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ASSESSING THE RELATIONSHIP BETWEEN DEMOGRAPHIC VARIABLE AND ROLE STRESS ON WOMEN ENTREPRENEURS: AN ANALYTICAL STUDY IN JAIPUR

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ABSTRACT

Assessing the Relationship between Demographic Variable and Role Stress on Women Entrepreneurs: An Analytical study in Jaipur" The entrepreneur in the modern sense is the self starter and doer of a business who has well thought out and built his own enterprise or enterprises. In common parlance almost anyone who starts an enterprise, an industry or even a shop is called entrepreneur. In present scenario, employment is a major problem and challenge to country. Women entrepreneur have become a major part of economic market of India, hence their problem cannot be ignored. When they are engaged in gainful employment and contributing to the household and national economy, They should be given the due respect and status they deserve in the family and the society. In the change socio- culture environment in India, women are entering in a new economic era. But they are still overburdened with the household cores. So, s.change in the mind set of the man toward women in general and working women in particular. Therefore it becomes necessary for the society and government to find remedies for the problem of women Entrepreneurship.

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INTRODUCTION

The entrepreneur in the modern sense is the self starter and doer of a business who has well thought out and built his own enterprise or enterprises. In common parlance almost anyone who starts an enterprise, an industry or even a shop is called entrepreneur. In present scenario, employment is a major problem and challenge to country. The fast changing world demands adjustment from the individual at both cognitive and behavioral levels. Individual are faced with many unique problems as result of societal and educational change. Entrepreneurial activity is increasing considered and critical driver of a country's economic performance. Governments have recognized entrepreneurship as a mechanism to create employment, to boost national industry competitiveness to reduce poverty and to balance wealth distribution. Women entrepreneur have become a major part of economic market of India, hence their problem cannot be ignored. When they are engaged in gainful employment and contributing to the household and national economy, They should be given the due respect and status they deserve in the family and the society. In the change socio- culture environment in India, women are entering in a new economic era.

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Objective of the study

- To assess the socio-economic status of women entrepreneurs.
- To assess the motivational factors of women entrepreneurs.
- To assess the degree of entrepreneurial role stress among the women entrepreneurs.
- To study the relationship among the entrepreneurial role stress variables amongst three group of women entrepreneurs (Low stress, Medium stress, and High stress)
- To measure the significant different difference in the level of entrepreneurial role stress due to the selected independent variable.
 - Age
 - Education
 - Family structure
 - Economic status of family

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HYPOTHESIS

- H1** There will be a significant relationship between entrepreneurship role stress and dependent variable amongst the women entrepreneur of Low stress group.
- H2** There will be a significant relationship between entrepreneurship role stress and dependent variable amongst the women entrepreneur of medium stress group.
- H3** There will be a significant relationship between entrepreneurship role stress and dependent variable amongst the women entrepreneur of High stress group.
- H4** There will be a significance difference in the ERS due to age of women
- H5** There will be a significance difference in the ERS due to education factor.
- H6** There will be a significance difference in the ERS due to economic status of women entrepreneur.
- H7** There will be a significance difference in the ERS due to number of people in the family of women entrepreneur.
- H8** There will be a significance difference in the ERS due to marital status of the women.

MATERIALS AND METHODS

The sample of 500 entrepreneurs would be searched out from District Industry centre through random sampling. Age range would be 20 to 60 years. While conducting the actual data collection it was found that few units have been closed, while some of the entrepreneur did not complete the total questioners. Thus 457 women enterprises compressed the total sample for the study. Further these women were classified into three sectors- Service, Business, and Industry sector. The study covers only Jaipur. Three types of questioners were used in the study.

- A semi structured questioner to specify the socio economic status of respondents.
- Another semi structured questioner to determine the motivation factor of women entrepreneur.
- To assess the business role stress the rating scale developed by Udai Pareek will be used. It is a five point scale with 27 items which yield score on nine dimensions of role stress.

Review of Literature

As the early history of entrepreneurship in India is intimately associated with the country's culture, customs and traditions, entrepreneurship often evolved along with societal etiquette (Rizvi and Gupta, 2009). Many opted for entrepreneurship as a source of self-employment, innovation oriented business application, self-financing, self-sustainability and incremental economic growth within their communities. Nevertheless, entrepreneurship has come to be perceived as an engine of economic and social development throughout the world. According to Edward Lazear at Stanford University (2002), Entrepreneurship has been promoted as a central means of maintaining vitality in comparatively small-sized, dispersed and dependent populations, making the best use of the limited resources available (Nerys Fuller-Love et al, 2006). The report surveyed 50,000 women, classifying them on the basis of their social backgrounds, employment seeking behavior and articulation of work-life preferences and career life cycles over a period of one year. The study was conducted in more than 60 Indian towns and cities from Allahabad to Port Blair. A working women's role expectations vis-a-vis same from the

family leads to confusion. She has to fulfill various demands of the family as well as the duties at work place. Most of the review of studies shown that though the majority of husband wanted their wives to work financial reason, they were not prepared to share the household activities.

Conclusion

- More than half women were belongs to the age group 20-40 years, mostly educated up to graduation and post graduation level. More than 60% women belongs to the nuclear family. About three fourth women acquired training. More than half number of women entrepreneur select their enterprise due to their personal interest and gained profit. Almost three fourth women entrepreneur select their enterprise on their personal interest. About three fourth women entrepreneur received the financial help from the bank. More than three fourth women agreed that enterprise nourished their economic status, improve self improvement and full fill their basic need. 99.1% women accepted that they had gained profit in their enterprise.
- Majority of respondent inspired, supported, and motivated by their husbands and other family members. The basic motive behind establishing enterprise was to improve the economic status of the family and to continue family occupation.
- Most of the respondents from industry sector experienced higher level of entrepreneurial role stress, majority of women entrepreneur belongs to the service sector faced lower level of Entrepreneurial role stress.
- Significant relationship among the dimensions of entrepreneurial role stress was found in all the three groups of women entrepreneurs i.e. women entrepreneurs with low, high, and medium stress group.
- Significant difference was observed between the level of entrepreneurial role stress due to education and economic status of family.
- On the other no significant difference was observed in entrepreneurial role stress due to age and family structure.

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