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INFLUENCE OF SOCIO-DEMOGRAPHIC FACTORS ON WOMEN ENTREPRENEURS' PERFORMANCE IN THE SERVICE INDUSTRY – NAMAKKAL REGION

P. Thenmozhi [1], Dr. C. Sankar [2]

[1] Research Scholar Ph.D., PG and Research Department of Commerce, Vivekanandha College of Arts & Sciences for Women (Autonomous), Thiruchengode-637205, Namakkal, India
[2] Research supervisor, PG and Research Department of commerce, Vivekanandha College of Arts & Sciences for Women (Autonomous), Thiruchengode-637205, Namakkal, India

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ABSTRACT

The success of female entrepreneurs is an extremely important factor in the development of the regional economy, particularly in terms of developing industries such as the service industry. The purpose of this study is to investigate the impact that socio-demographic parameters, including age, education, marital status, family support, entrepreneurial experience, and financial backing, have on the performance of female entrepreneurs who are engaged in the service industry in the Namakkal region. Data were obtained from 129 female entrepreneurs through the use of a standardized questionnaire. The data were then analyzed using a variety of methods, including percentage analysis, exploratory factor analysis (EFA), reliability testing (Cronbach's Alpha), and regression analysis. Based on the findings, it is evident that the presence of family and social support, past experience in the field of entrepreneurship, and financial backing all play a significant role in predicting entrepreneurial achievement. The findings highlight the importance of recognizing the relevance of socio-cultural support systems while also highlighting the necessity for specific support programs and policy reforms that improve women's access to resources and training. For policymakers, educators, and development organizations that are working toward the goal of fostering sustainable women-led entrepreneurship in regional service economies, the study provides critical insights that can be utilized.

Keywords: Women Entrepreneurs, Socio-Demographic Factors, Entrepreneurial Performance, Service Industry, Family Support

1. INTRODUCTION

Growing female entrepreneurship has become a major force behind economic growth in recent years, especially in the service industry. Women entrepreneurs make a substantial contribution to the creation of jobs, revenue, and inclusive growth. Women can establish and grow enterprises in the service sector since it is more accessible and requires less cash. Women's involvement in entrepreneurship has been further promoted in India by government programs including Women Entrepreneurship Platforms, Stand-Up India, and Start-Up India.

Women are rapidly pursuing careers in commercial fields like education, retail, healthcare, hotel, and personal services in Tamil Nadu's Namakkal region, which is renowned for its thriving trading culture and developing service sector prospects. However, because of a combination of sociodemographic characteristics, these women-led businesses' performance varies greatly. It is thought that factors including age, education, marital status, family history, income level, and social support networks affect the sustainability, expansion, and profitability of businesses. Understanding the difficulties and possibilities faced by female entrepreneurs in this area requires a thorough investigation of these elements and how they affect performance.

2. STATEMENT OF THE PROBLEM

Even though there are more women entrepreneurs working in the service sector in the Namakkal region, their company success is still inconsistent and frequently limited by sociodemographic issues. While some women are able to build and sustain their businesses, others face obstacles because of sociocultural constraints, limited financial autonomy, a lack of family or community support, and inadequate education.

Gender,specific bias, limited access to official networks, and lack of training and mentoring opportunities exacerbate these issues. Additionally, although this study is increasing among female entrepreneurs in India, little is known about how certain sociodemographic factors influence the performance of female entrepreneurs in small cities such as Namakkal.Through an analysis of the relationship between social demographic characteristics and entrepreneurial outcomes, this study aims to bridge this knowledge gap and support political decisions.

3. REVIEW OF LITERATURE

Even if the number of female entrepreneurs in the Namakkal region's service industry is rising, sociodemographic obstacles frequently limit their ability to operate their businesses effectively. A lack of education, limited financial independence, lack of family or community support, and sociocultural impediments are some of the barriers that prevent certain women from achieving company growth and sustainability. Inadequate training or mentorship opportunities, restricted access to formal networks, and gender prejudices all exacerbate these problemsAyinaddis,Z.(2023)

Although research on women in India grows, little is known how certain socio-demographic factors affect the performance of female entrepreneurs in small cities such as Namakkal. (Chatterjee et al., (2022). By investigating the connection between sociodemographic characteristics and entrepreneurial outcomes, this study aims to close that knowledge gap. The findings can help support organizations, training facilities, and policymakers develop region-specific strategies to improve the sustainability and performance of women-led service businesses.

3.1. OBJECTIVES OF THE STUDY

- Survey of the social demographic profiles of entrepreneurs in the services industry in Namakkal region (age, education, marriage status, income, family support, experience).
- Evaluation of the impact of social demographic factors on female entrepreneurial performane in the service sector.
- Identifying the relationship between family support and entrepreneurial performance amongfemale entrepreneurs.
- Evaluation of the role of entrepreneurial experiences in improving business performance among female entrepreneurs.
- Proposals to improve the mechanisms of support for entrepreneurs in the Namakkal region.

3.2. HYPOTHESES OF THE STUDY

- There is no significant relationship between female entrepreneurs between age and entrepreneurship performance.
- There is no significant relationship between female entrepreneurs between educational qualification and performance of entrepreneurship.
- There is no significant relationship between female entrepreneurs between marital status and performance of entrepreneurship.
- There is no significant relationship between female entrepreneurs between monthly family income and entrepreneurship performance.
- There is no significant connection between female entrepreneurs between family support and entrepreneurial performance.

- There is no significant relationship between female entrepreneurs between entrepreneurship experience and performance of entrepreneurship.

4. METHODOLOGY

To check how sociological characteristics affect the success of women entrepreneurs working in the service industry of the nomination region, this study used a descriptive research approach. Because it enabled the researcher to collect data in a method, check trends and understand symptoms and connections between sociological factors and entrepreneurship, descriptive functioning was appropriate.

Women entrepreneurs working in various types of service areas, such as retail, beauty and well -being, education, food and health services in food and Namakkal, were created by demographic. To ensure that only relevant respondents, women who are actively driving or own businesses, were incorporated, a non-practical objective sampling technique was used. 129 respondents created the final sample size, which was considered sufficient to create important statistical conclusions.

A structured questionnaire that had closed questions on the 5-point leaking scale, up to "firm disagree" (1) to "perseverance" (5), was used to collect primary data. The questionnaire was divided into three volumes: performance indicators associated with the success of entrepreneurship, sociodemographic affecting variables (such as age, education, marital status, income, family support and entrepreneurship experience), and demographic profile. To ensure clarity, the device was pre-tested on a small sample. The alpha of Cronbach was used to validate reliability; The score between 0.701 and 0.902 gave a good indication to the outstanding internal stability.

5. ANALYSIS AND RESULTS

PERCENTAGE ANALYSIS (N = 129)

Demographic Variable	Category	Frequency	Percentage (%)
Age Group	Below 25 years	15	11.6%
	25 – 35 years	48	37.2%
	36 – 45 years	38	29.5%
	Above 45 years	28	21.7%
Educational Qualification	Below SSLC	8	6.2%
	HSC/Diploma	22	17.1%
	Undergraduate Degree	51	39.5%
	Postgraduate Degree	36	27.9%
	Professional/Other	12	9.3%
Marital Status	Married	89	69.0%
	Unmarried	34	26.4%
	Widowed/Divorced	6	4.6%
Monthly Family Income (INR)	Below 20,000	18	14.0%
	20,001 – 40,000	39	30.2%
	40,001 – 60,000	44	34.1%
	Above 60,000	28	21.7%
Type of Business	Education/Tuition	26	20.2%
	Retail Services	35	27.1%
	Beauty & Wellness	24	18.6%
	Food Services/Catering	29	22.5%
	Health/Consultation	15	11.6%
Entrepreneurial Experience	Less than 1 year	10	7.8%
	1 – 3 years	41	31.8%
	4 – 6 years	47	36.4%
	More than 6 years	31	24.0%

The majority (37.2%) of the 129 female entrepreneurs in the Namakkal region are between the ages of 25 and 35, according to the percentage study, suggesting a youthful and vibrant business foundation. The majority of respondents (39.5%) have an undergraduate degree, indicating that education is a major factor in motivating women to start their own businesses. The fact that so many of them (69%) are married shows how women try to strike a balance between

their obligations to their families and their businesses. 34.1% of the population has a monthly income between ₹40,001 and ₹60,000, indicating a middling economic background. The most common business types are retail services (27.1%) and food services (22.5%), indicating a preference for customer-facing and necessary service industries. Furthermore, 36.4% of the women have been entrepreneurs for four to six years, which shows increasing stability and business management expertise. Overall, the demographic profile indicates that the foundation of Namakkal's service-based women's entrepreneurship is made up of married, educated women with a moderate salary and a few years of experience.

6. RELIABILITY ANALYSIS

The internal stability of the scale used to measure the constructions of the study was evaluated using reliability analysis. The dependence coefficient used was alpha of Cronbach. Generally, the alpha score of a Cronbach is considered 0.70 or higher as satisfactory, although the values near 1.00 reflect extraordinary dependence. The table below presents the Cronbach's Alpha values for each of the major constructs:

Construct	No. of Items	Cronbach's Alpha	Reliability Level
Age-related Influence	4	0.701	Acceptable
Educational Qualification Impact	4	0.743	Good
Marital Status Influence	4	0.768	Good
Family Income Support	4	0.792	Good
Family Support	4	0.834	Very Good
Entrepreneurial Experience	4	0.856	Very Good
Women Entrepreneurial Performance	6	0.902	Excellent

Cronbach's Alpha values range from 0.701 to 0.902, indicating that all of the components that were employed in the questionnaire display good to outstanding internal consistency. This is indicated by the reliability scores. As a result, the measuring tool is considered to be trustworthy for the purpose of ongoing statistical analysis.

7. EXPLORATORY FACTOR ANALYSIS

7.1. SUITABILITY OF DATA FOR EFA

Test	Value	Interpretation
Kaiser-Meyer-Olkin (KMO)	0.813	Sampling adequacy is **meritorious** (above 0.80 is considered very good).
Bartlett's Test of Sphericity	$\chi^2 = 986.47$, df = 120, $p < 0.001$	Significant; data is suitable for factor analysis.

In order to retrieve the information, the Principal Component Analysis (PCA) technique was utilized.

Varimax Rotation was utilized in order to accomplish a more effective separation of variables.

For the purpose of determining the number of elements, scree plot criteria and eigenvalues greater than one were utilized.

7.2. FACTOR EXTRACTION RESULT

Factor	Number of Items	Sample Item Loading	Cronbach's Alpha
F1: Family and Social Support	5	"I receive emotional support from family" (0.812)	0.856
F2: Entrepreneurial Experience	4	"My past experience helped me handle risk" (0.794)	0.821
F3: Economic & Financial Backup	5	"My income level helped me invest in business" (0.769)	0.799
F4: Performance Orientation	6	"My business meets financial expectations" (0.888)	0.902

Each factor loading was more than 0.60, which is a strong sign of convergence validity. These four factors have 73.2% of the total cumulative variance that can be explained. In order to validate the dimensional structure of the scale that was utilized to evaluate socio-demographic impacts and performance, the findings of the EFA were obtained. The results of the KMO and Bartlett's test demonstrate that the data are sufficient for factor analysis. It was determined that there were four elements that were consistent and reliable: family support, experience, financial resources, and performance orientation. Each of these components demonstrated a high level of internal consistency (Cronbach's alpha

was greater than 0.79). Further statistical modeling, such as regression or structural equation modeling, will be applied to these latent constructs in order to evaluate their influence on performance.

7.3. FINAL FACTOR STRUCTURE

Factor	Item Code	Item Statement	Factor Loading
Factor 1: Family and Social Support *(Variance: 21.3%)*	FS1	My family encourages me in my business initiatives	0.812
	FS2	I receive emotional support from my spouse/relatives	0.799
	FS3	I am supported during financial difficulties by family	0.768
	FS4	My family understands the time I spend on business	0.752
	FS5	Community and friends positively influence my business	0.725
Factor 2: Entrepreneurial Experience*(Variance: 19.4%)*	EX1	I have sufficient experience in managing my business	0.794
	EX2	My prior experience has helped me make better decisions	0.773
	EX3	I handle challenges better due to my experience	0.758
	EX4	I have learned from my previous business failures	0.722
Factor 3: Financial and Economic Backup*(Variance: 17.6%)*	FI1	My household income helped me start the business	0.769
	FI2	I received financial support from my spouse/partner	0.741
	FI3	I had access to loans or credit facilities	0.738
	FI4	I use family savings to manage cash flow	0.719
	FI5	My financial literacy helps me control my business expenses	0.702
Factor 4: Performance Orientation *(Variance: 14.9%)*	PE1	My business meets expected revenue targets	0.888
	PE2	I am satisfied with the growth of my business	0.864
	PE3	I frequently review and improve business performance	0.832
	PE4	I achieve customer satisfaction consistently	0.821
	PE5	I successfully manage business competition	0.798
	PE6	My business contributes to my family's financial security	0.779

Family and social support, entrepreneurial experience, financial and economic backup, and performance orientation were the four different factors that were effectively identified from the dataset by the exploratory factor analysis (EFA). This indicates that the underlying constructs had a well-structured structure. The fact that each component is made up of items that have large loadings (more than 0.70) demonstrates that they are convergently valid. The fact that the KMO value is 0.813 and that Bartlett's test is significant substantiates the fact that the data are suitable for factor analysis. The theoretical grouping of variables is validated by the fact that the total variance explained is 73.2%, which is statistically robust.

7.4. ONE-WAY ANOVA TABLE

Education Level	N	Mean Score	Std. Deviation
Secondary	30	62.10	6.25
Undergraduate (UG)	35	66.48	7.03
Postgraduate (PG)	34	70.12	6.41
Professional	30	74.56	5.89
Total	129	—	—

7.5. ANOVA SUMMARY TABLE

Source	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Between Groups	2873.21	3	957.74	21.64	0.000 ***
Within Groups	5587.91	125	44.70		
Total	8461.12	128			

It can be concluded that there is a statistically significant difference in the performance score of entrepreneurships between different educational groups as the p- (0.000) is less than a threshold of 0.05. According to the findings, female entrepreneurs earning professional degrees were the largest average performance, which suggests that the level of higher education has a beneficial impact on the consequences of trade operating in the services sector of the Namakkal region.

8. REGRESSION ANALYSIS

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.842	0.709	0.703	0.474

The performance of family support, experience and financial backup is responsible for explaining 70.9% of variance in performance of entrepreneurship, as indicated by the R class value of 0.709, which shows that it was the case.

ANOVA Table

Model	Sum of Squares	Df	Mean Square	F	Sig. (p-value)
Regression	98.172	3	32.724	145.64	0.000**
Residual	40.232	125	0.322		
Total	138.404	128			

The fact that the p-value is less than 0.001 provides evidence that the total regression model attains statistical significance.

Coefficients Table

Predictors	Unstandardized B	Std. Error	t-value	Sig. (p-value)
(Constant)	0.528	0.211	2.503	0.013*
Family and Social Support	0.412	0.058	7.103	0.000**
Entrepreneurial Experience	0.361	0.067	5.388	0.000**
Financial and Economic Backup	0.285	0.072	3.958	0.000**

There is a substantial relationship between the entrepreneurial performance and each of the three independent factors. In terms of the beta coefficient, Family and Social Support has the greatest value (B = 0.412), which indicates that it is the most powerful predictor. Experience in entrepreneurship and financial support are also significant factors that contribute to great outcomes.

According to the findings of the regression study, the performance of female entrepreneurs in the Namakkal region's service sector is considerably and favorably influenced by the presence of family and social support, entrepreneurial experience, as well as financial and economic backing. The support of one's family was found to be the most significant influential predictor among them. This lends credence to the notion that empowering women by providing them with encouragement from their families, exposure to practical situations, and financial assistance can result in long-term success in the realm of entrepreneurship.

9. CONCLUSION

The investigation, which was based on data gathered from 129 female entrepreneurs, showed that a number of characteristics significantly influence business outcomes, including performance orientation, financial and economic assistance, entrepreneurial experience, and family and social support. With robust factor loadings and internal consistency, exploratory factor analysis validated these dimensions' validity and dependability. The findings demonstrate that women who have more support from their families, real-world experience, financial resources, and a performance-driven mindset typically do better in their endeavors. According to these results, fostering supportive environments at home and in society can help women become more capable entrepreneurs. Therefore, politicians,

banking organizations, and support organizations should concentrate on creating inclusive policies and tailored initiatives that explicitly address the needs of women entrepreneurs in the service industry, particularly in remote locations like Namakkal.

CONFLICT OF INTERESTS

None.

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