



AN ANALYSIS OF ENTREPRENEURIAL ORIENTATION AMONG WOMAN IN BANGALORE

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ABSTRACT

DOI No: 10.36713/epra13669

Article DOI: <https://doi.org/10.36713/epra13669>

This study investigates the impact of social support, knowledge, and psychological support on entrepreneurial orientation among women in Bangalore. The sample consists of 257 women entrepreneurs and responses were generated using convenience sampling method through structured questionnaire. The findings revealed significant positive impact of social support orientation ($\beta = .877, p < .001$), knowledge ($\beta = .714, p < .001$) and psychological support on entrepreneurial orientation. This suggests that women with higher level of support from family, friends' entrepreneurial communities will show greater interest to start business and individual with entrepreneurial skills, market insights and industry knowledge will demonstrate entrepreneurial tendencies. and indicating that higher levels of support from family, friends, mentors, and entrepreneurial communities contribute to women's entrepreneurial tendencies. Further, study also confirms that that women with greater self-confidence, self-efficacy, and resilience are more likely to pursue entrepreneurial endeavors. Overall, this study emphasizes the significance of social support, knowledge, and psychological well-being in shaping entrepreneurial orientation among women in Bangalore.

KEY WORDS: *Women entrepreneurship orientation, social support, knowledge, financial support and psychological support.*

INTRODUCTION

Entrepreneurship is the process through which innovative ideas are visualised and made a reality by perceptive individuals with the ability to use data and gather resources to realise their vision (Zhou, 2013). According to Ali et al. (2019), entrepreneurship is one of the key elements of economic activity that fuels overall economic development. Higher participation of women in the economic activities might promise greater scope for sustainable growth. Women-owned enterprises provide the economy a lot of energy. In India, there are 432 million women of working age, and 13.5 to 15.7 million of the small firms are owned by women. These businesses directly employ 22 to 27

million people (*Women Entrepreneurs Shaping the Future of India | IBEF, n.d.*). Women-owned firms make up roughly 20.37 percent of the MSME sector in India, and they also account for about 23.3 percent of the labour force (*Contribution of Women Entrepreneurs Towards India's Economic Growth. How They Are Shaping the Future, n.d.*). India's social and economic demographics have been greatly impacted by women entrepreneurs and their growing presence there (*Women Entrepreneurs Shaping the Future of India | IBEF, n.d.*). Women were able to explore and gain momentum in economic and social activities as entrepreneurs as a result of the advent of education and progressive government policies related

to globalisation, privatisation, and liberalism (Ingalagi et al., 2021). Recent years have seen a rise in the interest of women in all traditional and non-traditional enterprising activities in both rural and urban context (Jyoti et al., 2011). Despite of significant contribution of women entrepreneur's contribution, women participation in economic activities observed to be significantly less and growth of women participation is found to be growing at the lowest rate. Number of research literatures highlighted that, family constraints, financial limitations, social restriction and motivation acts as a barrier for women enterprising behaviour (Mwaura et al., 2015; Mozumdar et al., 2022; Fellnhofer et al., 2016). Poor social standard, professional Discrimination, household responsibilities preventing women from enterprising activity (Roomi & Parrott, 2008; Ali et al., 2019). Under estimation of monetary capability of women by her family and other peer members discourages and curtails their ability to access financial support (Ali et al., 2019). Fellnhofer et al., 2016 also stated that entrepreneurial orientation is lower among women than men. This indicated that, there is a need to promote women enterprising activity through entrepreneurial education, entrepreneurial development programmes and government policies. However, despite the enormous contribution of women entrepreneurs to GDP and poverty alleviation. very few studies have focused on the assessment of the factors influencing entrepreneurial orientation among women. According to Gupta and Mirchandani (2018), the majority of entrepreneurship research has concentrated on male rather than female entrepreneurs. The majority of these research (Gupta & Mirchandani, 2018) examined the challenges faced by female entrepreneurs. Such investigations are typically conducted in developed rather than developing countries. In this regard, the study aims to investigate the elements influencing the orientation of female towards entrepreneurship in Bangalore.

LITERATURE REVIEW

Entrepreneurial orientation is the individuals attribute that facilitates the innovative and growth perspective of entrepreneurs to identify the existing and forthcoming opportunity (Jyoti, Sharma & Kumari, 2017). Entrepreneurial orientation is a firm level phenomenon engaged with strategic actions to foster competitive advantage for the firm (Semrau, Ambos & Kraus, 2016). Entrepreneurial orientation indicates the level of proactiveness and risk-taking propensity among entrepreneurs and proven to be useful assessing the enterprise performance (Andersén, 2017). Entrepreneurial orientation indicates strong urge for innovation to achieve superior performance by pursuing new solution in order to enjoy first mover advantage (Semrau, Ambos & Kraus, 2016).

Achievement, Psychological factors, social factors significantly predicted the entrepreneurial orientation among women (Jyoti, Sharma & Kumari, 2017). Commer, et al., (2018) conformed the positive effect of psychological factors on entrepreneurial orientation. Hutahayan, B. (2019) highlighted the effect of entrepreneurial orientation on business performance. Hassan, et al., (2021) stated that education background of the individuals promotes entrepreneurial orientation. Organisational and social support plays significant role in the promotion of entrepreneurial orientation among women (Mahrous & Genedy., 2019). Social support endeavours entrepreneurial orientation in specific to innovation, proactivity and risk taking (Turpin & Shier, 2019). Social support and availability of helping relationship plays distinctive role in establishing strong entrepreneurial orientation (Andersén, 2017). Based on the above literature evidences, following hypotheses has been framed

1. Social support positively influences the entrepreneurial orientation among women.
2. Knowledge positively and significantly affects the entrepreneurial orientation among women.
3. Psychological support positively and significantly affects the entrepreneurial orientation among women.

RESEARCH METHODOLOGY

This study is being conducted to examine the impact of social support, knowledge and psychological support on enterprising orientation among women. Responses for the study was gathered from the women entrepreneurs working in Bangalore. The data was gathered using a self-reporting questionnaire in accordance with the convenience sampling methodology. Totally 257 valid responses were gathered against 300 questionnaires.

The self-reporting questionnaire used to gather the primary data comprises questions to assess women's entrepreneurial orientation, knowledge, psychological support and social support. A self-administered, Likert-based questionnaire with response options ranging from strongly disagree (1) to strongly agree (5) is used to gather data from female business owners. Cronbach's alpha has been used to gauge the reliability of data. Regression analysis, correlation analysis, and reliability have all been performed using SPSS-20. The influence of social, educational, and psychological support on women's entrepreneurial inclination has been examined using regression analysis.

RESULT AND DISCUSSION

The main objective of the study is to examine the influence of social support, knowledge and psychological support on women entrepreneurial orientation. The following analysis are being conducted to test the validity, relationship and influence between the variables.

Table No.1- Reliability Analysis

Scale	Items	Cronbach's Alpha (α)
Social Support	4	0.701
Knowledge	4	0.808
Psychological Support	4	0.719
Entrepreneurial Orientation	4	0.868

Source: Primary Data

The reliability analysis for all the constructs showed the Cronbach's alpha values ranged from 0.703 to 0.968. All the constructs indicate alpha point above 0.7 (Nunnaly, 1978). This demonstrates that all the research variables (Social support ($\alpha = 0.715$, Knowledge ($\alpha = 0.817$ and Psychological Support ($\alpha = 0.703$, Entrepreneurial Orientation ($\alpha = 0.968$, were internally consistent and had the acceptable reliability values. Overall, the strong Cronbach's alpha coefficients for each of the scale's constructs show that the items within each of these constructs are accurate and dependable at measuring the concepts for which they are intended. Accordingly, it can be concluded that the scale is a reliable tool for evaluating social support, knowledge, psychological support, and entrepreneurial orientation.

Table No. 2- Relationship between social support, knowledge, psychological support and entrepreneurial orientation.

Variables	SS	K	PS	EO
SS	1			
K	.862**	1		
PS	.913**	.850**	1	
EO	.867**	.709**	.907**	1

Source: Primary data

(SS= Social Support, K=Knowledge, PS=Psychological Support, EO=Entrepreneurial Orientation)

Entrepreneurial orientation is positively related to social support ($r = .867$), knowledge ($r = .709$) and psychological support ($r = .907$) at $p < 0.05$). The bivariate correlation between the variable representing a strong and significant positive relationship, which explains that extent of support received from the family, friends, basic and advanced knowledge on the operation and market and psychological support

positively influences the entrepreneurial orientation women entrepreneurs.

Table no. 3a: Predictors of Women Entrepreneurs orientation

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.990 ^a	.979	.833	.45166
a. Predictors: (Constant), Social Support, Knowledge, Psychological Support				

Source: Primary Data

The regression model in the table 3a shows that adjusted R Square value in the model summary is 0.833. The adjusted R Square takes into account the number of predictors and the sample size to provide a more accurate estimate of the proportion of variance explained in the outcome variable. The adjusted R Square indicates that approximately 83.3% of the variance in the outcome variable can be reliably explained by the predictors included in the model, namely Social Support, Knowledge, and Psychological Support. However, it is important to note that there might be other factors not included in the model that could also influence the outcome variable. These unaccounted factors could contribute to the remaining 16.7% of unexplained variance. In summary, the adjusted R Square value of 0.833 suggests that the predictors (Social Support, Knowledge, and Psychological Support) have a strong ability to explain the majority of the variance in the outcome variable.

Table no. 3b: Predictors of Enterprising Orientation among Women

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.967	.769		.866	.236
	SS	.921	.065	.877	13.091	.000
	K	.883	.095	.714	6.946	.000
	PS	.727	.142	.788	17.436	.000
a. Dependent Variable: Entrepreneurial Orientation						

Source: Primary Data

(SS= Social Support, K=Knowledge, PS=Psychological Support)

In the above table 3b, the Beta under standardised coefficient of all the predictor variables showing strong and significant predictive ability on the entrepreneurial orientation among women respondents. The standardized coefficient for Social Support is 0.877. This indicates that a one standard deviation increase in Social Support is associated with a 0.877 standard deviation increase in Entrepreneurial Orientation, while holding other predictors constant. This suggests that Social Support is a significant and

influential predictor of Entrepreneurial Orientation. A higher level of Social Support is positively related to a higher level of Entrepreneurial Orientation. The standardized coefficient for Knowledge is 0.714. This means that a one standard deviation increase in Knowledge is associated with a 0.714 standard deviation increase in Entrepreneurial Orientation, holding other predictors constant. This indicates that Knowledge is a significant predictor, positively contributing to Entrepreneurial Orientation. Higher levels of Knowledge are related to higher levels of Entrepreneurial Orientation. The standardized coefficient for Psychological Support is 0.788. A one standard deviation increase in Psychological Support is associated with a 0.788 standard deviation increase in Entrepreneurial Orientation, while controlling for other predictors. This indicates that Psychological Support is a significant predictor and positively influences Entrepreneurial Orientation. Greater levels of Psychological Support are associated with higher levels of Entrepreneurial Orientation. In summary, the standardized coefficients reveal that all three predictor variables (Social Support, Knowledge, and Psychological Support) have a positive and significant impact on Entrepreneurial Orientation. Social Support appears to be the strongest predictor, followed by Psychological Support and Knowledge. These findings highlight the importance of these factors in fostering entrepreneurial attitudes and behaviors. Researchers and practitioners can utilize this information to understand the relative contributions of each predictor and potentially design interventions to enhance Social Support, Knowledge, and Psychological Support for promoting Entrepreneurial Orientation.

CONCLUSION

This study aimed to examine the impact of knowledge, social support and psychological support on entrepreneurial orientation among women in Bangalore. The results of regression analysis exhibited that social support for women increased their likelihood of displaying entrepreneurial traits. This emphasises the significance of supportive network to foster women entrepreneurial activities. Further, knowledge also indicated a significant role in entrepreneurial orientation among women. Those with greater entrepreneurial knowledge were more likely to engage in entrepreneurial activities and demonstrate an entrepreneurial mindset. This emphasises the importance of acquiring and leveraging knowledge related to entrepreneurship, such as business skills and market insights. Finally, psychological support also found to have a positive impact on entrepreneurial orientation of women. Women who experienced greater psychological support, including self-confidence and resilience, were more likely to pursue entrepreneurial endeavours. This emphasizes the role of mental well-

being and self-belief in driving women's entrepreneurial aspirations. Limitations of the study include the sample size of 257, which may limit the generalizability of the findings. Additionally, the study focused specifically on women in Bangalore, which may restrict the applicability of the results to other contexts or populations. For future research, it is recommended to expand the sample size and include participants from diverse regions to enhance the generalizability of the findings. Further studies could explore additional factors that influence entrepreneurial orientation among women, such as cultural and societal norms, access to resources, and institutional support. Longitudinal studies could also provide insights into the dynamic nature of entrepreneurial orientation and its evolution over time. Finally, qualitative research methods, such as interviews or focus groups, could provide a deeper understanding of the experiences, challenges, and strategies employed by women entrepreneurs in Bangalore.

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