

## **Factors Determining Success of Women Entrepreneurs: Special Reference to Kilinochchi District**

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### **Background**

According to the business dictionary entrepreneurship refers to “the capacity and willingness to develop organize and manage a business venture along with any of its risks in order to make a profit. The most obvious example of entrepreneurship is the starting of new business. Women entrepreneurs have become important players in the entrepreneurial landscape (Pages, 2005). Although the number is still small as compared to businesses owned by men, this is encouraging as it shows that women no longer adhere to the stereotype that only men can be wage earners in the family. Besides numerous obligations assigned to women including reproductive chores, such as childcare and doing house work, women can find success through their own businesses. Though there have been limitations, obstacles and roadblocks faced by these women in the past, society have begun to accept that women entrepreneurs do contribute greatly to a country’s economy.

### **Statement of the Problem**

Research problems focus on “Factors determining success of women entrepreneurship” that means the environmental and personal factors of entrepreneurship whether or not has determining the women entrepreneurship. Women entrepreneurship is the behavioral related thing therefore the main problem is to all the Kilinochchi district women entrepreneurs are does not much have the specific technical knowledge and all the entrepreneurs does not much have high level education so the environmental and personal factors are express how to determine the success of women entrepreneurship is one of the problem. Thus they depend on information or other resources given by seller or any other person is another problem. So, this study will attempt to analyze the research problems, and then try to find out the solutions for these research problems and questions. Many of the women are more interested to earn more profit and enlarge their businesses but they don’t know how to achieve their goals.

### **Objective**

The objective of this study is to identify those factors significant or not for women entrepreneur success and also to identify whether there is any relationship between age, marital status, education level and the success factors. The main objective of the study is to identify the relationship between the determining factors behind the success of women entrepreneurs in Kilinochchi district. Other three objectives carrying out this study, as follows:

To what extent the women entrepreneurs are successful in the Kilinochchi district.

To identify the relationship between the environmental, personal, psychometric and entrepreneurial qualities women success in their business in Kilinochchi district.

To understand whether the relationship between factors and success of business woman entrepreneurs do change based on their education, age and marital status in Kilinochchi district.

## **Literature Review**

A woman entrepreneur can be defined as a confident, innovative and creative woman capable of achieving self-economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life. (Kamal Singh (2007). Vinod (2011) described woman or a group of women who initiate, organize and run a business enterprise Government of India Women entrepreneurs based on women participation in equity and employment of a business enterprise.

## **Methodology**

Quantitative approach will utilize in this study. In the quantitative approach, the determining factors of Psychological characteristics, enterprise characteristics, family, socio-cultural, economic & legal & political factors will use as the independent variables to predict success of women entrepreneurs. Convenient sampling will utilize for this study. It will examine in a sample of 150 women entrepreneurs in Kilinochchi district. A structured questionnaire containing 27 variables will use to collect data by survey and the target populations are women entrepreneurs in Kilinochchi district. Statistical tools like factor analysis will use to identify the success factors.

## **Result**

The results also illustrate that determining factors is positively associated with success of women entrepreneurs whereas positive association has been found that  $r = 0.452$  which is also significant at 0.01 levels ( $P < 0.05$ ). It was followed by Psychological characteristics with  $r = 0.477$ , Family factors with  $r = 0.869$ , socio cultural factors with  $r = 0.586$  and Economic factors with  $r = 0.446$ . All correlations were significant at 0.01 levels and had the positive relationship with success of women entrepreneurs. Thus, the result has shown that there is a significant positive relationship between independent variables (psychological characteristics, family factors, socio cultural factors, economic factors,) And the result has shown that there is an insignificant relationship between independent variable (enterprise factor, legal & political factors), and dependent variable (success of women entrepreneurship)

## **Conclusion**

Based on the quantitative study, the success level of women entrepreneurs is the positive level. Most of the people are willing to start and enlarge ventures, an interested to be an own boss and willing to earn more profit. Even though, they face lot of barriers and challenges such as infrastructure and difficult to access capital for investment. The findings of this study will useful for the women entrepreneur owners & who willing to involve the

entrepreneurship field as well as the researchers, and students in the area of women entrepreneurs to study further with the new this study has attempted to identify those factors which are determining to their way of success. From 06 factors 4 factors have been selected by conducting factor analysis as significant for their success. Those are psychological characteristics, family factors, socio-cultural factors, economic factors.

**Table 1: Pearson Correlation Analysis**

	Success of women entrepre	Psycho. characteristics	Family factors	Socio cultural factors	Econo. factors	Legal & political factors	Enterp. characteristics	Factors
Success of Women Entrepreneurs	1							
Psychological Characteristics	.351*	1						
Family Factor	.424	.180	1					
Socio cultural factors	.322	.175	.281**	1				
Economic factors	.104	.111	.394**	.127	1			
Legal & political factors	.111	.113	.186	.082	.186	1		
Enterprise characteristics	.105	.052	.162	.100	.107	.119	1	
Factors	.452	.477	.869	.586	.446	.328	.169	1

Source: Survey Data

Kilinochchi district women entrepreneurs are possess high self-confident and more interested to run their business. Even though they need to become very strong and need to develop their interpersonal skills. This district women entrepreneur is willing to enlarge their businesses but they face lot of problems and obstacles to develop their enterprises.

**Keywords:** External Environmental Factors; Internal Environmental Factors; Personal Factors; Psychological Characteristics; Success of Women Entrepreneurs

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