



A Study On The Role Of Family Support On The Success Of Women Entrepreneurs

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Abstract

The journey of women entrepreneurs is full of complexities and hurdles in today's society. But still, a huge impact can be seen on entrepreneurial activities, which have a very prominent role of women in uplifting and developing entrepreneurship in society. This study aims to find out the role of family support on the success of women entrepreneurs. It examines the effects of family structure on the success of women entrepreneurs. For the purpose of this study, 30 women entrepreneurs were interviewed and observed. The study came up with several findings, like how motivation and support, society, mental pressure, family structure, etc., are affecting women entrepreneurs and their businesses.

Keywords: Woman Entrepreneurs, Family Support, Entrepreneurship

I. Introduction

A powerful boost in women entrepreneurs has provided the country with appreciable improvement in the economy and business. A very leading impact can be seen on society by business is handled by women. They have become the motivation for other women willing to do something in the entrepreneurial world. The effect of women-led businesses can be seen on the motivation, knowledge, and jobs that are being developed among other people, not only women but also men.

According to the Government of India (1984), "A woman who agrees to take challenges and start to progress towards financial stability is generally acknowledged as a woman entrepreneur. Woman entrepreneurs in India are defined as owning a minimum of 51% of investment and employment in enterprises created for women and led by women."

According to Frederick Harbison (1956) "Any woman or group of women which innovates, initiates or adopts an economic activity may be called as woman entrepreneurship". In other words we can say woman entrepreneurs are the individuals who create and administer business activities and provide chances to others for developing their skills.

Women Entrepreneurs, on the one hand, are proving to be a crucial part of the development of the Country's economy, but various factors also impact them on the second hand. Factors like government policies, financial support, family support, demographics, access to education, Discrimination, etc., are some of the main reasons for both growth and also downfall in the journey of business. One of the main concerns of every woman who is into business is to create a balance between her personal and professional life.

Family support is very crucial for the success of women entrepreneurs, providing support in the management of business along with mental and emotional help. Family support can play a very important

role in maintaining as well as boosting the confidence of entrepreneurs, which further helps in systematic decision-making. Entrepreneurs sometimes become risk-takers with the support of family, which may turn into a stable and successful business in the future.

This study about the impact of family support on Women's entrepreneurship will help to understand more insights about various aspects of it and will also help in finding out ways to deal with them.

II. Literature Review

Research on women business owners has taken a rise in the last few decades and is continuing to find various new aspects to it (Yadav, V., & Unni, J., 2016). This study is basically having two objectives. The first objective was to find out the number of articles on women entrepreneurs between 1900 to 2016 and study them. The second objective involves going through the journals from the 1980s to 2016 to find the status of development in women's entrepreneurship and also to find the future scope for researchers. The results suggested that the need for more theoretical base is required to establish a strong foundation for women entrepreneurs.

Women have always been facing several kinds of hurdles while working as entrepreneurs (Panda, S., 2018). The main purpose of this study was to prioritise and point out the difficulties faced by women business owners in developing countries. It provides a structure that defines the difference between the problems encountered by male and women entrepreneurs. The approach used in this study was a qualitative approach. The limitations that were found in this study were about women encountering complications and obstacles related to lack of training and knowledge, differences in nature of people, poor infrastructure and lack of capital, work-family conflicts, etc., whereas Mashapure et al. (2022) in his study conducted research to address the problems faced by women entrepreneurs in rural areas of Manicaland province, Zimbabwe. Qualitative research was done with 30 women entrepreneurs through the interview method, and an interview guide was also involved. The main issues that were found out after the analysis were lack of information about the market, no funding because of lack of collaterals, and sudden happening of natural calamities. The study proposed some ideas and strategies to improve the activities of women entrepreneurs.

Providing motivation and inspiring women entrepreneurs can play a vital role in the economic growth of the country by empowering them (Roomi, M. A., & Parrott, G., 2018). But as a result of deep-seated customs and cultural patterns, women face many hurdles to access equal freedom as men. Women entrepreneurs in Pakistan are facing problems related to support from family, financial support, lack of infrastructure, education, etc. The ingrained belief that men are more powerful than women is resulting in the restrained movement of women in society. The study suggests the participation of media and educational institutions to formulate an organization to help women entrepreneurs grow, resulting in their integration into the economy for Jamali, D. (2009). The main objective was to investigate how limitations and chances impact a women entrepreneur in a developing country. Both small and large level are considered in the study and combines viewpoint of both. A multi-level research design was used along with the interpretive research methodology and in depth interview of 10 women entrepreneurs. The result shows the importance of different elements in the study. This study also emphasised on how various level of analysis impact women entrepreneurs.

The study was based on the women business owners running small to medium size companies in Tamil Nadu and Kerala Das, M. (1999). Based on the objectives of starting the business, these business owners were divided into 3 categories: forced, and created or pulled. Besides having many similar variables, there were many diversifications like growth expectations, sales volume and Success Factors. A similar kind of study was conducted by Brush, C. G., De Bruin, A., & Welter, F. (2009) in which the objective was to present a gender-focused structure to serve as a starting point for a comprehensive understanding of Woman entrepreneurship. The paper is based on the concept of the 3M's (Money, market, and management). The study suggests the expansion of 3M's to 5M's, including motherhood and Meso/macro Environment. The paper highlights the challenges faced by women entrepreneurs.

Gender discrimination has always been a problem in society (Vadnjil, J., & Zupan, B., 2009). This paper is the result of the qualitative study of the researcher. To find out how gender affects work, all the family members, including the women entrepreneurs, were interviewed. The results showed the shared pattern that arose in the varied groups, and McGowan, P., Redekar, C. L., Cooper, S. y., & Greenan, K. (2012) stated that while some women start businesses for their independence and finances, significant portion chooses entrepreneurship for work management and family duties which sets them apart from most men. This study

is the result of a qualitative study that was done on 14 women from Northern Ireland who established and ran their businesses while managing other responsibilities. Also, Shelton, L. M. (2016) explained the effectiveness of strategies in reducing the conflicts between work and family by role manipulation. A theoretical model centered on the concept of role engagement and role conflict is applied to investigate if successful women entrepreneurs who experience rapid growth opt for more work-family balance compared to their less successful peers.

The efforts and achievements of a business run by a woman owner decide its success (Arif, M., & Hamid, R. S., 2023). Various parameters are involved in the business's achievement of goals. Family support and self-confidence play a very vital role in the success of a business set up by a woman. A total of 197 women were used as respondents for this study. The data was collected through the survey method, and it was further analyzed using partial least square structure equation modelling. The study showed significant effects on the business due to the support of family and self-assurance.

Different aspects of women business owners have been considered in various studies (Dewitt et al., 2023). Support and participation by family have been one of the main aspects of the success of a woman entrepreneur. For this study, 15 Chinese women were interviewed, and a case study was prepared. The study came up with the conclusion that women face different hurdles in their business due to the expectations from men, which hampers the effectiveness and abilities of women. The study suggests the introduction of support services and women entrepreneurs to increase them.

Objectives of the study

- To determine the role of the family in the entrepreneurial development of a woman.
- To study the impact of family structure on women entrepreneurs and businesses.
- To study the association between family structure and entrepreneurial success.

III. Research Methodology

Research approach- The study uses a mixed method approach, which includes both Qualitative research and Quantitative research. Qualitative research includes interviews, and Quantitative research includes questionnaires to collect the responses.

Sample- The sample is selected from the Lucknow district. The sample size is the number of informants selected for the purpose of the study or research. A total of 30 Women Entrepreneurs were selected as informants for this study according to the availability and requirements of the study.

Sampling The sampling methods used are Convenience sampling and Purposive sampling, which come under non-probability sampling.

Data collection- The data was collected through both Primary and Secondary sources for the purpose of this study. Primary data was collected through interviews and Questionnaire and Secondary data was collected through various books, articles, etc.

IV. Data Analysis and Interpretation

Demographic Information:

Table-1

S. No	Informants	Age	Education	Marital Status	Years of Business
1.	Entrepreneur 1	30	Post Graduate	Married	1
2.	Entrepreneur 2	41	Graduate	Married	5
3.	Entrepreneur 3	42	Graduate	Married	3
4.	Entrepreneur 4	45	Graduate	Married	10
5.	Entrepreneur 5	35	Post Graduate	Married	2
6.	Entrepreneur 6	37	Intermediate	Married	7
7.	Entrepreneur 7	47	Intermediate	Married	5
8.	Entrepreneur 8	30	Post Graduate	Unmarried	1
9.	Entrepreneur 9	31	Graduate	Married	8 months

10.	Entrepreneur 10	34	Graduate	Married	1
11.	Entrepreneur 11	42	Intermediate	Divorced	3
12.	Entrepreneur 12	46	High school	Married	9
13.	Entrepreneur 13	48	High school	Married	5
14.	Entrepreneur 14	50	High School	Widow	15
15.	Entrepreneur 15	47	Graduate	Married	5
16.	Entrepreneur 16	38	Graduate	Married	5
17.	Entrepreneur 17	31	Post Graduate	Unmarried	2
18.	Entrepreneur 18	29	Post Graduate	Unmarried	4 months
19.	Entrepreneur 19	28	Post Graduate	Unmarried	5 months
20.	Entrepreneur 20	33	Graduate	Married	1
21.	Entrepreneur 21	45	Graduate	Married	7
22.	Entrepreneur 22	46	Graduate	Married	4
23.	Entrepreneur 23	41	Graduate	Divorced	12
24.	Entrepreneur 24	50	Intermediate	Married	20
25.	Entrepreneur 25	49	Graduate	Married	15
26.	Entrepreneur 26	44	Post Graduate	Married	8
27.	Entrepreneur 27	44	Graduate	Married	5
28.	Entrepreneur 28	47	Intermediate	Married	11 months
29.	Entrepreneur 29	33	Graduate	Unmarried	5
30.	Entrepreneur 30	39	Graduate	Married	6

Nature of Business

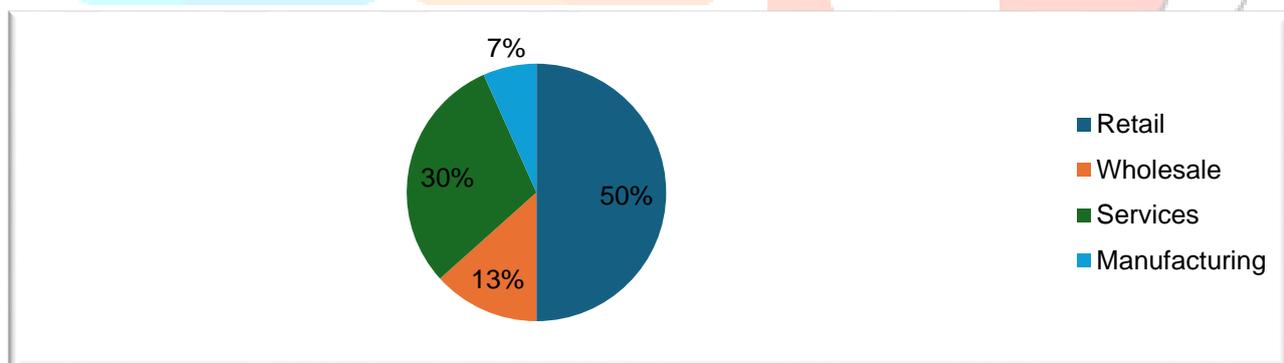


Figure-1

Interpretation- The data shows the responses about the nature of the business in which these women entrepreneurs are dealing. 15(45%) out of the total entrepreneurs were dealing in retail business which included cosmetic shops, clothing shops, general stores, etc. 4(12%) of them were dealing in wholesale business which included active wear, jewellery, cosmetics, etc. 9(30%) of them were into providing services like spa, home tutoring, day care, etc. 2(7%) out of them were into manufacturing which including cloth manufacturing and tailoring.

Family Structure:

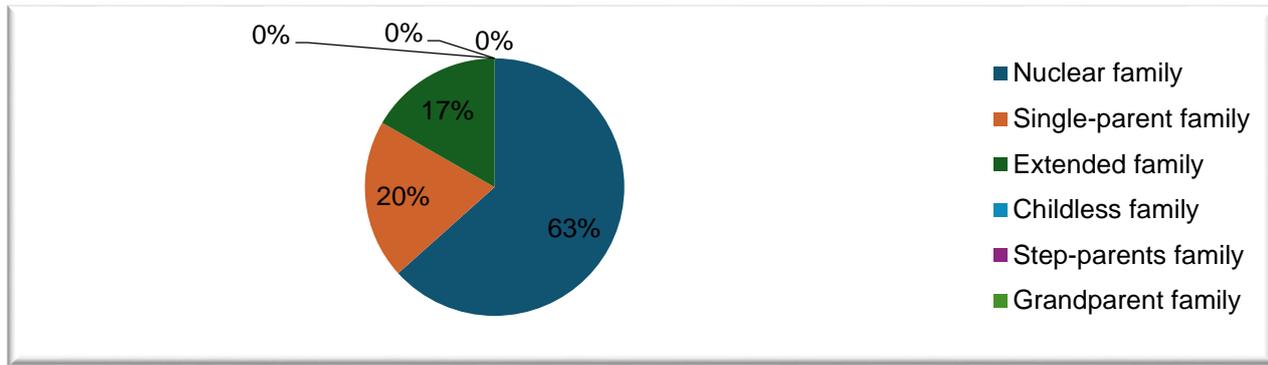


Figure-2

Interpretation- The data represents the kind of family structure these women entrepreneurs were living in. 19(63%) of these women were living in a nuclear family. 6(20%) were living in a single parent family. 5 (17%) were living in an extended or joint family. None of them were living in a childless family, Step-parents family or grandparent family.

Family Support:

- **Is it important to have family support in your entrepreneurial journey?**

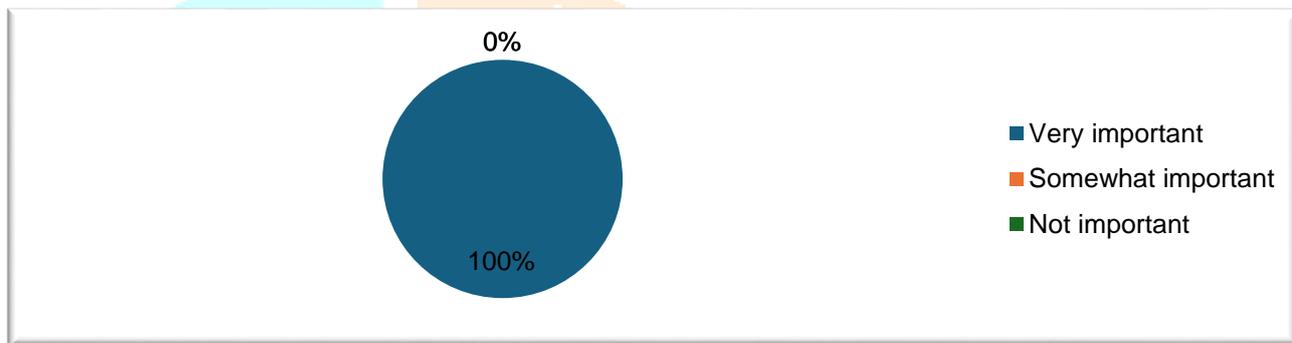


Figure-3

Interpretation- The data represents the responses to the question regarding importance of family support in the entrepreneurial journey. All 30(100%) respondents agreed that the support of family is very important for the business whereas none (0%) of the respondents were of the view that family support is not important for the Business.

- **How frequently does your family offer you emotional support?**

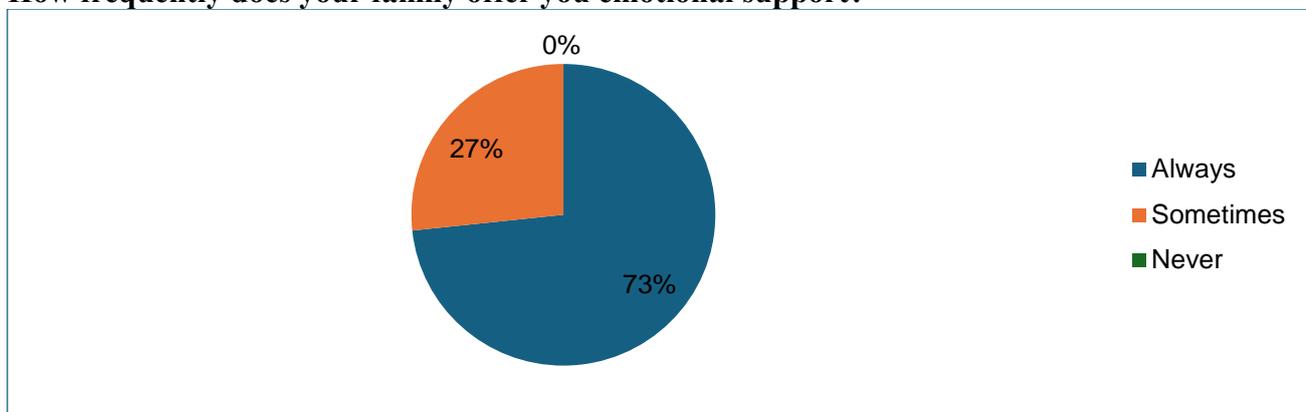


Figure-4

Interpretation- The data represents the responses about the emotional support provided by the family to the women entrepreneurs. Out of total respondents 22(73%) of the entrepreneurs agreed that family has always provided support to them whereas 8(27%) responded that they are being supported emotionally sometimes by their family. None of the respondents said that they never get emotional support by their family.

- In what ways does your family provide financial support for your business?

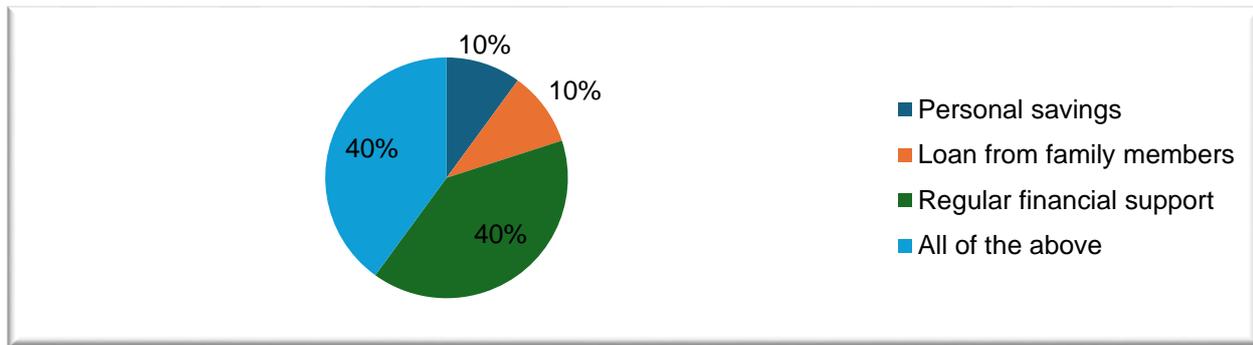


Figure-5

Interpretation- This data represents the responses about the financial support provided by the family to the women entrepreneurs. Out of total respondents, 2(10%) respondents used their personal savings for the business and received no financial support from the family whereas 2(10%) respondents received financial support in terms of Loan from the family members and 8(40%) agreed that they receive a regular financial support from the family and 8(40%) agreed that they receive all of the above mentioned financial support from family.

- Is your family helpful in managing your personal responsibilities (e.g. household tasks, childcare)?

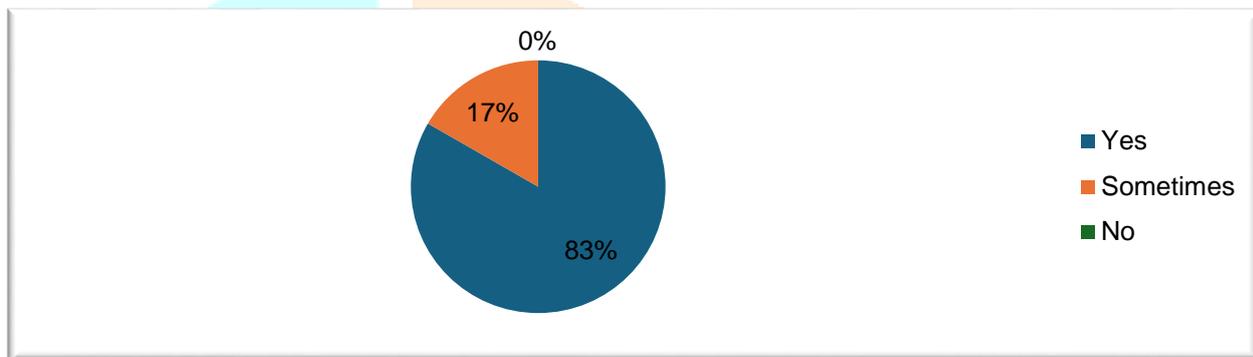


Figure-6

Interpretation- This data represents responses about whether the family helps in managing personal responsibilities like households, childcare, etc. 25(83%) entrepreneurs agreed that their family is very helpful in managing personal responsibilities. 5(17%) entrepreneurs were of the view that family is sometimes helpful in managing the personal responsibilities. None of the entrepreneur supported the fact that family is not helpful in managing personal responsibilities.

- How does family support (or lack of it) impact your business decisions?

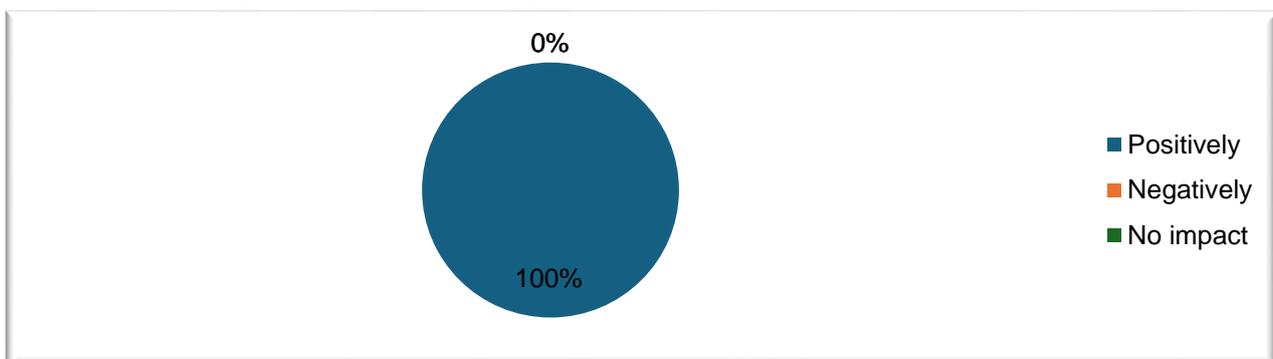


Figure-7

- **Interpretation-** The data represents the responses about how does the support or the lack of it impacts the decision making in the business. All 30(100%) entrepreneurs responded that the family support has a positive impact on the business and its decision making as well. None of them responded that family support has negative or no impact on the business decision making.

4.5. Work-life balance:

- **Is it easy for you to manage both family and business together?**

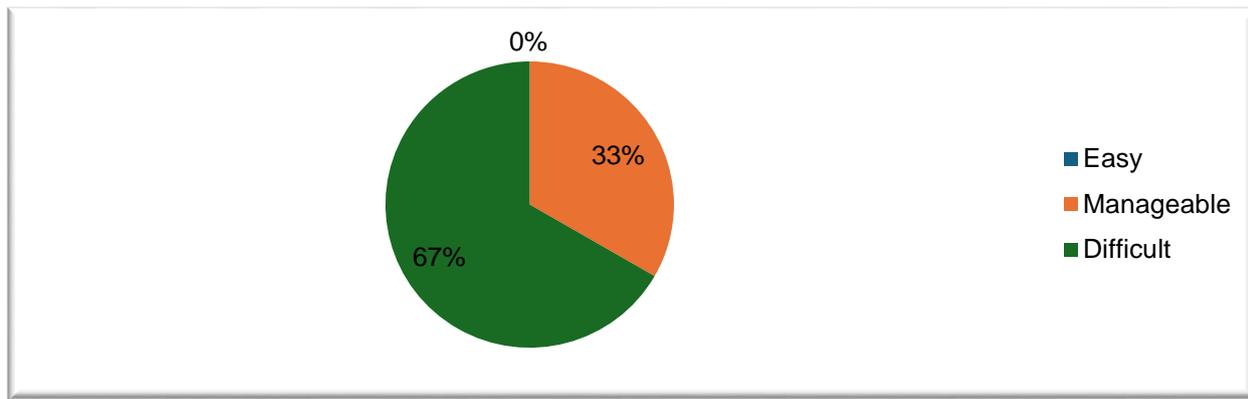


Figure-8

Interpretation- The represents the responses regarding whether it is easy to manage both family and business together. None of the respondents agreed that it is easy to manage both together. 10(33%) entrepreneurs responded that it is manageable to handle both the things together whereas 20(67%) respondents responded that it is difficult to manage both family and business together.

- **Does family support helps you to create better balance between work and personal life?**

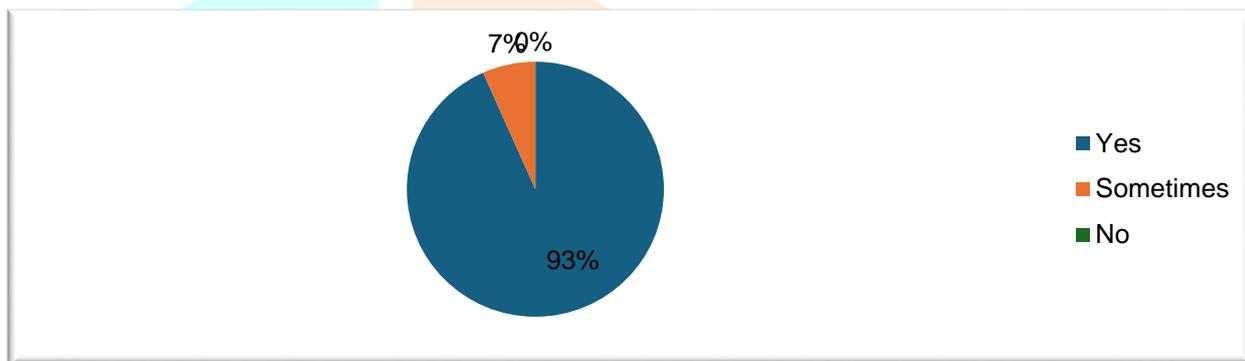


Figure-9

Interpretation- The data represents responses about whether family support helps you to create better balance between work and personal life. 28(93%) entrepreneurs agreed that family support helps them to create better balance between work and personal life. Whereas only 2(7%) entrepreneurs family support sometimes helps them to create better balance between work and personal life. No entrepreneur supported the fact that family support does not help them to create better balance between work and personal life.

4.6. Challenges & Impacts:

- **What big challenges does a Woman face as an Entrepreneur?**

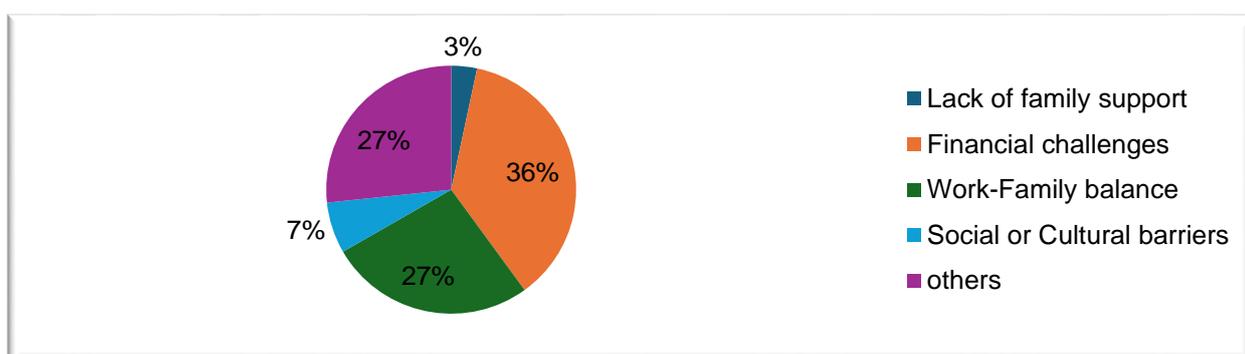


Figure-10

Interpretation- The data represents responses about what challenges do the women entrepreneurs face while carrying out their business. Only 1(3%) respondent said the family support is one of the main challenge faced by women as an Entrepreneur. 11(37%) respondents said women face financial challenges as an Entrepreneur, 8(27%) respondents said women face work-family balance problem, 2(7%) respondents said women face Social and Cultural barriers while carrying out business and 8(27%) respondents said women face other challenges like Mental and Physical pressure, Health conditions, Lack of guidance and knowledge, etc.

- **What would you rate to the support provided by your family in the growth of your business?**

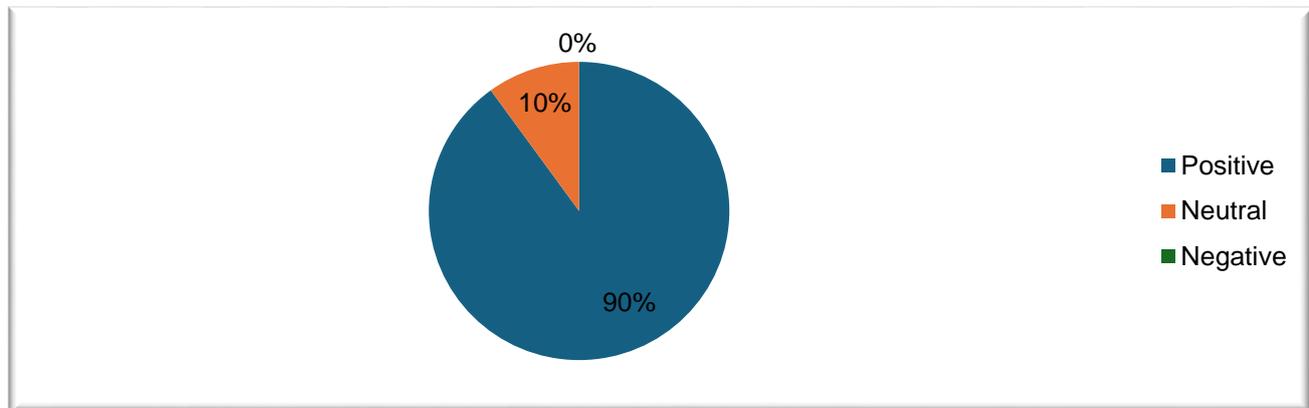


Figure-11

Interpretation- The data represents the ratings given by women on family support for the growth of the business. 27(90%) entrepreneurs said family has a positive impact on the growth of business, 3(10%) entrepreneurs said family has neutral impact on the growth of business whereas none of the entrepreneur said that family support has a negative impact on the growth of business.

V. Findings

Family support and Motivation

By analysing the data, it was revealed that not all 30 women which were interviewed started their business because of their motivation or passion. But later with the support from family, they started to enjoy working as an entrepreneur and also tried expanding it. Out of 30, few women did not even knew how to start a business and had no knowledge or idea, few had a partial knowledge about starting a business and only four out of 30 women were having a clear and detailed knowledge about starting a business. The only thing common with all of them was family support that kept them motivated not only physically they were supported financially and emotionally as well.

Societal norms and Challenges

Most of the women told that they were initially criticised by other relatives about starting a business which turn out to be one of the key reason for demotivation amongst them. Eventually with passing time, the criticism turned into appraisals which further turn out as self-motivation and satisfaction for the business and also for these women entrepreneurs. but due to some deep rooted customs and norms, women still face difficulties like not able to work in night hours, not allowed to go out even for the purpose of work, continuously being compared to men in the society, etc. few women also faced financial challenges like arranging capital, paying off debts and managing cash for day-to-day operations in the business, health challenges and also faced lack of guidance.

Education, Knowledge and Experience

While interviewing the entrepreneurs it was observed that the level of education also plays a very crucial role in the entrepreneurial journey. Women who had a PG or UG degrees were more informed about the surroundings as compared to others. On the other hand, women who studied till intermediate or High school had a very little knowledge about how things are done to manage business. They were mostly dependent on their family members to help them manage business related works. Also on the basis of experience in the business, it was observed that women who had been into business for more years had more knowledge then those who had just started their business or who had been into business for few years.

Failure and Mental pressure

Women who were initially fearing to start a business Also face depression, mental pressure and fear of failure due to lack of knowledge and guidance about starting a venture. They were in fear of losing all the capital invested if the business did not work out and will slip into loss and debts. Women working in providing services and the ones into manufacturing also feared about their skills and continuously were into self-doubt and mental pressure of mastering their skills.

Work-life management

Managing work life balance was also one of the main concerns of each entrepreneur. On asking upon whether they are being supported by their family majority of them responded positively and also said that lack or no support from family could have a negative impact in the entrepreneurial journey of a woman. Having a proper balance between both personal and professional life is a crucial matter to survive in the entrepreneurial journey.

Family structure and Growth

Family structure holds a very significant role in the success of any business which can have both positive as well as negative impacts. On interviewing these women entrepreneurs it was found that majority of them was living in a nuclear family which was creating hindrances in balancing both work and life. Few of the women were also single parent who found it even more difficult to manage and create a proper balance. It was also found that women who were living in extended families were the most satisfied ones out of all. They were getting proper support from their family in managing every role. From managing households to childcare, everything was easily manageable because of the supportive extended family and shared responsibilities. Extended families also help in building community networks which helps in creating customer base, contacts, etc.

VI. Discussion and Conclusion

The aim of this paper was to find the impact on the business due to family support on a group of women from Lucknow. The reason behind conducting this research was to find out the amount of growth and level of satisfaction and self-confidence in women when they are independently managing their work. There have already been many researches on women entrepreneurship but very few about family support to women entrepreneurs. On one hand where woman entrepreneurship is promoted and appreciated across the globe, the ground reality about the same is not discussed generally. The challenges and hindrances faced by women who are working as entrepreneurs are something that needs to be discussed frequently. Family being a very crucial part of every Individual also holds a prominent role in the growth and success of their business. Indian culture being a hub of various traditions, customs And views has held several restricted practise is being imposed on women since a long time. But due to advancement in both mentalities of people and several innovations, people started to support women and help them become equally capable. Even after having a constant support from family women still are facing many difficulties in developing and growing their business. The study helps in enhancing the existing body of knowledge by explaining several aspects of women entrepreneurs. Family support does not always just mean a motivation or appreciation from family members; it comes with several other aspects as well. On being asked, woman said that sometimes it is not just them who are unaware about facts and knowledge regarding managing business, other members in the family also faces the same problem which eventually creates hurdles in the entrepreneurial journey. Besides proper knowledge the other challenge faced by women is due to their marital status. Family support after marriage is not same as before marriage in many cases.

With a positive and constant support from family women not only benefit from active participation and engagement in the business activities, it also helps gaining new experience, skills and innovative ideas to expand the scope of knowledge and also business. The researchers suggests the government and other concerned policy makers to assist, guide an initiate policies not only for entrepreneurs, but also for the family members to understand and gain knowledge about the positive effects all family support and also the negative effects because of the lack of family support on the mental, emotional and physical growth of entrepreneurs. Women having no prominent support from family should be backed up by government in assessing the capital, providing mentors to guide them about planning, organising and controlling the business activities along with childcare facilities to reduce the burden of balance between personal and professional life. If in case of any domestic injustice being done to woman who affects the entrepreneurial growth or working, government should make strict reforms to protect the interest of women.

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