

A Study on the Impact of Women Entrepreneurs Doing costume Jewellery startup Business in Tirunelveli

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Abstract: Female entrepreneur refers to that part of the female community who ventures into various business activities such as production, fabrication, toil, mending, servicing and other activities. Women entrepreneurs refer to women or a group of women who start, organize and manage a business enterprise. A woman entrepreneur regardless of all the obstacles in life she is a self-confident, creative and innovative woman who individually desires economic independence and at the same time creates job opportunities for others. This article focuses about women entrepreneurs who had their great passion towards startup of business on costume jewellery.

Keywords: Entrepreneur, Women Entrepreneur, Female Entrepreneur, Startup, Costume Jewelry, Fashion Jewlry.

1. Introduction

Fashion and jewelry has always been of great interest to all women which is vogue and treasure. One among the objects that are more attracted towards women is the costume jewelry. One of the main reasons women prefers costume jewelry over other types is that it's more affordable. You don't have to spend a lot of money on these pieces and you can find many beautiful items at relatively low prices. This makes it a great option for those on a budget or for those who want to treat themselves to a nice gift for no particular reason. Costume jewelry is also popular because it can be worn in different ways. It is also a great way to show off your personality. You can mix and match fashion jewelry to create different looks, meaning you can wear the same pieces over and over again and never get bored. Women also love costume jewelry because it's so versatile. They can wear just about any fashion jewelry to formal events, casual outings, and even everyday activities like work or school. This allows them to have a large collection without having pieces that they only use on rare occasions. Lastly, costume jewelry is a great way to accessorize your outfits. It can add the perfect touch of glamor or elegance, depending on what you're going for. Indian women are changing and are rapidly emerging as potential entrepreneurs. Women's businesses are fast growing economies in almost every country. The latent the entrepreneurial potential of women has progressively changed through awareness the role and status of economic society. Skills, knowledge and conduct economic adaptability to one of the main reasons for women in business. Women are entering the business arena with ideas for starting small and medium-sized businesses companies. They are ready to be inspired by role models – the experience of other women in the business arena.

2. Review of literature

Shar.N., Jan.N., Sarup (2008) : “Entrepreneurship and women, Empowerment”, represented the different economic opportunities for women, their entrepreneurial skills, enhancing them through the cooperative sector of the economy presenting ways to improve their socio-economic status. In various research articles the authors represent potential opportunities associated with the development of women the entrepreneurial spirit that guarantees economic growth. E-commerce is the industry where women they can freely use their abilities.

Bose Smiley, Priya Lakshmi. G. (2020): With the advantage of e-commerce today, a large number of women have become financially self-employed by selling products online and are free from the comfort of their own homes. Women sell products online in industries such as clothing, restaurants, education, marketing, tourism and travel. While there are many factors encouraging women entrepreneurs, they still face some problems in selling products online. Therefore, efforts should be made to solve their problems by organizing seminars and training programs in various fields of marketing, process, delivery process, packaging and labeling and after-sales services. The study revealed that the main problem faced by women entrepreneurs in e-commerce were the competitors.

Manisha Parnami, Bisawa. (2015): With the help of e-commerce today, many women have become financially independent by selling product online. Indian woman has to play two opposite roles in this developing economy where she has built her own career and also takes care of the household chores, so with the help of e-commerce she can do both the great role working from home. With the help of e-commerce, women are freeing themselves from work from the comfort of their homes. A large number of sellers sell products online through websites such as health care, furniture, handcrafted jewellery, fashion clothing.

Objectives of the Study

- To study on the factors that motivated Women Entrepreneurs to start Costume Jewelry startup.
- To study on the problems in starting costume jewelry startup faced by Women Entrepreneurs.

Statement of The Problem

- Women entrepreneurs doing costume jewelry business has gained popularity and trending in the current scenario. The study was carried out by the researcher to find out the motivational factors in doing costume jewelry business in Tirunelveli.

Limitations of the Study

- Due to time constraints only 20 Women entrepreneurs from Tirunelveli doing costume jewelry business was taken for the study.
- The primary data used in the study was based on the information supplied by the respondents which is subject to inherent bias.

3. Research Methodology

This study is based on both Primary data and Secondary data. Primary data are collected using Questionnaire. Secondary data are collected through Journals, Websites, and Published articles related to this topic. A sample of 20 women entrepreneurs doing online business has been taken. Sampling is done on the basis of simple and stratified random sampling. Data are analyzed by using pie charts, bar graphs and mean average techniques for motive factors of women entrepreneurs.

TABLE 1. Age of Respondents

Age of Respondents		
Sl. No	Age Group	No. of Respondents
1.	20 – 30 years	14
2.	31 – 40 years	6
Profession of Respondents		
1.	Student	5
2.	Housewife	15

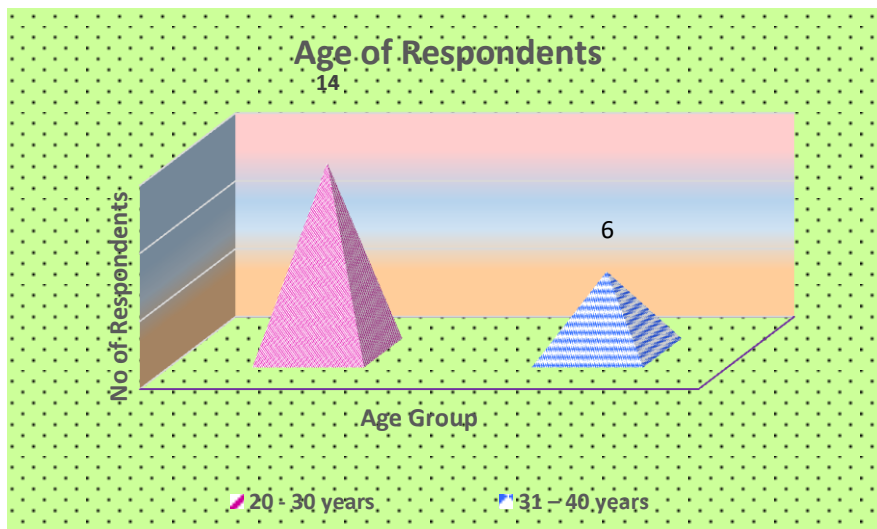


FIGURE 1. Age of Respondents

TABLE 1. Motivational Factors Influenced in Doing Costume Jewellery Business

Sl.No.	Motivational Factors Influenced in Doing Costume Jewellery Business	Mean	Rank
1.	Self Interest and to be Independent	2.05	2
2.	Low Income and increase economic status of family	2.45	1
3.	Motivation from Family members	1.50	3

Source: Primary Data

From the above table it is clear those women entrepreneurs who had started doing costume jewellery business out of self-interest and to be independent with a mean score of 2.05 bags the second place. One of the important motivational factor of women entrepreneurs doing costume jewelry is because of low-income and to increase economic status of family wherein the

mean score is 2.45 and stands at the top of the list with rank one. Motivation from family members has mean value of 1.50 and holds third place.

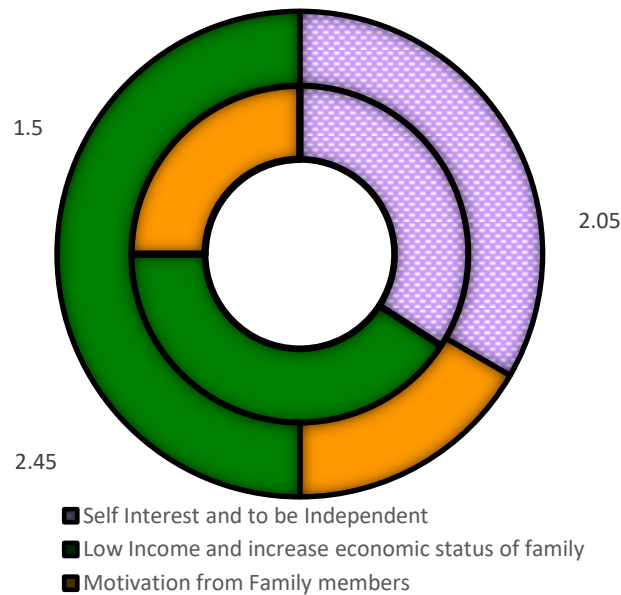


FIGURE 2. Motivational Factors Influenced in Doing Costume Jewellery Business

4. Conclusion

In today's world women have got equal rights professionally in various fields. Huge changes have been observed in the condition of women in India. The empowerment of women and the integration of anxieties are therefore vital and essential to any justifiable development. The status of women in society has also been improved through entrepreneurship like what they had before. From the study it is evident that women have received enormous opportunity to start their own businesses, out of the many businesses costume jewelry business is trending and they are gaining good profit in these sectors. They have the capability of facing the challenges to resist in their business. The research has clearly stated the major motivational factor of women entrepreneurs starting their own startup business was low income and to raise their economic status of their family.

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