CHAPTER - 3

RESEARCH METHODOLOGY

3.1 STATEMENT OF THE PROBLEM

Entrepreneurship is something that should be taken up with passion and courage. It also requires some special skills like doing things in advance, in an innovative way and with lot of care and professionalism. The present study is focused on entrepreneurial barriers and success factors in utility services businesses in Chennai city. It is specific and linked with the natural capacity of women and also not capital intensive. Most of the studies indicated that, in Service intensive businesses, women are highly successful due to their natural capacity to handle things in a soft way. There are studies on limited services like beauty care, health care diagnostics, Petty shops like tailoring etc. No comprehensive study is found covering ten common utility services run by women. Hence, the present study is selected to focus on a wide range of utility services engaged by women as an entrepreneurial venture and study comprehensive issues associated with those and identifying success variables. Hence, it is further a value addition to the existing literature and gives broad understanding on entrepreneurial barriers and success factors in utility services business in Chennai city.

3.2 OBJECTIVES OF THE STUDY

- To identify the barriers of women entrepreneurs in utility service businesses.
- To study the factors motivating the women, to start a business.
- To find out the success factors of women entrepreneurs.
To assess the relationship between demographical variables of women and barriers and success factors of women entrepreneurs

3.3 HYPOTHESES

The following Null Hypotheses have been formulated and tested to find out the effectiveness of data on the sample taken and significance of the study and its variability.

- There is no significant difference between the married and unmarried with regard to entrepreneurial climate, gaps, level of awareness on supportive factors, motivation factors and success factors of women entrepreneurs in utility services industry.
- There is no significant difference between the year of establishment and the entrepreneurial climate, entrepreneurial barriers, level of awareness on supportive measures, motivating factors of utility services business, and suggestions to improve success rate of women entrepreneurship among utility service businesses among the sample.
- There is no significant difference between the educational qualification and the entrepreneurial climate, entrepreneurial barriers, supportive factors, motivation to start business, success factors of women entrepreneurs and suggestions to improve success rate of women entrepreneurship among utility service businesses.
- There is no relationship between the nature of business and the dimension of women entrepreneurial success in utility services industry.
- There is no relationship between Type of business and the dimension of women entrepreneurial success in utility services industry.
There is no relationship between work experience/training status and the dimensions of women entrepreneurial success in utility services industry.

There is no relationship between reasons for starting a business and the dimensions of women entrepreneurial success in utility services industry.

There is no relationship between annual turnover and the dimension of women entrepreneurial success in utility services industry.

There is no relationship between number of employees (size of the firm) and the dimension of women entrepreneurial success in utility services industry.

There is no relationship between initial capital invested and the dimension of women entrepreneurial success in utility services industry.

There is no relationship between location of business and the dimension of women entrepreneurial success in utility services industry.

There is no relationship between sources of working capital and the dimension of women entrepreneurial success in utility services industry.

There is no association between the marital status and the level of success among the women in utility services industry.

There is no association between the educational qualification and the level of success among the women in utility services industry.

There is no association between the year of establishment and the level of success among the women in utility services industry.

There is no association between annual turnover and the level of success among the women in utility services industry.
There is no association between the number of employees (size of the firm) and the level of success among the women in utility services industry.

3.4 SCOPE OF STUDY

The study covers only the entrepreneurs operating in Chennai. All these entrepreneurial firms are owned and operated as sole proprietorship concerns. In utility services competition are emerging from corporate brands, but still, this business is dominated by reasons like cost economies and proximity to the residents. In addition, the trust factor is less on corporate entities with regard to personalized utility services. Word of mouth advertisements are better worked in utility services business rather than media advertisements. The study covers ten types of utility services like Child Care and Day Care, Beauty Care Centers, LIC Agency, Tailoring and Decorative Paintings, Playschool / Nursery School, Courier Services, Small Savings Agency DTP, Xerox and Typing Centers, Telephone, STD and Cell Recharge and Catering and Event Management. All these require a lot of specialized skill and passion to take up and do in a professional way. These services can have direct reflection from the customers. The study covers the whole Chennai.

3.5 CONCEPTUAL FRAME WORK

Figure 3.1 Conceptual Frame Work
3.6 METHODOLOGY

The study adopted both descriptive and exploratory research methods. Data extraction from the women entrepreneurs in the utility services business is collected through a structured questionnaire and personal interview method. For the purpose of survey, women entrepreneurs are met in person and explanations were given for the need for the study. On certain occasions, SHG groups were involved in such businesses, but could not be included in the study. The references were taken from women associations, banks, training centers, district revenue office, block development cell, and utility service providers associations. The sample is collected from the entire city, by notifying the prominent places in the city. The equal distribution is not ensured and location importance or priority is not given. The time, cost and proximity to the topic is considered while collecting the data. Modern utility cum health care services centres like Spa, ultra modern saloons are exempted from the study. In a similar way franchisee pre-schools, nursery schools and day-care centers are exempted due to influence of brand and corporate image.

3.7 SOURCES OF DATA

The data required for the study is collected from both primary and secondary sources. The primary data collection is done through structured questionnaire prepared on the basis of review of literature and the variables were selected from those. In addition, the direct contact and discussion with the women entrepreneurs in Tambaram, Medavakkam, Camp Road, Erumbiliyur, Pallikaranai and Santhoshpuram helped to modify and structure the questionnaire in accordance with the field requirements. The secondary data is collected from both print and electronic media. The print sources includes books, journals, magazines, reports prepared by EDI, Reports published by the NGOs and women associations and Department of Women and Child Development by the Government of Tamilnadu.
3.8 DATA COLLECTION TOOLS AND RELIABILITY

The data required for the analysis is collected from the women entrepreneurs in the sample area through a structured questionnaire. The structured questionnaire is prepared on the basis of review of literature and in consultation with the women entrepreneurs in the utility services business. Initially, a rough draft of the questionnaire is prepared, and a pilot study is conducted with 70 questionnaires. The reliability of the instrument is tested through Cronbach’s alpha and the value is recorded at 0.92 and found reliable.

3.9 SAMPLE FRAME METHOD

The sample size is determined by using the scientific method, by using the pilot study standard deviation of the sample of 70 respondents, by allowing the standard error at 5% level.

The sample size was determined by using the following formula

Sample Size \( (N) = \left(\frac{ZS}{E}\right)^2 \)

Where,

\( Z = \text{Standard value corresponding to a confidence level of 95\%}=1.96 \)

\( S = \text{Sample SD from the pilot study of 70 samples} = 0.558 \)

\( E = \text{Acceptable error} = 5\% = 0.05 \)

The sample size should be \( (N) = \left(\frac{ZS}{E}\right)^2 \)

\[ = (1.96*0.558/0.05)^2 \]

\[ = 478.4544 \text{ or } 478 \]
3.10 SAMPLE DATA COLLECTION PATTERN AND ACCEPTANCE VALUE

The total Chennai city is divided into five segments and in each segment, two places were selected on the basis of its prominence and the scope for utility services in the area. The sample size of 5 per utility service business is distributed and collected on the same day. Totally ten areas with 50 questionnaires in each area is collected and scrutinized for errors and found 478 questionnaires with full pledged data and as error free and used for the analysis. The acceptance percentage was observed at 95.6 percent and found reliable.

3.11 FRAMEWORK OF ANALYSIS

The data collected from the women entrepreneurs through a structured questionnaire is tabulated by using MS-Excel spread sheets and uploaded in to SPSS master data sheet and labeled the variables in a clear manner. Later the descriptive statistical tool frequency analysis is made to calculate and group the entrepreneurs on the basis of demographical variables. Similarly, for the questions following likert’s scale mean values are calculated to measure the significance. In Part two of the analysis, inferential statistical tools is used to establish the relationship between the demographic variables and the barriers faced, entrepreneurial gaps, success factors, motivating factors of women entrepreneurs in the utility services business in the sample area.

A factor analysis is used to group the barriers, entrepreneurial gaps, success factors and motivating factors of women entrepreneurs in utility service business for better representation of the outcomes. Independent analysis is made to identify the gaps, barriers, success factors associated with the demographical variables among the women entrepreneurs in the utility services business.
3.12 CHAPTER ORGANIZATION

The present study is divided into five chapters and includes the relevant information in a systematic manner. The detailed description of the chapters is as follows.

Chapter one is titled **Introduction**, includes, the concept of entrepreneurship, theories of entrepreneurship, women entrepreneurs, issues in women entrepreneurship, common barriers in utility services business, adaptability of women in utility services business, success factors of women in business in general and specific areas, institutional services available to women entrepreneurs and finally women entrepreneurs in global scenario and India.

Chapter two is titled **Review of Literature** includes research related to women entrepreneurship in India and abroad, entrepreneurial gaps, barriers, success factors, motivating factors, women entrepreneurship in specific businesses, practices in women entrepreneurship, business models followed by women entrepreneurial ventures. The chapter concludes with the research gap identification.

Chapter three deals with **Research Methodology**, that has standard items like statement of the problem, objectives of the study, hypothesis, frame work of the study, scope of the study, importance of the study, sources of data, data collection methods and instruments development, reliability of instruments, methodology adopted, sample frame and size determination, frame work of analysis, tools used for data analysis, limitations of the study and the scope for further research.

Chapter four is titled **Data Analysis and Results Discussion**. The present chapter contains introduction to the data analysis, descriptive statistics and inferential statistics used to study the profile of the women entrepreneurs in utility services businesses in the sample area, entrepreneurial barriers pertaining to utility services business, entrepreneurial gaps, motivating factors to business, success factors of women in business and its relation with the demographic variables.
Chapter five is titled **Summary of findings, Suggestions and Conclusion.** This chapter contains the findings of the study as per sections mentioned in the analysis chapter and suggestions follow in the same order. In addition general suggestions are also presented from the review of literature. The chapter ends with conclusion and scope for further research.

### 3.13 LIMITATIONS OF THE STUDY

- The study is conducted during the period of 2010-2013 in Chennai city and the socio economic variables of sub-urban areas may reflect in the behavior and perceptions given by the women in utility services industry.

- The sample size is restricted to 478 due to cost and time factors limitation.

- The perceptions represented by the women may have some amount of experience and imitating attitudes of the women in business.

- The study covers only ten types of businesses and the poor responses were merged and shown as only five in analysis and others are clubbed together.

- The perceptions are time bound and may not be applicable for universal due to many external factors influence namely, inflation, business climate and the government attitude.

- The reliability of the results are improved by way of having the large sample size and wide coverage of the sample area.
3.14 SCOPE FOR FURTHER RESEARCH

The present study is conducted among women in utility services sector. The study is specific in nature and women in utility are also most of the times not at work full time. However the success of entrepreneurship is measured to know the various dimensions affecting the success of women in business. The studies by selecting different clusters and doing utility services business as full time occupation and the factors affecting their success can help in making a good policy for the development of women in entrepreneurship. Comparative studies between the states, businesses, and business models can be followed and their level of influence on success of women entrepreneurs can be a value addition to the existing literature.

Entrepreneurial success factors and motivators for women alone can be studied to know how a woman can be motivated to be an entrepreneur and to continue her journey towards success. Entrepreneurship is dynamic one and the entrepreneurial intention, readiness and the role of technology in women entrepreneurial success, in resolving the entrepreneurial issues, in getting finance and in managing the businesses are some of the others. Similarly, the change management practices among the women in business can be studied for understanding the adoption and accommodative levels of women in business. Work life balance, stress management, satisfaction levels are the other areas of interest that can be studied among the different sectors and pave a good platform for sharing and caring for the issues of women entrepreneurship. They can help women to cope with changes and to celebrate the expected success in entrepreneurship. Such an environment will be warmly welcomed for the development of the society and the economy at large.