



DECISION-MAKING PRACTICES AND ACHIEVEMENT OF WOMEN ENTREPRENEURS IN RAMANATHAPURAM DISTRICT

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Abstract

Best decision making is necessary for effective functioning of any business unit. The success of any business depends upon the quality of decision. If the entrepreneur fails to take correct decisions. Women entrepreneur mostly belong to the poorest sections of the society. Worldwide the concept women entrepreneurship was emerged. Empowerment is a process by which women enters into economic activities. NGO is the main motivation of women by helping them to organise entrepreneurial ventures in order to attain social and economic empowerment. Employment of women in rural areas of Tamil Nadu is in informal nature.

Keywords: Women Entrepreneurs, Decision Making.

Introduction

Decision making is also one of the functions of the management. The management executive takes a number of decisions every day. They are not able to discharge their duties without taking any decision. A decision making may be rational or irrational. There are a number of alternatives available to the management. The best one is selected out of the available alternative.

Best decision making is necessary for effective functioning of any business unit. The success of any business depends upon the quality of decision. If the entrepreneur fails to take correct decisions. He / She may not extract any work from his / her sub-ordinates and may not find a way to finish his / her work also. Some of the decisions are taken emotionally. This should be avoided with great care. Emotional decision leads to a lot of confusion so, the decision making is an important work of the any entrepreneur.

Statement of Problem

Women entrepreneur mostly belong to the poorest sections of the society. Worldwide the concept women entrepreneurship was emerged. Empowerment is a process by which women enters into economic activities. NGO is the main motivation of women by helping them to organise entrepreneurial ventures in order to attain social and economic empowerment. Employment of women in rural areas of Tamil Nadu is in informal nature. Majority of them are either self-employment or casual labourers. Every country women have a higher unemployment rate than men. Besides women population faces several cultural barriers which often to the house making difficult to access financial resources. Government have played a strong role in promoting entrepreneurial ventures by arranging bank linkage program apart from micro finance. The objective of training programme in entrepreneurial development is to develop motivation of potentials entrepreneurs and help in taking up suitable ventures. In this director, the present paper highlights the decision-making practices of women entrepreneur to run their business unit very successfully.

Scope of the Study

The study is confined to the decision-making practice of women entrepreneur in Ramanathapuram District. The study also covers to the attitude of the entrepreneur with regard to the decision-making process.

Objectives

The objectives of the study are as follows:

1. To study on decision-making practice of women entrepreneur.
2. To analyse the result of the decision-making practice of women entrepreneur.
3. To offer suggestions to improve the quality decision-making practice of women entrepreneur.



Sampling

The researchers have used a structured interview schedule for collecting the data from the women entrepreneurs. It is known that 200 to 250 women entrepreneurs are doing their business within the limits of Ramanathapuram District. Out of which, the researcher selects only 80 respondents are selected for collecting primary data. Only one is available to collect primary data and most of the women entrepreneur does not come forward to provide their data. Hence, the researchers have restricted the sample as 80. The researcher has spent an average of 20 to 25 minutes in collecting the data from each respondent.

Methodology

This study is based on both primary and secondary data. For the present study, primary data were collected from women entrepreneurs with help of a structured interview schedule. Secondary data were collected from the books, journals, periodicals and websites.

Analysis and Interpretation

The primary data is analysed in the following manner with the help of percentage.

Table1: Age Group of the Respondents

| S. No | Age | No. of Respondents | Percentage |
|-------|--------------|--------------------|---------------|
| 1. | Up to 30 | 46 | 57.50 |
| 2. | 30 – 40 | 19 | 23.75 |
| 3. | 40 – 50 | 12 | 15.00 |
| 4. | Above 50 | 03 | 03.00 |
| | Total | 80 | 100.00 |

Source: Primary Data

Table 1 reveals that the age group of the respondents. Out of 80 respondents, 46(57.50%) respondents were coming under the age group of up to 30 years and 3(3.75%) respondents were coming under the age group of above 50 years. It is inferred that youngsters are interested to become an entrepreneur and aged respondents are unable to do the business due to family situation.

Table2: Educational Qualification of the Respondents

| S. No | Educational Qualification | No .of Respondents | Percentage |
|-------|---------------------------|--------------------|---------------|
| 1. | Below S.S.L.C | 24 | 30.00 |
| 2. | S.S.L.C | 13 | 16.25 |
| 3. | H.S.E | 18 | 22.50 |
| 4. | U.G | 20 | 25.00 |
| 5. | P.G and Above | 05 | 06.25 |
| | Total | 80 | 100.00 |

Source: Primary Data

Table 2 shows that the educational qualification of respondents. Out of 80 respondents, 24(30%) respondents were having the educational qualification of below S.S.L.C and 05(6.25%) respondents were having the P.G and above. It is inferred that Below S.S.L.C and U.G respondents are preferred to become an entrepreneur and P.G respondents are not willing to become the entrepreneur.

Table 3: Marital Status of the Respondents

| S. No | Marital Status | No of Respondents | Percentage |
|-------|----------------|-------------------|---------------|
| 1. | Married | 46 | 57.50 |
| 2. | Unmarried | 34 | 42.50 |
| | Total | 80 | 100.00 |

Source: Primary Data



Table 3 shows that the marital status of the respondents. Out of 80 respondents 46(57.50%) respondents are married and 34(42.50%) respondents are unmarried. It is inferred that unmarried respondents are not preferred to become an entrepreneur. On account of their family situation married respondents are willing to become an entrepreneur.

Table 4: Religion of the Respondents

| S. No | Religion | No of Respondents | Percentage |
|-------|--------------|-------------------|---------------|
| 1. | Hindu | 58 | 72.50 |
| 2. | Muslim | 06 | 07.50 |
| 3. | Christian | 16 | 20.00 |
| | Total | 80 | 100.00 |

Source:PrimaryData

Table 4 shows that the religion of the respondents. Out of 80 respondents 58(72.50%) respondents are Hindu and 4(5%) respondents are Muslim. It is inferred that Hindu respondents are become to be an entrepreneur and Muslim respondents are not willing to become an entrepreneur. Sincethe majority of population in paramakudi are Hindus.

Table5: Community of the Respondents

| S. No | Community | No. of Respondents | Percentage |
|-------|--------------|--------------------|---------------|
| 1. | BC | 31 | 38.75 |
| 2. | MBC | 27 | 33.75 |
| 3. | SC /ST | 22 | 27.50 |
| | Total | 80 | 100.00 |

Source: Primary Data

Table 5 shows that the community of the respondents. Out of 80 respondents 29(38.75%) are SC / ST and 22(27.50%) respondents are MBC. It is inferred that BC respondents are preferred to become an entrepreneur.

Table6: Consulting Others by the Respondents While Taking a Decision

| S. No | Consult Others | No of Respondent | Percentage |
|-------|----------------|------------------|---------------|
| 1. | Yes | 62 | 77.50 |
| 2. | No | 18 | 22.50 |
| | Total | 80 | 100.00 |

Source: Primary Data

Table 6 reveals that the consulting others by the respondents while taking a decision. Out of 80 respondents 62(77.50%) respondents were consulting others while taking a decision. It is inferred that most of the respondents are preferred to consult others while taking a decision for improve quality decision.

Table7: Reasons for Consulting Others by the Respondents While Taking a Decision

| S. No | Reason for Consulting Others | No of Respondents | Percentage |
|-------|------------------------------|-------------------|---------------|
| 1. | Know the views of others | 07 | 11.29 |
| 2. | Recognition | 09 | 14.52 |
| 3. | Getting Co-operation | 22 | 35.48 |
| 4. | Avoid the Problem | 24 | 38.71 |
| | Total | 62 | 100.00 |

Source: Primary Data



Table 7 shows that the reasons for consulting others by the respondents while taking a decision. Out of 62 respondents 24(38.71%) respondents are consulting others to avoid the problem and 7(11.29%) respondents are consulting others to set recognition. It is inferred that most of respondents are consulted others while taking a decision for avoid the problem.

Table 8: Occasions of Consulting Others by the Respondents While Taking a Decision

| S. No | Occasions of Consulting Others | No of Respondents | Percentage |
|-------|--------------------------------|-------------------|---------------|
| 1. | Taking dress | 20 | 32.26 |
| 2. | Cooking food | 10 | 16.13 |
| 3. | Buying snakes | 03 | 04.84 |
| 4. | Lending money | 29 | 46.77 |
| 5. | Total | 62 | 100.00 |

Source: Primary Data

Table 8 shows that the occasions of consulting others by the respondents while taking a decision. Out of 80 respondents 29(46.77%) respondents were consulting others while lending money and 3(4.84%) respondents were consulting others while buying snacks. It is inferred that most of respondents are consulted others while taking a decision collect the money.

Table9: Thinking Of the Respondents before Taking a Decision

| S. No | Thinking by the Respondents | No of Respondents | Percentage |
|-------|-----------------------------|-------------------|---------------|
| 1. | Yes | 54 | 67.50 |
| 2. | No | 26 | 32.50 |
| | Total | 80 | 100.00 |

Source: Primary Data

Table 9 reveals that the thinking of the respondents before taking a decision. Out of 80 respondents 54(67.50%) respondents were thinking before taking a decision and 26(32.50%) respondents were not thinking before taking a decision. It is inferred that most of respondents thinking before taking a decision for avoid the loss and risk.

Table10: Reaction of Respondents If Wrong Decision Taken By Them

| S. No | Before Reaction of Respondents | No of Respondents | Percentage |
|-------|--------------------------------|-------------------|---------------|
| 1. | Feel unhappy | 33 | 41.25 |
| 2. | Taking as lesson | 12 | 15.00 |
| 3. | Once again think | 20 | 20.00 |
| 4. | Dull in all work | 15 | 15.00 |
| | Total | 80 | 100.00 |

Source: Primary Data

Table 10 shows that the respondents if wrong decision taken by them. Out of 80 respondents 33(41.25%) respondents were feel unhappy and 12(15%) respondents wanted to taking as lesson. It is inferred that most of respondents are unhappy if wrong decision taken by them.

Table11: Reaction for Considering Sentiments by Respondents While Taking a Decision

| S. No | Reaction for Considering Sentiments | No. of Respondents | Percentage |
|-------|-------------------------------------|--------------------|---------------|
| 1. | Avoid the failures | 23 | 28.75 |
| 2. | Feel happy | 20 | 25.00 |
| 3. | Accepted by everyone | 18 | 22.50 |
| 4. | Confidence on end result | 19 | 23.75 |
| | Total | 80 | 100.00 |

Source: Primary Data



Table 11 reveals that the reasons for considered sentiments by respondents while taking a decision. Out of respondents 23(28.75%) respondents were avoid failures and 18(22.50%) respondents were considered for accepted by everyone. It is inferred that most of the respondents are considered the sentiments to avoid the failures while taking a decision.

Table12: Statement Showing the Factors Influence the Respondents to Take a Decision

| S. No | Factors | No of Respondents | Percentage |
|-------|----------------|-------------------|---------------|
| 1. | Responsibility | 14 | 17.50 |
| 2. | Status | 07 | 08.75 |
| 3. | Need | 19 | 23.75 |
| 4. | Amount | 13 | 16.25 |
| 5. | Situation | 27 | 33.75 |
| | Total | 80 | 100.00 |

Source: Primary Data

Table 12 reveals that the influencing the respondents to take a decision. Out of 80 respondents 27(33.75%) respondents took situation and 7(8.75%) respondents were influenced by the status. It is inferred that most respondents are recognised the situation to take a decision.

Table13:Decision-Making Practices and Achievement of Women Respondents

| S. No | Levels of Achievement | No. of Respondents | Percentage |
|-------|-----------------------|--------------------|---------------|
| 1. | Low | 25 | 31.25 |
| 2. | Medium | 35 | 43.75 |
| 3. | High | 20 | 25.00 |
| | Total | 80 | 100.00 |

Source: Primary Data

Table 13 reveals that the decision-making practices and achievement of women entrepreneurs. Out of 80 respondents 35(43.75%) respondents got medium level of achievement and 20(25%) respondents got high level of achievement.

Table 14: Type of the Respondents

| S. No | Type of Entrepreneur | No. of Respondents | Percentage |
|-------|----------------------|--------------------|---------------|
| 1. | Tailoring shop | 19 | 23.75 |
| 2. | Xerox shop | 07 | 08.75 |
| 3. | Readymade stores | 06 | 07.50 |
| 4. | Grocery shops | 08 | 10.00 |
| 5. | Vegetable shop | 15 | 18.75 |
| 6. | Fruit stall | 15 | 18.75 |
| 7. | Flower shop | 10 | 12.50 |
| | Total | 80 | 100.00 |

Source: Primary Data

Table 14 reveals that the type of respondents. Out of 80 respondents 19(23.75%) respondents are running tailoring shop and 6(7.50%) respondents were running readymade stores. It is inferred that most of the respondents are preferred in tailoring shop. Tailoring shop is convenient to ladies.

Table15: Reaction of Respondents If Compelled By Others to Take a Decision

| S. No | Reaction of Respondents | No. of Respondents | Percentage |
|-------|-------------------------|--------------------|------------|
| 1. | Got angry | 09 | 11.25 |
| 2. | Reject | 14 | 17.50 |



| | | | |
|----|--------------------------|-----------|---------------|
| 3. | Decision taken unwilling | 07 | 08.75 |
| 4. | Consider pros and cons | 22 | 27.50 |
| 5. | Accept | 11 | 13.75 |
| 6. | Ask the reasons | 17 | 21.25 |
| | Total | 80 | 100.00 |

Source: Primary Data

Table 15 reveals that the reaction of respondents if compelled by others to take a decision. Out of 80 respondents 22(27.50%) respondents were considered pros and cons and 09(11.25%) were got angry.

Testing of Hypotheses

In order to find the significance relationship between dependent variable and independent variable, null hypothesis is framed and apply the statistical tools.

Initially, marital status of the respondents and level of achievement are taking into consideration. The respondents and level of achievement are taking into consideration... The relationship between the marital status of the respondents and level of achievement is given in table 16.

Table16: Relationship between the Marital Status of Respondents and Level of Achievements.

| Marital Status | Level of Achievement | | | Total |
|----------------|----------------------|-----------|-----------|-----------|
| | Low | Medium | Low | |
| Married | 15 | 18 | 13 | 46 |
| Unmarried | 10 | 17 | 07 | 34 |
| Total | 25 | 35 | 20 | 80 |

Chi-Square Value 1.05
Degrees of Freedom 2
P Value 0.591

H_0 = There is no significant relationship between the marital status of the respondents and their level of achievement.

H_a = There is a significant relationship between the marital status of the respondents and their level of achievement.

Inference

The P value is less than the calculated X^2 value; hence, null hypothesis is accepted. It means that there is no significant relationship between marital status of the respondents and their level of achievement. It is inferred that both married and unmarried respondents achieved all levels of achievement in doing their business.

The relationship between the religion of the respondents and their level of achievement is presented in table 17.

Table 17: Religion of Respondents and Level of Achievements.

| Religion | Level of Achievement | | | Total |
|--------------|----------------------|-----------|-----------|-----------|
| | Low | Medium | Low | |
| Hindu | 17 | 29 | 12 | 58 |
| Muslim | 03 | 02 | 01 | 06 |
| Christian | 05 | 04 | 07 | 16 |
| Total | 25 | 35 | 20 | 80 |



Chi-Square Value 5.54
Degrees of Freedom 4
P Value 0.236

H_0 = There is no significant relationship between the Religion of the respondents and their level of achievement.
 H_a = There is a significant relationship between the Religion of the respondents and their level of achievement.

Inference

The P value is less than the calculated X^2 value, hence, null hypothesis is accepted. It means that there is no significant relationship between religion of the respondents and their level of achievement. It is inferred that all the religion of the respondents achieved all levels of achievement in doing their business.

The relationship between consulting of others by the respondents while taking a decision and their level of achievement is presented in Table 18.

Table 18: The Relationship between the Consulting Others by the Respondents

| Sources of Variation | Sum of Squares | Degrees of Freedom | Means Squares | F - Ratio | P - Value |
|----------------------|-----------------|--------------------|---------------|-----------|-----------|
| Between samples | 213.333 | 1 | 213.333 | 0.59 | 0.8188 |
| Within samples | 1084.667 | 3 | 361.556 | | |
| Total | 1298.000 | 4 | | | |

H_0 = There is no significant relationship between the consulting others by the respondents and their level of achievement.

H_a = There is a significant relationship between the consulting others by the respondents and their level of achievement.

Inference

The P value is less than the calculated F value, hence, null hypothesis is accepted. It means that there is no significant relationship between consulting others by the respondents and their level of achievement. It is inferred that all the respondents whether consulted others or not while taking a decision achieved all levels of achievement in doing their business.

The relationship between the considering the sentiments by the respondents while taking a decision and their level of achievement is presented in Table 19.

Table 19: The Relationship between the Considering the Sentiments by the Respondents While Taking A Decision

| Sources of Variation | Sum of Squares | Degrees of Freedom | Means Squares | F - Ratio | P - Value |
|----------------------|----------------|--------------------|---------------|-----------|-----------|
| Between samples | 76.190 | 1 | 76.190 | 2.9155 | 0.4297 |
| Within samples | 130.857 | 5 | 26.133 | | |
| Total | 206.857 | 6 | | | |

H_0 = There is no significant relationship between the considering the sentiments by the respondents while taking a decision and their level of achievement.

H_a = There is a significant relationship between the considering the sentiments by the respondents while taking a decision and their level of achievement.



Inference

The P value is less than the calculated F value, hence, null hypothesis is accepted. It means that there is no significant relationship between considering the sentiments while taking a decision by the respondents and their level of achievement. It is inferred that all the respondents whether considered sentiment or not while taking a decision achieved all levels of achievement in doing their business.

Table 20: Relationship between Level of Education and Level of Achievement

| Particulars | Level of education | Level of achievement |
|--------------|--------------------|----------------------|
| Low | 37 | 25 |
| Medium | 18 | 35 |
| High | 25 | 20 |
| Total | 80 | 80 |

Correlation value $r^2 = - 0.534$

Inference

There is no relationship between the level of education and level of achievement of the respondents. It means that there is a negative relationship between the level of education and level of achievement. It is inferred that the respondents whether educated or not achieved all the levels of achievement.

Table21: Relationship between the Community and Level of Achievement

| Particulars | Community | Level of Achievement |
|--------------|-----------|----------------------|
| BC | 31 | 25 |
| MBC | 27 | 35 |
| SC/ST | 22 | 20 |
| Total | 80 | 80 |

Correlation value $r^2 = 0.387$

Inference

There is a relationship between the community and level of achievement of the respondents. It means that there is a positive relationship between the community and level of achievement. It is inferred that the respondents whether community achieved all levels of achievement.

Findings

1. Youngsters are interested to become an entrepreneur and aged respondents are unable to do in family situation.
2. Below S.S.L.C respondents are preferred to become an entrepreneur and P.G respondents are not willing to become an entrepreneur.
3. Unmarried respondents are not preferred to be an entrepreneur. On account of their family situation and married respondents are willing to become an entrepreneur.
4. Hindu respondents are become to be an entrepreneur and Muslim respondents are not willing to become an entrepreneur.
5. BC respondents are preferred to be an entrepreneur when compared with other community.
6. Most of respondents are consulted while taking a decision for improves quality decision.
7. Most of respondents are consulted others while taking a decision for avoid the problem.
8. Most of respondents are consulted others while taking a decision for collect the lending money.
9. Most of the respondents are thought before taking a decision for avoids loss and risk.
10. Most of the respondents are known in feel unhappy if wrong decision taken by them.
11. Most of the respondents are considered the sentiments in avoid the failure while taking a decision.
12. Most of the respondents are recognised the situation to take a decision.
13. Most of the respondents are preferred in tailoring shop. It is convenient to ladies.



Suggestions

The following suggestions are offered to improve the decision-making practice of women entrepreneur.

1. Since most the entrepreneurs are consulting others while taking a decision. It is suggested that the women entrepreneur consider the matter in different directions. If so, there is no need to women entrepreneur to depend on others while taking a decision.
2. Educated women may come forward to start the business unit instead of searching employment opportunities. If so, the women can public moreover, such women entrepreneur may stand their own legs. Today, many employed women have handover their salary packet to their life partner and thereafter depend on their life partner for anything.
3. It is suggested that the women entrepreneur does not consider criterion of others while taking a decision. A decision maker should be bold in their decision and should not withdraw any decision at any cost.
4. It is suggested that the women entrepreneur should not worry if wrong decision is taken by them. But, they can learn more out of worry decision than right decision.
5. There is no wrong in considering sentiments while taking a decision. Even though, fast and quality decisions are necessary to run the business unit very successfully.

Conclusion

From the above analysis, it is very clear that women entrepreneurs are taking a decision consulting others. After women entrepreneurs are feeling unhappy after taking a decision. There is a delay in taking a decision. There is a delay in taking a decision if women entrepreneurs are consulting others while taking a decision. If the women implements all the suggestions mentioned above, certainly they will be bright in doing their business.

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