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PROBLEMS OF WOMEN ENTREPRENEURSHIP IN NETWORK MARKETING – A STUDY WITH REFERENCE TO CHENNAI TOWN

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ABSTRACT Women entrepreneurship is a recent phenomenon in India. Women entrepreneurs are women who organize and manage an enterprise, especially a business. Women entrepreneurship has steadily increased in the United States during the 20th and 21st century, with female owned businesses increasing at a rate of 5% since 1997. The average self-employment rate for women under 25 years old in OECD countries is 7.2%. This study compares perceived problems of women entrepreneurs who involved with network marketing in Chennai Town. A pre-tested questionnaire was employed as the tool to collect primary data and the primary data was collected from 250 women entrepreneurs in Chennai town. The result reveals that the problems of women entrepreneur groups in the coefficient value is significant at 1% level and t-statistics of management also accounted for significant positive variation in dependent variable that is factor problems of women entrepreneurs in network marketing.

KEYWORDS :

INTRODUCTION
Women constitute almost half of the world's population and their representation in gainful employment is comparatively low. Global Entrepreneurship Monitor (GEM) report (2007) on entrepreneurship says that women are creating and running business around the world, contributing to the economies that represent more than 70% of the world's population and 93% of Global GDP. Entrepreneurship is a key contributor to economic growth in low and middle income countries like India. GEM data suggests that women who are employed, and have built a social network of entrepreneurs are more likely to become entrepreneurs. The social and economic benefits of working are driving entrepreneurship more than increased education or household income. Women's level of optimism and self confidence in starting a business is highly influenced by the culture and social norms of their native countries.

NETWORK MARKETING OF WOMEN ENTREPRENEURS
Network Marketing is definitely an ideal career choice for any woman who has the desire, the right attitude, and who understands what it is really all about and what it takes to be an eontrepreneur. Women are caretakers and are well suited to network marketing. They are networking from the time they are very young because of this caring nature. The Direct Selling Women Alliance (DSWA) says that there are about 14 million people in direct selling in United States. There are over 55 million worldwide, doing an estimated 97 billion dollars in sales value. Statistics tell us that women constitute 73% of the total direct sellers in the world. According to the IDSA (Indian Direct Selling Association) report, women constitute 60% of the total direct sellers in India. Apart from the basic entrepreneurial competencies, there are certain HRM competencies which are highly indispensable to each and every business.

Women's productive activities, particularly in industry, empower them economically and enable them to contribute more to overall development. Whether they are involved in small or medium scale production activities, or in the informal or formal sectors, women's entrepreneurial activities are not only a means for economic survival but also have positive social repercussions for the women themselves and their social environment United Nations Industrial Development Organization (UNIDO, 2001).

In many societies women do not enjoy the same opportunities as men. In many transitional economies progress has been achieved in opening doors to education and health protection for women but political and economic opportunities for female entrepreneurs have remained limited. Concerted efforts are needed to enable female entrepreneurs to make better economic choices and to transform their businesses into competitive enterprises, generating income and employment through improved production (OECD, 1997).

REVIEW OF LITERATURE
Jadhav, M. (2021). The purpose of this paper is to explore the key factors, which motivate women to take up entrepreneurial activity and to understand its role in increasing Entrepreneurial intention towards women entrepreneurs in Indian micro, small and medium enterprises. This paper attempts to develop a scale for measuring motivational factors, entrepreneurial potential that leads to entrepreneurial intention among women entrepreneurs in India and hence testing its validation. In addition, it will help in understanding the relationship between motivation, entrepreneurial potential and intention through hypothesis testing. The paper adopts an exploratory and descriptive research design capitalizing on authentic and reliable secondary data through exhaustive studies of reputed journals/literatures, government sources. A sample of 397 respondents from all across the India has been collected from women entrepreneurs for this study in order to understand the motivational factors and its role in increasing entrepreneurial intention, using cluster and snowball sampling on self-administered questionnaire. The accumulated data were than analyzed using descriptive analysis for validity and reliability checks. Strong correlations were found between motivational factors, perceived desirability, entrepreneurial potential and intention and hence confirmed that all the measures in the instrument were well constructed. Hypothesis testing using Spearmen's correlation test (two tailed) explains the significance of relationship between the variables.

OBJECTIES OF THE STUDY
1. To study the concept of women entrepreneurs in network marketing in India.
2. To examine the problems of women entrepreneurs in network marketing in Chennai.

RESEARCH METHODOLOGY
The study is based both primary and secondary sources of data. The primary data for this research study were collected by way of a well-structured questionnaire. The secondary sources of data were collected from sources such as standard textbooks, conference materials, newspapers, journals, magazines, publications, reports, periodicals, articles, research papers, websites, company publications, manuals, booklets etc.

SAMPLING TECHNIQUES
The sample size for the present study is 250. The sample are selected

for the study by using the convenient sampling. The 16 statements questionnaire collected by problems of women entrepreneurship. By adopting for Likert's five-point scale was used to measure the response. The questionnaire was tested by reliability test. The reliability test obtained to be 0.90. the statistical tools are used by factor analysis and regression analysis also.

Analyses and interpretation
The following table for type of women entrepreneurship of Chennai region and problem of women entrepreneurship also. Now days many of the problems based by women entrepreneurs.

Types of Entrepreneurship

Particulars	Frequency	Percentage (%)
Small	40	16.0
Medium	98	39.2
Large	112	44.8
Total	250	100.0

Source: Computed from primary data

The above table shows that the, type of women entrepreneurship of Chennai region 44.8 percent of the respondents are large women entrepreneurship, followed by 39.2 percent of the respondents are large women entrepreneurship and 16.0 percent of the respondents are large women entrepreneurship.

FACTOR ANALYSIS ON PROBLEMS OF NETWORK MARKETING
The following tables, problems of women entrepreneurship, the following tools applied for the factor analysis.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.553
Bartlett's Test of Sphericity	Approx. Chi-Square	2678.534
	Df	105
	Sig.	<0.001

Source: Computed from primary data

Kaiser-meyer-olkin measure is an index which define of sampling adequacy. The KMO test value is 0.553 which is more than 0.5, can be considered acceptable and valid to conduct data reduction technique. The Bartlett's test of sphericity helps a researcher to decide, whether the results of factor analysis are worth considering and whether we should continue analyzing the research work. Bartlett's test of sphericity significant to a level of significance is <0.001 which shows that there is a high level of correlation between variables, which make it adequate to apply factor analysis

Communalities		
	Initial	Extraction
Lack of initiative	1.000	.831
Lack of risk bearing capacity	1.000	.759
Avoidance of economic risk	1.000	.691
Lack of collateral security	1.000	.766
Limited working capital	1.000	.641
Delayed payments of bills	1.000	.920
Negative attitude of banks towards women	1.000	.839
Ignorance about banking procedures and formalities	1.000	.748
Poor knowledge of financial management	1.000	.771
Poor knowledge of marketing management	1.000	.909
Lack of traveling capacity	1.000	.732
Delayed collection of bills	1.000	.840
Skilled employees leave their job after gaining experience	1.000	.702
Hesitation of male employees to work under women entrepreneurs	1.000	.703
Poor knowledge of human resource management	1.000	.827

Extraction Method: Principal Component Analysis.

Source: Computed from primary data

Every variable in the communality initially is expected to share 100 % of variance Hence initially every items is having value 1.00 which 100 % variance share by each item. The extraction value is ranging from

.641 to .909 which shows that the minimum variance share of item after extraction is 64.10 % and maximum variance share of item is 90.9%.

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.877	25.843	25.843	3.877	25.843	25.843	2.952	19.682	19.682
2	3.592	23.949	49.792	3.592	23.949	49.792	2.812	18.748	38.429
3	1.857	12.379	62.171	1.857	12.379	62.171	2.435	16.236	54.666
4	1.254	8.361	70.532	1.254	8.361	70.532	2.103	14.023	68.689
5	1.099	7.328	77.860	1.099	7.328	77.860	1.376	9.172	77.860
6	.939	6.261	84.122						
7	.721	4.808	88.930						
8	.454	3.023	91.953						
9	.329	2.195	94.149						
10	.249	1.661	95.809						
11	.173	1.156	96.966						
12	.159	1.057	98.023						
13	.142	.945	98.968						
14	.113	.756	99.724						
15	.041	.276	100.000						
Extraction Method: Principal Component Analysis.									

Source: Computed from primary data

Total variance contributed by first component is 25.843, by second component 23.949, by third component 12.379, by fourth component 8.361, by fifth component 7.328. The eigen value for given factor measures the variance in all the variables which is accounted for by that factor. It is also clear that there are total nine distinct components having eigen values greater than 1 from the given set of variables. Eigen value for factor 1 is 3.877 for factor 2 is 3.592, for factor 3 is 1.857 for factor 4 is 1.254 for factor 5 is 1.099.

Rotation-factor analysis

Factor	Variables description	Rotated loading	% of Variance	Eigen Value
Management	Delayed collection of bills	.905	25.843	3.877
	Poor knowledge of marketing management	.892		
	Avoidance of economic risk	.751		
Struggles	Hesitation of male employees to work under women entrepreneurs	.808	23.949	3.592
	Limited working capital	.779		
	Negative attitude of banks towards women	.700		
	Skilled employees leave their job after gaining experience	.656		
	Lack of traveling capacity	.644		
Knowledge	Delayed payments of bills	.919	12.379	1.857
	Poor knowledge of financial management	.747		
	Lack of collateral security	.623		
Procedure	Lack of initiative	.892	8.361	1.254
	Ignorance about banking procedures and formalities	.759		
	Poor knowledge of human resource management	.664		
Capacity	Lack of risk bearing capacity	.848	7.328	1.099

The Eigen value of factor 1 is 3.877 with 25.843 % of variance. The variables are related to Management. Factor 1 has very high significant loading on the variables Delayed collection of bills (.905), Poor knowledge of marketing management (.892), moderate significant loading Avoidance of economic risk (.751). Factor 2 has very high significant loading on the variables Hesitation of male employees to

work under women entrepreneurs (.808), Limited working capital (.779), Negative attitude of banks towards women (.700), Skilled employees leave their job after gaining experience (.656), Lack of traveling capacity (.644). Factor 3 very high significant loading on the variables are Delayed payments of bills (.919), Poor knowledge of financial management (.747), Lack of collateral security (.623). Factor 4 has very high significant loading on the variables are Lack of initiative (.892), Ignorance about banking procedures and formalities (.759), Poor knowledge of human resource management (.664).

Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	.988a	.977	.977	1.27503	2083.306	<0.001
a. Predictors: (Constant), Management, Struggles, Knowledge, Procedures, Capacity						
b. Dependent Variable: total						

Source: Computed from primary data

Model reveals that R (Multiple correlation coefficient) value was 0.988. It measures the degree of relationship between following factor problems of women entrepreneur in network marketing and the predicted value.

R square (coefficient of determination) value was 0.977. It means that the 97.70% of variation in following factor problems of women entrepreneur in network marketing is explained by the variation in the independent variables.

Adjusted R-squared value was 0.977. It adjusts the statistic based on the number of independent variables in the model. That is desired property of a goodness-of-fit-statistic.

F value was 2083.306 and the P value was significant at 1% level. Hence there is significant relationship between depende: nt and independent variables.

Coefficientsa						
Model		Unstandardized Coefficients		Standardize	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	52.480	.081		650.791	<0.001
	Management X1	5.641	.081	.676	69.814	<0.001
	Struggles X2	2.333	.081	.280	28.874	<0.001
	Knowledge X3	3.312	.081	.397	40.984	<0.001
	procedures X4	3.609	.081	.433	44.670	<0.001
	Capacity X5	2.598	.081	.311	32.151	<0.001
a. Dependent Variabletotal						

Source: Computed from primary data

The coefficient of X1 shows that 1 unit increase the value of management would result in 5.641 (56.41%) increase problems of women entrepreneurs in network marketing, other variables being held constant. The coefficient of X2 shows that 1 unit increase the value of struggles would result in 2.333(23.33%) increase problems of women entrepreneurs in network marketing, other variables being held constant. The coefficient value is significant at 1% level and t-statistics of management also accounted for significant positive variation in dependent variable that is factor problems of women entrepreneurs in network marketing.

SUGGESTIONS

Awareness on, career building, team building and effective training on building up self-confidence and communication skills to identify and solve the problems. The policy making is increasing new technology and scientific knowledge on project formulation, implementation. The experienced women entrepreneurs discuss the successful stories.

CONCLUSION

The social and economic benefits of working are driving entrepreneurship more than increased education or household income. Women's level of optimism and self-confidence is starting a business is highly influenced by the culture and social norms of their native countries. Government of India motivates especially women entrepreneurship to start small scale industries by means of products and process orientation etc. Industrial revolution and new economic policy has a significant impact on increasing gainful employment in many fields. Self-esteem and economical freedom is being increased mainly through women entrepreneurship. Entrepreneurship of women is not only deemed as powerful to facilitate their participation in income generating activities, but also as a tool to foster self-reliance to increase their potentials and to enhance the sense of achievement and self-esteem.

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