

Women Headed house hold and Entrepreneurial Successes: a special reference with: Manmunai North Divisional Secretariat Division in Batticaloa District

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Abstract

Women entrepreneurs have become important players for their family survival as well as the nation's development. The entrepreneurship facilitate in various ways to earn income of the families. 30 years of civil war demolished people's life and most of the women became the bread winner of the household in Batticaloa. Nearly 16.8% of the families headed by women also they find the income through business. Therefore this study intends to find the factors which contribute their family survival through entrepreneurial success. Using a simple random sampling technique, 100 entrepreneurs with at least three years of business operations were selected as the respondents. Data were gathered through self-monitored questionnaires in Manmunai North D.S division in Batticaloa district during the period of March 2015 to June 2015. Multiple linear regression analysis and correlation analysis are used to investigate the relationship between independent variables and the dependent variable. The main findings of the study indicate welfare factor is the most important factor to support the entrepreneurial success. The findings also show welfare factors, demographic factors and extension factors affect positively and significantly of the entrepreneurial success for women entrepreneurs in this division.

Key words: entrepreneurial success, women headed household, welfare, extension service,

¹1. Introduction

Women entrepreneurs in micro businesses play a crucial role in rural economic development as well as the nation's development (Salfiya and Gunapalan, 2012). They are ready to take up business and contribute to the nation development and growth. Entrepreneurship is an attitude that reflects an individual's motivation and capacity to identify an opportunity and to pursue it in order to produce new economic success.

Segal et al. (2005) stated, "Being an entrepreneur, one who is self-employed and who starts, organizes, manages, and assumes responsibility for a business, offers a personal challenge that many individuals prefer over being an employee working for someone else. Entrepreneurs accept the personal financial risks that go with owning a business but also benefit directly from the potential success of business".

With the spread of education and awareness, women have shifted from kitchen to higher level of qualified activities. Entrepreneurship has been a male dominated phenomenon from the very early age, but time has changed the situation and brought women as today's most memorable and encouraging entrepreneurs.

The entrepreneurship facilitate in various ways to earn income of the families. 30 years of civil war demolished people's life and most of the women became the bread winner of the household in Batticaloa. Nearly 16.8% of the families headed by women also they find the income through business (Planning Report, M.N D.S division 2008). After 30years of civil war most of the institution show their hands to uplift the standard of living of the people also takes this opportunity as challenge and started new entrepreneur. Women face a numerous of social, economic and structural barriers which prevent them from succeeding in their pursuits. A high proportion of women entrepreneurs in developing countries operate in the informal economy, which restricts the potential for their business to grow (Katharine, 2014). However some entrepreneurs perform well their businesses and become a successful entrepreneur. Therefore this study intend to find the successful factors which contribute to the entrepreneur success of selected women headed entrepreneurs in Manmnai North divisional secretariat division.

2. Problem Statement and Objectives of the study

Entrepreneurship fuels economic growth, with new and young businesses accounting for nearly all net new job creation. Increasing the number of entrepreneurs, and creating conditions for them to succeed, has the potential to improve economic opportunities for growing economy.

Thirty years of civil war demolished people's life and most of the women became the bread winner of the household in Batticaloa. After civil war the international development community arrived and plans

to implement their credits systems to uplift the living standard of the people. Most of the women were attracted by this credit and start up their business as well as some entrepreneurs expand their existing business. Some of the women entrepreneurs enjoy the success of their business.

Hence, the research question is "What are factors influencing on entrepreneurial success of the women headed household in Manmnai North D.S. division in Batticaloa district?"

The general objective of this research is to examine the factors which influencing the entrepreneurial success of women headed household in Manmnai North D.S. division. Furthermore, it would also look at the relationship between dependent variables such as demographic welfare and extension factors and independent variable of entrepreneurial success.

Therefore the following are developed for this research purpose.

Research questions

- To identify the level of demographic factors influence on success of women headed household entrepreneurs in Batticaloa district?
- To identify the level of welfare factors influence on success of women headed household entrepreneurs in Batticaloa district?
- To identify the level of extension factors influence on success of women headed household entrepreneurs in Batticaloa district?
- Identify the relationship and impact of demographic factors, welfare factors, extension factors on success

of women headed household entrepreneurs.

3. Literature Review

Syed Shah Alam et al (2010) investigated the key factors affecting success of women entrepreneurs in Southern region in Malaysia. Using a self-administered questionnaire and multiple regression analysis, they found family support, social ties and internal motivation affect positively and significantly to the success of women entrepreneurs in the small business. Further they found women entrepreneurs having problem when they enter into the business.

Peris Bonet et al (2011) did the research on human resource management and entrepreneurial success in the context of European innovative small and medium-sized enterprises (SMEs). Questionnaire was tested with 50 Spanish entrepreneurs. Multivariate regression analysis was used to differentiate the factors that allow the explanation of the variables to be studied and factors that, a priori, seem to be the most relevant in explaining entrepreneurial success.

Kiggundu (2002) added demographic variables to his study and found that personality traits have direct influence on the success of African entrepreneurs. Although studies on personality traits have played an important role in contributing to the success of entrepreneurs worldwide, nevertheless, personality traits have been criticized both on theoretical and empirical ground in the studies of entrepreneurship.

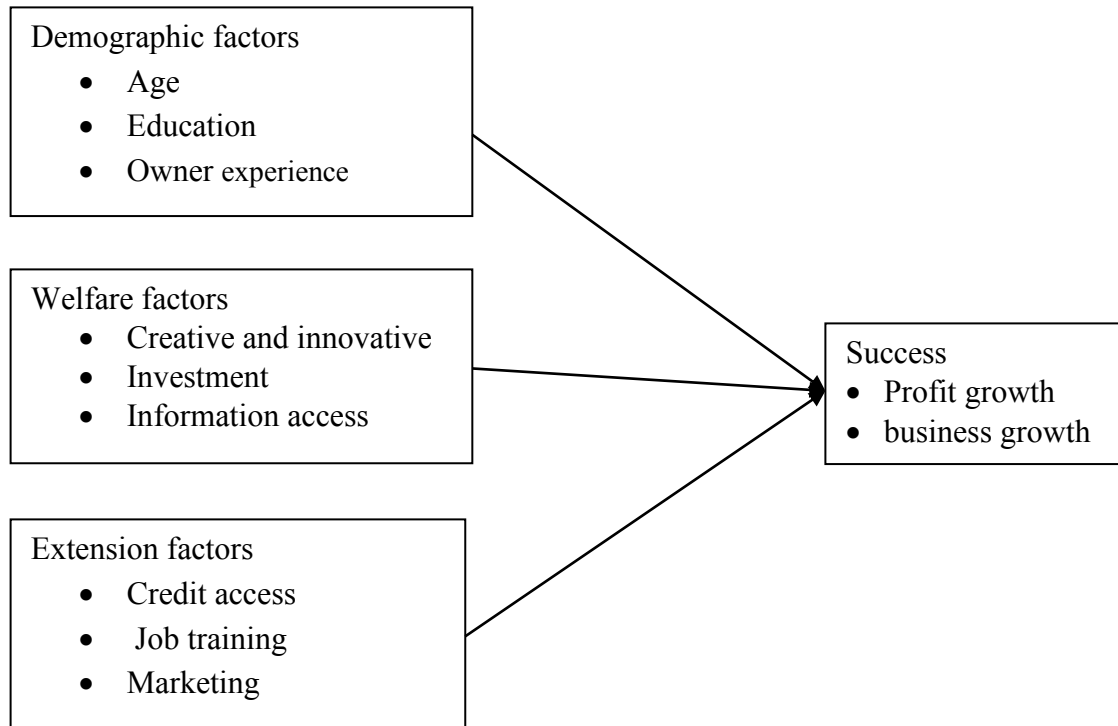
Competency is one of most crucial factors to ensure the success of new business ventures. The entrepreneurs faced even greater challenge when they have successfully bring their organizations to growth and as the

company moves into this stage, it experienced what observers refer to as strategic reflection point (Grove, 1996).

Benjamin and Umoren (2013) considered self-concept, perceived managerial competence, and work stress and business commitment as important psychological variables for perceived entrepreneurial success among female entrepreneurs. Study was conducted to examine these factors, using 213 female entrepreneurs. The results showed that although all the predictor variables jointly accounted for perceived entrepreneurial success only business commitment contributed significantly. But in the independent prediction of the variables, only self-concept and business commitment were significant.

4. Conceptual Framework

Based on literature the following conceptual framework has been developed. This conceptual framework establishes link between dependent and independent variables.



Source: Conceptual Framework (Authors' designed based on the literature)

4.1 Method and materials

This study is carried out to investigate the factors influencing on entrepreneurial success of the women headed household in Manmunai North D.S. division in Batticaloa district

The primary data is collected exclusively for the present study. Adopting random sample technique the D.S division of Manmunai North is selected as sample of population, purposely.

4.2 Data collection

Primary data consisted of a total 100 women entrepreneurs with at least three years of business operations were selected as the respondents. Data were gathered through a structured questionnaire survey in Manmunai North D.S division in Batticaloa district during the period of March 2015 to June 2015. Multiple linear regression analysis and correlation analysis are used to investigate the relationship between independent variables and the dependent variable.

Table-01 Evaluation criteria for mean values

<i>Range</i>	<i>Degree</i>
$1.0 \leq X \leq 2.5$	<i>Low level</i>
$2.5 < X \leq 3.5$	<i>Moderate level</i>
$3.5 < X \leq 5.0$	<i>High level</i>

5. Results and Discussion

Reliability analysis

A reliability analysis was done to check the inter item consistency. The Cronbach's

Alpha was measured. Accordingly, the Cronbach's alpha reliability coefficients of the independent and dependent variables were obtained. Accordingly alpha values

The Cronbach's Alpha

Factors	value
Demographic factor	0.723
Welfare factor	0.751
Extension factor	0.710
Entrepreneurial success	0.701

For demographic factor was 0.623, welfare factor was 0.751, extension factor was 0.710 and for entrepreneurial success was 0.701 all showed a good inter item consistency of the instrument. the number of test items, item interrelatedness and dimensionality affect the value of alpha.5 There are different reports about the acceptable values of alpha, ranging from 0.70 to 0.95. A low value of alpha could be due to a low number of questions, poor interrelatedness between

items or heterogeneous constructs. For example if a low alpha is due to poor correlation between items then some should be revised or discarded. Mohsen Tavakol and Reg Dennick(2011)

5.1. Personal Information

Demographically, age, marital status, education, and have been found to have impact on entrepreneurial success.

1.1 Marital status

Table - 01 marital status

marital statuses	percent
Married	76
Unmarried	24
N = 100	

(Source: Survey Data 2015)

Most of the respondents were married 76% while only 24% of the respondents are single. In consistent with the research of

Syed Shah Alam et al (2001) most of the respondents were married (75.3%) while only 24.7% of the respondents are single.

1.2 Age Distribution

Table - 02 Age Distribution

Age	Percent
20-25	4
25-30	15
30-45	35
45-50	30
50-55	10
55-60	4
Above 60	2
N = 100	

(Source: Survey Data 2015)

Age distribution of the sample with a highest frequency percentage being in the age category 30 to 45 (35%), followed by the age categories 45 to 50 were represented by 30% and 25 to 30 were represented by 15% . the age categories 55-60 and Above

20-25 were represented by 4% and Above 60 represent by 2% of the population respectively . In consistent with the research of Turan and Kara (2007) this research also found that over half (53.6%) of the respondents age were between 25-40years.

1.2. Education Level

Table - 03 Education Level

Education Level	Percentage
No education at all	55
Grade 1 -5	5
Grade 6 -10	7
G.C.E (O / L)	10
G.C.E (A / L)	15
Degree	6
Above Degree	2
N = 100	

(Source: Survey Data, 2015)

Educated people are creative and innovative and they are always looking for something unique to fill a need or want (Ndubisi et al, 2003). Based on the finding 55% of the women entrepreneurs among women headed families have no educational qualification. They didn't go to school any time. 5 % and 7% are found with grade 1- 10 educational qualification and 10% and 15 % women entrepreneurs among women headed families with advanced level as well as ordinary level educational qualification. Only 8% of women entrepreneurs have higher level qualifications that's mean they completed bachelor as well as master's degree. The educated and experienced women are more interested in becoming

entrepreneurs than non-educated and inexperienced women (Kavita et al 2008).

5.2 Research Information

1. Overall Measures of dependent Variables

Mean value were obtained from the five point likert scale ranging from strongly disagree to strongly agree. According to the analysis mean value for demographic factors was found as 3.46 with a standard deviation of 1.15 shows the moderate level demographic factors support has been sought by women entrepreneurs among women headed families. As well as the mean value Welfare factors was found as

3.53 with standard deviation 0.84 shows the high level Welfare factors support has been sought by women entrepreneurs among women headed families . The mean value for Extension factors was found as 3.41 and with a standard deviation of 1.07 shows the average level support has been sought by

women entrepreneurs among women headed families. Entrepreneurial success has mean value of 3.41 and standard deviation is 1.19 shows the average level of business success of women entrepreneurs among women headed families.

Table - 04: Overall Measures of Dependent Variable

Description	Dimensions			Dependent Variable
	Demographic factors	Welfare factors	Extension factors	Entrepreneurial Success
Mean	3.46	3.53	3.41	3.51
Standard Error of Mean	0.02443	0.02193	0.01763	0.01827
Std. Deviation	1.15	0.84	1.07	1.19
Variance	0.119	0.096	0.062	0.067
Minimum	4.00	4.00	4.00	4.00
Maximum	5.00	5.00	5.00	5.00
Decision Attribute	medium	High Level	medium Level	High Level

(Source: Survey Data 2015)

Table-05 Correlation of influence factors with entrepreneurial success.

	Demographic factors	Welfare factors	Extension factors	Entrepreneurial Success

Demographic factors	person correlation	1	0.382	0.414	0.397
	Sig. (2 –tailed)		.000	.000	0.000
	N	100	100	100	100
Welfare factors	person correlation	0.382	1	0.577	0.844
	Sig. (2 –tailed)	0.000		0.000	0.000
	N	100	100	100	100
Extension factors	person correlation	0.414	0.577	1	0.451
	Sig. (2 –tailed)	0.000	0.000		0.000
	N	100	100	100	100
Entrepreneurial Success	person correlation	0.397	0.844	0.451	1
	Sig. (2 –tailed)	0.000	0.000	0.000	
	N	100	100	100	100

(Source: Survey Data 2015)

Demographic factors

The correlation analysis is initially carried out to explore the entrepreneurial success of entrepreneurship with demographic factors, if it exists, results indicate that there is statistically significant moderate positive relationship ($r = 0.397$, $p < 0.01$) between entrepreneurial success and demographic factors (See Table 5).

Welfare factors

The correlation analysis is initially carried out to explore the entrepreneurial success of entrepreneurship with Welfare factors, if it

exists, results indicate that there is statistically significant high positive relationship ($r = 0.844$, $p < 0.01$) between entrepreneurial success and welfare factors (See Table 5).

Extension factors

The correlation analysis is initially carried out to explore the entrepreneurial success of entrepreneurship with Extension factors, if it exists, Results indicate that there is statistically significant moderate positive relationship ($r = 0.451$, $p < 0.01$) between entrepreneurial success and extension factors (See Table 5).

Table 06: simple regression analysis on entrepreneurial success

Variables	R²	Sig
Demographic factors	0.561	0.001
Welfare factors	0.687	0.000
Extension factors	0.661	0.000

(Source: Survey Data 2015)

Regression analysis indicates that the independent variable, demographic factors, (significantly, significant level 0.01) explains 56% of the variability of the dependent variable, such as entrepreneurial success on entrepreneurship in the population. (See Table 6)

As well as the results show that the independent variable, welfare factors, (significantly, significant level 0.00) explains 68% of the variability of the dependent variable, such as entrepreneurial success on entrepreneurship in the population. (See Table 6)

As well as the results show that the independent variable, extension factors, (significantly, significant level 0.00) explains 66% of the variability of the dependent variable, such as entrepreneurial success on entrepreneurship in the population. (See Table 6)

As per overall results indicate the welfare factors mostly impact the entrepreneurial success on entrepreneurship because the 88% of challenges impact the entrepreneurial success.

Table 07: multiple regression analysis on entrepreneurial success

R ²	Sig
0.858	0.000

(Source: Survey Data)

The model indicates that about (adjusted R²) 85 % variation of entrepreneurial success on entrepreneurship (see Table 7) can be explained by demographic factors, welfare factors, extension factors.

6. Conclusion

Entrepreneurial activity conducted by women has indeed seen a sharp increase over the years. Previous researches by Buttner and Moore, (1999), Lee (1997), Sarri and Trihopoulou (2005) and others are just the tip of the iceberg which attempts to understand even more fully the implications of such a phenomenon.

This paper attempt to identify the factors which contribute women -headed households family survival through entrepreneurial success in Manmunai North D.S division in Batticaloa district that the women headed households are of the groups of the society. Thus women entrepreneurship has been developing in all most all field. The study has been done on

the women entrepreneurs among women headed families in Batticaloa districts in Sri Lanka. For the evaluation purpose the mean, correlation, and regression and has been used.

The finding of the research the shows Welfare Factors has high level success to support by women entrepreneurs among women headed families because welfare factors was found as 3.53 with standard deviation 0.84 shows the high level Welfare factors support has been sought by women entrepreneurs among women headed families as well as demographic factors and extension factor was found as 3.46 and 3.41 with a standard deviation of 1.15 and 1.07 shows the moderate level Demographic factors, extension factor support has been sought by women entrepreneurs among women headed families and also This paper investigates the relationship between entrepreneurial success such as demographic factor, extension factor, and welfare factor. The results show three factors such as Demographic factors, Welfare factors,

Extension factors has positive and significant relationship with Entrepreneurial Success. Hence, 85 % of the variance in entrepreneurial success ($r^2 = 0.858$) was significantly explained by demographic factors, welfare factors, extension factors, and institutional support in this study, still leaves 15% unexplained. In general, this study provides empirical evidence on the factors affecting entrepreneurial success, thus contributing knowledge to the subject. Among others, welfare factor is perceived as the best factor to influence entrepreneurial success. Accordingly, the findings might be huge value to enhance women entrepreneurship in developing countries, such as Sri Lanka.

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