

**A STUDY ON THE ATTITUDE OF MARRIED WOMEN TOWARDS
ENTREPRENEURSHIP BY THE INFLUENCE OF SOCIAL MEDIA**

Project Report

Submitted by

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Under the guidance of

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In partial fulfilment of the requirement for the Degree of

BACHELOR OF COMMERCE



ST. TERESA'S COLLEGE ESTD 1925

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

Nationally Re-Accredited with A++ Grade

Affiliated to

Mahatma Gandhi University

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March-2024

ST. TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)

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CERTIFICATE

This is to certify that the project titled "**A STUDY ON THE ATTITUDE OF MARRIED WOMEN TOWARDS ENTREPRENEURSHIP BY THE INFLUENCE OF SOCIAL MEDIA**" submitted to Mahatma Gandhi University in partial fulfilment of the requirement for the award of Degree of Bachelor of Commerce is a record of the original work done by **Ms. Rohini Pradeep and Ms. Annu Siby** under my supervision and guidance during the academic year 23-24.

Project Guide


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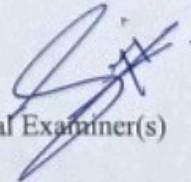



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DECLARATION

We Ms. Rohini Pradeep and Ms. Annu Siby final year BCom students, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled **"A STUDY ON THE ATTITUDE OF MARRIEDWOMEN TOWARDS ENTREPRENEURSHIP BY THE INFLUENCE OF SOCIAL MEDIA"** submitted to Mahatma Gandhi University is a record of the work done under the supervision and guidance of Ms. Reema Dominic, Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar titles of any other university or board.

PLACE: ERNAKULAM

DATE: 24/4/24.



ROHINI PRADEEP

ANNU SIBY

ACKNOWLEDGEMENT

First of all, we are grateful to God Almighty for his blessings showered upon me for the successful completion of my project.

It is our privilege to place a word of gratitude to all persons who have helped me in the successful completion of the project.

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We will remain always indebted to my family and friends who have helped me in the completion of this project.

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ROHINI PRADEEP

ANNU SIBY

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1.1 TITLE OF THE STUDY

“A STUDY ON THE ATTITUDE OF MARRIED WOMEN TOWARDS ENTREPRENEURSHIP BY THE INFLUENCE OF SOCIAL MEDIA.”

1.2 INTRODUCTION

In this study, will dig deep into their attitude towards starting their own business, all while exploring the incredible influence of platforms like Instagram, Facebook etc. We will also cover how this platform motivate, connect, communicate and shape their entrepreneurial journey. It is exciting where hashtags become business strategies and likes transform into networking opportunities. Through surveys and qualitative analyse it aims to examine how social media platform shape the entrepreneurial mindset, decision making processes and networking opportunities for married women. This research seeks to elucidate the dynamic relationship between marital Status, social media and the entrepreneurial landscape, contributing insights into the evolving role of digital platforms in shaping entrepreneurial attitudes among married women

Social media serves as a valuable resource for acquiring knowledge, skills, and insights into various industries. Married women can access entrepreneurial resources, online courses, and mentorship programs that empower them to overcome challenges and develop successful businesses. Social media's impact on the attitudes of married women towards entrepreneurship is substantial, providing both opportunities and challenges. It has the potential to empower, connect, and inspire, but it also requires a critical approach to avoid the pitfalls of comparison and unrealistic expectations.

1.3 STATEMENT OF PROBLEMS

By the topic “A Study on the Attitude of Married Women towards Entrepreneurship by the influence of social media” we discuss how social media has an impact on the life of married women when they chose entrepreneurship as a passion, a side hustle or as their main source of income.

1.4 OBJECTIVES OF THE STUDY

Here are some potential objectives for studying middle-aged women's attitude towards entrepreneurship and how social media influence them:

- 1) To assess the overall perception of entrepreneurship among middle-aged women.
- 2) To identify the key motivators and barriers for middle-aged women considering entrepreneurship.
- 3) To examine the extent to which social media platform brings an impact towards the middle-aged women awareness and interest in entrepreneurship.
- 4) To analyse the role and impact of social media in providing entrepreneurial knowledge and resources to middle-aged women.
- 5) To assess the potential role of social media in building supportive networks and communities for middle-aged women who are interested in entrepreneurship.

1.5 SIGNIFICANCE OF STUDY

Studying married women attitude towards entrepreneurship influenced by social media is significant for understanding the impact of digital platform on their entrepreneurial aspirations and decision making. This research may contribute valuable information for policymaker, businesses and women empowerment initiatives seeking to support and enhance women's participation in entrepreneurship in the context of evolving digital landscapes. It can offer insights into how digital platform impact women's perceptions of business ownership, potentially empowering them or presenting challenges.

1.6 RESEARCH METHODOLOGY OF THE STUDY

- 1. Type of Research Design:** The study is descriptive in nature.
- 2. Collection of Data:** Both primary and secondary were used for data collection.
- 3. Primary Data:** They were collected by conducting surveys through the distribution of questionnaires using Google forms.
- 4. Secondary Data:** They were collected from published sources like websites, journals etc.

5. Sampling Design: A convenient random sampling was used to analyse the objective of the study.

6. Population: The population was limited to married women entrepreneurs in Kerala.

7. Sample Size: A total of 50 is the size taken for the study.

8. Tools used for Data Analysis: Pie charts and Bar charts are mainly used for presenting survey results

1.7 SCOPE OF THE STUDY

The study was to investigate how exposure to successful women entrepreneurs on social media affects entrepreneurial aspirations of married women. And explores whether social media platforms act as a motivational tool for women considering entrepreneurship

1.8 LIMITATIONS OF THE STUDY

1. The study is limited to time constraints.
2. The literature review for the study was limited
3. The sample is only taken from women entrepreneurs in Kerala.
4. The data does not provide complete accurate information, rather it provides a general analysis based on married women entrepreneurs on their experience.

1.9. CHAPTERISATION

This chapter contains five chapters. They are as follows:

CHAPTER 1 – INTRODUCTION

CHAPTER 2 – LITERATURE REVIEW

CHAPTER 3 – THEORETICAL FRAMEWORKS

CHAPTER 4 – DATA ANALYSIS AND INTERPRETATION

CHAPTER 5 – FINDINGS, SUGGESTIONS AND CONCLUSION

CHAPTER 2

LITERATURE REVIEW

- **Rupashree Baral, Chitra Dey, S Kamalini (2023)**

In their paper titled- “Women Entrepreneur in India”- This paper aims to organise the existing research on women Entrepreneurs its high light the research areas that have not received attention and present opportunities for future research. A systematic literature review (SLR) was performed on 74 scholarly articles focussing on Women Entrepreneur (WEs)in India. This review is published in 4W framework used in previous SLRs. The author arrived at 4 main themes underlying the empirical research on WEs that is success factors, challenges faced by Women Entrepreneur, Factors that motivate them and performance measures for WEs.

- **Mansi Rastogi, Rupashree Barai, Jasmine Banu (2022)**

Paper titled- “Women Entrepreneurship and leadership in Indian context”, This paper aims to provide relevant knowledge about Entrepreneurship and women’s leadership in the Indian context. It unleashes the veiled challenges as well as success stories of women entrepreneur and to bridge the gap between entrepreneurship theory and practice. Qualitative study approach – Data were collected from Tamil Nadu and other Southern Indian state, Face to face interviews were conducted to explore the support as well as challenges faced by them. Interview transcript indicated the successful entrepreneur are opportunity-driven and they focus on innovation, service, generation of wealth and employment.

- **Neha Tiwari (2017)**

She conducted an investigation into- “Women Entrepreneurship in India”- This study is an attempt to decipher the concept, profile and dynamics of women entrepreneur in India so the study aims at analysing the prevalence of women Entrepreneur in India. Most recent research studies available on Google Scholar, EBSCO, ProQuest have been selected for this purpose. Entrepreneurial activities are quite low in India especially Tamil Nadu, Kerala etc. There is an urgent need to decode policy imperatives and interventions that can boost up women Entrepreneur.

- **Sarfaraz, Faghih and Majd (2014)**

In their paper titled – “The relationship between women entrepreneur and gender equality- Shown a statistical relationship between Women Entrepreneurship and gender equality. They have used a correlation analysis to investigate how gender related economic development and women entrepreneurial activities are related.

- **Akehurst, SIMARRO & Mas-Tur (2012)**

Paper titled- “Women Entrepreneurship in small service firms”, They have done Research based on Women Entrepreneurship in small services firms thereby having made a report on motivations, barriers and performance. Their research was undertaken using a relatively small sample of firms in particular region. This paper contributes to a better understanding of business creation by women and factors which are instrumental in their success.

- **Deekshita Dutta (2023)**

Paper titled – “A holistic study among Women Entrepreneur on successful Marketing Strategies inclusive of Social Media Approaches”. The study aims to conduct a need based entrepreneurial training programme on selected respondents on marketing strategies with special reference to social media and evaluate its impact on the respondents. Three phases of the study were Need Analysis, conduct of training programme and impact assessment were made. 80 percent of the trainees adopted social media marketing and were earning greater profit. This study had created an established firm in social media platforms for lifelong monetary income for the respondents.

- **Madhura Manish Bedarkar, Mahima Mishra, Ritesh Ashok KHATWANI (2020)**

Paper titled- “Leveraging social media in facilitating women Entrepreneurs in India”: A case study of Pune ladies. This article explores the role of social media in facilitating women Entrepreneur in India. It adopted a case study for this approach PULA (Pune Ladies) a closed face book group set up in 2015 for women in Pune. Fifteen-in depth interviews were conducted among 15 active women entrepreneurs in this group to explore the benefit they received from this approach. It not only offers a cost- effective platforms for women entrepreneur but also helps them in enhancing their visibility and provide them with adequate financial support.

- **Vanita Yadav, JEEMOL Unni (2016)**

In their research titled Women Entrepreneurship: research review and future directions it is concluded that women Entrepreneurship has witnessed a rapid growth over the past 30 years. It is founded that lens of feminist theories can be applied in the existing entrepreneurship theories to advance the field.

- **Kalpana Koneru (2017)**

She conducted an investigation into “Women Entrepreneurship in India – problems and prospects” in the male dominated society. The paper discussed how educated Indian women

have to go a long way to achieve equal rights in the traditional Indian society. It puts forward how women survived and succeeded in the cut through competition with men by their hard work and perseverance.

- **Anne De Bruin, Candida G Brush, Friederike Welter (2006)**

Cumulative knowledge on women's entrepreneurship" they cited how theories in their paper titled- "Introduction to the special issues: Towards building of entrepreneurship offer different perspectives in entrepreneurial behaviour and activities. They studied perspectives of various economists and all of these examples came to an assumption that the individual entrepreneur is "generic" and rather does not differ except when contrasted to non-entrepreneurs. In this assumption there is no need to study women separately because women and men entrepreneurs would have similar characteristics. But what this assumption does not recognise is the possibilities that because these theories were developed on samples of men and ultimately tested this samples on men, they may not fully capture the women's traits and behaviour.

- **Narsimha Zainol, Maryam Mohd Esa, Siti Suhadi Mohamad (2022)**

Paper titled- A study of the success factors of digital women entrepreneurs from Melaka Suburban Area. This paper identifies the relationship of success of women Entrepreneurs, namely digital entrepreneurship, digital marketing and government support. They also identify the women who are highly competitive, faces challenges, produce maximum profit can bring a major impact on global communities. Using an online Surveys the study collects data from Suburban areas in Melka from 310 respondents among women entrepreneurs. Researchers used Statistical Package for Social Science (SPSS) software to test correlation between dependent and independent variables. The result shows that all factors are positively significant but only two out of three factors which are digital entrepreneurship, digital marketing has more significant impact on the success of women entrepreneurs.

- **Irene Amberoid (2013)**

Paper titled – "Women Entrepreneur's: we cannot have change unless we have men in the room." This paper examines and discussion and research on female entrepreneurial activities and also provide tips from successful women entrepreneurs who tell how they have been using new technologies and social media in particulars – to excel in careers and balance their professional and family lives. This paper provides a literature review of the prominent women entrepreneurship, which is approached first through analysing of the existing bibliography and

includes research papers, journal articles, case studies etc. From this Studies is clear that in this twenty- first century women are no longer focussing only on household but an innovative, knowledgeable part of the population contribute to the economic growth.

- **Sharma, Dua & Hatwal (2012)**

They have done a “study on micro enterprise development and rural women entrepreneurship as a path to economic empowerment.” It examines the impact of women empowerment through micro entrepreneurship development and SHGs. This paper reviews the literature in this field and help to know the opportunities, challenges faced by women entrepreneur.

- **Parvin, Rahman & Jia (2012)**

Their paper titled – “Determinates of women micro entrepreneurship development”: An empirical investment in rural Bangladesh. The paper investigates the influencing factors of women micro-entrepreneurship development. Data collected were from 248 women micro-entrepreneur and 132 non - entrepreneur. They have done their investigation in rural Bangladesh. This paper provides suggestions for strengthening women entrepreneurship development process.

- **Bahl (2012)**

In his study focusses on the status of “women entrepreneurs in rural India”. The main purpose of the study is to analyse the policies of Indian government for women. The data were collected from many women entrepreneur in rural areas.

On the basis of this study some measures were taken to encourage women entrepreneurship to became a successful entrepreneur.

- **Ethel (2014)**

In his study focusses on a “systematic literature review of forces influencing the performance of African female entrepreneurs”. This study analysed and reviewed common factors influencing the performance of Female Entrepreneurs across Five (5) African Countries in east, west and southern Africa. This study has been conducted using the systematic literature review methodology with a critical reviews and analysis of both theoretical and empirical findings of about 68 articles.

- **P.K. Bardhan's (1979)** In his study focusses on analysing women's labour force participation rate in rural West Bengal (Indian state). He empirically proved that women's labour force participation rate in rural West Bengal was negatively influenced by increase in number of dependents in the household, number of adult males in the household, the village unemployment rate and standard of living for the household. Women's labour force participation rate was positively affected by the harvesting-transplanting season (July-September). He also found out that low caste and tribal women participate more in the labour force than higher caste women even in rural areas.
- **Ziauddin Merza (2019)**

Paper titled- "The Role and Importance of Social Media on Women Entrepreneurship". This study provides details on how women use these social media affectively in their businesses and what are the factors which help these individual business women in the online business on social media. This study used quantitative research technique and the data was collected from 250 respondents who use social media as primary tools in Kabul Afghanistan. The outcomes of this dissertation showed that security and ease of use in social media have no significant effect on women entrepreneurship, on the other hand multi-channel, trust and access ability of social media have positive and perceived effect on women entrepreneurship.

- **Cohoon, Wadhwa & Mitchell, (2010)**

They have done the study on "a detailed exploration of men & women entrepreneur's motivations, background and experience. The study is based on the data collected from successful women entrepreneurs. Out of them 59% had founded two or more companies. The study identifies top five financial & psychological factors motivating women to become entrepreneurs. These are desire to build the wealth, the wish to capitalize own business ideas they had, the appeal of startup culture, a long- standing desire to own their own company and working with someone else did not appeal them. This study was conducted on the basis of survey

- **Tambunan, (2009)**

In his study focusses on "Development of Women Entrepreneurship in Asian developing countries". The study focused mainly on women entrepreneurs in small and medium enterprises based on data analysis and review of recent key literature. This study found that in Asian developing countries SMEs are gaining overwhelming importance; more than 95% of all firms in all sectors on average per country. However, the study revealed that most of the women

entrepreneurs in SMEs are from the category of forced entrepreneurs seeking for better family incomes. The prepared paper is descriptive study in nature. The secondary data and information have been analysed.

- **Singh, (2008)**

conducted a study to identify the reasons & factors that influence entry of women in entrepreneurship and also explained the obstacles in the growth of women entrepreneurship. The factors identified were lack of interaction with successful entrepreneurs, social unacceptance as women entrepreneurs, family responsibility, and gender discrimination, lack of social networking, low family and financial support.

- **ALESSANDRA FARAUDELLO, LUCREZIA SONGINI, Massimiliano Pellegrini, Luca Gnan (2017)**

They have done the study on “The role of women as entrepreneurs in family business”. This chapter is based on the framework proposed by Mart Inez -Jimenez. It discusses the research findings, suggests a research framework to be used for future research directions, and offers practical insights for family business scholars and practitioners. It presents a review of literature on women in family business. The chapter presents the main contributions to obstacles that hinder women from being involved in family businesses' top management and governance roles. It explores the drivers that Favor such women participation.

- **Anita Tripathy Lal's (2012)**

Her study focusses on a “literature review on Women Entrepreneurship”. Main objective of this research was to study the significant rise of Women Entrepreneurs in India. The study also analysed the reasons that have prompted the women entrepreneurs to unleash their entrepreneurial energies into start-ups. Both qualitative and quantitative method were used for this survey.

- **Veena S. Samani, (2008)**

In her study focusses on “Literature review on women entrepreneurship”. The study shows that majority of women in Gujarat have expertise and unique skill of preparing and processing food. The food processing may be of different types and quantity, but these enterprises have been found to be great success whether attached with home or not. The present study also throws light on their knowledge, attitude and practices and problems. Stress was the major problem faced by all the selected women. The researcher found that, most of the women entrepreneur

were Hindus, around 65% of women belonged to nuclear families and small number of women had obtained formal training.

- **S. Vargheese Antony Jesu Rajan and S. Vargheese Prabhu (2007)**

They have done the study on “Women Entrepreneurship (Tirunelveli district). The finding depicts many factors like finance, training, support and schemes are the major expectations among the women entrepreneurs in Tirunelveli district. The study concludes that the women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. The prepared paper is descriptive study in nature. The secondary data and information have been analysed.

- **Kaukonen T. Palmore’s J & Rantanen, H. (2016)**

Paper titled – “The impact of perceived gender discrimination on the aspirations and plans of would-be entrepreneurs”. They examine the impact of perceived gender discrimination on the entrepreneurial aspirations of married women. They discuss how experiences of discrimination may shape women's willingness to pursue entrepreneurial opportunities and suggest interventions to address gender biases in entrepreneurship. Sample survey was conducted to collect the information for their survey.

- **Victor Silva Corrêa (2021)**

He conducted an investigation into” Female entrepreneurship in emerging and developing countries”. This paper sheds light on female entrepreneurship characteristics, including business competence, performance and entrepreneurial orientation. It identifies distinct gaps, grouped and explored using unpublished thematic categories. Finally, the authors propose an extensive future research agenda regarding female entrepreneurship in emerging and developing countries. A systematic literature review (SLR) was conducted, using Scopus and Web of Science, over a 10-year timeframe (2010–2020). Out of 465 papers, 77 were selected for content analysis.

- **EKPE, ISIDORE, Mat, NORSIAH and Che Razak, RAZLI (2011)**

Their study focusses on “Attributes, environment factors and women entrepreneurial activity. The purpose of this study is to examine the effect of individual attributes and business environment factors on the entrepreneurial activity of women entrepreneurs. The paper is a descriptive study that reviews literature on individual attributes and environment factors on

women entrepreneurial activity. The paper concludes that environment factors exert much more influence on women entrepreneurial activity than individual attributes.

- **Iklima Husna Abdul Rahim, Toh Pei Sung (2017)**

Paper titled- “Motivator and challenges of women entrepreneur”. This paper will discuss the factors that influence women to become entrepreneurs, the challenges and problems faced by women entrepreneurs and suggestion to improve the potential and increasing of women’s success in entrepreneurship. A systematic literature review (SLR) was conducted. Therefore, the findings of this study are expected to assist women entrepreneurs to reduce the problems faced in the business

- **Salmah, Ahmad Shakani Abdullah (2019)**

Their study focusses on “Women’s business survival: challenges and strategies for single mother entrepreneurs “. This paper addresses this issue by investigating the strategies used by single mother entrepreneurs in ensuring the survival of their businesses. The data for this study was collected based on a qualitative approach. An in- depth interview was conducted with 27 single mother entrepreneurs who operate their entrepreneurial activities in Kota Marud Sabha. Findings revealed that the main challenges faced by the majority of the single-mother entrepreneurs in this study were closely related to the lack of entrepreneurial skills and business resources

- **NZYOKI, JACINTA M (2014)**

Paper titled – “Factors Influencing Women Involvement in Entrepreneurship: The Case of Women Entrepreneurs in MATINYANI”. The purpose of this study was to investigate the involvement of women in entrepreneurship in MATINYANI Sub- County. The objectives of the study were; to determine how socio –cultural factors; how education and training and how adoption of Information Communication Technology influence involvement of women in entrepreneurship. This study applied descriptive research which generally describes the characteristics of a particular situation, event or case. The researcher suggested further studies on the role of devolution on boosting women involvement in entrepreneurship and importance of basic education and training in enhancing business productivity an involvement of women entrepreneurship

CHAPTER 3

THEORITICAL FRAMEWORK

Entrepreneurship can be defined as "one who undertakes innovations, finance and business acumen in an effort to transform innovations into economic goods," is the act of becoming an entrepreneur. In reaction to a perceived opportunity, this could lead to the creation of new organizations or be a part of rejuvenating established ones. The most visible example of entrepreneurship is the creation of new companies. The phrase has been used more recently to refer to political and social kinds of entrepreneurship. Intra- premiership is the term used to describe entrepreneurial activity that takes place within a major company or corporation. It can involve corporate venturing, which is the process by which large businesses spin off smaller ones. It now has a huge impact on speeding up economic growth in both wealthy and developing nations. It encourages the creation of capital and resources.

3.1 Definition

According to A.H. Cole "Entrepreneurship is the purposeful activity of an individual or a group of associated individual, undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goods and services." According to Schumpeter "Entrepreneurship is based on purposeful and systematic innovation. It included not only the independent business man but also company directors and managers who actually carry out innovative functions."

3.2 MEANING

Entrepreneurship is the process of designing, launching and running a new business, which is more often than not, initially a small business, offering a product, process or service for sale or hire. The people who create these businesses are called entrepreneurs. An entrepreneur has been defined as, "a person who starts, organizes and manages any enterprise, especially a business, usually with considerable initiative and risk; running a small business with all the risk and reward of any given business process". Entrepreneurship has been described as the "capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit". Entrepreneurship is both the study of how new businesses are created as well as the actual process of starting a new business – the term is used interchangeably. An entrepreneur is someone who has an idea and who works to create a product or service that people will buy, by building an organization to support those sale

3.3 IMPORTANCE OF ENTREPRENEURSHIP

Development of managerial capabilities: One of entrepreneurship's greatest contributions is the identification and development of entrepreneurs' managerial qualities. After researching a problem and determining its options, an entrepreneur weighs the pros and cons of each option before selecting the best one.

Raising living standards: Through the establishment of successful businesses, entrepreneurship contributes to the availability of a vast range of products and services for the public good, raising living standards for everybody. Tools for economic development: innovation and creativity, making the most of available resources, developing managerial abilities, and so on are all aspects of entrepreneurship that are crucial to a nation's economic progress.

3.4 CHARACTERISTICS OF ENTREPRENEURSHIP

Economic and dynamic activity: Since entrepreneurship entails starting and running a business with the goal of generating income or value by making the best use of limited resources, it can be classified as an economic activity. Because entrepreneurship is a value creation activity that is carried out repeatedly in an unpredictable business environment, it is considered a dynamic force.

Risk-taking: The "willingness to assume risk" that results from developing and putting innovative ideas into action is the driving force behind entrepreneurship.

Innovation-related: Finding fresh ideas is a constant task of entrepreneurship. Operating a business requires one to constantly assess current business practices in order to come up with and implement more effective and efficient techniques. Profit potential is defined as "the likely level of return or compensation to the entrepreneur for taking on the risk of developing an idea into an actual business venture.

3.5 FACTORS AFFECTING ENTREPRENEURSHIP

Personality Factors:

Personal factors, becoming core competencies of entrepreneurs, include:

- (a) Initiative (does things before being asked for)
- (b) Proactive (identification and utilization of opportunities)

- (c) Perseverance (working against all odds to overcome obstacles and never complacent with success)
- (d) Problem-solver (conceives new ideas and achieves innovative solutions)
- (e) Risk taker (Basic quality)
- (f) Self-critical (gaining knowledge from his errors and other people's experiences)
- (g) Self-confidence (takes and sticks to his decisions)

Environmental factors:

These factors relate to the conditions in which an entrepreneur has to work. Environmental factors such as political climate, legal system, economic and social conditions, market situations, etc. contribute significantly towards the growth of entrepreneurship. For example, political stability in a country is absolutely essential for smooth economic activity. Frequent political protests, bandhs, strikes, etc. hinder economic activity and entrepreneurship. Unfair trade practices, irrational monetary and fiscal policies, etc. are a roadblock to the growth of entrepreneurship.

3.6 SOME MYTHS ABOUT ENTREPRENEURSHIP

i)Entrepreneurs, like leaders, are born, not made:

The fact does not hold true for the simple reason that entrepreneurship is a discipline comprising of models, processes and case studies.

One can learn about entrepreneurship by studying the discipline.

ii)The only thing an entrepreneur needs are money:

An organization needs finance to thrive and expand. But money is not an obstacle for a good concept whose time has arrived.

iii) A brilliant concept is all you need to become an entrepreneur:

An excellent or fantastic idea will stay just that—an idea—until all the necessary resources, including management, are properly combined.

iv) Entrepreneurs are socially marginalized and academic misfits:

Dhirubai Ambani did not complete an academic program. Bill Gates did not finish school. Thus, not everyone can be described by this description. A true entrepreneur is one who has received education. Heroes include Mr. Anand Mahindra and Mr. Kumar Mangalam Birla, for example, who are both educated businessmen.

3.7ADVANTAGES OF ENTREPRENEURSHIP

Autonomy and Control:

Due to their independence and authority over their companies, entrepreneurs are able to decide for themselves and influence the direction of their activities. Entrepreneurs have the freedom to follow their dreams and objectives when they have a feeling of accountability and ownership.

Personal Growth and Development:

Personal development, learning, and growth opportunities are provided by entrepreneurship. In order to advance both professionally and personally, entrepreneurs must constantly overcome hurdles, encounter new difficulties, and pick up new skills.

Networking and Collaboration:

Entrepreneurs can establish collaborations, engage with other individuals and organizations and create useful networks. These relationships can improve the success of entrepreneurial ventures by giving access to resources, mentorship, and support.

Freedom and Flexibility:

Entrepreneurs have the freedom to set their own schedules, pursue their passions, and work on projects that align with their values and interests. This flexibility allows them to achieve a better work-life balance and control over their professional journey.

Opportunity for Financial Independence:

Through entrepreneurship, one can build money and become financially independent. Entrepreneurs who are successful in their business ventures can support themselves, their families, and their communities with the substantial earnings they make.

Innovation and Creativity: Entrepreneurs have the freedom to innovate and explore new ideas, products, and solutions. This creativity drives economic growth, fosters technological advancements, and addresses societal challenges through entrepreneurship.

Job Creation and Economic Growth:

Entrepreneurial ventures create jobs, stimulate economic activity, and contribute to overall economic growth. By starting businesses and hiring employees, entrepreneurs play a vital role in reducing unemployment rates and driving prosperity.

3.8 LIMITATIONS OF ENTREPRENEURSHIP**Financial Risk:**

A major financial risk associated with entrepreneurship is the possibility of losing borrowed money, investment capital, or personal savings. Financial losses and even insolvency may arise from insufficient revenue or inefficient spending management.

Limited Resources and Capital Accessibility:

Funding and resource acquisition are major obstacles that entrepreneurs may have to overcome in order to start and grow their businesses. Insufficient capital can limit chances for expansion, hinder creativity, and limit the potential of entrepreneurial efforts to succeed.

Absence of Infrastructure and Support Systems:

In specific areas or sectors of the economy, entrepreneurs may face obstacles because of a lack of infrastructure, prohibitive regulations, and restricted access to support services. Starting and growing a small business can be made more difficult by weak government regulations, regulatory obstacles and inadequate entrepreneurial ecosystems.

Work-Life Imbalance:

Working as an entrepreneur frequently means putting in long hours, a great deal of effort, and making sacrifices. As they work to establish and expand their enterprises, entrepreneurs may suffer from high levels of stress, burnout, and strain on their personal relationships.

3.9 WOMEN ENTREPRENEUR

Women entrepreneur are women who start and run their own business. They are strong innovative and determined individuals who bring their unique ideas and perspective to the business world. Women Entrepreneur plays a crucial role in driving economic growth and creating positive social changes. Women have already shown their vital role in other spheres like politics, administration, medical, engineering, technical and technological, social and

educational services. They make significant contributions to economic development and innovation across various industries.

Women entrepreneurship has steadily increased in United States during the 20th and 21st century, with female owned business increasing at a rate of 5% since 1997. This increase gave rise to wealthy self-made females such as Coco Chanel, Diane Hendricks, Meg Whitman and Oprah Winfrey. Motherhood, lack of management experience and traditional socialization have all been cited as reasons for delayed entry into entrepreneurial careers. New talent Women Entrepreneurs is forming today, as more women opt to leave corporate America to chart their own destinies. These women have developed financial expertise and experience in manufacturing and nontraditional fields.

3.10 MARRIED WOMEN ENTREPRENEUR

A married woman entrepreneur is someone who has taken on the role of a business owner or founder while also being married. This means she is navigating the challenges and responsibilities of both running a business and maintaining a marriage or committed partnership. The key challenges faced by married women entrepreneur are:

Balancing Act: Juggling the responsibilities of marriage and entrepreneurship can be demanding. It's crucial to strike a balance between personal and professional life to ensure a healthy relationship with your spouse and the success of your business.

Self-Care: Taking care of your physical and mental well-being is crucial. Ensure you make time for self-care activities, whether it's exercising, meditation, or simply taking a break to relax.

Time Management: Effectively managing your time is key. Dedicate time for both your business and personal life.

Delegation: Delegate tasks both at home and in your business. Whether it's hiring help for household chores or having a reliable team for your business, delegation allows you to focus on strategic aspects of your work.

Flexibility: Being an entrepreneur often involves adapting to unexpected changes. Be flexible in your approach and learn to navigate the uncertainties that come with running a business while maintaining a stable personal life. What attributes do female entrepreneur possess in more abundance than those of male entrepreneurs.

Emotional Intelligence: Women are often noted for their high emotional intelligence, which involves understanding and managing one's emotions and those of others. This can contribute to effective communication, team collaboration.

Attention to Detail: Some studies suggest that women tend to be more detail-oriented, which can be beneficial in various aspects of business, such as project management and quality control.

Community Engagement: Female entrepreneurs may have a strong commitment to community and social issues, incorporating ethical and socially responsible practices into their business operations.

Empathy: Empathy is often highlighted as a strength in female entrepreneurs, enabling them to understand the needs and perspectives of their employees, customers, and stakeholders.

Adaptability: The ability to adapt to changing circumstances is considered a strength in many female entrepreneurs. Flexibility is essential in the dynamic and evolving landscape of entrepreneurship.

These attributes are not fully exclusive to women, and many successful male entrepreneurs also possess these qualities, however some research indicate that women possess these qualities more than men do.

3.11 A BRIEF COMPARISON BETWEEN WOMEN AND MALE ENTREPRENEUR

Balancing Work and Family Responsibilities: Married women entrepreneurs often face the challenge of balancing their business commitments with family responsibilities, including caregiving and household duties. They may have fewer family responsibilities compared to married women entrepreneurs, allowing them to focus more intensely on their entrepreneurial endeavours.

Networking and Support Systems: Married women entrepreneurs often leverage their social networks and support systems, including spouses, family members, friends, and other entrepreneurs, for guidance, advice, and assistance. Male entrepreneurs may benefit from extensive networks and mentorship opportunities within male-dominated industries and professional circles.

Access to Capital and Resources: Male entrepreneurs historically have had greater access to capital, resources, and funding opportunities compared to women entrepreneurs.

3.12 THEORETICAL FRAMEWORK

Theory of Planned Behaviour (TPB): This theory suggests that individuals' behavioural intentions are influenced by their attitudes toward a behaviour, subjective norms, and perceived behaviour control. In the context of your study, married women's attitudes toward entrepreneurship may be shaped by their beliefs about the benefits and risks associated with starting a business, societal expectations, and their perceived ability to engage in entrepreneurial activities.

Technology Acceptance Model (TAM): TAM focuses on users' acceptance of technology. In your study, you can investigate how married women perceive and accept social media as a tool for entrepreneurship. Understanding their attitudes towards the usability and perceived benefits of social media for entrepreneurial activities can be crucial.

Feminist Theory: Consider the impact of feminist perspectives on women's attitudes towards entrepreneurship. Explore how social media might empower or challenge traditional gender roles and expectations, affecting married women's decision-making regarding entrepreneurship.

Social Capital Theory: Examine how social media platforms contribute to the development of social capital among married women. Social networks and connections formed through social media can provide access to resources, information, and support that may influence their attitudes and decisions regarding entrepreneurship.

Social Cognitive Theory: This theory emphasizes the role of observational learning, imitation, and modelling in shaping behaviour. Married women may be influenced by observing successful female entrepreneurs on social media, which could impact their attitudes and beliefs about entrepreneurship.

Cultural Capital Theory: Explore how social media may contribute to the acquisition of cultural capital, such as knowledge, skills, and credentials, which are important for entrepreneurial success. Married women's attitudes towards entrepreneurship may be influenced by their perceived cultural capital gained through online interactions.

Innovation Diffusion Theory: This theory examines how new ideas and innovations spread within a society. Investigate how information about entrepreneurship and the benefits of social media for business may diffuse among married women through social networks, influencing their attitudes and adoption of entrepreneurial activities.

3.13 SOCIAL MEDIA

Social media is a collective term for websites and applications that focus on communication, community-based inputs, interaction, content sharing and collaborations. People use social media to stay in touch with friend, families.

Businesses use social applications to market and promote their products and to track customer concerns. Social media has enormous traction globally. Mobile applications make these platforms easily accessible some popular examples of social media platforms are twitter, facebook, Instagram, LinkedIn etc.

3.14 SOCIAL MEDIA INFLUENCING MARRIED WOMEN ENTREPRENEUR

Build a Strong Personal Brand:

- Develop a consistent and recognizable personal brand that reflects both your entrepreneurial endeavours and personal life.
- Use a consistent tone, colour palette, and style across your social media platforms.

Collaborate and Network:

- Collaborate with other influencers, entrepreneurs, or brands to expand your reach.
- Attend virtual events or network with others in your industry to build valuable connections.

Use Visuals Effectively:

- Utilize visually appealing content, such as high-quality images and videos, to capture the attention of your audience.
- Create a visually cohesive feed that reflects your personal brand.

Share Tips and Advice:

Provide valuable content related to your expertise, offering tips, advice, and insights that can benefit your audience. Create content that addresses common challenges faced by married women entrepreneurs.

3.15 MOTIVES BEHIND A MARRIED WOMAN STARTING HER OWN BUSINESS

Passion and Interest: She can be very interested in a certain industry or company concept and want to pursue it as a career. Her pursuit of her passions is made possible by entrepreneurship.

Use of skills: Some women feel that starting their own business is the best way to put their abilities, skills, or knowledge to use. Some examples of this could include particular abilities acquired by schooling, professional experience, or hobbies.

Building Legacies: For some women, leaving a lasting impression or wanting to leave a legacy may be what drives them. One approach to give back to one's industry or community is through creating a prosperous business.

Flexibility: Working from home or having fewer set hours is a common benefit of entrepreneurship. Married women who wish to strike a balance between their career goals and family obligations may find this flexibility particularly appealing.

Opportunities for Networking: Being an entrepreneur gives you the chance to meet mentors, other business owners, and like-minded people. For both professional and personal development, this networking can be beneficial.

Need for Autonomy: Being an entrepreneur might provide you a degree of independence that you might not get from a typical job. Entrepreneurship may appeal to women who desire more influence over decision-making and the course of their careers.

Empowerment:

Entrepreneurship can be empowering, allowing individuals to take control of their own destiny and create something meaningful.

3.16 A FEW WELL-KNOWN MARRIED INDIAN BUSINESSWOMEN

Kiran Mazumdar-Shaw: Kiran Mazumdar-Shaw is the founder of the Bangalore-based biotechnology company Biocon Limited. In the Indian biotech sector, she is one of the most well-known entrepreneurs.

Nita Ambani: Nita Ambani is the spouse of Reliance Industries chairman Mukesh Ambani. She contributes significantly to the growth of the Reliance Foundation and is engaged in a number of commercial and charitable endeavours.

Anu Aga: Thermax is an energy and environmental engineering business, and Anu Aga was its previous chairperson. Her charitable work and leadership have won her recognition.

Vandana Luthra: Vandana Luthra is the creator of the wellness and cosmetics conglomerate VLCC Health Care Ltd. She has made a substantial contribution to India's wellness and beauty sector.

Falguni Nayar: NYKKA is a well-known e-commerce site for beauty and wellness items, founded by Falguni Nayar. She has established herself in India's internet retail market.

Sneha Choudhry, Co-Founder of Zo lo

Sneha was no stranger to entrepreneurship when she launched Zo lo Stays (now Zo lo) in 2015. She had already founded two companies before she decided to fully focus her attention on her co-living and home rental booking platform. The company offers an alternative to offer for non-affordable long-term apartment rentals and helps foster local communities by enabling guests and residents to take part in local events.

Roshni Nadar Malhotra, Chairperson of HCL Tech

HCL Tech is one of India's largest IT and consulting services firms, and today is worth US\$12 billion. When Roshni took over the chairperson role from her father in 2020, she became the first woman entrepreneur to lead a listed IT company in India.

Beena Kannan CEO, SEEMATTI – SEEMATTI is a well know name among saree lovers and so is Beena Kannan. Her dedication and hard work have tangibly grown her brand from a small saree shop to the one of the most sought-after saree retailers of Kerala

POORNIMA SREELAL– Founder and CEO Jobveno.com –

POORNIMA SREELAL and her job portal Jobveno.com is a social innovation which helps laymen search and apply for jobs even without a resume. The portal is a boon for blue collar job seekers, housewives and students and this differentiates the platform from other job portals.

Sheila kochoseph chittilappilly Managing Director, V-Star

One of the most well-known women_ entrepreneur from Kerala, her company V star is now a 75crore business. The business also contributes by giving employment to around 180 people with 2000 tailors who are mostly women from rural background

Sally Varma

Sally Varma is an entrepreneur with a difference. Her passion and love for animals made her pursue a career in “catching dogs” to journalism. She catches dogs, sterilizes them and then releases them back to the streets.

3.17 HERE ARE SOME EFFECTIVE SOCIAL MEDIA STRATEGY THAT A MARRIED WOMEN ENTREPRENEUR CAN USE TO PROMOTE BUSINESS AND TO ENGAGE WITH THE AUDIENCE:

Know Your Audience:

Understand who your target audience is, what platforms they use, and what content they engage with the most

Collaborate with Influencers or Partners:

Join forces for collaborative promotions or collaborations with influencers or other companies in your niche. You may expand your audience and establish trust in this way.

Use Hashtags Strategically:

Do some research and make sure your content are properly hash tagged to improve their discoverability. But refrain from utilizing hashtags excessively or stupidly.

Stay Authentic and Transparent:

On social media, credibility and trust are mostly established through authenticity and openness. Be sincere in your communication, own up to your errors when needed, and openly discuss the raw, unfiltered parts of your experience as an entrepreneur.

Create Interactive Polls or Surveys:

Utilize tools such as surveys and polls to get input from your audience, include them in the decision-making process, understand more about their interests and preferences.

Leverage Storytelling:

Create engaging stories about your company, goods, or services by using storytelling strategies. Give your audience emotional resonance by sharing experiences, feedback from customers, or case studies.

3.18 PROBLEMS FACED BY A MARRIED WOMEN ENTREPRENEUR**Work-Life Balance:**

Maintaining a positive relationship with their spouse while managing the demands of running a business and family obligations can be difficult. Effective time and energy allocation between work and personal life can be a challenge for married women entrepreneurs.

Financial Constraints: Financial resources are generally necessary for starting and expanding a firm, and married women entrepreneurs may encounter difficulties obtaining funding or investment options. Financial limitations can make it more difficult for a business to expand and restrict the opportunities available for entrepreneurship.

Limited Support Network:

It is possible for married women entrepreneurs to experience insufficient support from their partners, relatives, or peers, particularly if they encounter opposition or doubt over their business ventures. Their capacity for confidence and sound judgment may be impacted by this lack of support

Role Strain:

Feelings of overwhelm and role pressure can result from juggling various responsibilities as a business owner, spouse, parent, and caregiver. Married women business owners may find it difficult to efficiently carry out their many obligations, which can cause stress and burnout.

3.19 METHODS TO LESSEN THE ISSUES A MARRIED FEMALE ENTREPRENEUR FACES.

Establish Boundaries: Set clear boundaries between work and personal life to ensure a healthy balance. Allocate specific times for work-related tasks and designate periods for family time and relaxation. Communicate these boundaries with your spouse, family members, and employees to manage expectations.

Communicate Openly:

Encourage candid discussion about your entrepreneurial endeavour with your spouse and family. Encourage them to voice their ideas and concerns and share with them your requirements, issues, and ambitions. Work together to identify solutions, and show empathy and compassion for one another.

Delegate and Outsource: To reduce your workload, assign responsibilities to family members and coworkers. Employers should hire staff members or independent contractors to manage non-core business operations including marketing, bookkeeping, and administrative work.

Flexibility and Adaptability:

Embrace flexibility and adaptability in both your business and personal life. Be willing to adjust your plans and priorities as circumstances change, and remain open to alternative solutions and opportunities

Constant Learning and Development:

To improve your abilities as an entrepreneur, make investments in your professional and personal growth. Attend conferences, workshops, or online courses that are pertinent to your business needs or industry.

3.20 SOCIAL MEDIA SITE THAT HELPS FEMALE ENTREPRENEURS

Instagram:

Instagram is highly visual and allows women entrepreneurs to showcase their products, services, and brand aesthetics through photos and videos. It's an effective platform for building a visually appealing brand identity and engaging with a predominantly female audience.

Facebook:

With its large user base and diverse features (including Facebook Pages, Groups, and Marketplace), Facebook offers women entrepreneurs opportunities for brand building, community engagement, customer support, and targeted advertising.

LinkedIn:

LinkedIn is a professional networking platform that can be valuable for women entrepreneurs looking to connect with other professionals, establish thought leadership in their industry, and access business-related resources and opportunities. It's particularly beneficial for B2B businesses and service-based industries.

WhatsApp:

WhatsApp is a messaging platform that enables direct communication with customers, clients, and business contacts through one-on-one chats, group chats, and broadcast messages. Women entrepreneurs can use WhatsApp for customer support, sharing updates, and facilitating transactions.

YouTube

YouTube is a video-sharing platform where women entrepreneurs can create and share video content such as tutorials, product demos, vlogs, or educational videos related to their business niche. It's a powerful platform for reaching a global audience and establishing authority in a specific industry.

3.21 OVERCOMING GENDER BIAS AND STEREOTYPES ON SOCIAL MEDIA:**Call Out Gender Bias:**

Women entrepreneurs have the option to confront gender bias and preconceptions directly on social media by engaging in polite conversation or by exchanging viewpoints and educational tools. Within their online networks, students can contribute to awareness-building and constructive change by pointing out unacceptable behaviour and supporting gender equality.

Support Other Women:

Women entrepreneurs can actively support and uplift other women in their industry by amplifying their voices, sharing their achievements, and collaborating on projects or initiatives. By fostering a culture of solidarity and empowerment, they can create a more inclusive and supportive environment for women in entrepreneurship.

Community Engagement and Networking

Actively engaging with online communities and networking groups can help women entrepreneurs expand their professional networks and support systems.

Assertive Personal Branding:

Social media is an excellent platform for women business owners to establish a strong personal brand that emphasizes their accomplishments, experience, and unique selling point. They can clear up misunderstandings and build confidence in their field by presenting oneself with assurance and authenticity.

Educational Content Creation:

Women entrepreneurs can establish their competence and status as thought leaders in their sector by sharing instructive and useful information relevant to it. They can overcome gender bias and draw attention to themselves from a larger audience by continuously offering insightful commentary and knowledge. Overcoming gender bias and stereotypes on social media requires women entrepreneurs to assertively showcase their expertise, engage with their communities, and advocate for diversity and inclusion.

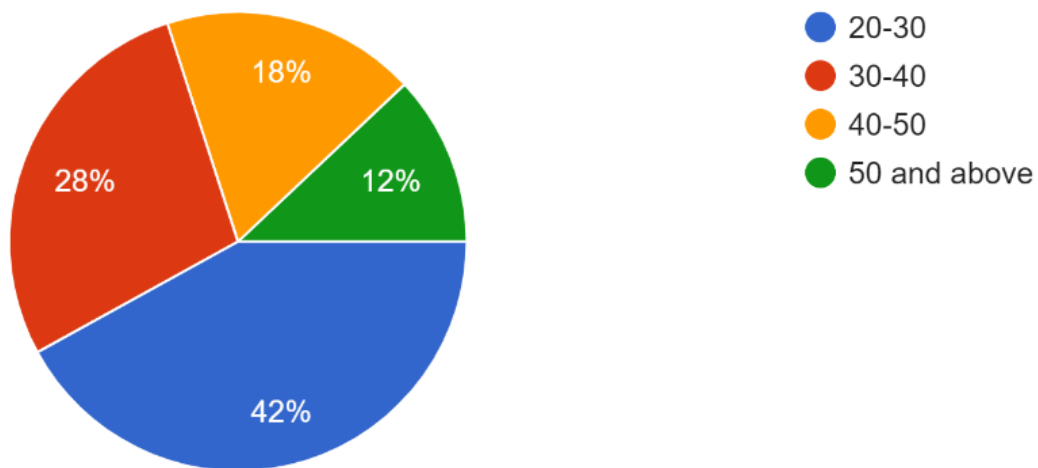
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

TABLE 4.1 AGE OF THE RESPONDENTS

SL.NO	AGE	PERCENTAGE
1	20-30	42
2	30-40	28
3	40-50	18
4	50 and above	12
TOTAL		100

(Source primary data)

FIGURE 4.1 AGE OF THE RESPONDENTS

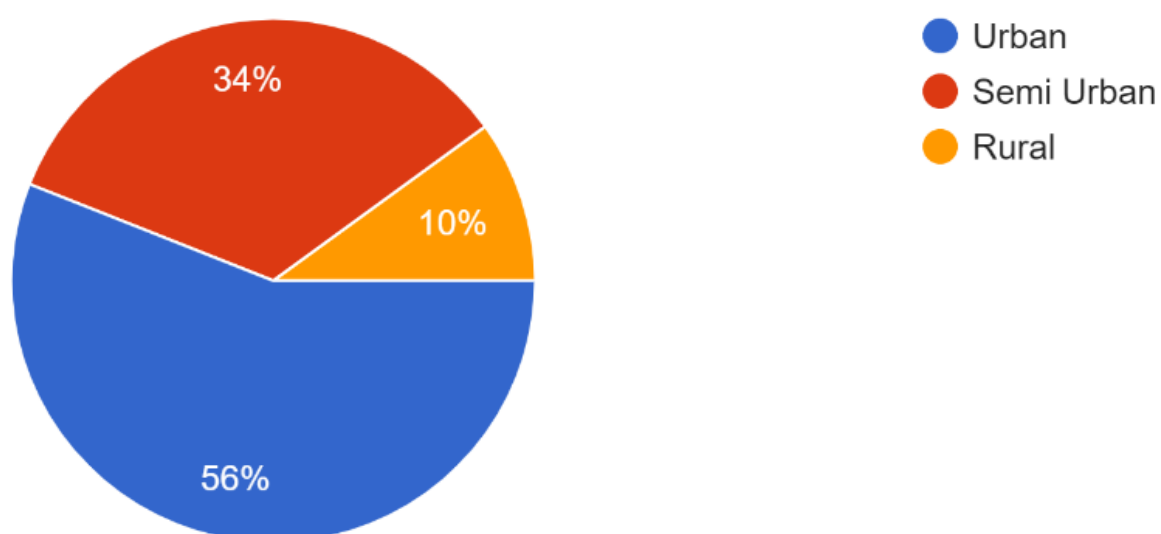
INTERPRETATION: From the table 4.1 and figure it is clear that 42% of married women entrepreneurs come under the age category of 20-30, 28% come under 30-40, 18% come under 40-50 and only 12% come under 50 and above age category. This indicates a significant presence of younger individuals in the realm of entrepreneurship among married women. Only 12% of entrepreneurs belong to the age category of 50 and above, signifying a relatively smaller proportion of older individuals engaged in entrepreneurship among married women.

TABLE 4.2 LOCALITY OF RESPONDENTS

SL NO	LOCALITY	PERCENTAGE
1	URBAN	56
2	SEMI URBAN	34
3	RURAL	10
TOTAL		100

(SOURCE Primary Data)

FIGURE 4.2 LOCALITY OF RESPONDENTS



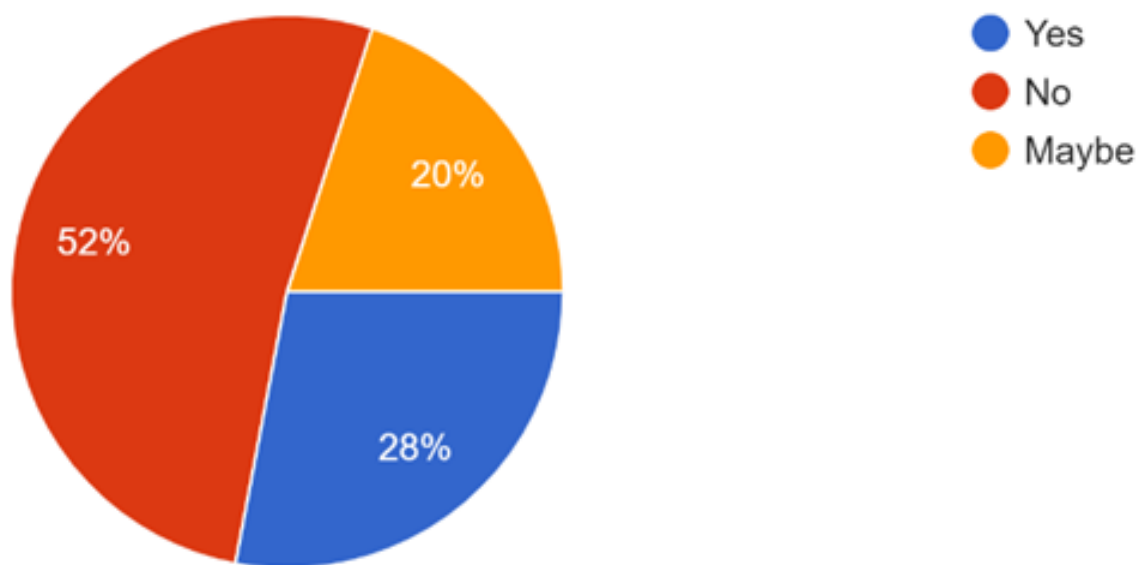
INTERPRETATION: From the table 4.2 and the figure we can understand that 56% of married women entrepreneurs who responded to the survey are from urban area, 34% from semi urban area, and the rest 10% from rural area.

TABLE 4.3 WANTED TO START A BUSINESS SINCE CHILDHOOD

SL.NO	RESPONSE	PERCENTAGE
1	YES	28
2	NO	52
3	MAYBE	20
TOTAL		100

(SOURCE Primary Data)

FIGURE 4.3 WANTED TO START A BUSINESS SINCE CHILDHOOD

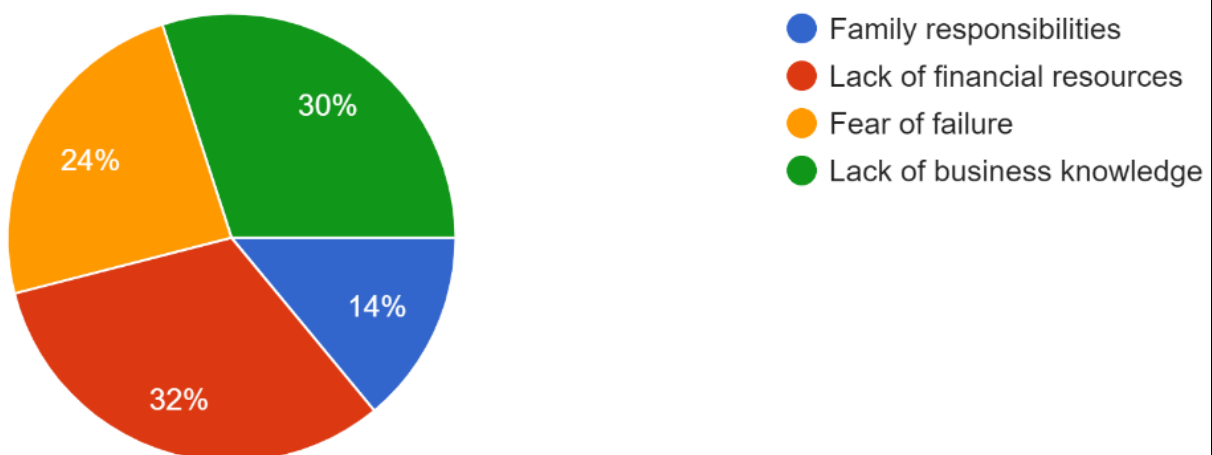


INTERPRETATION: According to the table and figure 4.3, which are based on the discussion, 52% of married women entrepreneurs thought that they were unlikely to become entrepreneurs in the future because of obstacles such as a lack of funding, lack of support, or lack of interest. In contrast, 28% of married women entrepreneurs believed that they would become entrepreneurs in the future and that they would overcome every obstacle they encountered. In contrast, those under 20 % believed they might or might not become entrepreneurs in the future.

TABLE 4.4 THE FACTORS THAT PREVENTED FROM STARTING BUSINESS

SL.NO	FACTORS	PERCENTAGE
1	FAMILY RESPONSIBILITIES	14
2	LACK OF FINANCIAL RESOURCES	32
3	FEAR OF FAILURE	24
4	LACK OF BUSINESS KNOWLEDGE	30
TOTAL		100

(SOURCE Primary Data)

FIGURE 4.4 THE FACTORS THAT PREVENTED FROM STARTING BUSINESS

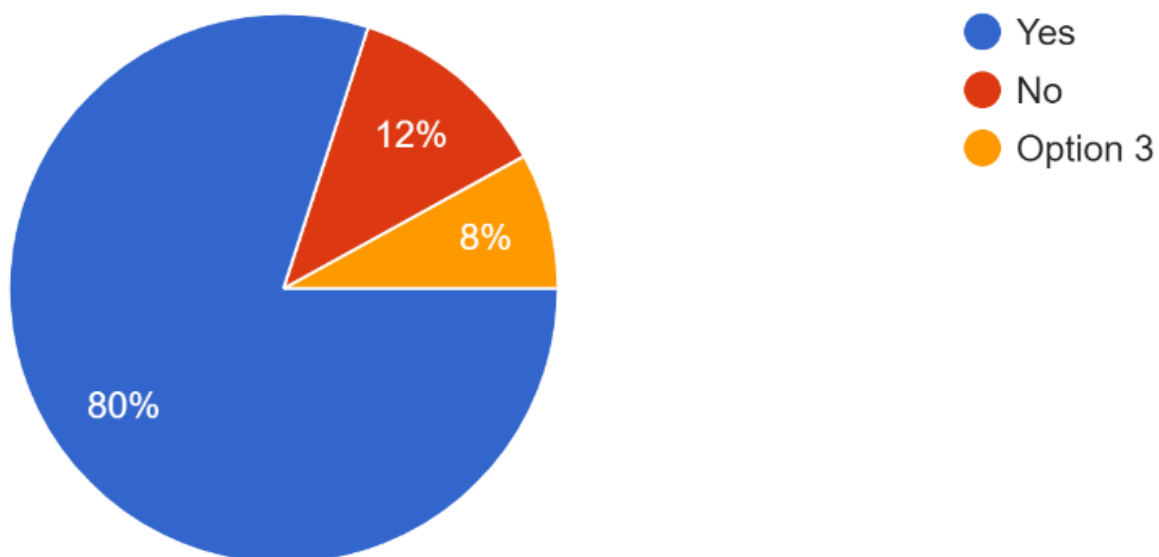
INTERPRETATION: There are lot of barriers a women entrepreneurs are facing and some of the barriers are fear of failure , family responsibilities etc that act as an obstacle in them prevent them from starting their own business The results of the survey showed that nearly 32% of married women entrepreneurs cited a lack of funds as a major barrier to pursuing their entrepreneurial goals, while 24% cited fear of failure, 30% cited a lack of business expertise, and 14% cited family responsibilities in their entrepreneurial journey. So it is clear that lack of financial resources are the major barrier they faced based on the survey.

TABLE 4.5 SOCIAL MEDIA MADE COMMUNICATION WITH THE SOCIETY EASIER

SL.NO	RESPONSES	PERCENTAGE
1	YES	80
2	NO	12
3	MAYBE	8
TOTAL		100

(SOURCE Primary Data)

FIGURE 4.5 SOCIAL MEDIA MADE COMMUNICATION WITH THE SOCIETY EASIER



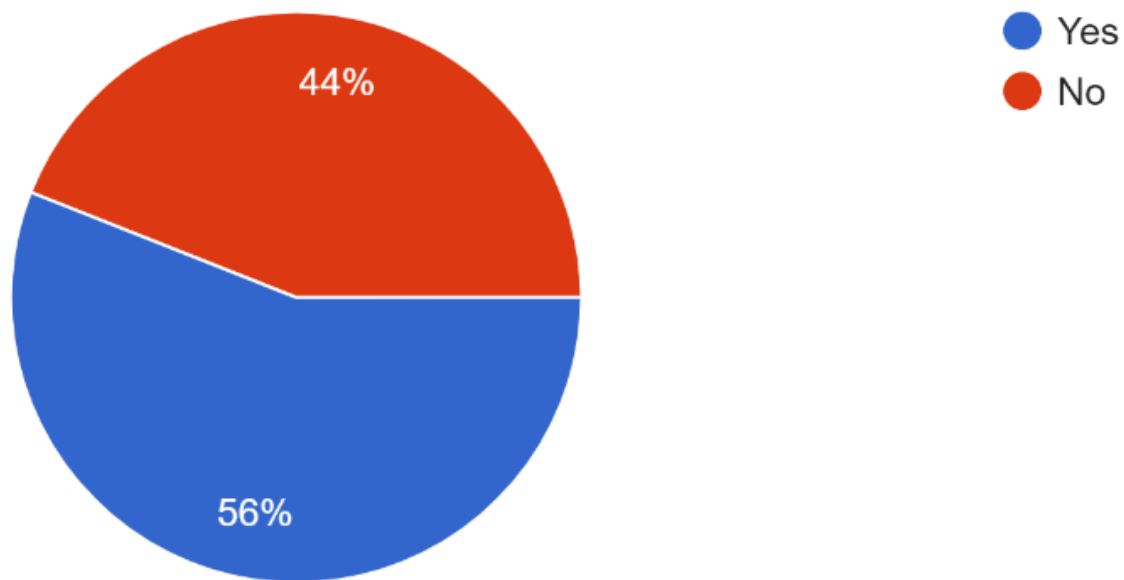
INTERPRETATION: TABLE 4.5 it is evident from the table and figure 4.5 based on the discussion with married women entrepreneurs that the majority of them, or 80%, believe that social media has made it easier for them to communicate with society and that they have the power to significantly alter it. In contrast, 12% of married women entrepreneurs believe that social media has no influence on communication with society, and the remaining 8% believe that social media has helped them somewhat but hasn't benefited them.

TABLE 4.6 SHOWING FOLLOWING ENTREPRENEURIAL ACCOUNTS FOR GUIDANCE IN SOCIAL MEDIA

SL.NO	RESPONSE	PERCENTAGE
1	YES	56
2	NO	44
TOTAL		100

(SOURCE Primary Data)

FIGURE 4.6 FOLLOWING ENTREPRENEURIAL ACCOUNTS FOR GUIDANCE IN SOCIAL MEDIA

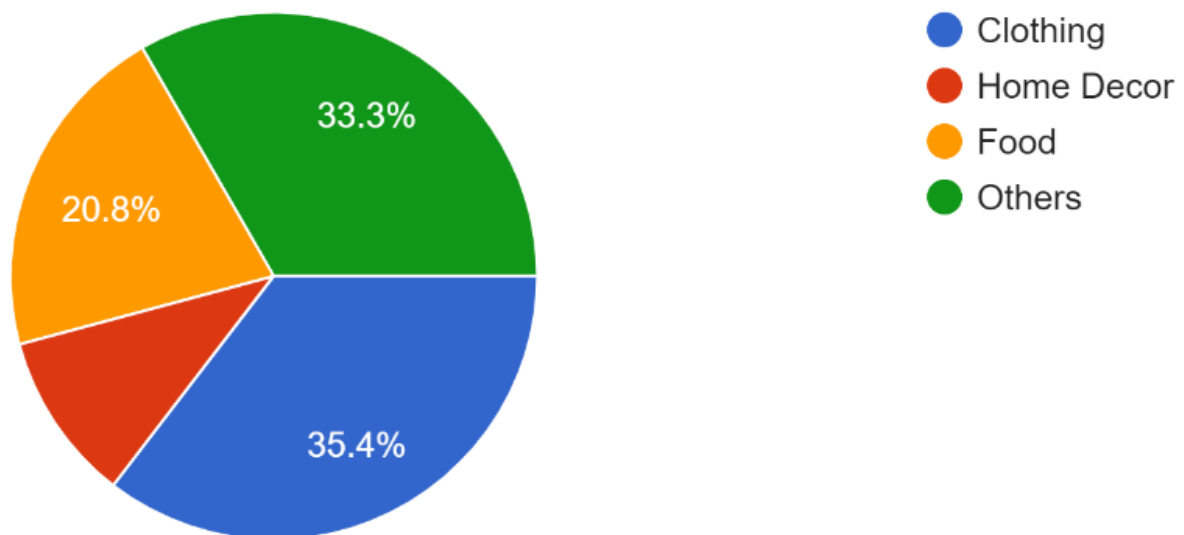


INTERPRETATION: According to the table and figure 4.6, which present the results of the discussion with married women entrepreneurs, the majority of them—that is, 56% of them—use the various social media accounts of other successful entrepreneurs as a source of guidance, which enables them to make changes to their businesses based on advice and grow their companies. In contrast, 44% of married women entrepreneurs run their companies independently, without relying on advice from various social media accounts.

TABLE 4.7 AREA OF SPECIALIZATION

SL. NO	SPECIALIZATION	PERCENTAGE
1	CLOTHING	35.4
2	HOME DECOR	10.4
3	FOOD	20.8
4	OTHER	33.3
TOTAL		100

(SOURCE Primary Data)

FIGURE 4.7 AREA OF SPECIALIZATION

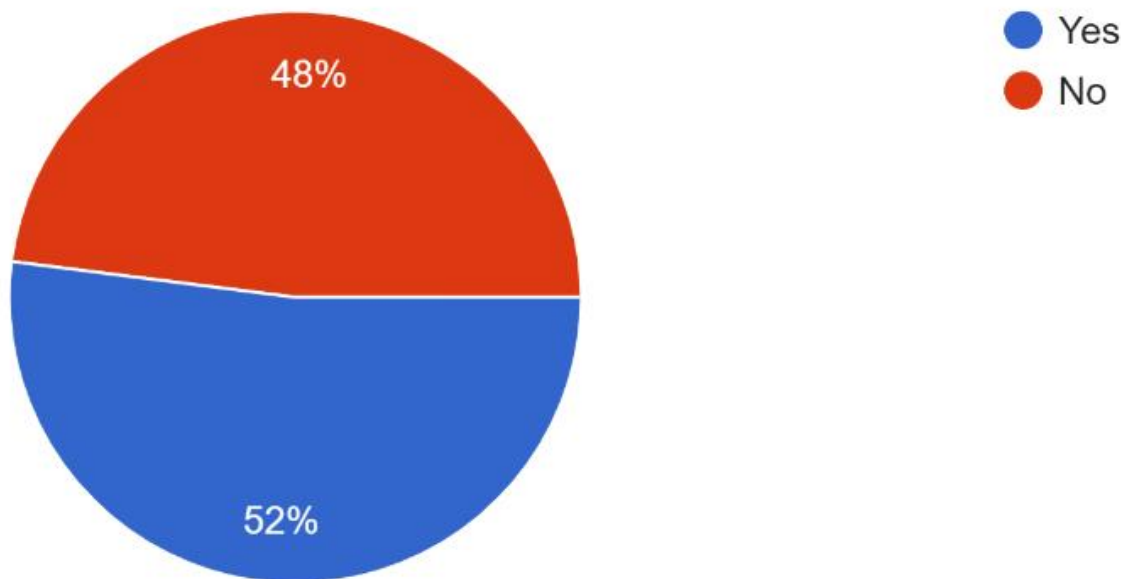
INTERPRETATION: From the table and figure 4.7 based on the discussion with women entrepreneurs it is clear that 35.4% of them specializes in clothing, 10.4% of them home decor, 20.8% of them specializes in food and 33.3% in other areas such as jewellery making, skin care products etc.

TABLE 4.8 OTHER JOBS TAKEN BY AN ENTREPRENEUR

SL NO	RESPONSE	PERCENTAGE
1	YES	52
2	NO	48

(SOURCE Primary data)

FIGURE 4.8 OTHER JOBS TAKEN BY AN ENTREPRENEUR



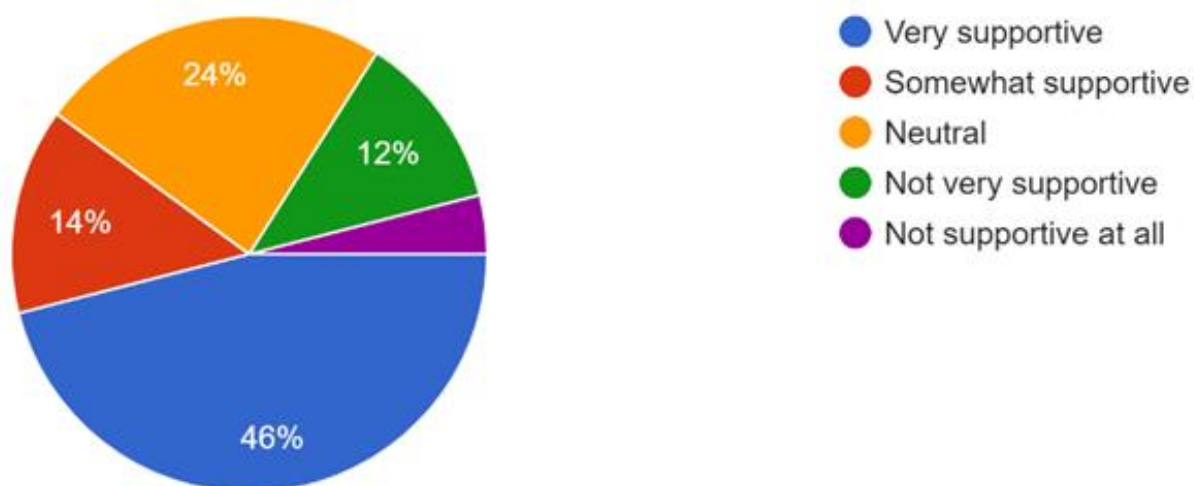
INTERPRETATION: It is evident from the table and figure 4.8 that 52% of married women entrepreneurs are also business owners at the same time. This could be because they are passionate about being entrepreneurs and take on other jobs in order to obtain more funding, without sacrificing their entrepreneurial endeavours. In contrast, 48% of married women entrepreneurs solely concentrate on being entrepreneurs, regardless of the circumstance

Table 4.9 ENTREPRENEURIAL SUPPORT FROM THEIR FAMILIES/SPOUSE

SL NO	FACTORS	PERCENTAGE
1	Very supportive	46
2	Somewhat supportive	14
3	Neutral	24
4	Not very supportive	12
5	Not supportive at all	4
Total		100

(SOURCE Primary data)

FIGURE 4.9 ENTREPRENEURIAL SUPPORT FROM THEIR FAMILIES/SPOUSE



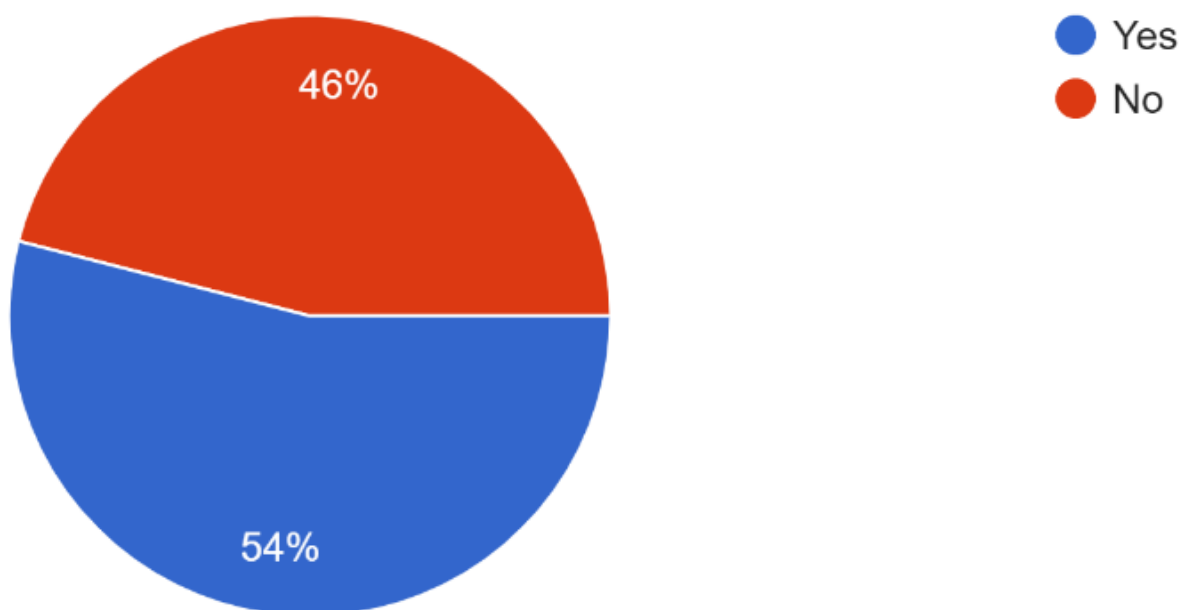
INTERPRETATION: According to a discussion with married women entrepreneurs, 46% of their families are very supportive of their entrepreneurial aspirations for their ups and downs, whereas 14% of them are somewhat supportive, which is good, and 24% are neutral in their support. In contrast, 12% of their families are not very supportive of a married woman becoming an entrepreneur, and at least of 4% of married women's families are not at all supportive of their entrepreneurial aspirations. Support from families is an extremely important factor for any entrepreneur, but it is especially important for married women entrepreneurs.

Table 4.10 BUSINESS INCOME SUFFICIENCY TO MEET WOMEN ENTREPRENEUR 'S PERSONAL EXPENSES

SL NO	RESPONSES	PERCENTAGE
1	YES	54
2	NO	46
TOTAL		100

(SOURCE Primary data)

FIGURE 4.10 BUSINESS INCOME SUFFICIENCY TO MEET WOMEN ENTREPRENEUR'S PERSONAL EXPENSES

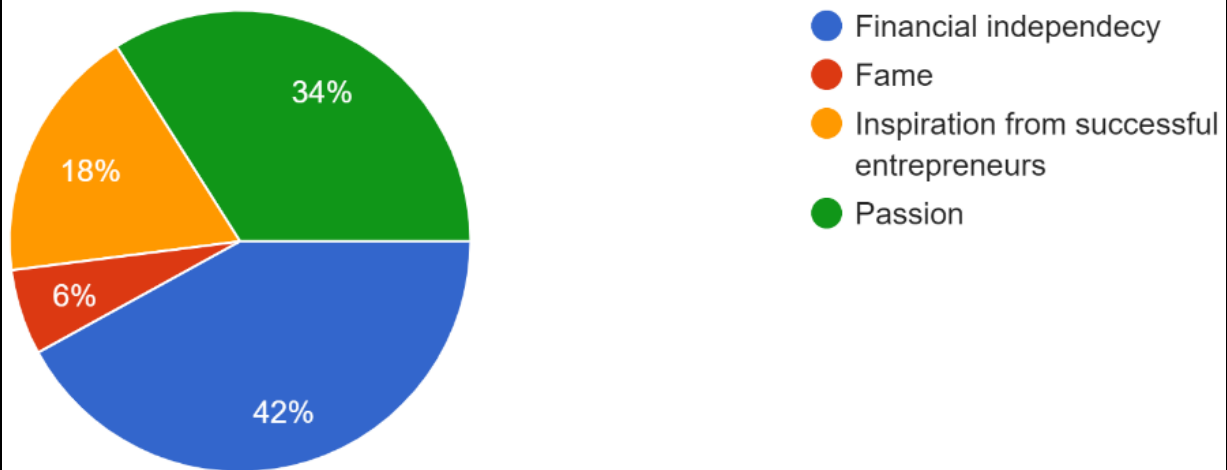


INTERPRETATION: According to their conversations, it is evident from the Table and Figure 5.1 that 54% of the female entrepreneurs are able to cover their personal expenses out of the money they earn from their businesses, while 46% of them said that their income from their businesses is insufficient.

TABLE 4.11 MOTIVATIONAL FACTORS

SL NO	FACTORS	PERCENTAGE
1	Financial independency	42
2	Fame	6
3	Inspiration from successful Entrepreneurs	18
4	Passion	34
TOTAL		100

(SOURCE Primary Data)

FIGURE 4.11 MOTIVATIONAL FACTORS

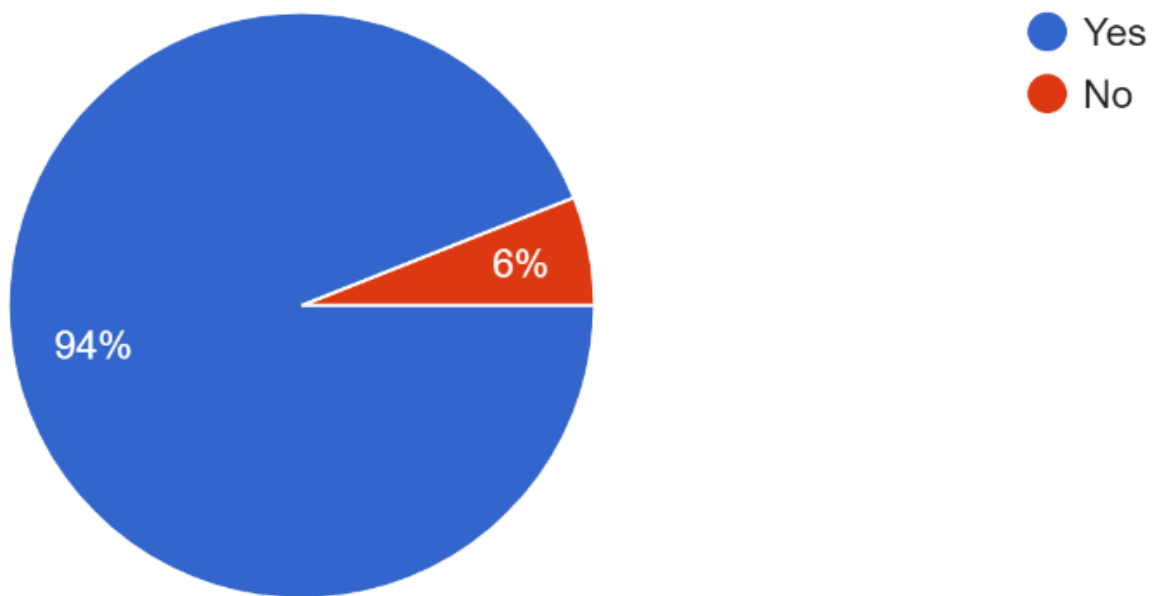
INTERPRETATION: Based on surveys with married women entrepreneurs, the table and figure 5.2 show that 42% of them cited financial independence as the primary driving force behind their decision to become business owners. Another 6% responded that they wanted to become famous, 18% said that they were inspired to become entrepreneurs from the stories of successful business owners, and 34% said that their motivation came from their passion.

Table 4.12 SOCIAL MEDIA HELPED FOR INITIAL BUSINESS DEVELOPMENT

SL NO	RESPONSES	PERCENTAGE
1	YES	94
2	NO	6
TOTAL		100

(SOURCE Primary data)

FIGURE 4.12 SOCIAL MEDIA HELPED FOR INITIAL BUSINESS DEVELOPMENT

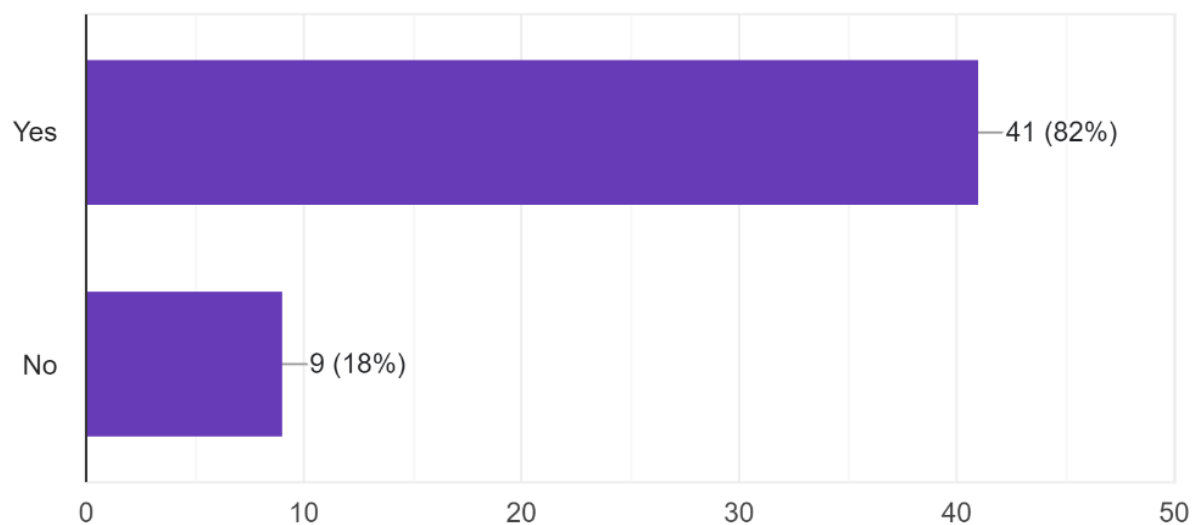


INTERPRETATION: It's evident from the table and figure 5.3 that 94% of respondents said social media platforms aided them in their early stages of business development getting support at the initial stage is what every entrepreneur wants to think whether to continue in their journey of being an entrepreneur or not and it is proven that social media provide a great support for them while 6% said social media didn't benefit them all that much it may be because they may not be aware how social media can bring impact or may be because of lack of knowledge in social media.

TABLE 4.13 SOCIAL MEDIA ASSIST IN FOLLOWING A TREND IN MARKET

SL NO	RESPONSES	PERCENTAGE
1	YES	82
2	NO	18
TOTAL		100

(SOURCE Primary data)

FIGURE 4.13 SOCIAL MEDIA ASSIST IN FOLLOWING A TREND IN MARKET

INTERPRETATION: According to the table and figure 5.4, 82% of female entrepreneurs discovered that social media helped them keep up with emerging market trends, which makes them dynamic and help them to face all the challenges and help them in being updated in all the cases, while the remaining 18% took no action in that regard.

CHAPTER 5

FINDINGS SUGGESTIONS AND

CONCLUSIONS

5.1 FINDINGS

The majority of married women entrepreneurs, comprising 42%, fall within the age category of 20-30 years old. This indicates a significant presence of younger individuals in the realm of entrepreneurship among married women. Approximately 28% of married women entrepreneurs belong to the age group of 30-40 years old. While this group constitutes a substantial portion, it is notably lower than the 20-30 age category. Married women entrepreneurs aged between 40-50 years old represent 18% of the total, indicating a decline in participation compared to younger age brackets. Moreover, only 12% of entrepreneurs belong to the age category of 50 and above, signifying a relatively smaller proportion of older individuals engaged in entrepreneurship among married women.

*) The analysis reveals distinct patterns in the geographic distribution of married women entrepreneurs, with urban areas boasting the highest representation, followed by semi-urban areas, and rural areas trailing behind. Addressing the underlying factors contributing to these disparities is crucial for fostering equitable entrepreneurial development and harnessing the full potential of married women as drivers of economic growth and innovation across all geographic contexts.

*) The analysis reveals diverse attitudes among married women entrepreneurs towards future entrepreneurship, with a majority expressing pessimism driven by perceived obstacles, while a significant minority remains optimistic about overcoming challenges. Addressing barriers and fostering a supportive ecosystem are essential for nurturing the entrepreneurial potential of married women and promoting inclusive economic growth and innovation. The multifaceted barriers faced by married women entrepreneurs requires a holistic approach encompassing financial support, psychological empowerment, skills development, and family-friendly policies.

*) The findings highlight the significant role of social media platforms in empowering married women entrepreneurs with guidance, insights, and networking opportunities, while also underscoring the diversity in approaches to decision-making and business operation within this demographic. Harnessing the potential of social media as a catalyst for entrepreneurial growth and empowerment requires concerted efforts to foster digital literacy, facilitate meaningful engagement, and create supportive online communities tailored to the needs of married women entrepreneurs. In conclusion, the findings underscore the diverse specializations of women

entrepreneurs across different sectors, highlighting their entrepreneurial prowess, creativity, and contribution to economic development and societal progress. Embracing this diversity and providing targeted support can unleash the full potential of women entrepreneurs, driving inclusive growth and fostering a dynamic and resilient entrepreneurial ecosystem.

*) A significant portion of female entrepreneurs demonstrate financial resilience by covering their personal expenses through their businesses, there remains a substantial proportion facing challenges related to insufficient income. The predominant motivation cited by 42% of married women entrepreneurs is the desire for financial independence. This underscores the importance of economic empowerment and self-sufficiency as driving forces behind their entrepreneurial endeavours.

*) A smaller percentage, representing 6% of married women entrepreneurs, expressed a desire to become famous as a motivation for starting their businesses. This aspiration for recognition highlights the personal and professional ambitions of these entrepreneurs, who seek visibility, influence, and validation through their entrepreneurial ventures. Eighteen percent of married women entrepreneurs draw inspiration from the stories of successful business owners. These narratives serve as sources of motivation, encouragement, and role modelling, inspiring aspiring entrepreneurs to pursue their dreams, overcome obstacles. 94% of respondents, acknowledge the beneficial role of social media platforms in their early business development endeavours.

*) This finding underscores the pervasive influence of social media as a powerful tool for entrepreneurs to establish their presence, build brand awareness. A minority, representing 6% of respondents, indicate that social media did not significantly benefit them during the early stages of business development. While this group is relatively small, their perspective highlights the varied experiences and outcomes associated with social media utilization among entrepreneurs. Embracing social media as a strategic tool of market intelligence and networking can enhance the competitiveness and resilience of owned businesses, driving innovation, growth, and success in the digital age.

5.2 SUGGESTIONS

- 1)Fostering an environment that encourages and supports passion-driven entrepreneurship can unlock the creative potential of women, fuel innovation, and drive sustainable business growth.
- 2) By creating opportunities for women to generate income and build wealth, entrepreneurship contributes to gender equality, poverty reduction, and inclusive economic growth.
- 3)The government must put initiatives in place for women in order to increase the number of married women entrepreneurs.
- 4)Limited support from their families and spouse can hinder entrepreneurial pursuits by encouraging open communication with family members about the importance of support, seeking assistance from support group or networks involving family in business decisions can help alleviate these limitations to some extent.
- 5) Discrimination and bias in business environment can hinder opportunities for growth and success. Advocating for gender equality in the workplace, promoting diversity and initiatives, no biases in attitudes and behaviour can help to address this issue.
- 6)Limited access to capital and financial resources may hinder opportunities for growth by seeking alternative financing options such as microloans or crowd funding.
- 7) By sharing the success stories of married women entrepreneurs on social media, publications, and society, raise people's awareness of the rising number of women, particularly married women, opening their own businesses.

5.3 CONCLUSIONS

In conclusion the study on the Attitude of married women towards entrepreneurship by the influence of social media helped us to understand a significant correlation between exposure to social media and a positive attitude towards women entrepreneurs. Married women who engage with social media platforms tend to exhibit greater interest and confidence in pursuing entrepreneurial ventures. This underscores the importance of leveraging social media channels to empower and encourage entrepreneurial endeavours among this demographic group. However further research may be needed to explore the specific mechanisms through which social media influences attitudes towards entrepreneurship among married women and to identify strategies for maximising its impact in fostering entrepreneurial aspirations.

Social media platforms often require minimal financial investments, reducing the initial barriers to entry for married women interested in entrepreneurship. It also provides a global marketplace, enabling married women entrepreneurs to reach a wide audience without the need for a physical storefront.

However, the abundance of information on social media can overwhelm married women entrepreneurs, making it difficult to discern credible advice from noise and it can be a significant distraction, diverting attention away from business tasks and priorities, potentially hindering productivity. Therefore social media presents numerous opportunities for married women entrepreneurs it is essential to approach with caution, balancing its benefits with its potential drawbacks to ensure sustainable business growth and success.

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ANNEXURE

5.4 Questionnaire

1) Name

2) Age

20-30

30-40

40-50

50 and above

3) Locality

Urban

Semi Urban

Rural

4) Did you ever envisioned yourself starting a business in childhood

YES

NO

MAYBE

5) What were the main barriers prevented you from pursuing entrepreneurship

Family responsibilities

Lack of financial resources

Fear of Failure

Lack of business Knowledge

6) Do you think social media has helped you to ease up the communication with the society

YES

NO

7) Do you follow any entrepreneurial accounts in social media for guidance?

YES

NO

8) Area of Specialization

Clothing

Home Décor

Food

Other

9) Other than being an entrepreneur do you have a job?

YES

NO

10) How supportive is your spouse/family towards your entrepreneurial aspiration

Very supportive

Somewhat supportive

Neutral

Not very supportive

Not supportive at all

11) Is your business income sufficient to meet your personal expenses?

YES

NO

12) What motivated you to become an entrepreneur

Financial independence

Fame

Inspiration from successful Entrepreneur

Passion

13) Do you think social media has helped during the initial development of business

YES

NO

14) Did social media assist you in following a trend

YES

NO

