

Determining Predictors Influencing Entrepreneurial Behaviour of Women Self Help Group Members

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ABSTRACT

The objective of the study was to assess the predictors that influence on entrepreneurial behaviour of women Self Help Group members in Assam, India. Purposive and random sampling techniques were used for the selection of 100 women SHG members as respondents. Data were collected through interview schedule to obtain information related with the objectives of the study. The study revealed that most of the respondents possessed a medium level of entrepreneurial behaviour. The study showed that monthly family income, numbers of training on production technology attended, numbers of training attended on entrepreneurship development, numbers of communication channel used, frequency of communication channel used, frequency of change agent contact and numbers of change agents used had significant positive relationship with entrepreneurial behaviour of respondents. The age had negative and significant relationship with entrepreneurial behaviour. The regression findings showed that education, nos. of communication channel used and age were major variables to explain variability in entrepreneurial behaviour of women SHG members. This paper recommends that entrepreneurial development should be an inbuilt component for all income generating training programmes organised for SHGs. It also recommended that the extension service might provide more support to younger members for development of entrepreneurial skills to transfer the skill to aged members.

Key words: *Entrepreneurial behavior; Women SHG member; Predictors; Assam*

For the centuries, people give a secondary status to women in the family as well as in society though they are the real builder of the country. Until date, though our country is developing in the field of science and technology, but still, status of women is almost the same as it was before. It is necessary for empowering the women. India has implemented a series of programme for empowering the. However, the women are actually responsible for achieving their empowerment. The process of empowerment consists of economic, social and political dimensions. Of all these facts, economic empowerment is the first step to achieve total empowerment. Income generating activities are the main tools for economic empowerment. For that purpose, Self Help Groups (SHG) is adopted as a major approach. Women may achieve economic empowerment through

involving in income generating activities through SHGs. In many cases, SHG has been crucial elements in increasing women's economic opportunities (Jerinabi, 2006). The SHGs provide the benefit of economies of scale, cost effective alternative for different financial services, collective learning, democratic and participatory culture, a firm base and platform for dialogue and cooperation. In India, one major SHG based programme Swarnajayanti Gram Swarojgar Yojana (SGSY) was launched in 1999 where main emphasis has been given to women empowerment by forming SHGs. There is a provision for micro finance to the SHGs for carrying out economic activities. However, in Assam, on an average the women SHGs could not perform well to run the enterprise. On the other hand, district like Sonitpur, the performance was

quite good. Therefore, it is important to find out the factors that influence such performance. In this context, the present study was conducted at Sonitpur district with the following objectives:

- i. To assess the level of entrepreneurial behaviour of women SHG members.
- ii. To determine the entrepreneurial behaviour of women SHG members.

METHODOLOGY

Sonitpur district of Assam was selected purposively because an existence of large numbers of successful SHGs. The number was near about 22,000 in 2009-10. Out of three sub- divisions, Tezpur Sadar sub- division was selected randomly. The sub- division has eight development blocks. From these, two Blocks were selected randomly. The Bihaguri Gaon Panchayat from Bihaguri Development Block and the Porbotia Gaon Panchayat from Gabharu Development Block were selected randomly for the present study. Five women SHGs formed under SGSY were selected from each selected Gaon Panchayat. Finally, ten members from each selected SHGs were selected randomly as respondents. Thus, the total number of respondents was 100. Keeping in view, the objectives of the study 14 independent variables were selected for the present study. The entrepreneurial behaviour was operationalised as the outcome of eight dimensions *viz.*, management orientation, achievement motivation, risk bearing ability, economic motivation, leadership ability, self confidence, innovation proneness and decision making ability of the respondents. To measure the entrepreneurial behaviour of the respondents initially different existing scales (*Samantha,1977; Banarjee,1996; Supe,1969; Singha.1991; Moulik and Rao,1965 and Singha,1991*) were selected for different dimensions. For leadership ability and self-confidence two scales were developed for the study. The split- half reliability value of leadership ability scale was found as 0.89 and in case of self-confidence scale, it was 0.90. After that, all the selected scales were suitably modified and were combined to measure entrepreneurial behaviour of women SHG members. The reliability score of the final scale was 0.81 (Test- retest method). Finally, the level of entrepreneurship behavior was categorised into low, medium and high based on Mean \pm SD. The data were collected through a pre-tested schedule. Major tools for

data analyses were descriptive statistics, correlation, *chi* square test and stepwise regression (backward). Collected data were analysed with the help of IBM SPSS Statistics V 20.

RESULTS AND DISCUSSION

Entrepreneurial behaviour of respondents: It is observed from Table 1 that majority of respondents possessed a medium level of entrepreneurial behaviour (59.00%). Total 27.00 percent respondents had high level of entrepreneurial behaviour. Medium to high level of entrepreneurial behaviour of the respondents may be the reason for higher rate of success of SHG’s economic activities in the district.

Table 1. Level of entrepreneurial behaviour of women SHG members (N=100)

Category	Score range	%	Mean	SD
Low	<269.72	14.00		
Medium	269.72 to 331.54	59.00	300.33	30.91
High	>331.54	27.00		

Relationship between independent variables containing ratio and interval data with entrepreneurial behavior: The findings are presented in Table 2. The table shows that age of the respondents had significant negative correlation with entrepreneurial behaviour ($r = -0.295$). Age of the respondents has significant and negative correlation with entrepreneurial behaviour might be due to the reason that younger women were more enthusiastic and flexible than the old women. They have more aspiration, self-confidence and they adopt new things easily, which help them to become more active in their entrepreneurial activities.

Table 2. Relationship between the independent variables containing ratio and interval data with entrepreneurial behaviour of women SHG members (N= 100)

Independent variables	(r)
Age	-0.295**
Family size	0.100
Monthly family income	0.290**
No. of source of income	-0.143
No. of training on production technology	0.570**
No. of training on entrepreneurship development	0.309**
No. of communication channel used	0.725**
Frequency of communication channel used	0.706**
Frequency of change agent contact	0.527**
No. of change agent used	0.577**

** Significant at 0.01 level of probability

Monthly family income, numbers of training attended on production technology, numbers of training attended on entrepreneurship development, numbers of communication channel used, frequency of communication channel used, frequency of change agent contact and numbers of change agents used had significant positive relationship with entrepreneurial behaviour at 0.01 level of significant. Monthly family income has a significant positive relationship with entrepreneurial behaviour might be because of the fact that when the monthly income was good she easily accepted risk. Production based training attended by the respondents also had significant positive correlation with entrepreneurial behaviour might be because of the reason that they utilized the acquired knowledge and skills into their entrepreneurial activities. Training exposure on entrepreneurship development also had significant, positive relationship with the entrepreneurial behaviour because this type of training affect directly on entrepreneurial behaviour. The no. of communication channel used and frequency of communication channel used had a significant and positive correlation with entrepreneurial behaviour might be due to the reason that from various communication channels respondents got knowledge about different aspects of entrepreneurship. They might utilise the knowledge obtained from these communication channels within their groups. Frequency of change agent contact and numbers of change agents used had significant and positive correlation with entrepreneurial behaviour might be due to the reason that the respondents could utilise the entrepreneurship knowledge gained from the change agents into their entrepreneurial activities.

Association between the independent variables containing nominal and ordinal data with entrepreneurial behaviour: Here, analysis was done by using X^2 test and results are presented in Table 3. The Table indicates that education has significant association with entrepreneurial behaviour at 0.01 level of significant. This might be due to the reason that the education helps to gain knowledge on entrepreneurship once the respondents attended training programmes, used more communication channel or change agent etc. Moreover, educated respondents have better leadership ability, self-confidence that helps them to possess better entrepreneurial behavior.

Results of multivariate regression of independent

variables on entrepreneurial behaviour of women SHG members: The results have been presented in Table 4. The multivariate stepwise (backward) regression indicates that out of 14 independent variables, five variables explained 85.70% of the variance in entrepreneurial behaviour of women SHG members and the model was significant at 0.000.

Table 3. Association between the independent variables containing nominal and ordinal data with entrepreneurial behaviour of women SHG members (N= 100)

Independent Variable	d.f.	\bar{X} value
Education	8	50.363**
Marital status	8	6.748
Caste	6	4.324
Family type	3	1.40

** Significant at 0.01 level of probability

Table 4. Stepwise multiple regression results

Independent variables	Multiple regression	R ²	Adjusted R ²	R ² Changed
Age	0.295	0.087	0.077	0.087
Size of farm	0.100	0.010	0.000	0.010
No. of source of finance	0.143	0.021	0.011	0.021
communication channel used	0.706	0.499	0.493	0.499
Education	0.901	0.812	0.810	0.812

These variables were age, size of farm, no. of source of finance, no. of communication channel used and education. This indicates that these were the most important variables for manipulating the entrepreneurial behaviour of the women SHG members.

The model summary of entered predictors is presented in Table 5. As we see from the Table 6 that the F-test is significant (F= 119.809, p=0.0001). The adjusted R² shows that the entered variables on model explain 85.70 per cent of the variance in entrepreneurial behaviour of women SHG members. From the Table 6 it is found that the R² changed of educational level of women SHG members in entrepreneurial behaviour is 0.812 that is the most important factor in explaining the variability of entrepreneurial behaviour.

In addition, nos. of communication channel used is another important factor in explaining the variability of entrepreneurial behaviour with R² changed 0.499. Age is also to be considered as a factor with R² changed 0.087 in explaining the variability of entrepreneurial

Table 5. Model Summary^b of stepwise multiple regression ((Backward method)

R	R ²	Adjusted R ²	R ² Change	F Change	Sig. F Change
0.930a	0.864	0.857	0.864	119.809	0.000

df1=05, df2=94; (a). Predictors: (Constant), Age, Size of farm, No. of source of income, No. of communication channel use, Education;

(b). Dependent Variable: Entrepreneurial behaviour

Table 6. Stepwise multiple regression (Backward method) results (Coefficients^a)

Independent variables	B	SE	β	Significance	Partial correlation
Age	-0.168	0.097	-0.068	0.087	-0.175
Farm size	2.195	0.723	0.121	0.003	0.299
Source of finance	-5.972	2.070	-0.114	0.005	-0.285
No. of comm. channel used	3.238	0.716	0.224	0.000	0.423
Education	13.628	0.938	0.729	0.000	0.832

Constant = 219.877, F = 119.809, Significance = .000;

a Dependent Variable: Entrepreneurial behaviour

behaviour of women SHG members. However, the power of variables of size of farm and nos. of source of finance to explain the variability of entrepreneurial behaviour was little.

Stepwise multiple regression (Backward method)

results (Coefficients^a) are presented in Table 6. The value of Beta in Table 6 shows that one standard deviation change in education level of women SHG members increases a 0.729 standard deviation in entrepreneurial behaviour. Also one standard deviation change in nos. of communication channel used and size of farm increase 0.224 and 0.121 standard deviations in entrepreneurial behaviour of women SHG members respectively. As it is clear in Table 6 that one standard deviation increased in age and nos. of source of finance decreased -0.068 and -0.114 standard deviations in entrepreneurial behaviour respectively.

CONCLUSION

From the study it can be concluded that the majority of the respondents were young and medium aged women. The medium level of entrepreneurial behaviour of the members facilitate them for economic economically empowerment if the development organization guide them properly. The independent variables like age, size of farm, no. of source of finance, no. of communication channel used and education were positively significant in explaining the variance in entrepreneurial behaviour of women SHG members. The negative significant relationship indicates that if effort will give to younger generation then it would be more effective.

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