect To Occupation**

Occupation of Respondents				Mean Difference	C.I. Value	Result at 5% Level
Business	Agriculture	Private	Others			
28.471	26.750			1.721	0.858	<b>Sig.</b>
28.471		24.296		4.175	1.016	<b>Sig.</b>
28.471			28.470	0.007	1.092	N.S.
	26.750	24.296		2.454	1.238	<b>Sig.</b>
	26.750		28.470	1.728	1.301	<b>Sig.</b>
		24.296	28.470	4.182	1.411	<b>Sig.</b>

The Table No. 7 reveals that significant differences are found between women doing business and private occupation, business and agriculture, agriculture and other occupation, private occupation and agriculture, and private occupation and other occupation. Further, it reveals that the women doing business have higher Soft traits than the women doing private occupation, agriculture and other occupation. But significant differences are not found between the women doing business and other occupation.

#### **FINDINGS**

- ♦ The women doing business as their primary occupation have higher technical traits than the women doing private occupation, agriculture and other occupation.
- ♦ As regards the business management traits are concerned, the women doing business as the primary occupation have higher Business Management traits than the other categories of respondents.
- ♦ The analysis of personal traits shows that the women who are doing business as the primary occupation have higher Personal traits than the other categories of the respondents.
- ♦ The women who are doing business as their primary occupation have higher Enterprise traits than the other categories of respondents.
- ♦ The women doing business as their primary occupation have higher Soft traits than the other categories of respondents.

#### **SUGGESTIONS**

- ▲ Separate Micro Credit Institution under the government nodal agencies could be set up to support the women engaged in micro enterprises.
- ▲ The intending women business owners should attend training programmes organized by the government nodal agencies to equip themselves with necessary skills.

#### **CONCLUSION**

The traits of businessman constitute one of the major resources in the promotion of their business and thus a successful businessman should possess the various traits such as business management traits, enterprise traits, behavioural traits, communication traits, technical traits, personal traits, soft traits and listening traits. Women possess certain specific natural traits which could encourage women to participate effectively in the development process. They have basic indigenous knowledge, skill, potential and resources to establish and manage enterprise. Now, what is needed is the knowledge regarding accessibility to loans, various funding agencies, procedure regarding certification, awareness on government welfare programmes, motivation, technical skill, support from family, government and other organization.

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