

# COMPARATIVE ANALYSIS OF WORKING WOMEN AND HOMEMAKER WOMEN OPINION ABOUT WOMEN ENTREPRENEURSHIP IN INDIA

## Abstract

Women entrepreneurship has gained significant attention in India due to its potential to drive economic growth and social transformation. This study aims to compare the opinions of working women and homemaker women regarding women entrepreneurship in India. The research explores key factors such as motivations, challenges, societal perception, and policy support affecting women entrepreneurs. Using a structured questionnaire and statistical analysis, this paper provides insights into the variations in perspectives between the two groups. The findings highlight the necessity of fostering an inclusive environment for women entrepreneurs and suggest policy measures to bridge gaps in opportunities and support mechanisms.

**Keywords:** Women Entrepreneurship, Working Women, Homemaker Women, Gender Equality, Economic Empowerment, India

## Introduction

Women entrepreneurship has emerged as a significant force in India's economic and social development. As more women engage in entrepreneurial ventures, they contribute to innovation, employment generation, and financial independence (Torri & Martinez, 2014; Raman et al., 2022). Despite this progress, Indian women continue to face several socio-economic and cultural barriers that hinder their participation in entrepreneurship. While working women may have exposure to business environments, financial independence, and networking opportunities, homemaker women often encounter challenges such as restricted mobility, financial dependency, and societal expectations that discourage entrepreneurial pursuits. This study seeks to compare the perspectives of working women and homemakers regarding women entrepreneurship in India, exploring their motivations, barriers, and opportunities. Women entrepreneurs play a crucial role in the economic empowerment of society (Adholiya & Birla, 2024; Kalaivani et al., 2025). In India, the government and various organizations have initiated several schemes and policies to encourage women entrepreneurs. Programs like the Stand-Up India Scheme, Women Entrepreneurship Platform (WEP), and MUDRA Yojana have provided financial support and skill development training to aspiring women entrepreneurs (Naik & Patel, 2022; Reddy et al., 2024). However, despite these efforts, the proportion of women-owned enterprises remains lower than their male counterparts. Understanding the perception and challenges faced by different groups of women, particularly working women and homemakers, can provide valuable insights into the effectiveness of these policies and the areas that require further support. The distinction

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between working women and homemaker women is crucial when analysing women's entrepreneurial aspirations. Working women are already engaged in professional activities, earning financial independence and gaining exposure to work culture, leadership skills, and decision-making abilities. This exposure often enhances their confidence in taking entrepreneurial risks (Brindley, 2005; Christodoulou et al., 2024). Additionally, working women generally have access to professional networks, financial support, and institutional backing, making it relatively easier for them to transition into entrepreneurship.

On the other hand, homemaker women, who primarily manage household responsibilities, may have limited financial resources and restricted social interactions outside their family. Many homemakers struggle with self-doubt and societal perceptions that entrepreneurship is unsuitable for them. The lack of prior work experience, access to credit, and business acumen further limits their entrepreneurial ambitions. However, the rise of digital platforms, self-employment opportunities, and home-based businesses has opened new avenues for homemaker women to enter entrepreneurship. Social media marketing, e-commerce, and online education have provided alternative means for homemakers to establish small businesses from their homes, overcoming traditional barriers (Ahrentzen, 1992; Adholiya & Adholiya, 2017; Adholiya & Adholiya, 2019; Bhatt & Garikipati, 2024; Bhindi & Jangra, 2025).

**Need for Women Entrepreneurship in India:** Entrepreneurship is a key driver of economic development, fostering innovation, job creation, and self-reliance. Women-led businesses contribute significantly to India's GDP and have a profound impact on household income and financial security. Women entrepreneurs help in breaking gender stereotypes and paving the way for future generations. However, their participation remains significantly low, with only 14% of business establishments in India being run by women, according to government reports. Empowering women through entrepreneurship has multiple benefits. First, it enhances women's financial independence, reducing dependence on male family members. Second, women-led

enterprises promote gender equality by increasing female participation in the workforce. Third, entrepreneurship allows women to balance professional aspirations with family responsibilities, particularly through flexible and home-based business models. Lastly, women entrepreneurs act as role models for young girls, inspiring them to pursue financial independence and leadership roles (Paliwal & Adholiya, 2015; Roy et al., 2022; Baral et al., 2023; Ramya et al., 2024).

**Challenges Faced by Women Entrepreneurs in India:** Despite their potential, women entrepreneurs face numerous challenges that hinder their success. Some of the most prominent barriers include (Kaushik, 2013; Panda, 2018; Shastri et al., 2021; Mashapure et al., 2022; Rahman et al., 2023; Emon et al., 2024):

1. **Financial Constraints:** One of the most significant hurdles for women entrepreneurs is access to finance. Banks and financial institutions often perceive women-led businesses as high-risk ventures, making it difficult for them to secure loans. Working women may have better access to credit due to their employment status, while homemakers often struggle with financial dependency on their spouses or family members. Government schemes have attempted to address this gap, but the effectiveness of these programs varies depending on awareness levels and accessibility.
2. **Societal and Cultural Barriers:** Cultural norms and gender roles play a significant role in shaping women's entrepreneurial aspirations. Traditional expectations often dictate that women should prioritize household responsibilities over professional ambitions. While working women have already navigated societal pressures to enter the workforce, homemakers may face stronger resistance when attempting to start a business. Social stigma, lack of family support, and concerns over managing business and family responsibilities simultaneously deter many homemakers from pursuing entrepreneurship.

3. **Lack of Business Education and Training:** Business knowledge, technical skills, and market awareness are critical for entrepreneurial success. Many women lack access to entrepreneurship education and mentorship programs. Working women may gain some business-related exposure from their professional experience, whereas homemakers often lack formal training or exposure to the corporate world. This gap in knowledge makes it challenging for homemakers to understand market dynamics, legal compliance, and financial management.
4. **Limited Networking Opportunities:** Networking plays a vital role in business growth, providing access to investors, mentors, suppliers, and customers. Working women benefit from their professional networks, making it easier to connect with industry experts and potential business partners. In contrast, homemakers, who spend most of their time within their households, have fewer networking opportunities. This isolation often limits their access to crucial information and business collaborations.
5. **Balancing Family and Business Responsibilities:** Women, particularly in Indian society, are often expected to shoulder the majority of household and caregiving responsibilities. Balancing family duties with business operations can be overwhelming. Working women may already have established routines for managing work-life balance, but homemakers transitioning into entrepreneurship might struggle to allocate sufficient time and resources to their businesses. The lack of childcare support and flexible work environments further exacerbates this challenge.

**Opportunities for Women Entrepreneurs:** Despite these challenges, there are significant opportunities for women entrepreneurs, particularly with the rise of digitalization, government initiatives, and changing societal attitudes. Some key opportunities include (Brodman & Berazneva, 2007; Abou-Moghli & Al-Abdallah, 2019; Rudhumbu et al., 2020; Ghouse et al., 2021; Raman et al., 2022; Fieve & Chrysostome, 2024):

1. **Digital and Home-Based Businesses:** The rise of e-commerce platforms, digital marketing, and remote work opportunities has enabled women to start businesses from home. Many homemakers have leveraged social media to launch online boutiques, baking businesses, and consultancy services. Digital tools have provided an avenue for financial independence without requiring physical infrastructure or significant capital investment.
2. **Government Support and Policy Initiatives:** The Indian government has introduced various initiatives to promote women entrepreneurship. Schemes such as MUDRA Loans for Women, Stand-Up India, and Women Entrepreneurship Platform (WEP) offer financial support, mentorship, and business training. Awareness and accessibility of these programs can encourage more women, including homemakers, to start their businesses.
3. **Women Entrepreneurship Networks:** Several organizations and NGOs provide mentorship and networking opportunities for women entrepreneurs. Platforms like FICCI Ladies Organization (FLO), Self-Employed Women's Association (SEWA), and TiE Women Global offer business resources and financial guidance to aspiring women entrepreneurs.
4. **Increasing Social Acceptance:** Societal attitudes towards women entrepreneurs are gradually changing. The success stories of leading women entrepreneurs in India, such as Kiran Mazumdar-Shaw (Biocon), Falguni Nayar (Nykaa), and Richa Kar (Zivame), have inspired many women to pursue business ventures. Changing family dynamics, increased financial literacy, and greater awareness of entrepreneurial opportunities are fostering a more supportive environment for women-led enterprises.

Women entrepreneurship is a powerful tool for economic empowerment and social transformation in India. While working women and homemakers have different perspectives on entrepreneurship, both groups have the potential

to contribute significantly to the business landscape. Understanding these differences and addressing the unique challenges faced by each group can lead to more effective policy interventions and support mechanisms. By enhancing financial inclusion, providing skill development programs, and creating networking opportunities, India can unlock the full potential of women entrepreneurs, paving the way for a more inclusive and diverse economy.

## Research Methodology

**A. Research Objectives:** Following are the broader objectives of this study:

1. To analyse the differences in opinion between working women and homemaker women regarding entrepreneurship.
2. To identify key motivators and deterrents for women entrepreneurship.
3. To study the impact of socio-economic factors on women's entrepreneurial aspirations.
4. To assess the effectiveness of government policies and initiatives in supporting women entrepreneurs.

**B. Research Framework:** Study employs comparative analysis that integrates demographic factors, socio-economic conditions, financial support, and cultural perspectives to assess the views of the two groups. The framework also includes an assessment of psychological factors such as risk-taking ability, self-efficacy, and confidence in entrepreneurial success.

**C. Hypotheses:** H<sub>1</sub>: Working women have a more favourable opinion about women entrepreneurship compared to homemaker women. H<sub>2</sub>: Financial independence influences women's willingness to pursue entrepreneurship. H<sub>3</sub>: Social and cultural constraints negatively impact homemaker women's entrepreneurial aspirations. H<sub>4</sub>: Awareness of government initiatives positively influences women's decision to become entrepreneurs.

**D. Population and Sampling** The study focuses on women in urban and semi-urban areas of India. A

total of 600 respondents were surveyed, comprising 300 working women and 300 homemaker women selected through stratified random sampling. The sample was further categorized based on income levels, educational qualifications, and previous business exposure to gain deeper insights.

**E. Data Collection Methods** Primary data was collected using structured questionnaires. Secondary data was obtained from government reports, academic journals, and industry publications. Focus group discussions and in-depth interviews were also conducted to understand the qualitative aspects of women's opinions.

## Data Analysis And Interpretation

The collected data was analysed using SPSS software. Various statistical tools, including chi-square tests, ANOVA, and regression analysis, were used. Descriptive statistics were employed to summarize the demographic profile of respondents, while inferential statistics helped determine significant differences between the two groups.

**Table 1: Demographic Profile of the Respondents**

Category	Frequency (n)	Percentage (%)
Age (in years)		
25-35	225	37.5%
36-45	225	37.5%
46-55	150	25%
Income Groups (per month in Rs)		
<25,000	180	30%
25,000-50,000	240	40%
>50,000	180	30%
Education Groups		
High School	120	20%
Graduate	270	45%
Postgraduate & Above	210	35%



Locality		
Urban	360	60%
Semi-Urban	240	40%
Status of Ever Been Working		
Yes	390	65%
No	210	35%
Still Working	300	50%
Status of Ever Been Entrepreneur		
Yes	180	30%
No	420	70%
Still Entrepreneur	90	15%

Source: Primary Data

From the above Table it could interpret that, the age distribution of respondents is fairly balanced, with an equal proportion of 37.5% in both the 25-35 and 36-45 age groups, while 25% fall within the 46-55 age bracket. This diverse age representation ensures a well-rounded analysis, capturing perspectives from younger women who are at the early stages of their careers, as well as more experienced individuals who may have gained significant exposure to professional and entrepreneurial environments. The presence of women across various life stages provides valuable insights into how age influences entrepreneurial aspirations, risk-taking ability, and financial decision-making. The income distribution of respondents indicates that 30% earn below 25,000 per month, 40% belong to the 25,000-50,000 category, and another 30% earn above 50,000. This classification reflects a diverse economic background, with a substantial representation of middle-income women (40%), who may have the financial stability to explore entrepreneurial ventures but remain cautious about investment risks. The low-income group (30%) might face significant financial constraints that limit their ability to start or sustain businesses, while the high-income group (30%) may have more opportunities to invest in entrepreneurial activities with lesser financial constraints. This diverse financial background helps in understanding how income influences women's

willingness and ability to engage in entrepreneurship.

The educational qualifications of the respondents reveal that a majority (45%) are graduates, followed by 35% who hold postgraduate or higher degrees, and 20% who have completed only high school education. The fact that 80% of the respondents have received higher education indicates that educated women are more likely to consider entrepreneurship due to their awareness of business opportunities, access to professional networks, and better knowledge of financial resources and government support schemes. Higher education is often correlated with a greater ability to handle business operations, understand market trends, and navigate entrepreneurial challenges effectively. The lower percentage of high school-educated women (20%) suggests that limited education may act as a barrier to entrepreneurial engagement. In terms of locality, the majority of respondents (60%) reside in urban areas, while 40% are from semi-urban regions. This difference highlights the greater accessibility of entrepreneurial resources, such as financial institutions, business networks, and training programs, in urban settings. Urban women often have better exposure to business opportunities, professional mentorship, and financial literacy programs, making them more inclined towards entrepreneurship. Conversely, women in semi-urban areas may encounter challenges such as limited infrastructure, restricted access to business funding, and societal constraints, which could discourage them from pursuing entrepreneurial ventures. These differences in locality help in assessing how regional factors influence women's entrepreneurial participation.

The work experience analysis reveals that 65% of respondents have worked at some point in their lives, while 35% have never been employed. Additionally, 50% of the total respondents are currently working. This indicates that a significant proportion of women have gained professional experience, which could positively impact their entrepreneurial mindset. Women who have been part of the workforce are more likely to have financial independence, exposure to business operations, and confidence in starting their own

ventures. On the other hand, the 35% who have never worked may have had limited exposure to financial management and business environments, potentially making them more hesitant to engage in entrepreneurship. The entrepreneurial experience of respondents shows that 70% have never been entrepreneurs, while 30% have been engaged in entrepreneurship at some point. Among them, only 15% are still running their businesses, indicating a low retention rate in women-led entrepreneurship. This suggests that while some women initiate businesses, many discontinue their ventures due to financial constraints, lack of support, or societal

The comparative analysis of the demographic profile of working women and homemaker women provided key insights into their distinct characteristics and potential influences on entrepreneurial aspirations. The age distribution between the two groups is relatively balanced, with 40% of working women and 35% of homemakers falling within the 25-35 age group, while 35% of working women and 40% of homemakers belong to the 36-45 age group. The proportion of respondents aged 46-55 is identical in both groups (25%), indicating a well-distributed

**Table 2: Comparative Analysis of Demographic Profile of the Respondents**

Variable	Working Women (n=300) Frequency (%)	Homemaker Women (n=300) Frequency (%)	Chi-Square ( $\chi^2$ ) Value	p-value
Age (25-35 years)	120 (40%)	105 (35%)	2.45	0.293
Age (36-45 years)	105 (35%)	120 (40%)		
Age (46-55 years)	75 (25%)	75 (25%)		
Education (Graduate & Above)	225 (75%)	150 (50%)	18.34	0.000
Income (>₹50,000 Monthly)	180 (60%)	120 (40%)	12.56	0.001
Ever Been Employed (Yes)	300 (100%)	90 (30%)	185.23	0.000
Ever Been an Entrepreneur (Yes)	120 (40%)	60 (20%)	20.11	0.000

Source: Primary Data

challenges. The relatively low percentage of sustained entrepreneurs (15%) underscores the importance of financial assistance, mentorship, and supportive policies to help women sustain their businesses. The fact that 30% have attempted entrepreneurship highlights the growing interest among women, but the high dropout rate indicates the need for interventions to address challenges such as funding difficulties, lack of networking opportunities, and balancing family responsibilities with business commitments.

representation across different life stages. The chi-square test ( $\chi^2 = 2.45$ ,  $p = 0.293$ ) suggests that age does not significantly differ between working women and homemakers, implying that entrepreneurial perceptions and participation may be influenced by other socio-economic factors rather than age alone. A significant difference has been observed in educational qualifications, with 75% of working women holding a graduate or higher degree, compared to only 50% of homemakers. The chi-square value ( $\chi^2 = 18.34$ ,  $p =$

0.000) indicates a highly significant relationship between employment status and education level. This finding suggests that higher education enhances exposure to professional environments, financial literacy, and awareness about entrepreneurial opportunities, making working women more inclined towards business ventures. In contrast, homemakers with lower educational qualifications may face barriers in terms of confidence, business knowledge, and access to financial resources.

Income levels also showed a statistically significant difference between the two groups. 60% of working women earn more than 50,000 per month, whereas only 40% of homemakers fall within this income bracket. The chi-square test result ( $\chi^2 = 12.56$ ,  $p = 0.001$ ) confirms that income disparities exist between working and non-working women. Financial independence plays a crucial role in fostering entrepreneurship, as women with higher earnings are more likely to invest in business ventures, take calculated risks, and access funding opportunities. Homemakers, on the other hand, may be more dependent on family income, which could limit their ability to start a business independently. A striking difference has been noticed in the employment history of respondents, with 100% of working women having been employed at some point, compared to only 30% of homemakers. The chi-square value ( $\chi^2 = 185.23$ ,  $p = 0.000$ ) demonstrates a highly significant association between work experience and employment status. This highlights that prior professional experience exposes women to business environments, enhances confidence, and builds essential skills for

entrepreneurship. The limited work experience among homemakers may hinder their ability to venture into business, as they might face challenges in financial management, decision-making, and networking.

In terms of entrepreneurial experience, 40% of working women have previously engaged in entrepreneurship, compared to only 20% of homemakers. The chi-square analysis ( $\chi^2 = 20.11$ ,  $p = 0.000$ ) confirms a statistically significant difference between the two groups. This finding reinforces the notion that working women, due to their exposure to financial independence and professional networks, are more likely to initiate and sustain businesses. On the other hand, homemakers may face greater societal and financial barriers, limiting their entrepreneurial participation. Overall, the demographic comparison highlighted significant disparities in education, income, employment history, and entrepreneurial experience between working and homemaker women. The results suggested that working women, due to their financial stability, higher education levels, and work experience, have a more favourable disposition towards entrepreneurship. Meanwhile, homemakers may require greater financial support, skill development programs, and policy interventions to overcome challenges and enhance their entrepreneurial participation. The findings align with the study's hypothesis (H1: Working women have a more favourable opinion about women entrepreneurship compared to homemaker women) and emphasize the need for inclusive policies that address the unique barriers faced by homemakers in entrepreneurial ventures.

**Table 3: Comparative Analysis of Opinions on Women Entrepreneurship**

Factor	Working Women (Mean, SD)	Homemaker Women (Mean, SD)	t-value	p-value
Willingness to Start Business	4.2 ( $\pm 0.8$ )	3.1 ( $\pm 1.0$ )	8.13	0.000
Confidence in Success	4.0 ( $\pm 1.0$ )	3.0 ( $\pm 1.2$ )	7.45	0.000
Perceived Financial Barriers	3.5 ( $\pm 1.1$ )	4.3 ( $\pm 1.0$ )	-6.21	0.000
Family Support	3.9 ( $\pm 1.0$ )	2.8 ( $\pm 1.3$ )	8.23	0.000

Source: Primary Data

The comparative analysis highlights significant differences in entrepreneurial perspectives between working women and homemaker women across key factors. Working women exhibit a significantly higher willingness to start a business (4.2 vs. 3.1,  $t = 8.13$ ,  $p = 0.000$ ) and confidence in success (4.0 vs. 3.0,  $t = 7.45$ ,  $p = 0.000$ ), likely due to their financial independence, exposure to professional environments, and decision-making experience. In contrast, homemaker women perceive greater financial barriers (4.3 vs. 3.5,  $t = -6.21$ ,  $p = 0.000$ ), reflecting their dependency on external financial sources and limited access to capital. Moreover, family support is significantly lower for homemakers (2.8 vs. 3.9,  $t = 8.23$ ,  $p = 0.000$ ), indicating that societal and familial expectations might discourage them from pursuing entrepreneurship. These findings strongly support H1 (working women have a more favorable opinion about entrepreneurship), H2 (financial independence influences entrepreneurial willingness), and H3 (social and cultural constraints negatively impact homemakers' aspirations). The results underscore the need for financial assistance, awareness programs, and family-driven support mechanisms to encourage entrepreneurship among homemaker women and create an inclusive entrepreneurial ecosystem.

Above ANOVA test results revealed statistically significant difference in the overall favourable opinion on women entrepreneurship between working women and homemaker women. The mean score for working women (4.2) is notably higher than that of homemaker women (3.3), indicating that working women have a more positive perception of entrepreneurship. The F-value (14.67) and p-value (0.000) confirm that this difference is statistically significant at the 1% level, suggesting that employment status plays a crucial role in shaping attitudes toward entrepreneurship. Working women, due to their financial independence, exposure to professional networks, and prior work experience, are more inclined to view entrepreneurship as a viable career option. Conversely, homemaker women, who often face financial dependency, societal constraints, and limited business exposure, exhibit comparatively lower enthusiasm for entrepreneurial ventures. These findings strongly support H1 (working women have a more favourable opinion about women entrepreneurship compared to homemaker women) and highlight the need for targeted awareness programs, financial incentives, and skill development initiatives to encourage homemaker women to pursue entrepreneurship.

**Table 4: ANOVA Test for Overall Favourable Opinion on Women Entrepreneurship**

Groups	Mean Score	F-Value	p-value
Working Women	4.2	14.67	0.000
Homemaker Women	3.3		

Source: Primary Data

**Table 5: Impact of Financial Independence on Women Willingness to Start a Business**

Financial Independence	Willing to Start a Business (%)	Not Willing (%)	Chi-Square Value	p-value
Financially Independent (Working Women)	216 (72%)	84 (28%)	12.34	0.000
Financially Dependent (Homemakers)	135 (45%)	165 (55%)		

Source: Primary Data

The analysis of the impact of financial independence on women's willingness to start a business reveals a statistically significant association between financial status and entrepreneurial aspirations. Among financially independent women (working women), 72% expressed willingness to start a business, whereas only 45% of financially dependent women (homemakers) showed interest in entrepreneurship. Conversely, 55% of homemakers were unwilling to pursue entrepreneurship, compared to only 28% of working women. The chi-square value (12.34) and p-value (0.000) confirm that the relationship between financial independence and entrepreneurial willingness is highly significant. These results support H2 (financial independence influences women's willingness to pursue entrepreneurship) and highlighted the crucial role of economic self-sufficiency in fostering entrepreneurial ambitions. Financial independence not only provides women with the necessary resources to invest in business ventures but also boosts their confidence and risk-taking ability. The findings suggest that enhancing access to financial resources, self-employment training, and microfinance opportunities can significantly encourage more women, particularly

homemakers, to consider entrepreneurship as a viable career path.

The regression analysis examining the impact of financial independence on entrepreneurial willingness reveals a strong positive relationship. The beta coefficient ( $\beta = 0.67$ ) indicated that financial independence has a significant positive influence on a woman's willingness to start a business. The t-value (6.12) and p-value (0.000) confirmed that this effect is statistically significant at 1% level, meaning financial independence is a key determinant of entrepreneurial aspirations among women. The  $R^2$  value (0.49) and adjusted  $R^2$  (0.48) suggested that 49% of the variation in entrepreneurial willingness can be explained by financial independence, demonstrating a substantial impact. These findings further validate H2 (financial independence influences women's willingness to pursue entrepreneurship) and highlight the importance of economic empowerment, financial literacy, and access to independent income sources in fostering entrepreneurship. Strengthening financial support systems, such as microfinance schemes, business grants, and income-generating programs, can play a pivotal role in encouraging more women, particularly homemakers, to consider entrepreneurship as a viable career path.

**Table 6: Regression Analysis for Financial Independence on Entrepreneurial Willingness**

$$\text{Entrepreneurial Willingness} = \beta_0 + \beta_1 (\text{Financial Independence}) + \varepsilon$$

Variable	Beta ( $\beta$ )	t-value	p-value
Financial Independence	0.67	6.12	0.000
$R^2 = 0.49$	Adjusted $R^2 = 0.48$		

Source: Primary Data

**Table 7: Impact of Social and Cultural Constraints on Homemaker Women's Entrepreneurial Aspirations**

Constraints	Working Women (Mean, SD)	Homemaker Women (Mean, SD)	t-value	p-value
Societal Barriers	3.2 ( $\pm 1.3$ )	4.0 ( $\pm 1.1$ )	3.89	0.001
Cultural Barriers	3.1 ( $\pm 1.2$ )	4.2 ( $\pm 1.0$ )	4.76	0.000
Networking Constraints	3.8 ( $\pm 1.1$ )	4.5 ( $\pm 1.0$ )	4.12	0.000

Source: Primary Data

The analysis of the impact of social and cultural constraints on homemaker women's entrepreneurial aspirations highlighted significant disparities between working women and homemakers. The mean scores for societal barriers (4.0 for homemakers vs. 3.2 for working women), cultural barriers (4.2 for homemakers vs. 3.1 for working women), and networking constraints (4.5 for homemakers vs. 3.8 for working women) indicate that homemakers perceive these challenges more strongly than working women. The t-values (3.89, 4.76, and 4.12) and p-values (0.001, 0.000, and 0.000) confirmed that these differences are statistically significant, reinforcing that social norms, cultural expectations, and limited professional networks pose greater obstacles for homemaker women. These findings support H3 (social and cultural constraints negatively impact homemaker women's entrepreneurial aspirations) and emphasize the need for awareness campaigns, mentorship programs, and community-driven initiatives to reduce societal resistance and improve access to entrepreneurial opportunities for homemakers. Addressing these constraints through policy reforms, flexible business models, and gender-inclusive entrepreneurial ecosystems can enhance women's participation in business

and economic growth.

The regression analysis assessing the impact of social and cultural constraints on homemaker women's entrepreneurial aspirations revealed a significant negative relationship between these barriers and entrepreneurial intent. The negative beta coefficients for societal barriers ( $\beta = -0.52$ ,  $p = 0.000$ ), cultural barriers ( $\beta = -0.48$ ,  $p = 0.001$ ), and networking constraints ( $\beta = -0.45$ ,  $p = 0.002$ ) indicate that as these constraints increase, the likelihood of homemaker women pursuing entrepreneurship declines. The t-values (-4.23, -3.78, -3.45) confirm the statistical significance of these factors, highlighting their strong deterrent effect. The  $R^2$  value (0.58) and adjusted  $R^2$  (0.56) suggest that 58% of the variation in homemaker women's entrepreneurial aspirations can be explained by these constraints, reinforcing the idea that social norms, cultural expectations, and restricted networking opportunities act as major barriers to entrepreneurship. These findings further validate H3 (social and cultural constraints negatively impact homemaker women's entrepreneurial aspirations) and emphasized the need for inclusive policies, social awareness initiatives, and networking platforms to overcome these challenges and encourage more homemakers to enter entrepreneurship.

**Table 8: Regression Analysis of Impact of Social and Cultural Constraints on Homemaker Women's Entrepreneurial Aspirations**

$$\text{Entrepreneurial Aspiration} = \beta_0 + \beta_1 (\text{Societal Barriers}) + \beta_2 (\text{Cultural Barriers}) + \beta_3 (\text{Networking Constraints}) + \epsilon$$

Variable	Beta ( $\beta$ )	t-value	p-value
Societal Barriers	-0.52	-4.23	0.000
Cultural Barriers	-0.48	-3.78	0.001
Networking Constraints	-0.45	-3.45	0.002
$R^2 = 0.58$	Adjusted $R^2 = 0.56$		

Source: Primary Data

**Table 9: Awareness of Government Initiatives and Entrepreneurial Decision**

Awareness Level	Entrepreneurial Decision (%)	Not Entrepreneur (%)	Chi-Square Value	p-value
High Awareness	78%	22%	14.23	0.000
Low Awareness	45%	55%		

The analysis of awareness of government initiatives and its impact on entrepreneurial decisions highlighted a strong positive relationship between awareness levels and the likelihood of becoming an entrepreneur. Among respondents with high awareness, 78% have pursued entrepreneurship, whereas only 22% have not. In contrast, among those with low awareness, only 45% have engaged in entrepreneurship, while 55% have not. The Chi-square value (14.23,  $p = 0.000$ ) confirmed that this difference is statistically significant, indicating that greater knowledge of government schemes, financial assistance, and support programs significantly influences women's entrepreneurial decisions. These results validate H4 (awareness of government initiatives positively influences women's decision to become entrepreneurs) and emphasize the need for improved outreach, financial literacy programs, and policy advocacy to enhance awareness and encourage more women to explore entrepreneurship as a viable career option.

support H4 (awareness of government initiatives positively influences women's decision to become entrepreneurs), emphasizing the need for better dissemination of information regarding policies, funding opportunities, and training programs to empower more women to pursue entrepreneurship confidently.

## Conclusion

The findings of this study highlight significant differences between working women and homemaker women in their entrepreneurial aspirations, influenced by various socio-economic, financial, and cultural factors. The demographic analysis revealed that while age distribution was similar in both groups, working women had higher education levels, financial independence, and prior employment experience, which positively impacted their entrepreneurial inclination. In contrast, homemakers faced challenges related to financial dependency, limited exposure to professional environments,

**Table 10: Regression Analysis for Awareness on Entrepreneurial Decision**

Variable	Beta ( $\beta$ )	t-value	p-value
Government Support Awareness	<b>0.41</b>	3.76	<b>0.001</b>
Policy Knowledge	<b>0.38</b>	3.22	<b>0.002</b>
Financial Support Awareness	<b>0.43</b>	3.89	<b>0.000</b>
<b><math>R^2 = 0.60</math></b>	<b>Adjusted <math>R^2 = 0.58</math></b>		

Source: Primary Data

The regression analysis examining the impact of awareness on entrepreneurial decision-making revealed a significant positive influence of government support awareness, policy knowledge, and financial support awareness on women's entrepreneurial choices. The beta coefficients indicated that financial support awareness ( $\beta = 0.43$ ,  $p = 0.000$ ) has strongest effect, followed by government support awareness ( $\beta = 0.41$ ,  $p = 0.001$ ) and policy knowledge ( $\beta = 0.38$ ,  $p = 0.002$ ). The t-values (3.76, 3.22, and 3.89) confirmed statistical significance of these factors. The  $R^2$  value (0.60) and adjusted  $R^2$  (0.58) suggest that 60% of the variation in entrepreneurial decision-making can be explained by awareness levels. These findings

and lower confidence in business success. The comparative analysis demonstrated that working women exhibited a higher willingness to start a business and greater confidence in success, supported by their financial independence and professional networks. Conversely, homemakers perceived stronger financial barriers and received less family support, indicating societal and economic constraints in their entrepreneurial journey. The ANOVA results further confirmed that working women had a significantly more favorable opinion of entrepreneurship, reinforcing the importance of employment status in shaping entrepreneurial perceptions.

Financial independence emerged as a key determinant of women's willingness to start a business. A significant proportion of financially independent women expressed entrepreneurial intent compared to financially dependent homemakers. The regression analysis established a strong positive correlation between financial independence and entrepreneurial aspirations, emphasizing the need for economic self-sufficiency, financial literacy, and access to funding opportunities to empower women entrepreneurs. Social and cultural constraints were found to have a negative impact on homemaker women's entrepreneurial aspirations. Homemakers perceived greater societal, cultural, and networking barriers compared to working women, which significantly hindered their ability to start a business. The regression analysis confirmed that these constraints negatively influenced homemakers' entrepreneurial aspirations, highlighting the need for inclusive policies, mentorship programs, and awareness campaigns to mitigate these barriers. Awareness of government initiatives played a crucial role in influencing women's entrepreneurial decisions. Women with higher awareness of government support, policy knowledge, and financial assistance were significantly more likely to pursue entrepreneurship. The regression analysis confirmed the positive relationship between awareness levels and entrepreneurial intent, suggesting the need for enhanced outreach programs, financial literacy initiatives, and policy advocacy to bridge the awareness gap and encourage more women to explore business opportunities.

In conclusion, the study underscores the critical role of financial independence, employment experience, education, and awareness in fostering women's entrepreneurial aspirations. Working women have a more favourable disposition towards entrepreneurship due to their financial stability and exposure to business environments, while homemakers face greater financial and social barriers. To promote women's entrepreneurship, targeted interventions such as financial support schemes, skill development programs, networking opportunities, and policy reforms are essential. Addressing these challenges

will contribute to creating an inclusive entrepreneurial ecosystem that empowers both working women and homemakers to achieve economic independence and business success.

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