

## **A Study on Start-Up Deterrents faced by Women Entrepreneurs**

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### **ABSTRACT**

*A startup is an entrepreneurial business which is a recently risen, quickly developing business that intends to meet a market centric need by building up a reasonable plan of action around an unconventional idea, product, or a service. The significance of new business start-ups for different economies can't be disregarded and for women entrepreneurs it reduces dependability on others. While new businesses make a considerable monetary impact on most economies, the disappointment rate of startup firms by women appears to stay high over some time. The minimization or removal of startup deterrents is vital for correcting this circumstance and fortifying the new business part of the economy. The purpose of this study is to recognize and examine the significance impact of start-up deterrents or barriers on new businesses started by woman entrepreneurs. It also focuses on providing solutions or strategies for minimization of those barriers. For this purpose, a sample of 40 new women entrepreneurs has been taken from Jaipur, Rajasthan, through simple random sampling method. The data is collected through questionnaire and previously available resources. Findings of this study concluded that there are some adverse impacts of start-up deterrents on start-ups initiated by woman. The paper ends with certain suggestions for reducing startup barriers and provides some strategies for business development.*

**Keywords:** Start-up deterrents, Barriers, Unconventional idea and Startups.

### **INTRODUCTION:**

A new business (startup) is an entrepreneurial wander which is a recently risen, quickly developing business that means to meet a commercial centric need by building up a practical plan of action around an imaginative item, administration, process or a stage. A startup is normally an organization intended to viably create and approve an adaptable plan of action. New businesses have high rates of disappointment, yet the minority of victories that organizations have turned out to be expansive and powerful.

New businesses can come in all structures and sizes. A bit of the fundamental undertakings is to gather a kindred sponsor gathering to secure key abilities, cash related resources, and diverse parts to coordinate research on the goal advertise. For the most part, a startup is begun by building a first least practical item (MVP), a model, to affirm, overview and develop the new musings or business thoughts. With this, new organizations originators do research to broaden their appreciation of the musings, progressions or business thoughts and their business potential.

Plans of activity for new organizations are mostly found through a "base up" or "top-down" approach. An association may stop to be a startup as it passes diverse turning points, for instance, traded on an open market on an open market on the offer exchanging framework in an Initial Public Offering (IPO), or halting to exist as an independent component by methods for a merger or securing.

Startups can be of two types. First is Internal startups in which huge or entrenched organizations regularly endeavor to advance development by setting up "interior new companies". Other type is Re- startups which means business which are re started after failure of previous business.

The noteworthiness of new business start-ups for various economies can't be neglected and for women business

visionaries it lessens reliability on others. While new organizations have an extensive financial effect on most economies, the mistake rate of startup firms by ladies seems to remain high from some time.

**Women entrepreneurship:**

Women entrepreneurship is a business where women compose every one of the elements of production, embrace chances, and provide work to others. Women entrepreneurs are said to roughly 1/3 of all business visionaries around the world.

It is a general belief in numerous societies that the part of ladies is to build and keeps up the plain issues like getting water, cooking and raising youngsters. Since the turn of the century, the status of ladies in India has been changing because of developing industrialization, globalization, and social enactment.

Business has been a male-overwhelmed wonder from the precise early age, yet time has changed the circumstance has brought ladies as the today's most critical and motivational business people. With the spread of training and mindfulness, ladies have moved from kitchen to larger amount of expert action.

The accessibility of PCs and the expanding prevalence of the web gave a truly necessary lift to ladies in business. This innovation enabled them to be more common in the business world and grandstand their abilities to their rivals. Indeed, even with the expanded prevalence of ladies in business, the accessibility of innovation and the help from various associations, female business visionaries today are as yet battling.

**Relevance and justification of the problem:**

Despite the fact that female enterprise and the arrangement of female-claimed business systems is consistently ascending, there are various difficulties and obstructions that female business people confront.

One noteworthy test that numerous female business visionaries confront is the impact that the conventional sexual orientation parts society may even now have on ladies. Business is as yet considered as a male-ruled field, and it might be hard to outperform these customary perspectives. Other than managing the predominant generalization, female business visionaries are confronting a few hindrances identified with their business. This paper is going to talk about various entry barriers or start up deterrents a women entrepreneur faces while starting her business. For this purpose, new women entrepreneurs of Jaipur are going to be considered as universe of this study and they will be analyzed unbiasedly.

**REVIEW OF LITERATURE:**

Enterprise has generally been described as the path toward laying out, driving and keeping up another business, which consistently begins as an autonomous organization, for instance, another business, offering a thing, process or organization accessible to be acquired or enroll. It has been portrayed as the limit and preparation to make, make, and manage a business meander close by any of its risks remembering the ultimate objective to make an advantage.

Before the twentieth century, female worked independent ventures as a method for supplementing their wage. Much of the time, they were attempting to keep away from destitution or were supplanting the salary from the departure of a mate. Around then, the endeavors that these ladies attempted were not thought of as entrepreneurial. A considerable lot of them needed to center around their local obligations. The term business visionary is utilized to portray people who have thoughts for items as well as administrations that they transform into a working business. In prior circumstances, this term was held for men only.

During the Great Depression, a portion of the open doors stood to ladies assumed a lower priority and society appeared to invert its perspectives, returning to more conventional parts. These influenced ladies working in business; be that as it may, it likewise filled in as a push to those associated with the entrepreneurial world.

More ladies started to begin their own particular organizations, hoping to get by amid this season of hardship.

Stephen X. Zhang, Javier Cueto (2015): "The Study of Bias in Entrepreneurship", says that researchers utilize the hypothetical focal point of predisposition to look into different behavioral wonders in business enterprise. They evaluated this body of research, concentrating on definition issues and connections. Besides, they talked about how the investigation of inclination in business enterprise can be propelled, given the new improvement in related fields, for example, intellectual sciences. The appraisals and discourses help uncover and address strains in the writing, distinguish various research openings that may not be clear by taking a gander at past work exclusively, and add to how the hypothesis of inclination can additionally comprehend business enterprise.

Ali K. Yetisen, R. Lisa Volpatti, Ahmet F. , Cho, Kamrani, Butt, Khademhosseini and Hyun Yun (2015) : "Entrepreneurship- Lab on a Chip" This article gives methodologies to picking a commercialization approach, financing a startup, advertising an item, and arranging an exit. Regular explanations behind new business

disappointments are talked about and rules to defeat these difficulties are recommended. The dialog is supplemented with contextual investigations of effective and fizzled organizations. Distinguishing a market require, gathering a propelled administration group, overseeing assets, and acquiring experienced tutors prompt a fruitful exit.

In 2013 "Research on Women Entrepreneurs: Challenges to (and from) the Broader Entrepreneurship Literature?" by G. Brush and Jennifer. This paper has three bigger targets. The first is to record the headway of the accumulation of work known as women's business investigate. The second is to evaluate the commitments of this work, particularly opposite the more extensive business enterprise writing. The third is to talk about how this more extensive writing postures challenges (the two troubles and also openings) for grant on female business visionaries. they approach these goals from the stance of educated pluralism, trying to investigate whether and how ladies' business enterprise inquire about offers expansions to—and can be reached out by—general research on business people and their endeavors.

Karen, Jennings, Candida Brush, Sara Carter, and Friederike Welter (2012): "Extending Women's Entrepreneurship Research in New Directions" this study portrays the new frontiers investigated inside the work showing up and another related gathering. they finished up by portraying new regions for scientists to investigate, contending that such undertakings will join those in this volume in tending to the reactions raised to date, as well as in creating a wealthier and more hearty comprehension of ladies' business enterprise.

Mohd Fauzi, Syed Shah, Nor Omar (2011): "An Empirical Study of Success Factors of Women Entrepreneurs in Southern Region in Malaysia". They inquire about the key factors impacting accomplishment of ladies' business visionaries in Southern locale in Malaysia. Numerous relapse examination was used as a more proper way to deal with perceive the basic determinants of achievement of ladies' business visionaries. The outcomes recommend that family bolster, social ties and inside inspiration influence emphatically and essentially to the achievement of women business visionaries in the independent company. The study result likewise demonstrates that women business people having issue when they go into the business. The ramifications of this investigation are talked about alongside a few proposals.

After reviewing above research papers and words of some researchers it is concluded that factors affecting start-up business are very important elements and those should be taken into consideration especially by women entrepreneurs. Reduction or removal of gender inequalities will ultimately help in development and empowerment of women in our society. This research paper will be going to dig more in order to recognize and examine the significance impact of start-up deterrents or barriers on new businesses started by woman entrepreneurs and also will provide solutions or strategies for minimization of those barriers.

## **RESEARCH METHODOLOGY:**

### **Objectives:**

- To recognize various deterrents affecting the start-ups.
- To examine the significance impact of those deterrents or barriers on businesses started by woman entrepreneurs in Jaipur.
- To provide solutions or strategies for minimization of those start-up barriers.

### **HYPOTHESIS:**

**H<sub>0</sub>:** There is no significant impact of start-up deterrents on business started by women entrepreneurs in Jaipur.

**H<sub>1</sub>:** There is significant impact of start-up deterrents on business started by women entrepreneurs in Jaipur.

### **Sub- Hypothesis:**

H<sub>01</sub>: There is no significant impact of Social Factors on women entrepreneurial business.

H<sub>02</sub>: There is no significant impact of Family Factors on women entrepreneurial business.

H<sub>03</sub>: There is no significant impact of Legal factors on women entrepreneurial business.

H<sub>04</sub>: There is no significant impact of Organizational Factors on women entrepreneurial business.

### **Sample Design:**

For this study explanatory research design will going to be used. The universe of this study comprises all women entrepreneurs of Jaipur. A sample of 40 new women entrepreneurs is going to be taken. Sampling will be done on the basis of Simple Random Sampling and Stratified Sampling.

### **Data Collection Methodology:**

For this study Primary data will be collected through Questionnaires. and Secondary data will be through magazines, newspaper, journals, etc.

### **Data Analyzing Tools:**

Data will be analyzed by using pie charts and bar graphs.

### **Variables:**

**Independent variable:** Start-Up Deterrents

**Sub Independent variables:** Social Factors  
Family Factors  
Legal factors  
Organizational Factors

**Dependent variable:** Overall Performance of Start-ups by women

### **LIMITATIONS OF THE STUDY:**

These are the view limitations of the study. These are as follows:

Study was costly and time consuming as it was based on primary data collection method. Due to large universe (all women entrepreneurs) the study focuses on women entrepreneurs of Jaipur region only. Future study can cover a large sample.

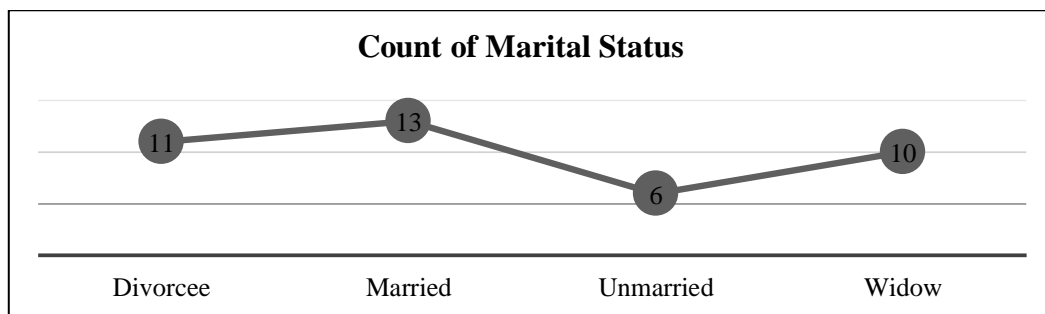
This study also focusses only on factors affecting startups but not on factors affecting ongoing business by women entrepreneur.

### **DATA ANALYSIS AND INTERPRETATION:**

By analyzing the raw data which was collected through questionnaire, following results are interpreted.

#### **MARITAL STATUS**

<b>Marital Status</b>	<b>Count of Marital Status</b>
Divorcee	11
Married	13
Unmarried	6
Widow	10

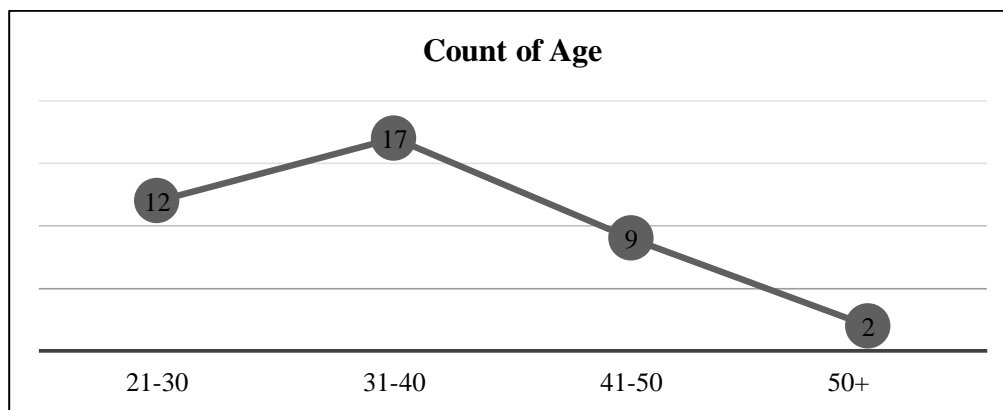


From table and chart given above, it can be seen that among respondents most of the women are married and there is less difference between Married, Divorcee and Widow women entrepreneurs.

Women are less likely to start their business before marriage.

### **Age:**

<b>Age</b>	<b>Count of Age</b>
21-30	12
31-40	17
41-50	9
50+	2

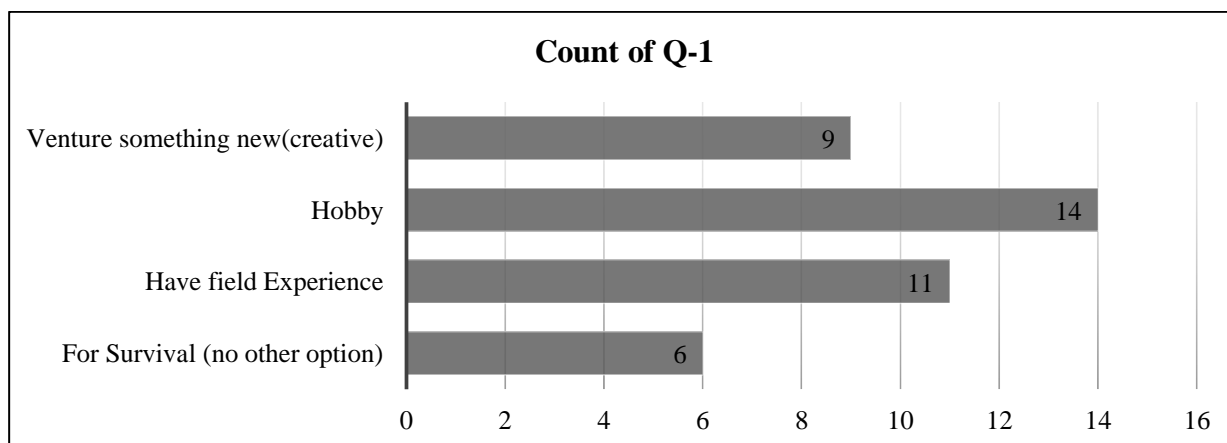


Results concluded that, the women in the age of 31-40 are mostly like to start their own enterprise as compared to women in the age of 21-30.

Women in the age of 41-50 or 50+ are less in favor of start their business.

**Q-1. Why did you start the business?**

Q-1	Count of Q-1
For Survival (no other option)	6
Have field Experience	11
Hobby	14
Venture something new(creative)	9

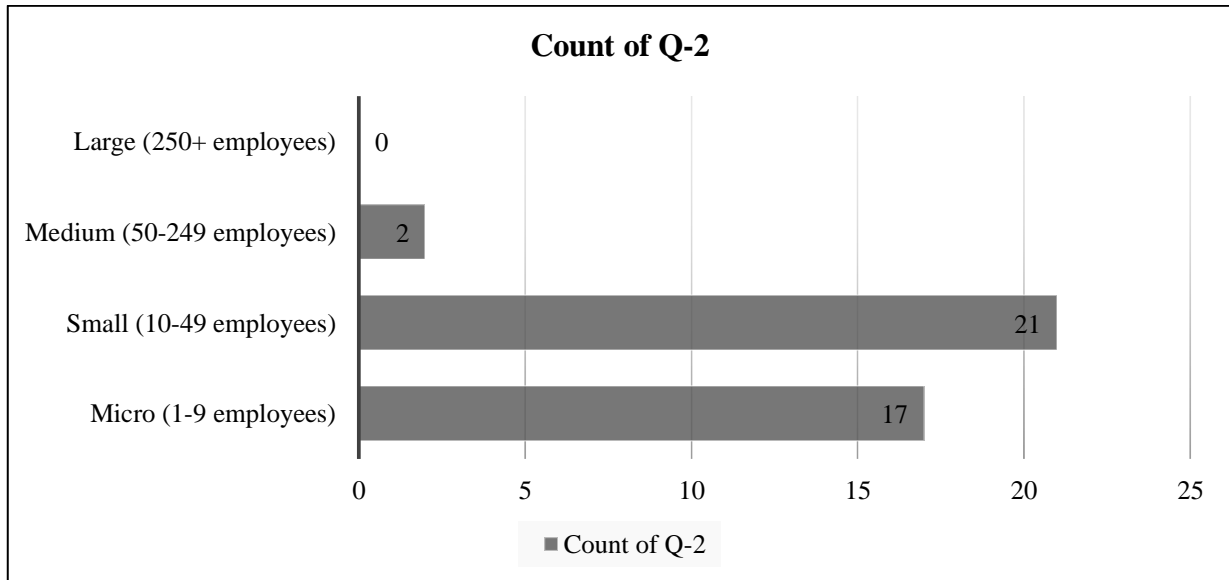


By analyzing table and chart it can be seen clearly that hobby is the main reason for most of the women to start their business. Next strong reason is that they have experience in that area.

Least favorable reasons are they want to be creative/ unique and have no other choose of survival except to start own business.

**Q-2: What is the size of your firm?**

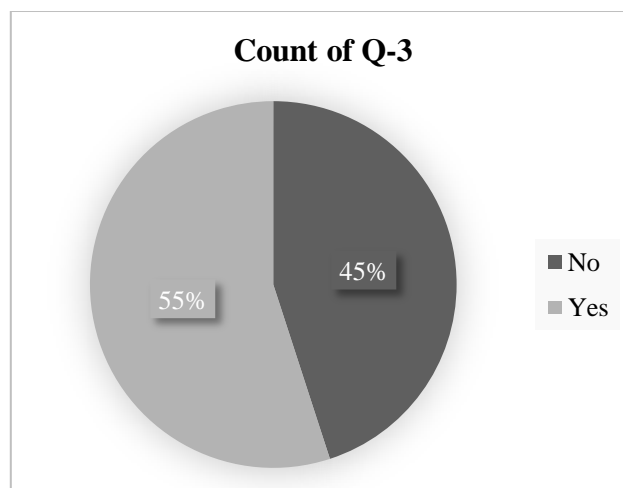
Q-2	Count of Q-2
Micro (1-9 employees)	17
Small (10-49 employees)	21
Medium (50-249 employees)	2
Large (250+ employees)	0



From above mentioned table and chart it is interpreted that among respondents most of the women started small scale enterprise (10-49 employees).

**Q-3: Is your present business the first enterprise that you own?**

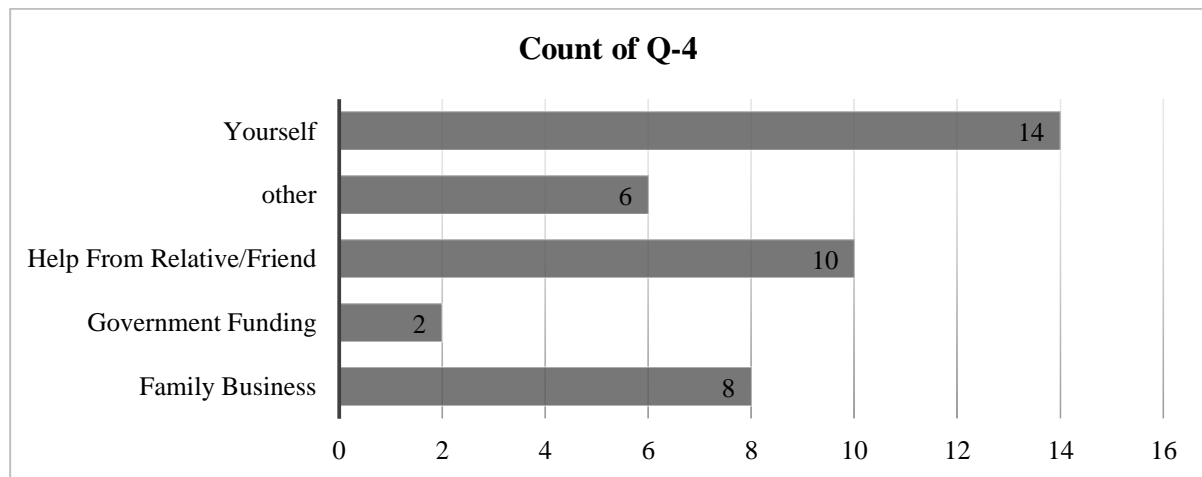
Q-3	Count of Q-3
No	18
Yes	22



Above result shows that current business is first enterprise started by women entrepreneur. Among respondents mostly replied yes.

**Q-4: How you have created this business?**

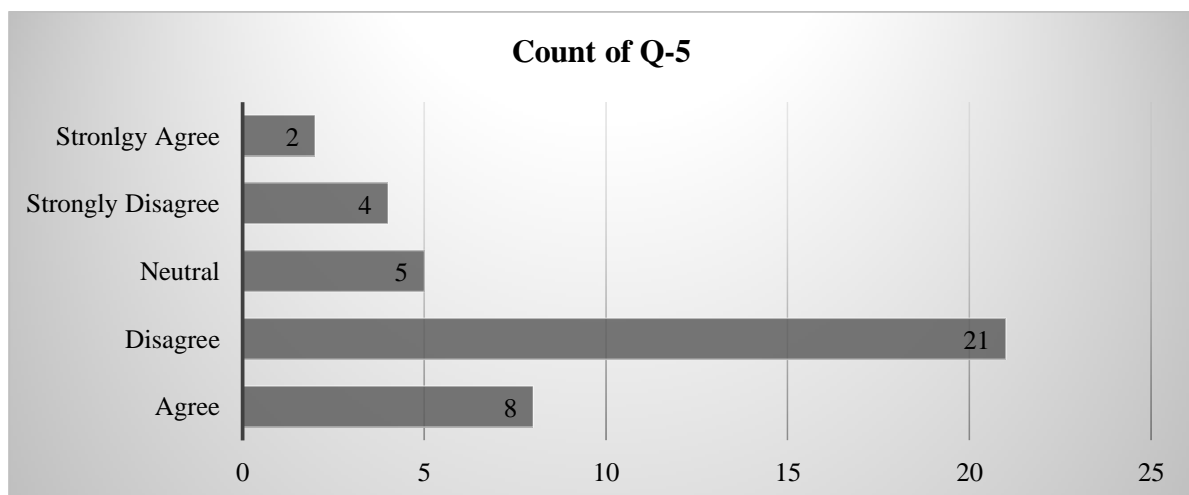
Q-4	Count of Q-4
Family Business	8
Government Funding	2
Help from Relative/Friend	10
Other	6
Yourself	14



By analyzing above table and chart it can be interpreted that most women entrepreneurs created their enterprise by themselves. Least women took help from government.

**Q-5 You faced family resistance to start the business:**

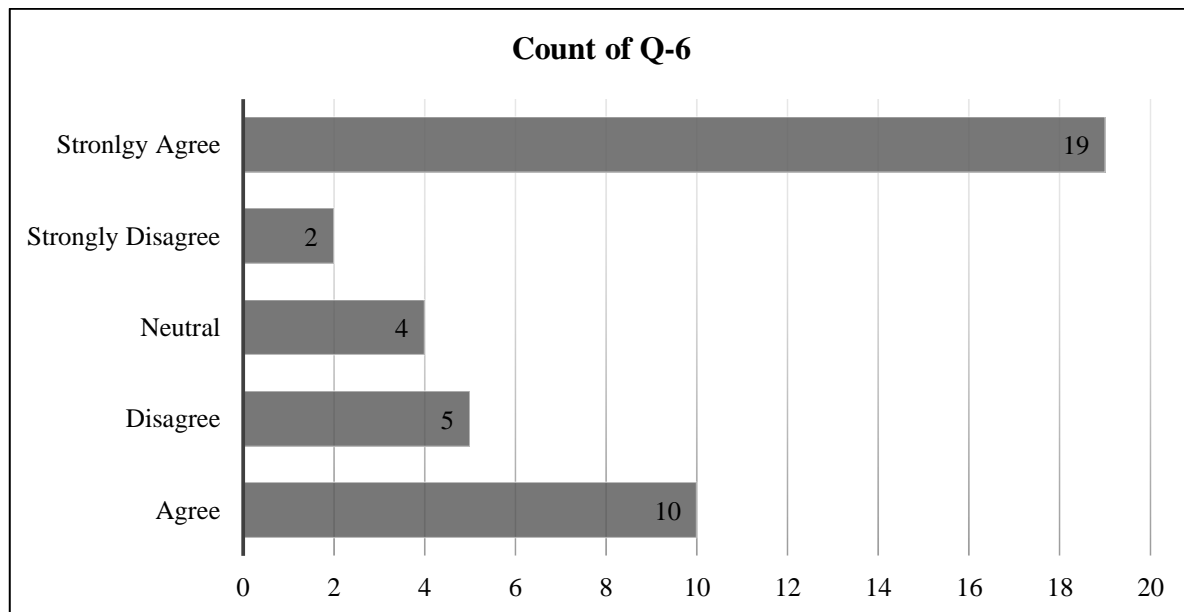
Q-5	Count of Q-5
Agree	8
Disagree	21
Neutral	5
Strongly Disagree	4
Strongly Agree	2



By analyzing above table and chart it is interpreted that most women entrepreneurs are disagree. They didn't face family resistance in start of the business.

**Q-6. Work-family conflict impact the temperament and state of your mind:**

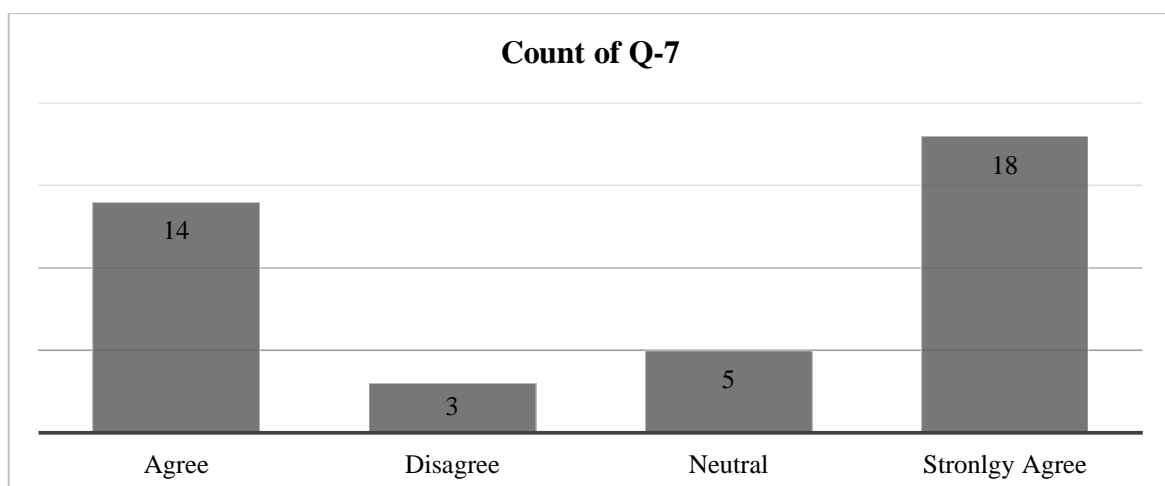
Q-6	Count of Q-6
Agree	10
Disagree	5
Neutral	4
Strongly Disagree	2
Strongly Agree	19



Above given data tells that women entrepreneurs are strongly agree with the statement that work-family conflict impact the temperament and state of their mind.

**Q-7. When working in a gathering, you focus toward being "in command" rather than being a follower:**

Q-7	Count of Q-7
Agree	14
Disagree	3
Neutral	5
Strongly Agree	18

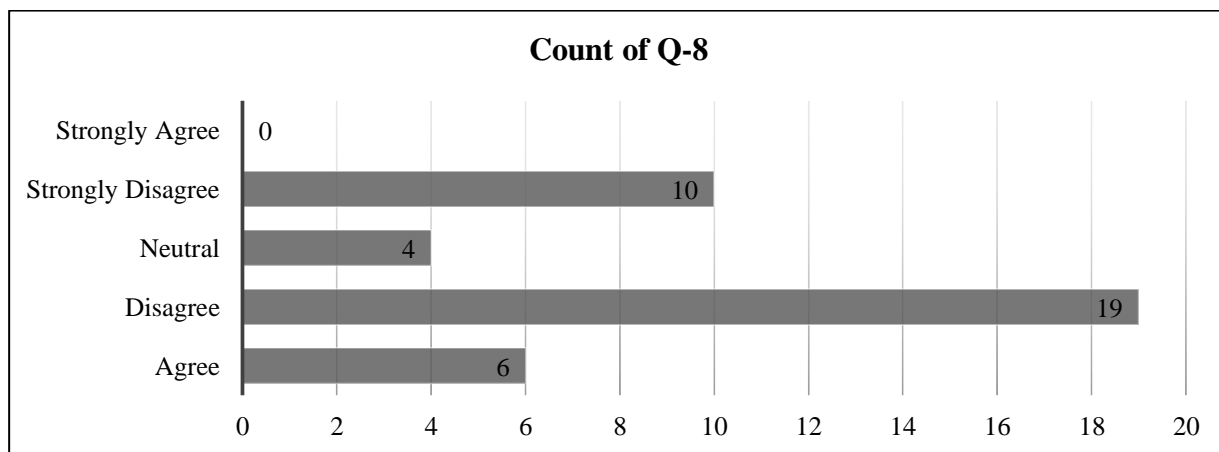


From the table and chart, it is interpreted that most women entrepreneurs want to be in command when they are working in a team. They are strongly agreed with this statement.

**Q-8. You didn't face the problem of startup finance:**

Q-8	Count of Q-8
Agree	6
Disagree	19
Neutral	4
Strongly Disagree	10
Strongly Agree	

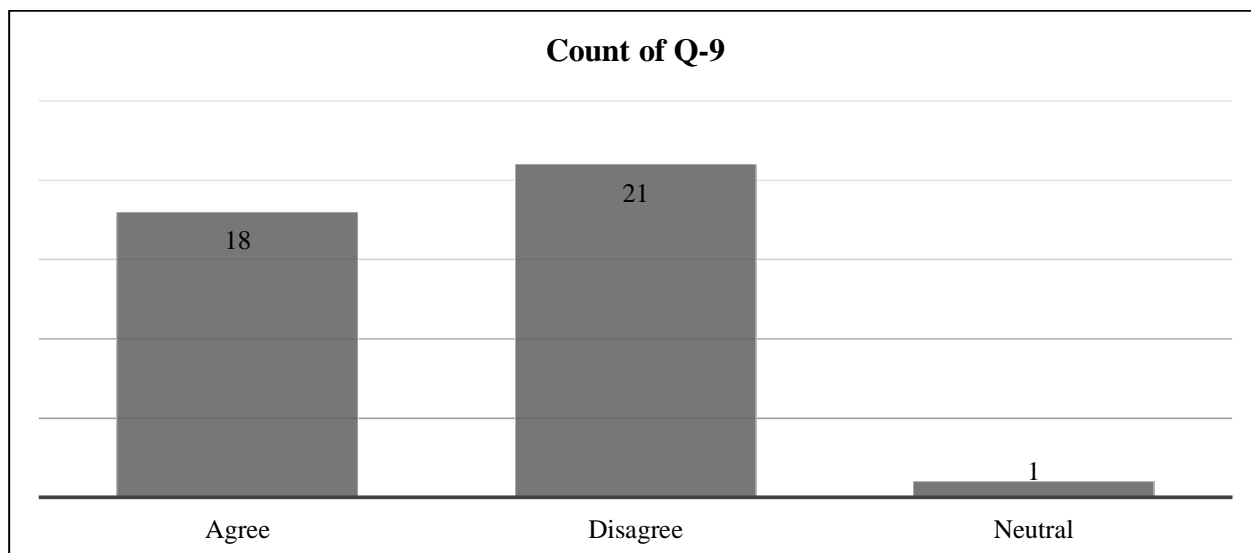




By analyzing above given information, it is found that most women entrepreneurs faced the problem of startup finance.

**Q-9. You are aware with implemented government policies for women and women entrepreneurs:**

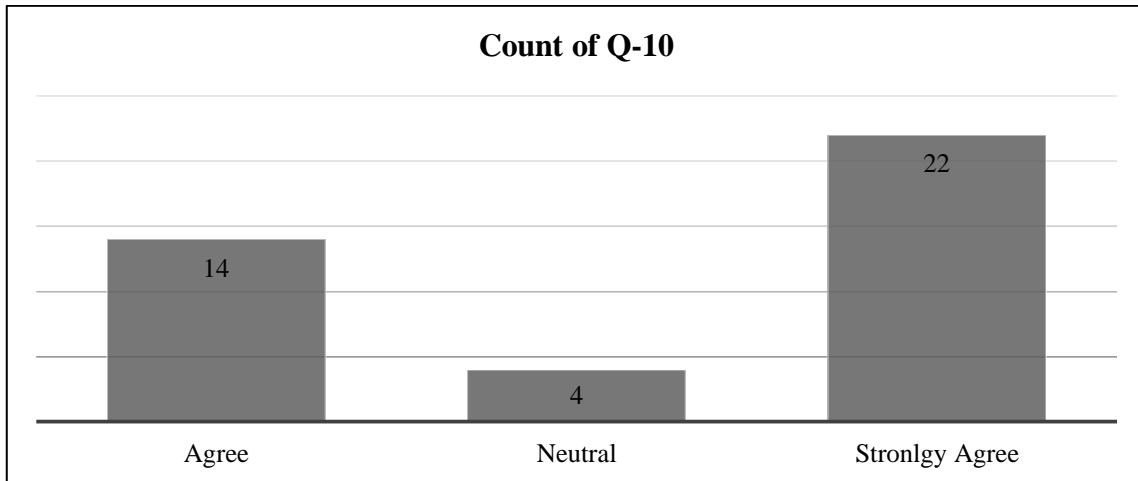
Q-9	Count of Q-9
Agree	18
Disagree	21
Neutral	1



Given data says that majority of women entrepreneurs doesn't know about the implemented government policies for women and women entrepreneurs.  
 On the other hand, some of them are aware with this fact.

**Q- 10. Family support is the real inspiration:**

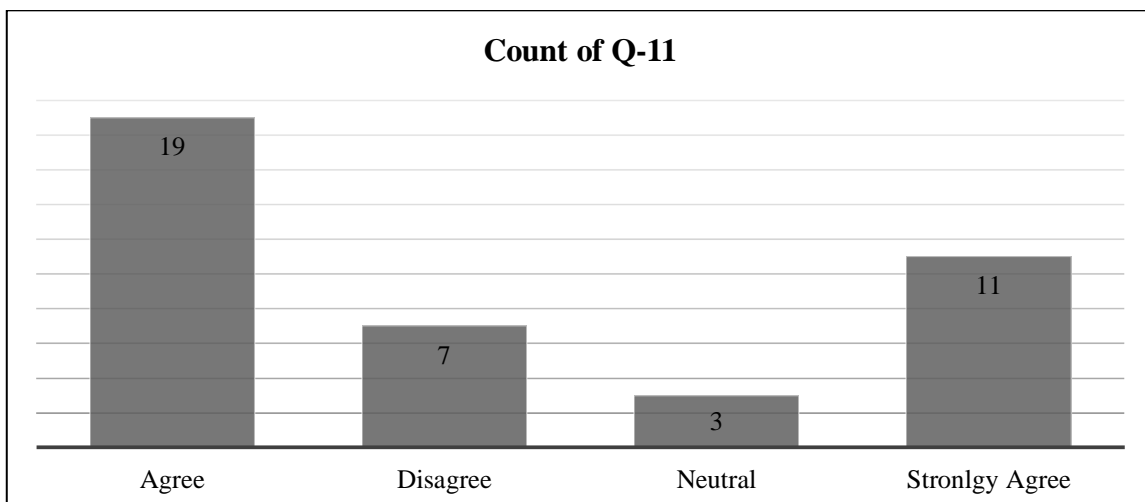
Q-10	Count of Q-10
Agree	14
Neutral	4
Strongly Agree	22



By analyzing above given data, it is interpreted that most women entrepreneurs believe that support from their family act as a big motivational tool for them.

**Q-11. You have difficulty in coping up with risk:**

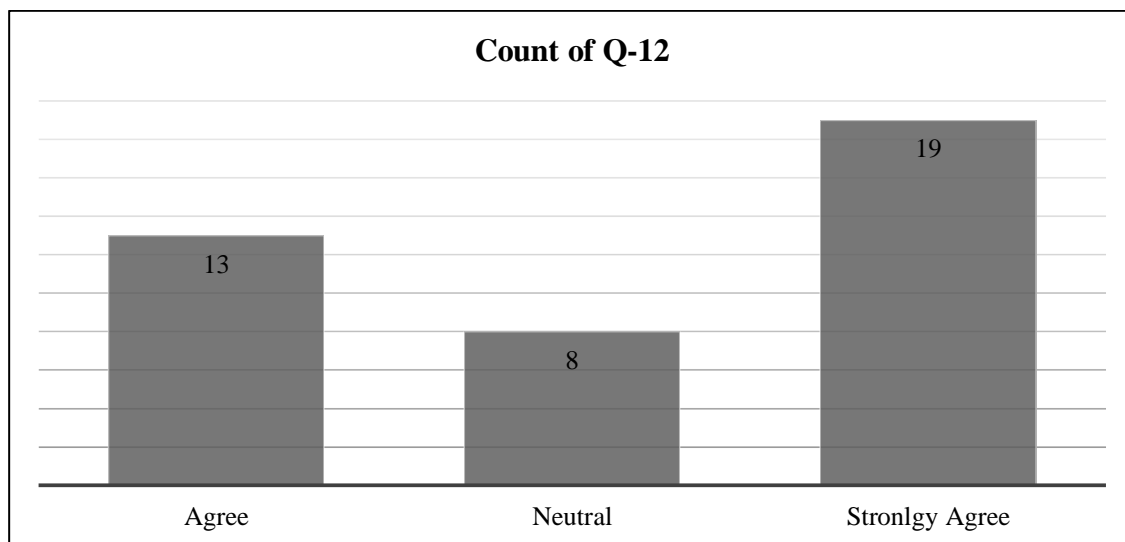
Q-11	Count of Q-11
Agree	19
Disagree	7
Neutral	3
Strongly Agree	11



From the above given data, it is concluded that most women entrepreneurs face difficulty in coping up with risky situations.

**Q-12. One of the reasons of starting this business is to gain social prestige.**

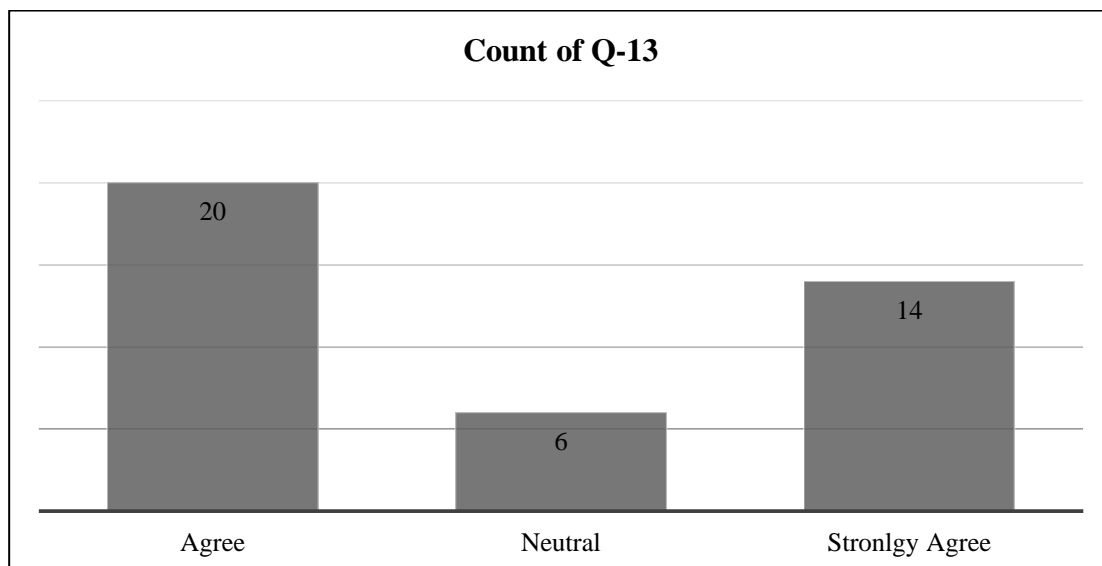
Q-12	Count of Q-12
Agree	13
Neutral	8
Strongly Agree	19



Above given data in the form of chart and table interprets that majority of women entrepreneurs consider social prestige as one of the reason of starting their business.

**Q- 13. You feel male dominance in the business world:**

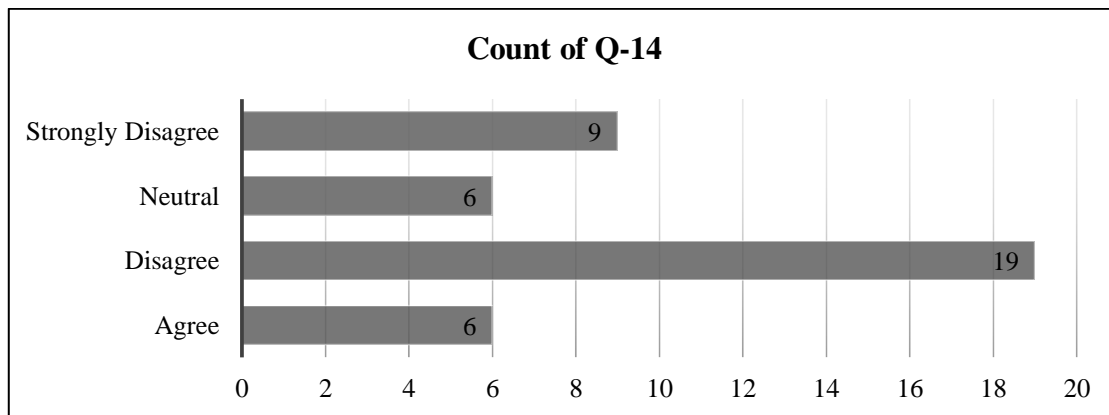
Q-13	Count of Q-13
Agree	20
Neutral	6
Strongly Agree	14



Above data interpreted that most women entrepreneurs are accepting this statement that they feel male dominance in the world of business.

**Q-14. There is lack of government support:**

Q-14	Count of Q-14
Agree	6
Disagree	19
Neutral	6
Strongly Disagree	9



By analyzing above given table and chart, it is concluded that majority of women entrepreneurs says that there is no lack of government support. They get full government support and they are happy about it.

In above mentioned tables and charts, responses of 40 women entrepreneurs have been properly analyzed. By analyzing opinion of these entrepreneurs' null hypothesis " $H_0$ : There is no significant impact of start-up deterrents on business started by women entrepreneurs in Jaipur" has been rejected. The rejection of null hypothesis proves that there is significant impact of start-up deterrents on start-ups by women entrepreneurs in Jaipur. In this way all sub null hypotheses are also get rejected. As all factors of start-up barriers (social, legal, organizational and family factors) impacts the market performance of entrepreneurial business by women.

## CONCLUSION:

Women constitute half of the aggregate population in India but they are not enjoying their flexibility, correspondences, benefits, on standard with their male partners.

Since implementation of plans in India, a few arrangements and methodologies were made to lessen imbalances among ladies and men. Accordingly, a move from 'welfare' to 'improvement' to 'strengthening' to 'human advancement' approaches has occurred to change the position and status of ladies.

From this paper by rejecting null hypothesis " $H_0$ : There is no significant impact of start-up deterrents on business started by women entrepreneurs in Jaipur", it is concluded that there is significant impact of start-up deterrents on start-ups by women entrepreneurs in Jaipur.

Start up deterrents are the combination of four factors (social factors, organizational factors, family factors and economical factors). This study proves that these all factors affect adversely the market performance of businesses started by women.

It is very much found out by policy makers that vital advancement of an economy requires equal participation and equivalent chances to all sections and gender. Entrepreneurial advancement is one huge instrument for feasible socio-economic advancement.

## SUGGESTIONS:

Women Entrepreneurs who sometimes think that it is difficult to be a women entrepreneur in the male dominating world, here are some tips for them and society.

- The relatives of the women entrepreneurs ought to be sharpened on the issues to offer support, help, sharing of domestic functions, adjustment and so on for the powerful working of organizations.
- Women entrepreneurs must have an intention to satisfy their dreams. They need to make a dream moved into an objective to fulfill.
- Government needs to lead special training programs, entrepreneurial advancement projects, and change projects to Women Entrepreneurs and their representatives to improve their profitability.
- Prepare and attend programs for refinement of fundamental abilities specialized abilities, administrative aptitudes and so on for successful cooperation in the business ventures.
- Appropriate Voluntary Organizations should empower ladies' business visionaries by leading presentations and courses and sorted out merchant advancement programs.
- Government and NGOs should provoke small and medium undertakings of ladies with the help of consistent guiding by unique team to help the aspiring women to recognize their ventures is required by the society.

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