DETERMINANTS OF WOMEN ENTREPRENEURSHIP DEVELOPMENT IN ANDHRA PRADESH – A LADDER APPROACH

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Abstract

Purpose: This quantitative research study aims to investigate the determinants influencing the progress of women entrepreneurship in Andhra Pradesh, India. **Research Methodology:** The study utilizes a quantitative research design with a Convenient sampling approach for primary data collection. Data is collected through a well-structured questionnaire administered to 132 women entrepreneurs in Andhra Pradesh. Two key statistical techniques, Neural Networking Analysis and Discriminant Analysis, are employed to analyze the data. **Results/Findings:** The findings reveal that resource accessibility and affordability, family and community support, and building effective networks are the most influential factors driving women entrepreneurship development in Andhra Pradesh. However, leveraging data analytics tools and mobile applications/platforms exhibit relatively lower significance in this context. Additionally, the discriminant analysis identifies childcare support insufficiency and gender stereotypes and bias as the most influential challenges faced by women entrepreneurs. **Practical Implications:** These findings have significant practical implications for policymakers, business support organizations, and women entrepreneurs in Andhra Pradesh. Policymakers can use the insights to design targeted interventions and policies that enhance resource accessibility, family and community support, and network building. This study serves as a valuable resource for informed decision-making and strategy development to foster the growth of women's entrepreneurship in Andhra Pradesh.

Keywords: Women Entrepreneurship, Andhra Pradesh, Mobile Applications, Childcare, Support, Policy Development.

INTRODUCTION

Women entrepreneurship has emerged as a dynamic force in the contemporary business landscape, contributing significantly to economic growth and social empowerment. In the Indian context, the state of Andhra Pradesh has been a pivotal arena for exploring the dynamics of women's entrepreneurship development. This research delves into the myriad factors that determine the growth and success of women entrepreneurs in Andhra Pradesh, adopting a 'ladder approach' to comprehensively analyze the journey of women in the entrepreneurial sphere.

Andhra Pradesh, situated on the southeastern coast of India, is renowned for its diverse culture, vibrant economy, and entrepreneurial spirit. In recent years, the state has witnessed a surge in women venturing into various sectors, from technology and agriculture to healthcare and hospitality. Their participation in entrepreneurial activities not only contributes to the state's economic progress but also plays a vital role in achieving gender equality and women's empowerment.

The term 'ladder approach' in this study signifies a multi-dimensional perspective that considers the stages, challenges, and determinants encountered by women entrepreneurs as they ascend the ladder of success.

The study seeks to unravel the complex interplay of socio-cultural, economic, and institutional factors that shape the entrepreneurial landscape for women in Andhra Pradesh. By doing so, the study aims to provide valuable insights that can inform policies, strategies, and initiatives to further promote and support women's entrepreneurship in the region.

This study is not just an academic exploration but a practical endeavor to understand the unique challenges and opportunities faced by women entrepreneurs in Andhra Pradesh. Through a comprehensive analysis, the study shed light on the critical determinants that can facilitate the development of a thriving ecosystem for women entrepreneurs, ultimately contributing to the state's overall economic growth and social progress.

REVIEW OF LITERATURE

- **Yaghoubi and Faezeh (2010)** investigated the structural, behavioral, and environmental elements that influence the growth of women's industrial entrepreneurship in both urban and rural settings. Students, postdoctoral researchers, and professors from Tehran University and the university's entrepreneurship center make up the study's population.The findings demonstrated the role that structural and behavioral variables play in fostering the growth of female industrial entrepreneurship in both urban and rural settings. However, neither urban nor rural environments are conducive to women business owners.

- **Gurendra Nath Bhardwaj et.al(2011),** carried performed an empirical research with the purpose of identifying several elements, both internal and external, that motivate and de-motivate women to start their own businesses. It is an effort to quantify certain non-parametric elements in order to provide the impression that these factors are ranked in some way. In the context of the Indian economy, it will also provide recommendations on how to remove and lessen obstacles to the growth of women-owned businesses.

- **Barhate and Madhavi (2012)** in his study observed that women create businesses for a variety of reasons, including providing for the family's financial needs, gaining independence, and gaining economic security. Women in the informal economy often run modest businesses out of their homes. Most women who have achieved professional success desire to keep working in the field. But neither their families nor the government provide sufficient assistance for women. These business owners have to take part in today's micro factories. Success for rural India and the informal sector may be achieved with the right education and funding.

- **Saeid Abbasian and Carina (2012)** study female experience industry entrepreneurship in Degerfors and Gotland, Sweden. Nine businesswomen and eight practitioners were questioned. Women start businesses because they want to manage them. They bring thoughts and ideas to establish an experience-oriented company, find new purpose, or change their lifestyle. The various business climates and natural preconditions of women in the two analyzed locations affect their challenges and possibilities. This impacts local labor markets and women's job prospects. Gotland has a stronger economic environment than Degerfors, and women have access to more organizations, associations, and societies.

- **Tarakeswara Rao et.al (2013),** Their research indicated that women entrepreneurs don't start businesses for money. The research on rural women entrepreneurs show that training and knowledge of several organizations boosts confidence. DWCRA's entrepreneurial development of women offers working capital, loans, training, managerial skills, and more since women are important to development. This intervention aims to raise the income of rural women of poor households and enable organized participation of groups in the credit, skill training, and infrastructure support for self-employment program for groups that cannot independently engage in economic activities.

- **Ganga Raju K (2014),** The present study reviews the development of women entrepreneurship in West Godavari District of Andhra Pradesh, examines the socioeconomic background of women entrepreneurs in the region, determines their entrepreneurial motivation, challenges they face in managerial performance, and empowers them. Primary data from a pretested questionnaire is analyzed. Data is analyzed using correlation, chi-square, and ANOVA tests. The findings provide only limited evidence that socio-economic factors affect women's entrepreneurship and empowerment. Entrepreneurial motivators for women in the area are consistent. Empowerment attitudes of women entrepreneurs vary by revenue division. Manageria is also noticed.

- **Niranjan Reddy P (2010),** This article looks at entrepreneurial behavior in both the non-profit organizations and for-profit organizations to test for differences and similarities that may occur due the sector in which the entrepreneurial activity is located. We study women entrepreneurs who have founded and run small non-profits and businesses in one city in India. Our findings show that while non-profit entrepreneurs receive a high payoff from promoting social causes, we do not find a single unifying payoff for-profit entrepreneurs. Family background, however, plays an important role in both sets of entrepreneurs in an interesting way. Furthermore, we find experience in the sector, social class and caste, and education also plays important roles. Policy implications are explored.

- **Bharati Nadakarni (2002),** This paper investigates what motivates and inhibits 30 million women-owned enterprises in India. Indian women cannot leave the house. This study examined entrepreneur motivations and barriers. The study supported its conclusions using primary and secondary data. However, supportive spouse, financial independence, funding availability, social status, family support, creative development, assisting society, and others encourage women entrepreneurs. Low capital, market access, raw material limitations, education and training gaps, social value constraints, etc. are also demotivators. After discussing their situation, women entrepreneurs received practical guidance. The previous chapter's definition of an entrepreneur may apply to women entrepreneurs, lady or group that starts, runs, and manages a firm. Schumpeterian "women entrepreneurs" start, copy, or adopt businesses. The Indian government identifies women entrepreneurs as company owners and employees.

- **Balaji Vejju (2018),** Rural women in India have a better platform because to MESME. Micro entrepreneurship is essential for developing nations' economic growth. Faster and faster growth rates may not erase poverty and unemployment unless they reach economically and socially excluded rural areas. Our lawmakers prioritize 'Inclusive Growth' because of it. MSME self-employment in rural regions

may bridge inclusive growth gaps. MSME sector's low capital requirement and traditional techniques support poor and women's rural entrepreneurship and industrialisation. Therefore, many scholars say MSME sector is India's rural economy's backbone. After globalization, women and men compete equally in all economic professions. Thus, the Indian and Andhra Pradesh governments have implemented various women's empowerment measures.

- **Aman, Ahokangas et, al., (2022),** Despite the discussion over entrepreneurial capacity development in migration and diaspora studies, female entrepreneurial potential and the framing of highly talented migrant women have been neglected. Thus, this chapter addresses information gaps about migrant women entrepreneurs (MWEs) by examining the entrepreneurial experiences of highly qualified female migrants from industrialized and developing nations. They have focused on the 'disadvantage' of migrant women's natural entrepreneurship, which merits further investigation, tying them to the entrepreneurial host setting and business environment. They also make practical recommendations for MWEs and policymakers on how to improve gender awareness and migrant inclusivity in entrepreneurial ecosystems based on rich qualitative data from six semi-structured interviews with Finnish MWEs.

- **Koteswari, Mary Leena et, al., (2022),** Globalization, privatization, and liberalization transformed the Indian economy from mid-1991. Entrepreneurship and skill drive India's economic potential. Skills are lacking for quality employment. Economic growth and employment enhance productivity with skills development. Progressive women satisfy economic and social requirements. Social, psychological, economic, and cultural changes increase women entrepreneurs' economic participation in industrialized and developing nations. Though crucial to India, inadequate female participation restricts business potential. Constitution requires women's ideas to adapt for equal challenges. Education, freedom, money, and social impact are women entrepreneurs' goals.

RESEARCH GAP

The existing body of literature predominantly concentrates on various aspects of women entrepreneurship, both in India and abroad, encompassing challenges, opportunities, and case studies.

Nevertheless, a notable research gap exists in the realm of a comprehensive investigation into the "**Determinants of Women Entrepreneurship Development In Andhra Pradesh – A Ladder Approach**" This geographical focus is of utmost significance since distinct regions can present unique challenges and opportunities for women entrepreneurs.

While previous research has touched upon these factors individually, there remains an unaddressed need for a systematic exploration of their interconnectedness and how they collectively form a ladder-like progression for women entrepreneurs.

Consequently, the objective of this study is to bridge this research gap by conducting a thorough analysis of the factors influencing the development of women entrepreneurship in Andhra Pradesh, utilizing a ladder approach that encompasses both individual and environmental factors.

OBJECTIVES

- To investigate the factors influencing the development of women's entrepreneurship in Andhra Pradesh.

- To Encapsulate the challenges and suggests the measures for enhancing the women entrepreneurship.

HYPOTHESES OF THE STUDY

H0: There is no significant factors influencing the development of women's entrepreneurship in Andhra Pradesh.

H1: There is a significant factor influencing the development of women's entrepreneurship in Andhra Pradesh.

RESEARCH METHODOLOGY

- **Research Design**

  This study employs a quantitative research design that utilizes a simple random sampling approach during the primary data collection phase. It involves the collection and subsequent analysis of numerical data to investigate the impact of specific determinants on the progress of women entrepreneurship in Andhra Pradesh.

- **Data Collection**

  Data source - The data is sourced directly from women entrepreneurs in Andhra Pradesh through a carefully designed and administered questionnaire, ensuring the collection of relevant insights and perspectives on the determinants of women entrepreneurship development in the region.

- **Sample selection**

  Sample size – The study adopted the convenient sampling method and collected the 132 responses. The questionnaire has been framed keeping in view of framed objectives and collected the primary data from women entrepreneurs in Andhra Pradesh to explore the determinants of women entrepreneurs' development.

Statistical Techniques and Tools

- **Neural Networking Analysis -** Neural Networking Analysis, is utilized to comprehensively investigate the multifaceted factors that impact the development of women's entrepreneurship in Andhra Pradesh, allowing for a nuanced understanding of these determinants through complex data patterns.

- **Discriminant Analysis -** Discriminant Analysis is applied to synthesize the challenges encountered by women entrepreneurs and provide data-driven recommendations aimed at fostering the growth of women's entrepreneurship, facilitating informed decision-making for policy and strategy development.

DATA ANALYSIS & INTERPRETATION

Objective – 1: To investigate the factors influencing the development of women's entrepreneurship in Andhra Pradesh.

The study considers the Neural networking analysis to study the determinant of women entrepreneurship development in Andhra Pradesh. This analysis evaluates the importance of influencing factors of women entrepreneurship development. The study considers the 132 responses as primary data. The following is the Hypothesis,

H0: There is no significant factors influencing the development of women's entrepreneurship in Andhra Pradesh.

H1: There is a significant factor influencing the development of women's entrepreneurship in Andhra Pradesh.

Figure No 1.1: Neural Networking of Determinants of women entrepreneurship development
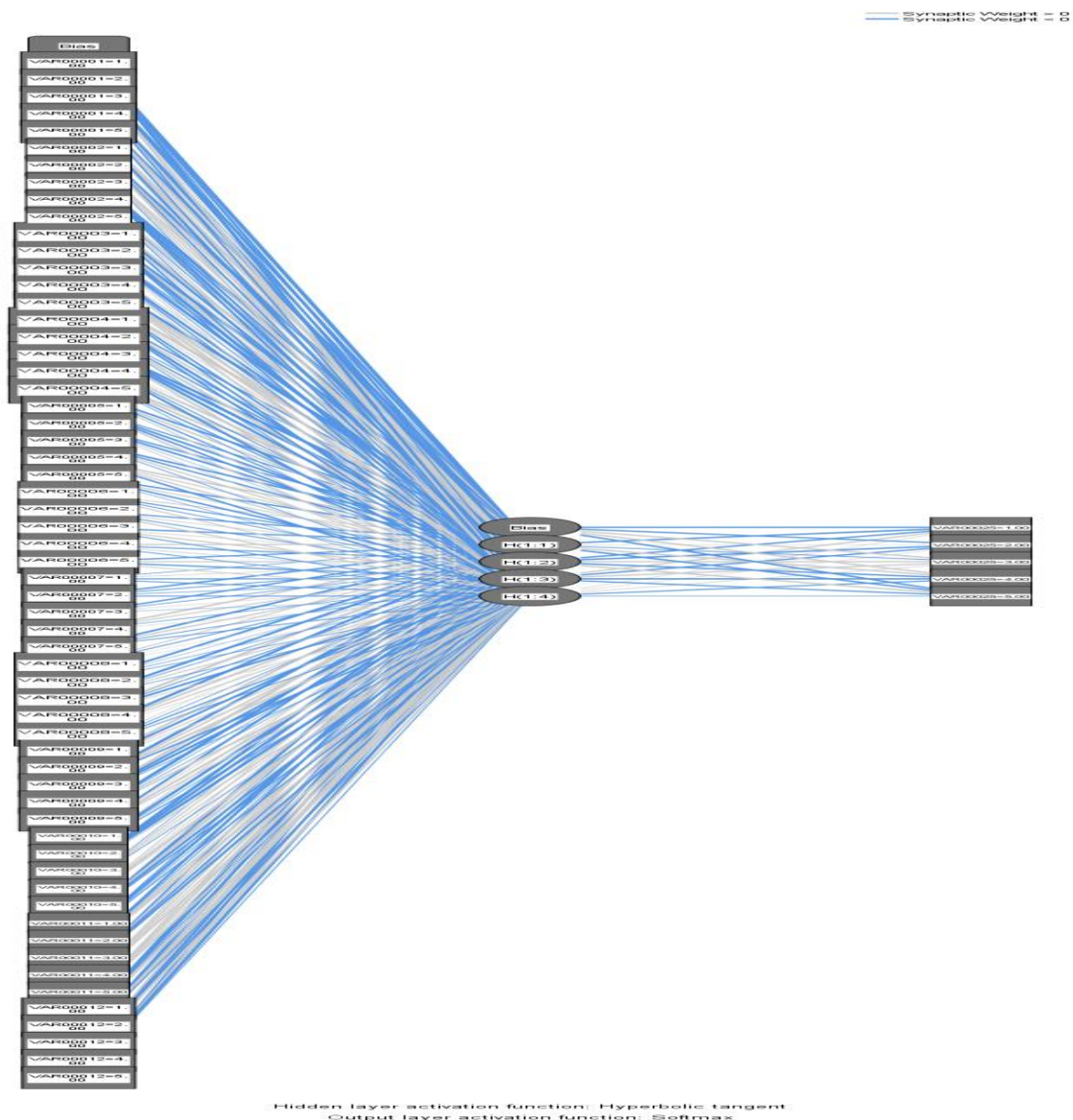
Source – Primary data

The figure presents the Neural networking of Influencing factors for development of women entrepreneurship in Andhra Pradesh. The Graph illustrates the network diagram in the form of Layers. In this Graph, each input is linked to hidden layers and it helps to generate output layer to identify the **Determinants of women entrepreneurship development.** It indicates that there are one layers that are used to generate the output layer.

Table No 1.1: Independent Variable Importance of Determinants of women entrepreneurship development

	Importance	Normalized Importance
Societal norms and cultural expectations.	.082	68.6%
Access to vital networks.	.066	55.7%
Family and community backing.	.103	86.3%
Resource accessibility and affordability.	.119	100.0%
Economic adaptability and resilience.	.079	66.5%
Income disparities and economic gaps.	.089	74.8%
Proficient problem-solving capabilities.	.079	66.1%
Building effective networks.	.102	86.0%
Positive attitude and self-confidence.	.087	73.3%
Leveraging data analytics tools.	.056	47.0%
Creating mobile applications, utilizing platforms.	.060	50.4%
Ensuring robust cybersecurity measures.	.079	66.3%

Source – Primary data

The table provides a comprehensive assessment of the determinants influencing women entrepreneurship development in Andhra Pradesh. Among these determinants, resource accessibility and affordability emerge as the most critical factor, with a normalized importance of 100.0%.

This indicates that the availability of resources, both in terms of capital and other essential assets, plays a pivotal role in driving the development of women-led businesses in the region. Additionally, family and community backing (86.3%) and building effective networks (86.0%) also prove to be highly influential, underscoring the significance of social support systems and professional connections in empowering women entrepreneurs.

The table also shows societal norms and cultural expectations (68.6%) and income disparities and economic gaps (74.8%) also demonstrate notable importance. This suggests that the cultural context and economic conditions in Andhra Pradesh significantly impact women's ability to engage in entrepreneurial ventures. On the other hand, factors such as leveraging data analytics tools (47.0%) and creating mobile applications or utilizing platforms (50.4%) exhibit relatively lower normalized importance, indicating they may be less crucial in the specific context of women's entrepreneurship development in Andhra Pradesh.

In conclusion, these factors can leverage resource accessibility and affordability to invest in their ventures, utilize building effective networks for mentorship and growth opportunities, and draw upon strong family and community backing for emotional and financial support. Addressing income disparities and economic gaps can involve innovative strategies to bridge financial inequalities and create more inclusive business environments.

Objective – 2: **To Encapsulate the challenges and suggests the measures for enhancing the women entrepreneurship.**

Table No 1.2: Eigne values of challenges and Measures for enhancing the women entrepreneurship

Function	Eigenvalue	% of Variance	Cumulative %	Canonical Correlation
1	.473a	100.0	100.0	.567
a. First 1 canonical discriminant functions were used in the analysis.				

Source – Primary data

The table presents the eigenvalues of challenges and measures for enhancing the growth of women's entrepreneurship. In this analysis, the first function exhibits an eigenvalue of .473, representing 100.0% of the variance and cumulative variance, while the canonical correlation is .567. This indicates that the primary function encapsulates all the variance in the data, suggesting a strong and meaningful relationship between the identified challenges and measures for advancing women's entrepreneurship.

Table No 1.3: Wilks' Lambda of challenges and Measures for enhancing the women entrepreneurship.

Test of Function(s)	Wilks' Lambda	Chi-square	df	Sig.
1	.679	31.752	12	.002

Source – Primary data

The table displays the results of the Wilks' Lambda test for challenges and measures aimed at enhancing the growth of women's entrepreneurship. In the analysis, the first function yields a Wilks' Lambda value of .679, associated with a significant Chi-square statistic of 31.752 with 12 degrees of freedom (df), and a p-value of .002. This indicates that the challenges and measures collectively influence women's entrepreneurship growth significantly, with the first function explaining a considerable portion of the variance.

Table No 1.4: Structure Matrix of challenges and Measures for enhancing the women entrepreneurship.

	Function
	1
CHALLENGES	
Confidence and self-doubt.	.108
Fear of failing.	.060
Childcare support insufficiency.	.410
Gender stereotypes and bias.	.405
Limited influential access.	.384
Unequal inheritance rights.	.407
Institutional bias, discrimination.	.308
MEASURES	
Mentorship and collaboration network.	.551
Embrace challenges, grow.	.302
Tech for growth.	.480
Customer feedback improvement.	.295
Master negotiation, communication.	.426

Source – Primary data

The Structure Matrix shows Andhra Pradesh women entrepreneurs' discriminant ratings for different difficulties and measures. Childcare support inadequacy (.410), gender stereotypes and prejudice (.405), uneven inheritance rights (.407), and restricted influential access (.384) had the greatest discriminant scores. These issues seem to most impact women's entrepreneurship. They emphasize the need of tackling social norms and structural disparities to increase women's entrepreneurship. As seen in the table, difficulties like fear of failure (.060) and confidence and self-doubt (.108) have lower discriminant scores, showing they are relevant but less significant in this setting. Institutional prejudice and discrimination (.308) has modest effect. Mentorship and cooperation network (.551), tech adoption for growth (.480), and negotiating and communication skills (.426) had the greatest discriminant ratings. These methods seem to promote women's entrepreneurship the most. They emphasize mentoring, technical integration, and communication for women entrepreneurs' success. While beneficial, accepting difficulties and progress (.302) and customer feedback improvement (.295) have lower discriminant scores, indicating they may be less important in this context. The study's findings highlight that societal challenges such as childcare support insufficiency, gender bias, unequal inheritance rights, and limited access have a significant impact on women entrepreneurs. The lack of financial resources can hinder their ability to compete effectively in the market, limiting their growth potential. In conclusion, the study suggests that measures such as mentorship, embracing technology, and enhancing communication skills provide invaluable support. These measures not only enhance their business acumen but also position them to overcome these challenges, ultimately propelling their ventures toward greater success.

FINDINGS OF THE STUDY

1. Resource accessibility and affordability, with a normalized importance of 100.0%, family and community backing (86.3%), and building effective networks (86.0%) emerge as the most influential factors driving women entrepreneurship development in Andhra Pradesh.

2. Leveraging data analytics tools (47.0%) and creating mobile applications or utilizing platforms (50.4%) exhibit relatively lower normalized importance, indicating their comparatively lesser significance in the specific context of women's entrepreneurship development in Andhra Pradesh.

3. The discriminant analysis highlights Challenges from the findings that, childcare support insufficiency (.410), gender stereotypes and bias (.405) are the most influential challenges, emphasizing the need to address societal norms and structural inequalities in promoting women's entrepreneurship.

4. The study finds that, Mentorship and collaboration network (.551), tech adoption for growth (.480), have the highest discriminant scores, underscoring their importance in supporting women entrepreneurs' success.

CONCLUSION OF THE STUDY

The comprehensive study on women entrepreneurs in Andhra Pradesh underscores the pivotal role of determinants in shaping their entrepreneurial journey. Prioritizing accessibility to resources and fostering robust support networks emerge as crucial strategies for overcoming initial challenges and establishing sustainable ventures.

Additionally, the study highlights the imperative for policy interventions to address societal norms and structural biases. Mentorship and technological integration are identified as powerful tools for guiding innovation and driving business growth. The findings emphasize the necessity for tailored support mechanisms, including mentorship programs and technological training, to empower women entrepreneurs in the region. In essence, this research provides actionable insights, affirming that mentorship and collaboration networks facilitate valuable knowledge-sharing, while embracing challenges cultivates the resilience needed for success. Leveraging technology for business expansion and refining customer feedback mechanisms are integral for sustained growth. Lastly, mastering negotiation and communication skills serves as a cornerstone for building enduring relationships with stakeholders. Through mentorship and collaboration networks, entrepreneurs gain access to a wealth of expertise, ultimately unlocking new avenues for growth and success in their entrepreneurial endeavors.

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