

Socio-Cultural Influence on Women Entrepreneurs: A Study of Uttarakhand State

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Abstract

The position of women and their status in any society is an index of its civilization; entrepreneurship has been considered as the backbone of economic development the contribution of women entrepreneurs to economic activity and employment has increased over time. Women entrepreneurs have created a variety of new ventures and contributed to the development of a range of services and products; they are not only employed but are a reason for others employment by proving them job. Present study is analyzing the influence of socio cultural factors on women entrepreneurs of Uttarakhand State with specific aim to identify socio-cultural factors and women entrepreneurs' perception towards those, to find out the impact of socio- cultural status and locale on women entrepreneurs and to examine the effect of socio- cultural factors on women entrepreneurs. To attain those objectives three districts each from Garwal region and Kumaun region has been chosen from which 280 women entrepreneurs as sample was selected. Due care has been given to random and quota sampling while selecting the sample. Pre tested questionnaire was used to collect the primary data and statistical techniques like percentage method, mean, bar diagram, t test and ANOVA was used to analyse the data. Through the research I found that entrepreneur's socio - cultural status, their residential background has significant impact on the opinion, views and behaviour of women entrepreneurs, research also concluded that socio-cultural factors significantly affect women entrepreneurs and their contribution towards state economy. Many of the socio-cultural factors are identified highly influential on entrepreneurship.

Keywords: Entrepreneurs, women entrepreneurship, empowerment, state economy, socio-cultural.

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1. INTRODUCTION

India is a large country with vast economic and socio-cultural diversity in its varied regions. The development issues related to women in a large country like India will not only be inappropriate but sometimes even misleading. Women specific and women related legislations have been enacted to safeguard the rights and interest of women, besides protecting against discrimination, violence, and atrocities and also to prevent socially undesirable practices. Entrepreneurship can be used as one of the key factors of economic development by involving women in entrepreneurial activities. Women constitute almost fifty percent of the world population. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. The socio-economic participation of women at the international, regional, national, and local levels means using significant potential resources more effectively. Women can benefit from available opportunities worldwide by increasing their empowerment. Entrepreneurship occupies an important place in the process of economic development. It has become a key concept in social and human development discourse; it is considered to be a factor of economic and human development (**Abubakar, 2010**). Whereas, in terms of every set of indices of development and socio-economic status, women of all regions and strata have fared worse than men. In work, employment, earnings, education, health status and decision making powers, there is a clear differentiation between male and female entitlements. Women constitute 70 per cent of the world's poor population (1.3 billion). They produce 50 per cent of the food worldwide but receive only 10 per cent of the incomes (**Kihali, 1995**).

Economic empowerment has been considered instrumental for holistic development. Whereas, the women entrepreneur development is influenced by many complicated factors including social, economical, cultural and physiological prevailing everywhere in the society. Generally, women opt for micro-enterprises than major enterprises because of certain unavoidable factors and issues like, limited capacity, low level of confidence, little access to technical information, poor local market conditions, less access to capital, etc. women should be properly guided and encouraged to enter into business. This approach will help in the increment of their motivation level. Training approach is important for helping women in non-traditional, high skill, male dominated activities and also to build-up the confidence among women to meet their requirements **Kirve & Kanitkar (1993)**. Recently the role of women in the Indian society has been changed considerably. Women today are no more confined to the kitchen and the four walls of the house but they have been actively participating in every economic activity. She has been playing for quite some time now is of being an earning member of the family. Doing a job or having a career is not something new for the Indian woman also. But the instances of Indian women starting a business or continuing one are not too many.

Women's entrepreneurship needs to be studied separately for two main reasons. The first reason is that women's entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. However, they still represent a minority of all entrepreneurs. Thus, there exists a market failure discriminating against women's possibility to become entrepreneurs and their

possibility to become successful entrepreneurs in the state. A recent exploratory study by **Mueller and Thomas (2001)** found support for the proposition that some cultures are more conducive to entrepreneurship than others. It is widely believed that some societies, cultures are more conducive to entrepreneurship than others. Therefore, the emergence on women entrepreneurs in societies depends upon great extent on the economic, social, religious, cultural and psychological factors prevailing in the society around. With the changing socio-cultural environment and increasing educational opportunities, women became aware of their potential to develop entrepreneurial skills.

The concept of "entrepreneur" originates from French word *entreprendre*, which means to "undertake" in a business context, it means to start a business "(Entrepreneur) is a French term for a person who undertakes and develops a new enterprise at some risk (or failure or loss)." According to Miller, it is one who is able to begin, sustain, and when necessary, effectively and efficiently dissolve a business entity. The concept of entrepreneurship has a wide range of meanings the basic facts that anyone who wants to work for himself or herself is considered to be an entrepreneur.

The evolution of the concept has generated many definitions, but perhaps a recent one by writer Robert Ronstad captures its essence. We shall use Ronstad's definition "Entrepreneurship is the dynamic process of creating incremental wealth". This wealth created by individuals who assume the major risks in terms of equity, time, or career commitment of providing value for some product or service. The product or service itself may or may not be new or unique but value must somehow be infused by the entrepreneur by securing and allocating the necessary skills and resources.

2. SOCIO-CULTURAL ASPECTS OF ENTREPRENEURSHIP

Socio-cultural factors are things that can affect our lifestyles as a society. They can have an influence on individual behaviors depending on one's social values. Some of them could be religion, economic status, education, family, politics, cultural values etc. They are the facts and experiences that influence individuals' personality, attitudes and lifestyle. Socio-cultural factors involve both social and cultural elements of the society **Kottak (2000)**. Age, education, caste, religion, marital status, family income, housing conditions etc. are some of the important variables that affect women in their empowerment and development. Entrepreneurs must possess high qualities such as, integrity, social systems, decent attitudes towards life for effectual industrial patterns and economic growth of the country, as he is a key figure in the development process. Therefore, to create a healthy business environment what is needed is an active social and cultural behavior of the population, an efficient economy, meaningful policies, and principles that motivates a friendly and fruitful environment.

In the Sociologist's study an entrepreneur's role in the socio-cultural aspects that includes his family, socio-cultural status, caste, religion and other affiliations. This proves that an entrepreneur is closely related to specific society traits. Entrepreneurship, being a composite kind of activity has been linked up with social economic environmental personality and role factors. Lately the concept of culture of entrepreneurship has become a matter of great interest and many social scientists have tried to identify the socio-cultural characteristics of entrepreneurs. Socio-cultural

factors such as social norms, family values, networks and social value of Entrepreneurship, play a key role in nurturing the entrepreneurial ecosystem.

Socio-cultural environment broadly, refers to forces of influence from interactional relationship among people which affect their attitude, behaviour and disposition. This includes all elements, conditions and influences which shape the personality of an individual and potentially affect its behaviour, decisions and activities. In other words, the social-cultural environment consists primarily of man created intangible elements which affect people behaviour, relationship, perception and way of life, and their survival and existence. Such elements include beliefs, values, attitudes and life styles of persons as developed from cultural, religious, educational and ethnic conditioning (Adeleke et al., 2003).

Socio-cultural factors are deeply rooted elements of a particular society and encompass the values, attitudes, norms, practices, institutions, stratifications, and related ways of a society. Socio-cultural events either force a person or make it desirable to choose entrepreneurship as a career option. From a socio - cultural perspective, a factor such as societal upheaval is considered to have extensive impact on the making of new entrepreneurs. Societal disruptions which affect family life may influence the choice of non-traditional career paths (Hagen, 1962). Even though gender equality and equal opportunity are constitutional rights in India, different standards of behaviour for men and women still exist, including in the work environment. In rural areas, female participation in employment outside the home is in fact viewed as slightly inappropriate, subtly wrong and definitely dangerous to chastity and womanly virtue (Dube & Palriwala, 1990). Because of these societal standards and beliefs, female entrepreneurship in India is a comparatively nascent phenomenon. (Dileepkumar, 2006) and (Khanka, 2010) have reported that Indian women have started becoming entrepreneurs in sizeable numbers only recently, partly due to the formation of various self-help groups (SHGs) support from NGOs, higher levels of education and economic liberalization. However, despite all of this support for women, female entrepreneurs are still far from on par with men in India. Along with the changing paradigms, Indian society has witnessed some highly successful women entrepreneurs, such as Shehnaz Hussain (a world-renowned Indian herbal beautician who owns a chain of beauty parlors), Ekta Kapoor (a celebrated Indian film and television productions) and Kiran Mazumdar (a leading Indian businesswoman and founder of the biotechnology firm Biocon). However, the majority of female entrepreneurs, especially in the middle and lower middle classes as well as in rural areas, still find it difficult to simultaneously meet their entrepreneurial and familial demands so as to attain a proper work-life balance Mathew & Panchanatham, (2009). According to Nelasco (2008), even though the leadership potential of women is very high, this potential is hidden by social, economic and political constraints.

The two basic types of entrepreneurship may be classified as:

1. **Opportunity-based entrepreneurship** - an entrepreneur perceives a business opportunity and chooses to pursue this as an active career choice.
2. **Necessity- based entrepreneurship** - an entrepreneur is left with no other viable option to earn a living. It is not the choice but compulsion, which makes him/her, chooses entrepreneurship as a career.

3. OBJECTIVES OF THE STUDY

- To find out the impact of the socio cultural Status (A) and Locale (B) on Women Entrepreneurs.
- To examine the impact of socio cultural factors on women entrepreneur's development and their contribution to state economy.
- To identify socio - cultural factors and women entrepreneur perception regarding those factors.

4. HYPOTHESIS

- Socio - cultural Status (A) and Locale (b) does not have any influence on entrepreneurship development and women's entrepreneurship.
- Socio - cultural factors are indifferent to the women entrepreneur's development and their contribution to state economy.

5. REVIEW OF LITERATURE

Ranade and Ramchandran (1970), they conducted a pilot survey on "Women Empowerment", published from Bombay: Institute of Social Sciences, and they found that there is no basic antagonism in middle class families towards women's employment. They further add that the principal reason for favourable disposition is that women's employment. Actually is a source of income making her economically independent, enhancing family prestige, preparation of unforeseen circumstances and improving matrimonial prospects and so on.

Marton (1972), in his study entitled "Social Theory Status of the Working Women in India", published from *Vikas Publishing House*, New Delhi. He contends that social status involves not single associated role but an array of roles termed as role set which is the compliment of role relationships in which persons are involved by virtue of copying a particular social status. All societies face the functional problem of articulating the various components of numerous role sets to organize these so that a reasonable degree social regularity sufficient to enable most people, most of the time, to go about their business of social life, without encountering extreme conflict in their role sets as the normal, rather than exceptional state of affairs. Today, with the change in their status and roles, women are no more confined to an ascribed status only. They also occupy many achieved status. Now working outside home for economic gain has grater social sanction than earlier, therefore the women of today feeling more to be more empowered than the women of past.

Promila Kapoor (1974), in her study entitled "The Changing Status of Worker Women in India", published from *Vikas Publishing House*, New Delhi. She concluded that women's are getting into job's and continue to be employed even after marriage not only due to sheer economic necessity, but also out of various socio-psycho-situational factors and motivations. The reason of taking up jobs was to make use of their higher education. In her study 40 percent of the women had been found to have started working out of economic necessity and they continued to work when it was no more a "necessity" because they were "used to working" and used to outside life, a particular kind of life pattern giving the freedom to mix with the people and have human contact outside the home, as well as have and independent income and individual status which ultimately results

in increasing their empowerment only few notable social scientists have taken an abiding interests in studying the course and pattern of change in the life and attitude of women in India.

Nadkarni (1982), in her study "Social and Economic Study of Women Entrepreneurs with Reference to Pune", has presented her findings on problems and difficulties faced by women entrepreneurs in different industries. She has divided the industries into two groups :(i) producer goods industries, and (ii) consumer goods industries. The following observations are worth mentioning: (a) 57% of the respondents accept the statement that women are more suitable for desk work than manual work. (b) A change is occurring in society attitude but the pace of the change is rather slow. (c) Educated family is more likely to adopt relatively liberal approach towards women entrepreneurs as compared to non-educated.

Arvinda (2001), in a survey on "Women Entrepreneurs: An Exploratory Study" takes a sample of 100 women entrepreneurs who were selected by random sampling technique. The twin cities of Hyderabad and Secundrabad were purposely chosen for the study, as the area is the capital of the state. A variety of women entrepreneurs involved in different enterprises were covered. The selected respondents were divided into three basic groups:(i) Service sector, (ii) Trading sector and (iii) Manufacturing sector, based on the activity of the enterprise they were engaged in. 37 respondents were in service and trading sectors, 26 respondents were in the manufacturing sector. The responses obtained in this study in a way suggest that there is an absolute need for more entrepreneurship development programmes and societal support for women. Women entrepreneurs in general face conflicts of work and home roles. The main conflicts in work role pertained to inability to expand the enterprise and utilize optimum of skills available. Non-availability of time to spend with family and being a good spouse were the conflict areas faced in the performance of home role. It may be concluded that women entrepreneurship, requires a congenial entrepreneurial climate, which is conducive to motivate and facilitate women to take up entrepreneurial careers.

Mueller and Thomas (2001), In "Culture and Entrepreneurial Potential: a nine country study of locus of control and innovativeness. *Journal of Business Venturing*, 16 (1): 51-75" found support for the proposition that some cultures are more conducive to entrepreneurship than others. Individualistic cultures, for example, seem to foster an internal locus of control. These authors have concluded tentatively, that a supportive national culture will, *ceteris paribus*, increase the entrepreneurial potential of a country'.

Hayton, George, & Zahara (2002); In "National culture and entrepreneurship: a review of behavioural research -Entrepreneurship theory & practice, 20(4), 33 - 52", they regard culture as one of the important variables in understanding entrepreneurial activities by suggesting that entrepreneurship is culturally bound.

Roni (2003) in his article concluded that Socio-cultural environment has a far-reaching effect upon the entrepreneurs. Positive result in people who are willing to assume entrepreneurial activities and the negative environment will be in the opposite, he also claimed that entrepreneurs can emerge from socially marginal groups, like religious culture, ethnic or migrant minority.

Rajesh Kumar Shastri & Avanika Sinha (2009): In their study "The Socio - Cultural and Economic Effect on the Development of Women Entrepreneurs: With Special Reference to India", *Asian Journal of Business Management.*, 2(2): 30-34, it was found that women over 39 were turned

to entrepreneurship, many of whom were willing to do the service activities than product activities. In this study, it was evident that social factors had greatest influence on women entrepreneurship in India.

Aruna, Sitesh (2007), in the “emerging trends of women at work”, Portrayal of Working Women in Indian Popular Literature- Changing Scenario, she has concluded that the women work for various reasons including as (a) who work to support themselves and their families (b) who work while waiting to get married (c) who work to supplement husband’s income and raise economic status of the family (d) who work because they want to feel more than breeders and caretakers (e) who work for realizing their vision.

6. RESEARCH METHODOLOGY

In the present study the sample of women’s running their enterprises within the Uttarakhand state was to be selected. Out of thirteen districts of Uttarakhand I have selected three districts (Haridwar, Dehradun and Pauri) from Garhwal region and three (Pithoragarh, Nainital and Almora) from Kumaun to have an accurate picture. Quota sampling is used to select the sample from the population. The information has been collected through interview and pre tested questionnaire from 280 women entrepreneurs from above mentioned two regions of Uttarakhand. The following considerations were taken to draw sample from the population:

- Only women entrepreneurs of Uttarakhand State were taken into sample.

These 280 participants constituted the final sample and to analyze the main and interaction effects of the variables, a 2X2 factorial design of ANOVA was used. The main and interaction effect of socio cultural factors (A) Locale (B) was attempted by applying analysis of variance technique. The data was also analyzed by mean, t test and percentage method.

In this study, first the impact of socio-cultural factors on women entrepreneurs was to be analyzed, so for this purpose in this study, the women entrepreneurship is (X) considered as dependent variables and the socio cultural status (A) and Locale (B) were considered as independent variables.

Table No.1, Schematic presentation of sample design and Socio cultural status wise distribution of participants.

	SCS(A) 280	
	HIGH(A1)	LOW(A2)
LOCALE(B1)	RURAL(B1)N= 83	RURAL(B1)N= 71
LOCALE(B2)	URBAN(B2)N= 64	URBAN(B2)N= 62

ANALYSIS AND INTERPRETATION

Table No.2, Analysis of Variance showing the impact of the socio cultural Status (A) and Locale (B) on Women Entrepreneurs.

Factor	Sum of Squares	df	Mean Square	F -ratios
SCSS (A)	1087466.37	1	1087466.37	4153.96**
Locale (B)	3188.87	1	3188.87	12.18**
Interaction (AXB)	4615.61	1	4615.61	17.63**
Within Group	72255.23	276	261.79	-
Total	1196967.93	279		

** Significant at 0.01 level of confidence.

A close perusal of the table 2 indicates that the main effect of Socio-cultural status was significant ($f, 1, 276 = 4153.96 P > .01$) and the mean value pooled across Socio-cultural status was $M = 362, 112$ respectively for high and low socio -cultural status. It was noted that there is significant difference in scores of socio-cultural status test scale in terms of socio-cultural status of women entrepreneurs i.e., women entrepreneurs with high socio-cultural status have significant difference in their views then their counterpart with low socio-cultural status. The next main effect of locale was also significant ($F, 1, 276 = 12.18 P > .01$) and it was noted that the mean value pooled was $M = 244.2, 230.6$ respectively for rural and urban backgrounds which reveals that there is significant difference in average score of socio-cultural status scale in terms of locale i.e., women entrepreneurs from urban backgrounds have significant difference in views than their counterparts with rural counterparts.

The two way interaction of socio-cultural status and locale was significant ($F, 1, 276 = 17.63 P > .01$) which suggests that there is significant difference in average score of socio-cultural status scale in terms of socio-cultural status i.e., women from urban backgrounds and high socio-cultural status have significant in views than their counterparts with rural background and low socio-cultural status. Thus, all variables paid their impact on entrepreneurship among women's.

Table no. 3, Table showing t-test on Scores of Socio-Cultural Statements.

Mean 1	Mean 2	d1	d2	d1 ²	d2 ²
45.35	25.00	11.85	2.92	140.42	8.52
37.50	26.42	4.00	1.50	16.00	2.25
39.28	26.07	5.78	1.85	33.40	3.42
39.00	17.50	5.50	10.42	30.25	108.57
23.87	39.00	9.63	11.08	92.73	122.76
16.07	41.30	17.43	13.38	303.80	179.02
41.42	23.57	7.92	4.35	62.72	18.92
24.64	41.42	8.86	13.50	78.49	182.25
18.57	40.35	14.93	12.43	222.90	154.50
36.78	19.31	3.28	8.61	10.75	74.13
48.21	18.50	14.71	9.42	216.38	88.73
24.64	40.00	8.86	12.08	78.49	145.92
27.85	32.16	5.65	4.24	31.92	17.97
39.00	22.85	5.50	5.07	30.25	25.70
35.55	21.78	2.05	6.14	4.20	37.69
39.64	22.14	6.14	5.78	37.69	33.40
38.28	17.14	4.78	10.78	22.84	116.20
17.14	42.50	16.36	14.58	267.64	212.57
35.71	22.88	2.21	5.04	4.88	25.40
41.66	18.57	8.16	9.35	66.58	87.42

$\Sigma X_1=670.16$

$\Sigma X_2=558.46$

$\Sigma d_1^2=1752.33$

$\Sigma d_2^2=1645.34$

$M_1=33.50$

$M_2=27.92$

$N_1=20,$

$N_2=20$

$t = 5.582.990 = 1.86, df = (N_1 - 1) (N_2 - 1) = (20-1) + (20-1) = 38$



It is evident from table no. 3 that the mean score of participants acknowledging or accepting that the Socio - cultural factors influence women entrepreneur's contribution towards state economy (M = 33.50) is higher than the women entrepreneurs who have not accepted that the Socio - cultural factors influence the women entrepreneurs contribution towards state economy or who supports that socio-cultural factors are indifferent to the women entrepreneur's contribution towards state economy (M = 27.92). The significance of difference between these two means was tested through t-tests in above table 3. It clearly shows that Socio - cultural factors influence women entrepreneur's contribution towards state economy as this is found significant at 0.01 level of confidence (t=1.86, df= 38). Thus, the obtained result rejects the null hypothesis and it is supportive of the alternative hypothesis and it may be said that the socio-cultural factors influence the women entrepreneurs and their contribution towards state economy.

Table No. 4: Analyzing influence of socio - cultural factors on women entrepreneurship development.

S. N	Statements	Strongly Agree	Agree	Unable to Decide	Disagree	Strongly Disagree
SOCIO- CULTURAL						
1	Socially acceptable choices should be considered while establishing an enterprise.	45.35	4.28	8.92	17.14	25.00
2	Home base enterprises suffer from improper time management due to family responsibilities and pressures.	37.5	18.00	6.07	12.01	26.42
3	Women have low leaderships orientations because of socio-cultural stereotypes.	39.28	13.21	8.44	13.00	26.07
4	Women enterprises have lack of exposure due to less recognition in society.	39.00	14.50	15.00	14.00	17.50
5	Society in general encourages women to start their business.	23.87	12.00	14.50	10.50	39.00
6	There is a lack of female role model who owns their own business to set an example.	16.07	16.42	13.00	13.21	41.30
7	Socio-cultural support is necessary for establishment and success of any enterprise.	41.42	20.71	6.78	9.01	23.57
8	Women entrepreneurs have lack of mobility due to socio- cultural norms and family restrictions.	24.64	12.50	11.00	10.44	41.40
9	An obstructive traditional norm limits the choice of enterprise for females.	18.57	16.07	14.64	11.00	40.35

10	For an entrepreneur it is necessary before taking any decision to consider all the personal, socio-cultural and situational dimensions of the decision areas.	36.78	20.35	12.14	11.78	19.31
11	Do you think socio-cultural diversity affect entrepreneurial activities and growth of business?	48.21	13.57	9.28	11.07	18.50
12	Lack of acceptance as entrepreneur affects the operations of your enterprise.	24.64	11.14	12.72	11.50	40.00
13	The entrepreneur's role in the economy is generally undervalued in the case of women.	27.85	14.64	13.57	11.78	32.16
14	Socio-cultural environment affect the selectivity and progress of an enterprise.	39.00	13.92	11.02	13.21	22.85
15	The society's attitude towards my products and services is positive.	35.55	14.64	15.90	12.33	21.78
16	An entrepreneur should be familiar to the values, customs, culture, beliefs and local language of the socialization has positive affect in the business promotion.	39.64	16.00	14.28	8.57	22.14
17	Socialization has positive affect in the business promotion. Public relation, contacts and network are valuable business promotion tools.	38.28	18.57	13.23	11.78	17.14
18	I do not give importance to prejudice or class biases.	17.14	13.21	15.71	11.44	42.50
19	Knowledge of customer attitude is necessary for the success of the enterprise.	35.71	15.71	12.85	12.85	22.88
20	Women gets less advantage and publicity due to lack of intermediaries, for promoting and selling of their products in the market.	41.66	13.57	14.64	11.56	18.57

Table no. 4 discloses that the first statement signifies that the socially acceptable choices should be considered while establishing an enterprise was acknowledged exclusively as very large percent of respondents strongly agreed with the statement 45.35% while 25% strongly disagree.

The high affirmative response to the statement shows that home base enterprises suffer from improper time management due to family responsibilities and pressure, as a women entrepreneur has to play many family roles simultaneously with the professional life.

The third statement signifies that Women have low leaderships orientations because of socio-cultural stereotypes as very large percent of respondents strongly agreed with the statement 39.28 % while 26.07% strongly disagree.

Very large percent (39%) of respondents i.e., strongly agreed with the statement that Women enterprises have lack of exposure due to less recognition in society, another 14.05 % agreed while 17.5% strongly disagree.

The fifth statement signifies that society in general encourages women to start their business however 17.5% strongly disagree.

The sixth statement signifies that there is a lack of female role model who owns their own business to set an example. The high degree of opposed response to the statement shows that there is not at all a lack of female role model who owns their own business to set an example for other women's.

The high (41.42%) affirmative response to the statement shows or highlights the fact that Socio-cultural support is necessary for women to establish and success of any enterprise.

As it was induced exclusively very large percent of respondents strongly agreed with the statement 41.42 percent sample respondents were strongly agreed that women entrepreneurs have lack of mobility due to socio- cultural norms and family restrictions while 24.64% strongly disagree.

The high affirmative response to the statement shows that an obstructive traditional norm limits the choice of enterprise for females and they are having societal restrictions before adopting any enterprise.

The tenth statement shows that for an entrepreneur has to consider all the personal, socio-cultural and situational dimensions of the decision areas before taking any decision. This clearly signifies the effect of socio-cultural factors on women entrepreneurship.

The eleventh statement exhibits that socio-cultural diversity affect entrepreneurial activities and growth of business as exclusively very large percent of respondents strongly with the statement while 18.5% disagree. This clearly signifies the effect of socio-cultural factors on women entrepreneurship.

The high degree of opposed response or strongly agreed to the statement shows that there is not at all lack of acceptance as women entrepreneur within the area and being a women does not affects the operations of their enterprise.

In the statement number thirteen the entrepreneur's role in the economy is generally undervalued in the case of women's most of the respondent strongly disagree which clearly signifies that this is not believed by most of the respondents.

In the statement number fourteen reveals that the socio-cultural environment affects the selectivity and progress of an enterprise with in the area.

High degree of supportive response reveals that most number of women entrepreneurs believed that the societies have a positive attitude towards their products.

High percentage of supportive response reveals the fact that most number of women's within the area truly understands that an entrepreneur should be familiar to the values, customs, culture, beliefs and local language of the socialization has positive affect in the business promotion.

High percentage of positive response reveals the fact that most number of women's within the area truly understands and believed that socialization has positive effect in the business promotion and Public relation, contacts and network are valuable business promotion tools.

In the statement number eighteen clearly signifies that the women entrepreneurs do not give importance to prejudice or class biases is not acknowledged by most of the respondents rather they give importance to prejudice and class biases.

It has been exhibited by the responses of nineteenth statement that Knowledge of customer attitude is very important and necessary for the success of enterprise.

Very high majority of support reveals the fact that most number of women's within the area truly understands and believed that women's gets less advantage and publicity due to lack of intermediaries, for promoting and selling of their products in the market.

7. FINDINGS AND CONCLUSIONS

- Women entrepreneurs with high socio-cultural status have significantly different in their views and opinions then their counterparts from with low socio cultural status.
- Women entrepreneurs from urban background have significantly difference of opinion and views then their counterparts from rural background.
- Women entrepreneurs from urban background and high socio cultural status have significantly difference in their views, opinion and behaviour then their counterparts with rural background and low socio cultural status. So all the variables (locale and socio-cultural status) have significant impact on women entrepreneurship.
- Research found that socio cultural factors significantly affect women entrepreneurs and their contribution towards state economy.
- Research also discloses that socio-cultural factors like Socio-cultural diversity, Socially acceptable choice of enterprise, Lack of intermediaries, Socio-cultural support, Values & beliefs, Socio- cultural stereotypes, Exposure, Socio- cultural environment, Socialization, Public relation, Family responsibilities & pressure, Customer attitude and Society's attitude are identified most influential factors that has major influence on women entrepreneurs. Whereas, Entrepreneurs' role in the economy, Mobility, Acceptance, Traditional norms, Prejudice and Lack of women role model are the factors which does not have considerable impact on sample women entrepreneurs of Uttarakhand.

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