This chapter evaluates various different literatures which have been written in the field of women entrepreneurship. Several studies have been conducted in different parts of the world to study the women entrepreneurship and the condition of women entrepreneurs. Some important relevant studied related to women entrepreneurship are presented in this chapter.

2.1 Reviews of the related study:

2.1.1 Indian researches on women entrepreneurship

Deshpande and Sethi (2009), identified the three main characteristics of an entrepreneur which includes:- • Risk-Bearer • Organizer • Innovator. so, any person who takes and bears all types of risks involved in a business, who organizes the various inputs of production and who innovates news ideas, concepts, strategies and methodology for business from time to time is known as Entrepreneur.

Sindhu (2011), performed a study on the challenges faced by successful women entrepreneurs in chennai city. On the basis of proportionate random sampling method she collected a data of 417 women entrepreneurs and on applying one sample t- test on the data found out that the biggest barrier faced by the successful women entrepreneurs of Chennai was the problem of identifying location for the enterprise and heavy tax burden from the state and central government.

Surti and Sarupriya (1983), conducted a study on 40 women entrepreneurs which had a minimum of two years of experience. They investigated the role of stress, and the effect of various demographic variables including marital status of these women entrepreneurs, type of family and how women entrepreneurs deals with this stress. The Results of this study indicated that those women entrepreneurs who were unmarried experienced less stress than the married women. It was discussed that the women entrepreneurs from joint families experienced less stress may be because they are able to share their problems with the other members of the family. While many entrepreneurs used intra-persistent styles of coping with the stress, out of which avoidance was most common approach.
Das (2000), studied and compared the problems or hurdles which were faced by Indian women and compared it to the western countries women for becoming entrepreneurs. He performed a study on women entrepreneurs of small and medium enterprises in two states of India, including, Tamil Nadu and Kerala. He found that the initial problems that were faced by women entrepreneurs in India are very much same to those problems which are faced by women entrepreneurs in western countries. Though, through his study he found that the female entrepreneurs of India had to face less work family conflict when they are compared to the female entrepreneurs of western countries. Also the female entrepreneurs of India, also differs from their counterparts of the western countries on the reasons for starting the business venture and the success attained by them. The results obtained by the study showed that the business which was setup and operated by women in India was much lower than the figures which were found in western countries.

Ghani, Kerr, and Connel (2011), had analyzed the spatial determinants for female entrepreneurship in the manufacturing and services sectors in India. They mainly focus on the presence of incumbent female-owned businesses and tried to find out their role in promoting higher and subsequent female entrepreneurship relative to male entrepreneurship. They also found evidences of agglomeration of economies in both sectors, where they found that higher female ownership was found amongst incumbent businesses within a district-industry indicating a greater share of subsequent entrepreneurs will be female.

Mammen and Paxson (2000), in their study on Indian women entrepreneurs found that women entrepreneurs of India did not hold a respectable position in the society. Even today, the position of women in some sections of the society is not good. On the basis of their study they said that even after so many economic advancements since liberalization started, the role of women in the Indian economy still lags behind then that of the women entrepreneurs of advanced economies.

Singh (2008), identified the important reasons and influencing factors due to which the women enters into entrepreneurship. The major context of the study tries to highlight the main or the major hurdles and the problems which had to be faced by the women
entrepreneurs of India. He through his study said that the barriers which where faced by women entrepreneurs includes less interaction or communication with the successful women entrepreneurs, being unaccepted socially as entrepreneurs by the society, higher responsibilities of family, discrimination on gender basis, poor networking skills, lack of ease of availability of loan through bankers for females. In this study he also suggested few measures for the remedy or improvement of women entrepreneurship. Some of his suggestions include providing promotional support to women entrepreneurs, simplifying the institutional framework, helping in their growth and supporting them when needed.

Lall and Sahai (2008), conducted a comparative assessment on the multi-dimensional issues and challenges that were faced in women entrepreneurship, and family business. The study identified various psychographic variables such as, the degree of commitment, entrepreneurial challenges and also the future plan for expansion, which were based on demographic variables. The sample of women entrepreneurs of urban area of Lucknow was collected with the help of stratified random sampling and convenience sampling. The study also focused on the characteristics of business women which are self-outlook, high self-esteem, entrepreneurial intensity and also operational problem for future plans for growth and expansion. The study suggested that though, there has been a large growth in the number of females taking up to work in the business which are owned by the family still there status was low and had to face more operational challenges in running and operating the business.

Bhardwaj, Parashar, Pandey, and Sahu (2007), conducted a study to find out the differences amongst various set of people on the crucial factors which are concerned and mainly related with the women entrepreneurial opportunities. Various issues have been identified on the basis of various review of literature. These factors vary from place to place and business to business but they said that women entrepreneurship is necessary for the growth of any economy weather it large or small.

Vishwanathan (2001), found that a lots of barriers stops women from understanding and realizing their full potential as entrepreneurs, by which they could make significant contribution to society. According to their study, the lack of independence is the main barrier to women entrepreneurship in India.
Patel (1987), in contrast to the above study, made a study on the women entrepreneurs and identified the major categories of female entrepreneurs. On the basis of his study he suggested that there exist three types of female entrepreneurs which include “entrepreneurs created by chance”, “entrepreneurs who are created”, and “entrepreneurs who are forced into entrepreneurship” which were identified the basis of how they entered their business ventures. Chance entrepreneurs are those who start their venture without any particular or specific goals or plans. Their businesses generally evolve due to their hobby or passion hobbies.

According to a study by Das (2000), the most common reasons due to which a women becomes entrepreneurs is either “financial” or “to keep herself busy”. According to the results obtained through the study, only about one fifth of women were taken to entrepreneurship by “pull” factors, including, the need for a challenge, the need to try something by their own self, to be independent and to show others that they are capable of doing very well in business.

Walokar (2001), on the basis of their study concluded that in India, a majority of women entrepreneurs in small and medium enterprises are within the age group of 25- 40 years. Mostly small and medium enterprise women owners are married. And they have a good educational background, mostly having at least graduate degree, and have an above average record in both education and participation in extra-curricular activities. Most of them have an urban background and lives in a small nuclear family, even before and after marriage. A large number of women entrepreneurs in small and medium enterprises are from Hindu forward families, with largest proportion being hindu brahmin family. In the northern part of the country, the women belonging to communities which have traditionally been in business like, Bania or Punjabi Khatri enters into business. While the states like, Gujarat, Maharashtra and Karnataka have more women entrepreneurs then other states in India. These women come either from families which have already been into business or those who have service backgrounds. They have either highly educated fathers or husbands. 

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Ganesan (2003), in their study based on women entrepreneurs of India on the basis of their study showed that small and medium enterprises owned by women entrepreneurs mostly are of sole proprietorship in India. These ventures are popular because the initial investments in such ventures are very low and tax incentives are also available, followed by some private limited companies and a very small number of partnership concerns.

Sharma and Dhameja (2002), on the basis of their studies showed that at the starting stage, most women entrepreneurs are clustered in the service or trade sector, and only after gaining an experience in such sectors for 8-10 years, they also exhibited entrepreneurial mobility to move to the manufacturing sector. It was observed that more service sector entrepreneurs were initially employed before setting up their own business enterprises than women entrepreneurs in the manufacturing / trading sector. Moreover, women entrepreneurs in the service sector are were found out to be more educated than those in the trading sector.

Lalitha Rani (1996), through their study said that service sector units are generally not inherited and are mainly started by the women entrepreneurs themselves. The ease in setting up an enterprise and availability of technical know-how are considered to be the priorities by women in trading and manufacturing enterprises, whereas women entrepreneurs in the service sector are influenced by the profession or occupation taken up earlier.

Tiwary, Ojha and Pain (1998), in their study on women entrepreneurs in developing countries found that the women entrepreneurs of developing countries continue to suffer from poor overall assets, poor enforcement of financial rights and the existence of unequal inheritance rights and as a result of which they receive poor access to community and social resources. Gender-based obstacles such as conventional thinking, cultural and social values, and also the lack of collateral also increases the difficulties faced by women. High costs of transaction, the rigidity of collateral requirements and lots of paperwork are further barriers to women entrepreneurs.

Kaur and Bawa (1992), in a study of Indian women entrepreneur, it was found that 54 per cent of women entrepreneurs had to start their business with their own personal
savings and some financial assistance was received by them from their spouse, about 23 per cent financial support was received by them from their parents, 13 per cent from relatives and friends and only 10 per cent from government agency and nationalized banks due to lack of trust by financial institutes on female entrepreneurs for repayment of loan.

Charumathi (1998), on the basis of his study identified the fact that women’s enterprises are takes a second place to that of home which one of the major weaknesses of women entrepreneurs in India. Married women entrepreneurs also have to make a proper balance between their family and business. Moreover, “interfacing and interacting” with women as entrepreneurs is still believed to be an awkward experience for many of the men due to the age old traditional perception of male-female relationship. There has been an often prevailing attitude in India that the women’s place is at home and also that her first priority is to look after the home and family due to which many women prevent themselves from entering into entrepreneurship. Even for those women who are interested in entrepreneurship, the fact that marriage many a times results in geographical displacement, makes serious entrepreneurship the last option for them.

According to an article published in local news paper Nayi Duniya (2012), with the advent of famous women entrepreneurs including Indira Nooyi, Kiran M. shaw, Shehnaz Hussain, the demand for women entrepreneur has increased even in the small cities of the country, one of the major reason behind it includes the increase in higher education among women. Earlier in 1980’s where the number of girls in top technical and management institute was negligible or just a couple or more, the number has now subsequently increased. Still the number of women haired by companies is still very less (approximately only 15-20% per year). Also earlier women were considered poor decision maker but with the boom in service sector, and also increase in confidence among women, they prove themselves not only quick but efficient and wise decision makers. The other major reason for growth of women entrepreneurship is internet and computer. It has provided them space and freedom to work at any time and from any place.
Singh, Sehgal, Tinani and Sengupta (1986), through a study on 60 successful women entrepreneurs from Delhi identified that, a majority of the women entrepreneurs amongst the study group were married, and where in the age group of about 26 to 35 years. The basis for their choice for business where in the order of, demand for product, their processing skills, ready market, future prospects from the market and the creativity. The reasons due to which women want to become entrepreneurs were to keep themselves busy, to earn more money on their own, to pursue their hobby as an activity of earning, due to accident and also may be due to certain circumstances beyond control.

Veena and Nagaraja (2013), on the basis of a review found that the female choose sole proprietorship as a legal form of business and also firms owned by females are smaller also they are under presented in manufacturing firms while females are mostly found in services. They said that female entrepreneurs also bring different kinds of qualities into the business and also through their hard work they overcome many challenges they face. Though women entrepreneurs have been making significant progress in the field of entrepreneurship and they are also making a significant impact on the economic growth of the country. The problems which are faced by them look less restrictive than by the women’s in the past decades. They argued that the female entrepreneurs have to suffer more than their counterparts. Female entrepreneurs have to suffer from a lot of opposition when it comes to financing the enterprise. It was found that the male entrepreneurs more likely possess the managerial training and skills to than their female counterparts. It was also found that male entrepreneurs are more likely to exhibit autocratic style of management, while female entrepreneurs show participative style of management. On comparing to men, women entrepreneurs tend to underperform. More women entrepreneurs choose not to grow their enterprise, as the interest of their family does not get into conflict with their business.

Bharthvajan (2014), in their study found that in most of the countries, regions and sectors, the majority of the business owners were males, about 65% -75%. However, there has been an increase in the number of women entrepreneurs in small scale business. He has concluded that the women entrepreneurs have come out from various responsibilities, accountabilities, pulls and pushes before entering into self-employment.
Mahbubul Haq (2000), estimated the number of women entrepreneurs in small and medium enterprise in the formal sector, and found that in India; only 4 per cent of the economically active women are in the formal sector. On the basis of his study, he said that lack of easy access to finance is a key issue for women entrepreneurship. Availability of credit, specially for starting an enterprise, is one of the major barriers faced by women entrepreneurs. Women mostly have very few opportunities than men to arrange credit due to various reasons, which includes lack of collateral, an unwillingness to accept household assets as collateral and negative perceptions of female entrepreneurs by loan providing bodies. The South Asia, women receive less than 10 per cent of commercial credits.

2.1.2 Western researches on women entrepreneurship:

Kvedaraite (2014), examined the reasons and obstacles to start a business. It was found out that a large number of study samples were not interested in entrepreneurship. The most important reason for entrepreneurship according to the study was found out to be the social reasons including the willingness to fulfill ones business idea while the biggest obstacle was found out to be the poor possibility to receive loan.

Ascher (2012), studied that the women entrepreneurs faces several obstacles during the life cycle of business. These obstacles include lack of financial capital and social problems, lack of experience, time, gender discrimination, stereotype attitudes and finally domestic issues.

Cohoon, Wadhwa and Mitchell (2010), in their study presented a detailed exploration of difference between the motivational factors, historical backgrounds and the differences in experiences faced between both male and female entrepreneurs. This study was conducted on the basis of data which was collected from the women entrepreneurs who were successful in the local area. It was found that amongst the total, 59% of them had founded more than one company, that is, either two or more. The results also highlighted the five major financial and psychological reasons which encourages and pulls the female entrepreneurs towards entrepreneurship. These motivating reasons includes their wish or desire to create and build wealth, the wish to capitalize and make use of the business
ideas of their own which they had in their mind, the wish to be the owner of their own business enterprise, the attraction towards starting up of a new business venture.

**Figueiredo et al (2002)**, used explanatory measures for focusing on the basic traits of the district: population levels, population density, age profile, and average education levels. They have also included in their study district’s female literacy rate, total fertility rate, and sex ratio. And also found out that these characteristics are important as the entrepreneurs tries to start their business venture in their current local area and are generally found in their region of birth.

**Moore and Buttner (1997)**, through their study found the reasons due to which women opt for entrepreneurship which includes self-determination, expectation of recognition, self-esteem and career goal which according to their study are the main factors or reasons for getting into entrepreneurship by women.

**Darrene, Harpel and Mayer (2008)**, performed a detailed study for identifying the links amongst the reasons for which women get self-employed and the factors of the human capital. The study showed that self-employed women differed from that of salary and wage earning females for many of the variables involved in human capital when each of these variables were compared to each other in the study. The results of the study have also indicated that the women who were into self-employment were faster in terms of education attainment rather than that of the women working under others.

**Jalbert (2000)**, performed a study to find out and explore the role of women entrepreneurs in a global economy. They through their study also examined how women’s business associations strengthen women’s position in business and international trade. They performed the analysis on the basis of facts and data collected through field work including surveys, focus groups and interviews, and also through examining the published research. The study showed that the women business owners also make significant contributions to global economic improvement, national competitiveness and community commerce by bringing various large numbers of assets to the global market. On the basis of the analysis of the research study, women entrepreneurs showed the ability to build and maintain long-term relationships with affluent groups and networks so
as to communicate effectively, to organize the business efficiently, to be fiscally conservative, and also to be aware of the needs of their environment so that they can promote sensitivity to cultural differences.

**Tambunan (2009),** made a study on the recent developments of women entrepreneurship in the developing countries of Asia. Tambunan, in his study paid attention on the female owned ‘medium and small enterprises’, on the basis of the data analysis and review of the key literature available on the relevant topics. This study found out that in developing Asian countries small and medium enterprises were gaining overwhelming importance; it was seen that the women ownership in small and medium enterprise was even much more than 95% out of the overall/total firms in the different sectors per country on an average. The results obtained from the study also revealed that on comparing with other continents, the ratio of women entrepreneurship in the Asian countries was much lower and this relative less number may be due to various reasons which includes the reasons such as low educational level of females in Asian countries, poor start-up capital for females and various other constraints which may be cultural or religious in which women are considered inferior to men in all respects. Apart from this, the study also revealed that most of the women entrepreneurs in small and medium enterprises are from the category of forced entrepreneurs who were seeking for better family incomes.

**Bowen and Hisrich (1986),** compared and evaluated various research studies which were done on entrepreneurship which also included women entrepreneurship. They summarized various studies and on the basis of which they said that female entrepreneurs are relatively well educated in common but lacked management skills, according to them, those women who had entrepreneurial fathers had a higher locus of control internally, also they were more masculine or in other words they were more instrumental when they were compared to other women entrepreneurs whose father were not into entrepreneurship. On the basis of their study, they also said that most of the entrepreneurial father that only one child and that is their daughter, due to which they get a chance to carry their father’s business. But these women entrepreneurs still lacked in managerial training for which they needed additional training and knowledge.
Hughes (2006), in his study, said that independence or freedom is the most important motivator for both males and females for entering into self-employment or entrepreneurship.

Seymour (2001), on the basis of their study found out that Women’s family obligations mostly hinders them from becoming a successful entrepreneur in both developed and developing nations. According to Seymour women entrepreneurs have primary responsibility for children, home and older dependent members of the family, and therefore, few women only can devote all their time and energies to their business.

Lavoi (1992), conducted a study based on women entrepreneurs of Canada and found out that only financial gain is not the primary or key motivating factor for women, to start a business rather it is the challenge and opportunity for self-fulfillment.

Goheer (2002), on the basis of a survey done on the women entrepreneurs of the formal sector in Pakistan in the year 2002 which showed that most entrepreneurs were in the age group of 20-39 years.

Abu Saleh (1995), in a study of women entrepreneurs of Bangladesh, observed that 75 per cent of women entrepreneurs in the sample were degree-holders ie they were either graduate or post graduate indicating that they were well educated.

Rahman, Bhattacharjee and Lahiri (1998), on the basis of their study of women entrepreneurs in Bangladesh found out that the female entrepreneurs of Bangladesh also suffer from the myth of women not being effective organizers. Rather, they were believed to be best suited for housekeeping.

Anwar (1992), also did a study on the women entrepreneurs in Bangladesh, found that due to the age old prevailing social norms which were prevalent in the country, women entrepreneurs were prevented from managing their businesses independently without support. These norms restricted the mobility of women entrepreneurs, and also affected there interaction with others.
Acharya (2001), through his study on women entrepreneurs in Nepal found out that female entrepreneurs of Nepal also suffer from bias against women because of the cultural and traditional values. The expected behavioral pattern of females which is modesty and lack of articulation is many a time misinterpreted as lack competence and professionalism. He on the basis of his study said that the transition of females from “on–professional” behavior towards a “professional” behavior one is an extra effort put by women. To add on to this, women themselves find it difficult to interact and discuss issues as equals, this may be due to the fact that they have been trained to listen, obey and leave decisions to males in the family.

Damwad (2007), on the basis of his studies said that the lack of past experiences, reluctance in taking initiatives are the main hindrance which was faced by the entrepreneurs of five Nordic countries like Finland, Denmark, Iceland, Norway and Sweden towards female self-employment. He also identified some other obstacles behind entry of women into entrepreneurship, like, poor financing facilities, lack of initial knowledge and lack of skills in business life, markets and entrepreneurial activity, difficulty in balancing work including lack of growth and the wish to grow in the business.

According to Carter, Anderson, and Shaw (2001), there have been a very little or minor constituent of the academic literature on female entrepreneurship that focuses on the small firm, many researchers have been investigating the influences of gender on ownership of small business. It has been observed that small business ownership have developed over the past fifteen years. While the early researches of female entrepreneurship focused mainly on describing women’s characteristics, motivations and experiences, but now it has progressed beyond these exploratory and rudimentary studies. The recent researches have not only developed methodological sophistication, these researches also focuses on increasingly specialized issues, such as the role of gender effects on management and the performance of small firms.
Schrieir (1975), conducted a pilot study on female business owners which showed that the female entrepreneur had many things in common with that of their male counterpart. One difference, however, which came out was in that of business sector in which women entrepreneurs often operate. Sectors in which women owned businesses joined to be those with traditionally high levels of female employment, mainly that of services and retailing.

Schwartz (1976), conducted a similar study and also described a predominance of service based businesses and he also concluded that female motivations for starting up a businesses were much similar to those of males. This study was the most notable for being the first to draw the attention of many researchers to specifically female barriers to business ownership or entrepreneurs of females. It was found in his studies that found that the greatest or biggest barriers towards the success of female business venture were financial discrimination with the counterparts, a lack of training in the field and business knowledge, and also underestimating the financial and emotional cost of running and sustaining a business.

Hisrich and Brush (1986), through their study attempted to draw a demographic profile of female entrepreneurs, with the help of which they examined the motivational factors behind female entrepreneurs for starting a business and also the barriers faced by them to while starting their business enterprise. On the basis of their study they said that the number of self-employed women of U.S. increased from 1.5 million in 1972 to 2.1 million in 1979 and climbed to 3.5 million in 1984. Also, in a similar study conducted by them, they reported that out of the total respondents half of their female respondents reported difficulties in overcoming some of the age old social beliefs that women are not as serious as men about their business.

Watkins and Watkins (1986), in a study conducted by them found that the backgrounds and experiences of females differed from those of males. Men who entered self-employment were more likely to have previous work experience that was related to their present business venture. For males, self-employment attracted them for the reasons of independence and autonomy. On the opposite, women were often found to have no related experience which enables them to enter self-employment, specifically in non-
traditional business sectors. They also concluded that the lack of previous work experience affected the women’s choice of establishing viable businesses, forcing them into traditional sectors.

**Goffee and Scase (1985)**, analyzed in their study the experiences of 54 female proprietors in the UK. They developed a typology of female entrepreneurs which was based on two factors, first, on their relative association with the conventional entrepreneurial ideals in the form of individualism and also self-reliance and second, the willingness to accept conventional gender roles, often subordinate to men. Four types of female entrepreneur emerged through this taxonomy: ‘conventional’ entrepreneurs which includes those women entrepreneurs who were highly committed to both entrepreneurial ideals and conventional gender roles; ‘innovative’ entrepreneurs who held a very strong belief in entrepreneurial ideals but had a relatively low attachment to conventional gender roles; ‘domestic’ entrepreneurs who organize their business life around their family and believed very strongly in conventional roles of females and held low attachment to entrepreneurial ideals; and ‘radicals’ who held low attachment to both, often organizing their businesses on a political, collectivist basis.

**Schrieir (1975), and Schwartz (1976)**, conducted an exploratory study of female entrepreneurs and on the basis of the study came to the conclusion that the acquisition and mobilization of the initial start-up resources has been one of the biggest concerns for women entrepreneurship.

**Leahy and Eggers (1998)**, on the basis of their study mentioned that the women entrepreneurs were much better in skills related to relationship maintenance while the male entrepreneurs excel and are ahead from female entrepreneurs on task-oriented skills.

**Katz and Williams (1997)**, analyzed data from 361 respondents’s for a study specifically designed for investigating the influence of gender on networking. According to the study, separate data was taken for which the sample was divided into four main categories which includes: self-employed females; self-employed males; salaried females; and salaried males. In the study they found out that of all the four groups, self-employed females showed lower level of networking as compared to salaried males. However,
salaried managers irrespective and regardless of gender showed a much higher levels of networking than any of the self-employed groups. They concluded that the biggest differences in social networking activities were caused by employment status, and not due to gender.

Johnson and Storey (1993), did a longitudinal study of 298 businesses of U.K., out of which 67 were female owned, and the rest were owned by male found out that women proprietors or entrepreneurs in their study had created a much more stable enterprises as compared to that of their male sample, although on an average the sales turnover for female entrepreneurs was much lower than that for male entrepreneurs.

Kalleberg and Leicht (1991), through their study of a sample of 400 businesses from three different industrial sectors in Indiana found that there was only a slight and inconclusive difference in the key performance measures of women entrepreneurs on the basis of industrial sectors.

Merrett and Gruidl (2000), studied 4,200 different types of businesses and also of different locations and found out that rural women had to face more obstacles or barriers to success rather than either males or females in urban areas, which indicated and suggests that location might be an important and more influential factor in business performance rather than gender alone.

According to Niethammer (2013), there are various barriers to women’s entrepreneurship which involves: obstacles in accessing credit, lack of training, poor networks and information, as well as constraints to law and policy. The World Economic Forum has shown a little progress in narrowing down the economic gap between the two genders, women and men. Moreover, many innovative initiatives have been taken to promote women’s entrepreneurship—by both, the private and public sectors.

According to a study which was conducted by a famous computer making company- Dell (2012), it was found that the most ideal country for a woman who were looking to start a business in 2012 was India, rather than U.S. or U.K. The study was based on a survey of about 450 women across different countries, and it was found out that 71% of Indian
women entrepreneurs were running business successfully, as compared to 46% in U.S. and 24% in U.K. The study also said Indian women are technologically more up-to-date. The study reviled that in India 74% of the respondents said that their technology needs are getting more complex day by day, while it was only 51% in U.K. and U.S. Other than this multitasking was another area in which the Indian women led amongst women from U.K. and U.S.: 90% of Indian female entrepreneurs started their business while maintaining a job for themselves. In the U.S., this was 68% and 47% in the U.K. Another area in which they were Social responsibility topped: 80% of Indian women entrepreneurs felt that their business must have a positive impact on the society; while a mere 21% in the U.K. and 50% in the U.S. felt this way.

Carter et al (1997), studied the US retail sector and on the basis of it he found that women were more likely to exit business that is they were ready to leave the business and they related this behavior of women entrepreneurs to the low level of initial start-up resources and also the founding strategies of the owner.

Robinson (2001), on the basis of his study found that women's reasons for starting a business are not always driven by positive factors but may also be sometimes driven due to various negative circumstances which includes, low family income, lack of employment opportunities, dissatisfaction with a current job or the need for flexible work.

In a study by Kirzner (1973), he has focused on the behavior of entrepreneurs in response to profit opportunities. Indicating that with the availability of opportunity, the women enter into entrepreneurship to attain profit for the opportunity.

D'Cruz, (2003), through his study on, women entrepreneurs said that the women are forced to take up business in the absence of any other means of contributing to family income.

Rosa et al’s (1996), designed a study to find the impact of gender on small business management. This study mainly outlined different measures of comparative performance of businesses by gender which were four in number, which are: primary performance
measures which includes: number of employees, growth of employees, sales turnover, and value of capital assets; proxy performance measures which includes range of markets geographically, and VAT registration; subjective measures which includes the ability of the business to meet the needs of business and home; and lastly, entrepreneurial performance measures which includes the desire for growth and the ownership of multiple businesses.

Starcher (1996), through his study also said that family obligations at home hinder women from becoming successful entrepreneurs in both developed and developing countries. Facing the responsibilities of having children, home duties and older dependent family members, only a very few women can allocate all their time and energies to their business.

Ibru (2009), through their study said that many women entrepreneurs lack training and education both in developed and developing countries which act as a barrier to women entrepreneurship which is also similar to the results obtained through this study.

Hadary (2004), argued that as women do not to have proper education and experience in starting and managing a business, this acts as an obstacle for them in starting their business enterprise. While according to Hookimsing and Essoo (2003), the women at the start of their business venture are unable to market their goods and services strategically, because they often lack access to training and experience which acts as a barrier to their entrepreneurship.

Pretorius and Shaw (2004); Atieno (2009), through their study said that lack of financial resources during the beginning of the business venture is the biggest hurdle in constituting a new firm or an enterprise.

Chigunta (2002); Mass and Herrington (2006); Sandhu et al (2011), on the basis of results obtained from their study said that lack of awareness and knowledge about government facilities and support, poor role of females in the society, and also the lack of social networking also prove to be significant barriers to women entrepreneurship.
Eshetu and Zeleke (2008), identified poor financial support, fail to generate initial profit, poor managerial skills, difficulty in withstanding the negative effect of the business at the start, shortage of technical skills are significant barriers to women entrepreneurship.

According to ILO (2003), lack of suitable location, stiff competition, lack of marketing know-how, inadequate infrastructure, poor knowledge of raw material and shortage of working capital acts as barrier to women entrepreneurship in Ethiopia.

Akhalwaya and Havenga (2012), found that customer and employee satisfaction was the success factor which was highly valued by the women entrepreneurs. The female business owners also valued personal freedom which provided them self-confidence. They also found that the barriers to women entrepreneurship includes cultural and social hindrance, jealously from family and community, lack of encouragement, financial barriers, gender discrimination, education and training barrier, and barriers caused by labor legislation.
2.2 Objectives of the study

On the basis of the review of literature done on the relevant topic, and the gaps identified the objectives for the study have been framed. The objectives of the study include:

1. To design, develop and standardize a questionnaire with reasons for entrepreneurship for female and male entrepreneurs.
2. To design, develop and standardize a questionnaire with barriers to entrepreneurship for female and male entrepreneurs.
3. To find out the underlying factors of the reasons for entrepreneurship for female and male entrepreneurs.
4. To find out the underlying factors of the barriers to entrepreneurship for female and male entrepreneurs.
5. To identify the individual reasons for entrepreneurship for women entrepreneurs and list them in ascending order.
6. To identify the individual barriers to entrepreneurship for women entrepreneurs and list them in ascending order.
7. To compare reasons for entrepreneurship for both female and male entrepreneurs.
8. To compare barriers to entrepreneurs for both female and male entrepreneurs.
9. To compare reasons for entrepreneurship for uneducated and educated female entrepreneurs.
10. To compare barriers to entrepreneurship for uneducated and educated female entrepreneurs.
11. To open new area for further research.
2.3 Hypotheses

On the basis of the objectives mentioned, following hypothesis have been framed for the rest of the research work:

Ho1: Need to be independent is not a significant reason for women entrepreneurship.

Ho2: Need for more money is not a significant reason for women entrepreneurship.

Ho3: Need to work at home is not a significant reason for women entrepreneurship.

Ho4: Availability of opportunity is not a significant reason for women entrepreneurship.

Ho5: Demand for the product in the market is not a significant reason for women entrepreneurship.

Ho6: Need to join family business is not a significant reason for women entrepreneurship.

Ho7: Lack of availability of jobs locally is not a significant reason for women entrepreneurship.

Ho8: Providing financial support to the family is not a significant reason for women entrepreneurship.

Ho9: Poor encouragement from family and friends is not a significant barrier for women entrepreneurship.

Ho10: Less support from people is not a significant barrier for women entrepreneurship.

Ho11: Poor financial support from government is not a significant barrier for women entrepreneurship.

Ho12: Difficulty in fulfilling legal formalities is not a significant barrier for women entrepreneurship.

Ho13: Social and cultural opposition is not a significant barrier for women entrepreneurship.
Ho14: Negative effect of starting the business is not a significant barrier for women entrepreneurship.

Ho15: Lack of preparation is not a significant barrier for women entrepreneurship.

Ho16: Poor initial performance is not a significant barrier for women entrepreneurship.

Ho17: Lack of confidence is not a significant barrier for women entrepreneurship.

Ho18: Lack of experience is not a significant barrier for women entrepreneurship.

Ho19: Lack of training is not a significant barrier for women entrepreneurship.

Ho20: Lack of continuous flow of capital is not a significant barrier for women entrepreneurship.

Ho21: Lack of cooperation from workers is not a significant barrier for women entrepreneurship.

Ho22: Untimely payment from customers is not a significant barrier for women entrepreneurship.

Ho23: Location planning is not a significant barrier for women entrepreneurship.

Ho24: Transportation and operation problem is not a significant barrier for women entrepreneurship.

Ho25: Physical and personal problem is not a significant barrier for women entrepreneurship.

Ho26: Lack of knowledge about raw material is not a significant barrier for women entrepreneurship.

Ho27: Difficulty in cost fixing is not a significant barrier for women entrepreneurship.

Ho28: Poor technical knowledge is not a significant barrier for women entrepreneurship.

Ho29: Lack of institutional training is not a significant barrier for women entrepreneurship.
Ho30: Environment discouragement is not a significant barrier for women entrepreneurship.

Ho31: Difficulty in managing personal and professional life is not a significant barrier for women entrepreneurship.

Ho32: There is no significant difference between female and male entrepreneurs for need for independence as reason for entrepreneurship.

Ho33: There is no significant difference between female and male entrepreneurs for need for more money as reason for entrepreneurship.

Ho34: There is no significant difference between female and male entrepreneurs for need to work from home as reason for entrepreneurship.

Ho35: There is no significant difference between female and male entrepreneurs for availability of opportunity as reason for entrepreneurship.

Ho36: There is no significant difference between female and male entrepreneurs for market demand as reason for entrepreneurship.

Ho37: There is no significant difference between female and male entrepreneurs for need to join family business as reason for entrepreneurship.

Ho38: There is no significant difference between female and male entrepreneurs for non-availability of jobs in the local market as reason for entrepreneurship.

Ho39: There is no significant difference between female and male entrepreneurs for need to support family financially as reason for entrepreneurship.

Ho40: There is no significant difference between female and male entrepreneurs for poor encouragement from family and friends as barrier for entrepreneurship.

Ho41: There is no significant difference between female and male entrepreneurs for less support from people as barrier for entrepreneurship.
Ho42: There is no significant difference between female and male entrepreneurs for poor financial support from government as barrier for entrepreneurship.

Ho43: There is no significant difference between female and male entrepreneurs for difficulty in fulfilling legal formalities as barrier for entrepreneurship.

Ho44: There is no significant difference between female and male entrepreneurs for opposition posed by social and cultural environment as barrier for entrepreneurship.

Ho45: There is no significant difference between female and male entrepreneurs for negative effect of starting the business as barrier for entrepreneurship.

Ho46: There is no significant difference between female and male entrepreneurs for lack of preparation as barriers for entrepreneurship.

Ho47: There is no significant difference between female and male entrepreneurs for poor initial performance as barrier for entrepreneurship.

Ho48: There is no significant difference between female and male entrepreneurs for lack of confidence as barrier for entrepreneurship.

Ho49: There is no significant difference between female and male entrepreneurs for lack of experience as barrier for entrepreneurship.

Ho50: There is no significant difference between female and male entrepreneurs for lack of training as barrier for entrepreneurship.

Ho51: There is no significant difference between female and male entrepreneurs for lack of continuous flow of capital as barrier for entrepreneurship.

Ho52: There is no significant difference between female and male entrepreneurs for lack of co-operation from workers as barrier for entrepreneurship.

Ho53: There is no significant difference between female and male entrepreneurs for untimely payment from customers as barrier for entrepreneurship.
Ho54: There is no significant difference between female and male entrepreneurs for location planning as barrier for entrepreneurship.

Ho55: There is no significant difference between female and male entrepreneurs for transportation and operation problem as barrier for entrepreneurship.

Ho56: There is no significant difference between female and male entrepreneurs for physical and personal problem as barrier for entrepreneurship.

Ho57: There is no significant difference between female and male entrepreneurs for lack of knowledge about raw material as barrier for entrepreneurship.

Ho58: There is no significant difference between female and male entrepreneurs for difficulty in cost fixing as barrier for entrepreneurship.

Ho59: There is no significant difference between female and male entrepreneurs for poor technical knowledge as barrier for entrepreneurship.

Ho60: There is no significant difference between female and male entrepreneurs for lack of institutional training as barrier for entrepreneurship.

Ho61: There is no significant difference between female and male entrepreneurs for environmental discouragement as barrier for entrepreneurship.

Ho62: There is no significant difference between female and male entrepreneurs for difficulty in managing professional and personal life as barrier for entrepreneurship.

Ho63: There is no significant difference between uneducated and educated female entrepreneurs for need for independence as reason for entrepreneurship.

Ho64: There is no significant difference between uneducated and educated female entrepreneurs for need for more money as reason for entrepreneurship.

Ho65: There is no significant difference between uneducated and educated female entrepreneurs for need to work from home as reason for entrepreneurship.
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