

## **Pull and Push Factors of Women Entrepreneurs to Start their own Business: A Comparative Study**

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### **Abstract**

There are many push and pull factors that encourage women to start their own enterprises in India. Pull factors are favorable characteristics that encourage women to start their own businesses, while push factors are unfavorable situations that drive them to look for alternatives. Pull motivations include the desire for financial independence, the chance to demonstrate one's abilities, and the potential for both professional and personal advancement. In order to challenge conventional standards and established gender roles, many women start their own enterprises. In doing so, they empower themselves and inspire others. A further factor encouraging women to start their own businesses is the expanding support systems and resources available to them in India, including incubators, mentorship programmes, and government-sponsored programmes. The difficulty juggling work and family obligations is one example of a push factor, as are the lack of employment options and workplace discrimination. In order to have more flexibility and control over their lives, these difficulties frequently inspire women to take control of their own lives by launching their own enterprises. The study had considered sample of 201 respondents (women entrepreneurs) to know the impact of Pull and Push Factors of Women Entrepreneurs to Start their own business and concludes that there is a significant impact of Pull and Push Factors on Women Entrepreneurship.

**Keywords:** Women entrepreneurs, Push and Pull factors, Financial independence, Empowerment, Support systems.

### **Introduction**

As a catalyst for both economic expansion and social advancement, entrepreneurship has drawn considerable attention on a global scale. Particularly women business owners are vital to promoting innovation, generating employment opportunities, and empowering both themselves

and their communities. Women in India who want to become entrepreneurs have been drawn in by a number of pull factors. An important part has been played by socio-cultural changes like rising levels of education, shifting gender norms, and greater support for women's rights. According to Shastri and Sinha (2010), these elements have produced a welcoming climate that motivates women to undertake entrepreneurial endeavours. Women have also started their own enterprises out of a desire for independence, autonomy, and self-fulfillment. They look for chances to put their talents, creativity, and knowledge to use in ways that are consistent with their personal goals and values.

The situations or difficulties that encourage women to start their own businesses are referred to as push factors. In India, economic push factors have been significant. Women are now looking for alternate methods of making money due to a lack of employment possibilities, gender wage inequalities, and workplace discrimination. According to Jyoti et al. (2011), rural women entrepreneurs who were inspired to launch their enterprises by rural India's persistent poverty, unemployment, and agricultural hardship played a significant part in this. Many people have been driven by economic necessity as much as the desire for financial security.

Women have faced difficulties in acquiring access to resources, networking, and social acceptance due to discrimination, social expectations, and traditional gender roles. However, as emphasized by Shastri and Sinha (2010), the emergence of successful female entrepreneurs as role models, shifting socio-cultural dynamics, and expanded educational opportunities have all had a positive effect on women's entrepreneurial mindsets. By entering a variety of commercial areas, women have been inspired to question traditional norms, overcome obstacles, and forge new directions. The pull forces that encourage women to seek entrepreneurship have been influenced by the shifting sociocultural environment, expanding educational options, and shifting gender norms. A push factor for women to start their own enterprises has been the economy, which has led to restricted job opportunities, economic necessity, and government backing. By taking into account these elements, governments, organisations, and other stakeholders can foster an environment that supports the aspirations.

## **Literature Review**

The favorable elements that encourage women in India to start their own businesses are referred to as pull factors. Singh (2014) emphasized the qualities, such as multitasking, strong interpersonal relationships, and tenacity, that women business owners possess. Women are empowered by these innate traits to run their own companies and follow their entrepreneurial goals. A supportive climate has also been established by the government's and organisations' increased emphasis on gender equality and women's empowerment. Women are lured to entrepreneurship to escape constrictive gender norms, become financially independent, and support the expansion of the national economy. Additionally, there are limitations and risks that affect the entrepreneurial journey of women in India. It mentioned the difficulties caused by the pressure of balancing work and family obligations, the absence of professional networks, and the restrictions on access to cash. The expansion and longevity of firms run by women may be hampered by these obstacles. In addition, prejudices, cultural norms, and societal biases can be a challenge to female entrepreneurs, hurting their confidence, market acceptance, and ability to obtain resources.

Singh and Raghuvanshi (2012) emphasized the difficulties that women experience, including the lack of employment possibilities, gender bias, and socio-cultural limitations. Women are propelled to start their own enterprises by these push forces as well as the desire for financial security and economic empowerment. Women feel compelled and required to forge their own paths through entrepreneurship due to a lack of adequate employment opportunities, unequal compensation, and the corporate sector's "glass ceiling." In India, women entrepreneurs' decisions to launch their own firms are heavily influenced by the advantages and possibilities that are accessible to them. Women entrepreneurs benefit from being more flexible, creative, and resilient in reaction to market shifts, according to Agarwal and Lenka (2016). An advantageous business environment is also created by the expansion of the Indian economy, rising consumer demand, and the government's emphasis on promoting women entrepreneurs through laws and programmes. There are lots of chances for female business owners to take advantage of developing industries, use digital tools, and get funding and mentoring.

The desire for financial independence and the ability to follow their own interests are pull factors that have fueled the growth of female entrepreneurs in India. Kain and Sharma (2013) assert that

many Indian women have come to understand the benefits of entrepreneurship, including the chance to pursue their own interests and achieve financial independence. In addition, Lenka and Agarwal (2017) showed that many female business owners in Uttarakhand, India, were driven by a desire to have a beneficial impact on their communities. These women were able to address social problems and produce job possibilities in their communities by launching their own businesses. Additionally, it was discovered that social pressures—like the requirement that women conform to traditional gender roles—have pushed women towards entrepreneurship as a career.

“Garg and Agarwal (2017)” showed that “gender inequality” in the workplace limits employment chances for many women in India. These women have so been encouraged to start their own businesses in order to generate their own employment prospects. Due to the lack of career prospects due to gender discrimination, Indian women have become more entrepreneurial. Many women have chosen to launch their own enterprises as a result of structural impediments and unfair treatment in the corporate sphere. They have the chance to take charge of their lives, avoid the prejudices of conventional workplaces, and design their own routes to success through entrepreneurship. Women can set their own goals, define their positions, and follow their dreams on their own terms by starting their own businesses. Additionally, entrepreneurship gives women a stage on which to display their qualifications, experience, and leadership potential. They are able to get through the ceiling that frequently prevents them from moving up in their careers when they work in conventional working environments. Women can use their talents, discover new chances, and reach their full potential by starting their own businesses. Economic empowerment for women comes from creating their own work prospects through entrepreneurship, which enables them to earn money, accumulate wealth, and support their family. It allows people to become financially independent and participate in the expansion of the national economy. Additionally, female entrepreneurs frequently serve as inspiration and role models for other aspiring women, motivating them to shatter the barriers of gender discrimination and pursue their entrepreneurial ambitions.

Dangi (2014) emphasized the potential to contribute to society, the desire for financial independence, and the fulfillment of one's own needs as major drivers. Because it gives them freedom, control over their job, and the opportunity to follow their passions and ideas, entrepreneurship appeals to women. The development and performance of MSMEs in India have

been significantly influenced by women entrepreneurs. It emphasized how important it is for women-owned enterprises to create jobs, generate money, and advance the economy. Women business owners have proven they can innovate, adapt, and boost the overall productivity and competitiveness of MSMEs. Their businesses have supported local economies, diversified industry sectors, and boosted entrepreneurial ecosystems.

In addition, Poggesi et al. (2016) observed that successful women entrepreneurs serve as positive role models for other women and motivate them to launch their own firms. In India, efforts are being made to close the gender gap in entrepreneurship. Governmental programmes, legislation, and initiatives have been put in place to encourage, educate, and aid female entrepreneurs financially. It made clear how crucial it is to encourage female entrepreneurship through programmes for education, training, and mentoring. The gender gap in entrepreneurship can be reduced, promoting inclusivity and economic progress, by addressing the obstacles women encounter and establishing an enabling environment. Push factors include the obstacles and situations that encourage women to start their own businesses in India. Two key push factors are the lack of employment prospects and gender inequality. Chhabra and Karmarkar (2016) discussed the gender gap in entrepreneurship and how it affects women's access to resources like networks and funding. Women have been driven to start their own enterprises as a means of generating employment opportunities and removing gender-related restrictions as a result of discrimination, biased norms, and a lack of flexibility in traditional industries.

## **Objective**

To measure the impact of Pull and Push Factors of Women Entrepreneurs to Start their own business.

## **Hypothesis**

*Null Hypothesis: There is no significant impact of Pull and Push Factors on Women Entrepreneurship*

*Alternate Hypothesis: There is a significant impact of Pull and Push Factors on Women Entrepreneurship*

## Methodology

The study had considered sample of 201 respondents (women entrepreneurs) to know the impact of Pull and Push Factors of Women Entrepreneurs to Start their own business. A specially designed questionnaire was distributed to the respondents to collect the data using convenient sampling. The analytical and statistical tool, chi square test was used to get appropriate results.

## Findings

Respondent's general details are shared in table below in which it is found that total 201 women entrepreneurs were surveyed and among them 35.8% are below 30 years of age, 48.2% fall in the age category of 30-36 years and 15.9% of the respondents are above 36 years of age. 46.3% of the respondents are from rural areas and rest 53.7% of them are from urban areas. 25.4% of the respondents are social entrepreneurs, 24.4% are in scalable startup, 31.3% are in small business and rest 18.9% are in large company.

**Table 1 General details**

<b>Variables</b>	<b>No. of respondents</b>	<b>%age</b>
<b>Age (years)</b>		
Below 30	72	35.8
30-36	97	48.2
Above 36	32	15.9
<b>Total</b>	<b>201</b>	<b>100</b>
<b>Area</b>		
Rural	93	46.3
Urban	108	53.7
<b>Total</b>	<b>201</b>	<b>100</b>
<b>Kind of entrepreneurs</b>		
Social entrepreneurs	51	25.4
Scalable startup	49	24.4
Small business	63	31.3
Large company	38	18.9
<b>Total</b>	<b>201</b>	<b>100</b>

**Table 2 Impact of Pull and Push Factors on Women Entrepreneurs**

Factors of Women Entrepreneurs	Impact of Pull and Push Factors of Women Entrepreneurs			Total
	Encourage	Less encourage	Not encourage	
<b>Pull factors</b>	102	34	13	149
<b>Push factors</b>	9	15	28	52
<b>Total</b>	111	49	41	<b>201</b>
Value of Chi-square				57.3101
Degree of freedom				2
p value				0.00

Table above is showing that among 149 respondents, 102 says that Pull factors encourage women entrepreneurs to start their own business, 34 says that Pull factors less encourage women entrepreneurs to start their own business and 13 says that Pull factors not encourage women entrepreneurs to start their own business. On the other hand, it is also found that among 82 respondents, 9 says that Push factors encourage women entrepreneurs to start their own business, 15 says that Push factors Less encourage women entrepreneurs to start their own business and 28 respondent says that Pull factors not encourage women entrepreneurs to start their own business. Hence, null hypothesis is rejected and alternate hypothesis is accepted which says that there is a significant impact of Pull and Push Factors on Women Entrepreneurship

## Conclusion

When beginning their own enterprises, women in India are motivated by both pull and push influences. The advantages that draw women to entrepreneurship are known as pull factors, while the difficulties and drawbacks they encounter are known as push factors, and these elements are what drive women to start their own businesses. In India, the desire for financial independence and economic empowerment is one of the main driving forces for women to start businesses. A lot of

women view starting their own businesses as a way to make money and take charge of their financial future. Women who want to balance their personal and professional lives are particularly drawn to entrepreneurship because of its flexibility and emphasis on work-life balance. The possibility of being creative and expressing oneself is another allure. Many times, female business owners seek to use their companies to realise original viewpoints and creative ideas. Innovating and having a beneficial influence on their communities, they find fulfilment. As for the rise of women entrepreneurs in India, push forces are a factor. Women are encouraged to explore entrepreneurship as an alternate career route because of gender discrimination and the few prospects for professional growth in traditional industries. Women can get around obstacles and make their own possibilities for leadership and success by launching their own enterprises. The pull elements of financial self-determination, balance between work and private life, imagination, and self-expression, as well as the push aspects of racial prejudice and constrained professional opportunities, all significantly contribute to women entrepreneurs' motivation. Recognising and resolving these issues is essential to creating an environment that encourages women to launch and grow their own businesses. India will be able to fully utilise the potential of female entrepreneurs, fostering both economic development and gender equality in the nation.

The present study was conducted to know the impact of Pull and Push Factors of Women Entrepreneurs to Start their own business and found that there is a significant impact of Pull and Push Factors on Women Entrepreneurship.

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