

An Empirical Study of Gender Stereotypes Among Women Entrepreneurs in Vadodara

GORAL SONGARA¹, DR. AMIN VOHRA²

¹Research Scholar, Faculty of commerce, Parul university, Vadodara

²Assistant Professor, Faculty of commerce, Parul university, Vadodara

Abstract

Purpose: This study explores at how gender stereotypes affect the work-life balance, financial convenience, and company management of women entrepreneurs in Vadodara, Gujarat.

Design/ Methodology/ Approach: The research investigation uses primary data taken through a structured survey in a descriptive and analytical manner. With SPSS/Excel as the main tool, descriptive statistics and One-Way ANOVA were implemented to look at data from a sample of 109 female entrepreneurs whom took part in the study.

Findings: According to the study, gender stereotypes having an immense effect on business decision-making, work-life balance, and financial independence, all of them are critical elements that make entrepreneurial success. Entrepreneurial experiences are greatly influenced by demographic, economic, cultural, and social factors, these frequently restrict women's access to resources and opportunities. Despite these obstacles, female entrepreneurs show tenacity and resourcefulness in overcome social norms.

Practical Implication: Our findings underline that in order to push for gender equality in entrepreneurship, governmental changes, financial inclusion initiatives, mentorship programs, and awareness campaigns must take place. Government-funded initiatives like the Women Entrepreneurship Platform (WEP) can be extremely beneficial in offering networking opportunities, financial support, and skill development.

Originality/Value: This study provides empirical insights into the gender-based obstacles experienced by women entrepreneurs in a growing town like Vadodara. By addressing important obstacles and options for creating a more inclusive operations ecosystem, it adds to the scope of existing material.

ecosystem in Gujarat, India. Despite this growth, Women entrepreneurs often face unique challenges, including gender stereotypes that can impact their business aspirations, access to resources, and overall success. Gender stereotypes are socially constructed beliefs about the roles and behaviors expected from men and women, and they can profoundly influence how women are treated in the business world.

Since entrepreneurship is the foundation of any nation's economy, it is necessary to start the process of economic development in both established and developing nations.

Combining the available production resources in a novel way to create goods and services that are more fulfilling to consumers is known as entrepreneurship. An entrepreneur is a force for change. Additionally, it plays a crucial role for preserving the course of economic growth. Every nation strives for economic growth in order to increase prosperity and the standard of living for its citizens. Women make up nearly 50 percent of the population, and their development is essential to progress in all its economic, social, and political facets. Therefore, (Sahoo, 2020) women's participation in economic activities is crucial for the development of a healthy nation. From the viewpoint of creating money, new business sectors, and jobs, entrepreneurs have a wider economic impact. It has been recognized that women's involvement in the economy is important for boosting job creation, poverty reduction, and national economic growth. Less inequality in the two major demographic data subgroups—men and women—may result from these participations. A 2009 World Bank survey of Indonesian businesses revealed that women owned 42.8% of all officially recognized Micro, Small, and Medium-Sized Enterprises (SMEs). Additionally, women make up 46.7% of the workforce, which suggests that women-owned SMEs significantly contribute to

I. INTRODUCTION

In recent years, the number of women entrepreneurs has significantly increased in Vadodara, the city which is known for its vibrant entrepreneurial

Indonesia's economic expansion and job creation. entrepreneurs continue to face numerous challenges, with gender stereotypes being a major obstacle. These stereotypes often stem from deep-rooted societal biases that question women's capabilities and authority in a business setting. Understanding these stereotypes is crucial for fostering an environment that supports women's economic empowerment and entrepreneurship. (Hartono, Luhur, Sasmoko, Setiadi, & Abdulah, 2021)

Understanding the concept of work-family balance
 "Work and family are two very important domains of an individual's life and assume priority over other factors. Defining work-family balance appears to be a simple deed until the depth of the term is understood. At a simple level, a balanced life is when people have a satisfying experience in all areas of life, and use resources such as personal energy, time, and commitment to be well distributed in both areas, work and family/life. It is also a state when individuals have satisfaction and are able to work both at home and in the workplace with minimal role conflict."

"Work family balance is defined as the measure of control over work and family within the given/ available time frame with the initiative to fulfill the commitments to work and family for which sparing equal time for work and family can be less important compared to the sense of achievement and enjoyment in work, family and self. Individual's perceptions and priorities influence their work-family balance, and therefore it becomes important to develop tolerance towards an individual's life at work and outside work. This juggle may not always be stressful, but does affect the productivity at work, may lead to health issues, and absenteeism at work."

II. LITERATURE REVIEW

(Hartono, Luhur, Sasmoko, Setiadi, & Abdulah, 2021) To succeed in the business, one must have positive working relationships with stakeholders and demonstrate innovative, competitive, risk-taking, and challenging behaviours. Relationships and behaviour are inextricably linked to human perceptions of the qualities or traits of women, which must be carried out by both men and women and are ingrained in each person's subconscious. These beliefs are often referred to as gender

stereotypes. This is not to mention how it affects business relationships and the creative ways that female entrepreneurs run their companies to succeed. It's intriguing to learn whether assumptions regarding gender influence creative behaviour and commercial partnerships that contribute to the success of Indonesian women entrepreneurs.

(Saraswat & Lathabhavan, 2020) In every economy, entrepreneurs are essential. These are the individuals who possess the abilities and drive to sell or offer a service, and who make the appropriate choices to turn their ideas into viable companies. Due to strongly ingrained traditions in Indian society, where the sociological and mental facets have been dominated by men, educated Indian women must work hard to attain equal rights and positions. Indian women are praised for achieving success in many fields and have been able to separate out from the crowd in spite of all the social obstacles. The alteration of Indian society's social structure, Every Indian woman's lifestyle has to adapt as a result of women's improved educational standing and diverse desires for better living.

(Saho, 2020) The development of women, who make up around 50% of the population, is essential to progress in all its economic, social, and political facets. Therefore, women's participation in economic activities is crucial for the development of a healthy nation. When we talk about "women entrepreneurship," we mean the act of starting and owning a firm that gives women more economic power and improves their reputations in society. As a result, women entrepreneurs have been strongly impacting almost every sector of the economy, accounting for over 25% of all business ventures. According to statistics, women in developed nations have the freedom to pursue entrepreneurship and are given the same importance as males.

(Shetty & Hans, 2019) The dual or non-domestic jobs system is becoming more and more popular among women. They are now responsible for making decisions and strategies for the companies they work for, rather than just carrying cargo. The homemaker has made strides from low-paying menial vocations to self-employment and small-scale industries, to unorthodox fields, and even to own businesses. In defiance of centuries-old civilizations' customs, Indian women today have not

only accepted the challenging life in the corporate sector but have begun to forge ahead into "entrepreneurship" and "leadership" roles. These days, women have more voice and choice, more access to new sources of income and empowerment, and more liberal attitudes and legislation about their education and employment.

(ARYA, CHARAN PANDA, & KAUR, 2017)
Women entrepreneurs are playing a significant role in today's world and have grown to be a significant component of the international commercial climate. It is crucial for long-term economic growth and social advancement that women engage in entrepreneurial endeavours. Even though women in India play important roles in society, their entrepreneurial potential has not yet been fully realized primarily due to their disadvantage compared social standing. This paper's primary goal is to ascertain the current state of women entrepreneurs in India. It also emphasizes the justification for women pursuing entrepreneurship. likewise, an analysis of the policies and initiatives implemented by the spirit of entrepreneurship in women has been attempted. (Decoding government support to women entrepreneurship in India, 2022)

Objective

1. Examine the influence of gender stereotypes on entrepreneurial intentions
2. Analyze the role of gender stereotypes in business relationship formation.
3. To investigate how female employees at work manage their personal and professional life.
4. To see how demographic factors influence things like personal life expectations, personal life satisfaction, work expectations and personal job satisfaction.

Research problem

Examining how gender stereotypes affect the development and prosperity of female entrepreneurs in Vadodara is the study's research problem. Even though the number of women founding small enterprises is rising worldwide, especially in developing nations like India, gender-based misconceptions and biases still affect many facets of women's entrepreneurial experiences. Due to strongly established cultural and societal assumptions around gender roles, women entrepreneurs in Vadodara, a growing municipality in Gujarat, face a number of particular difficulties.

Their access to networks, resources, opportunities, and commercial recognition is frequently restricted by these gender preconceptions. In particular, women are frequently viewed as less competent or capable in leadership positions, and their business ventures are occasionally disregarded or discounted, particularly in fields that have historically been dominated by men.

III. RESEARCH METHODOLOGY

Research design and data collection method for female entrepreneurs in Vadodara, Gujarat

Research Design Utilize a qualitative research design to investigate individualized observation, opinions, and emotions, Focuses on the experiences of female entrepreneurs in Vadodara, highlighting the impact of gender stereotypes on their entrepreneurial endeavours.

Primary data collected using google forms for a structured survey.

Type of research: Descriptive and analytical Research

Sampling Design: Non- Probability Sampling

Sample Size: 109

Sampling Units: Vadodara, Gujarat.

Data Collection Method

Significance: Investigates empirical data on gender stereotypes among Vadodara's female entrepreneurs.

Scope: Examines how gender stereotypes affect the operations of women businesses in Vadodara.

Research Gap: Lacks empirical research evaluating the impact of gender prejudices on Vadodara's entrepreneurs.

Data Tools & Techniques

Data Analysis Tools: Descriptive statistics (Mean, Standard Deviation)

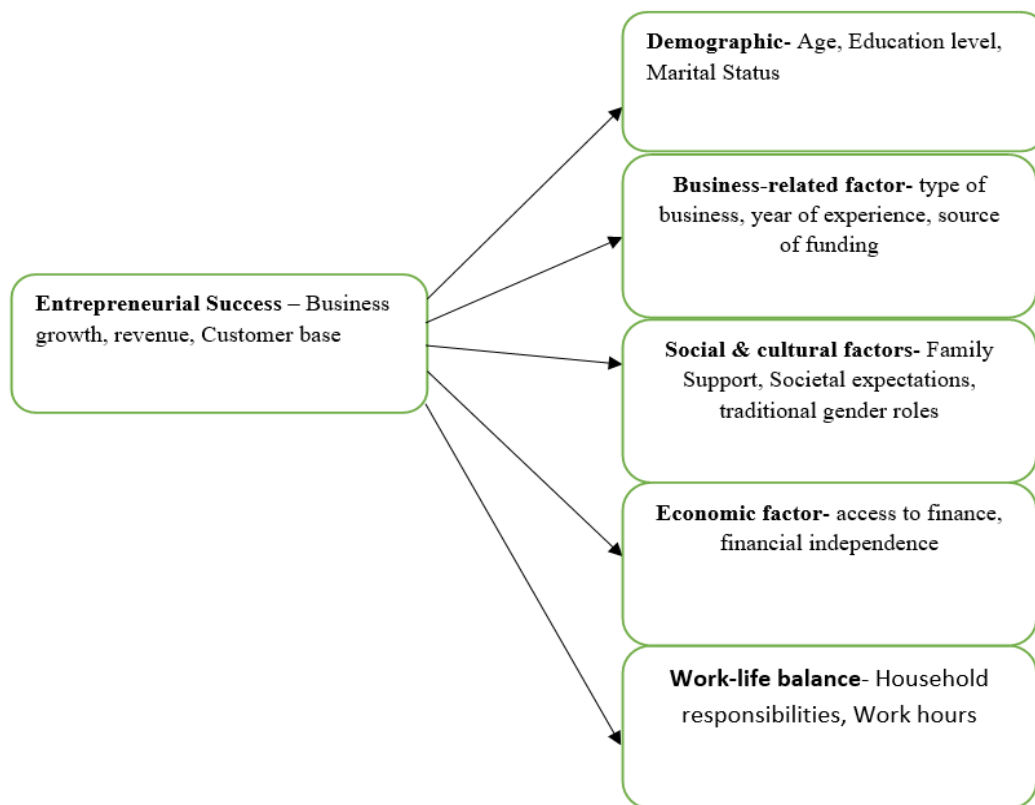
Statistical Test Used: One-Way ANOVA (Analysis of Variance) to test the significance of gender stereotypes on entrepreneurship.

Software Used: SPSS / Excel for data analysis

Limitations

- Because the study is exclusive to Vadodara, the conclusions might not apply to other areas.
- The variety of experiences among female entrepreneurs may not be sufficiently captured by the sample size of 109.
- When the study uses self-reported data, response bias could be present.
- Only gender stereotypes are discussed in depth; various socioeconomic problems that influence entrepreneurship are not.

Conceptual Framework



Hypothesis Framing

- H1: There is significant difference between Entrepreneurial success and demographic factors (Age, education)
- H2: There is significant difference between Entrepreneurial success and business-related factors (types of business, year of experience, source of funding)
- H3: There is significant difference between Entrepreneurial success and social & cultural

About Women Entrepreneurship Platform (WEP)

Launched by NITI Aayog in 2017, the WEP is a Government of India-backed program that aims to create an environment that supports women entrepreneurs in India. WEP aimed to accomplish this by transforming into a single, comprehensive source of pertinent data and services. It would improve industry ties and raise WEs' knowledge of current initiatives. Access to programs for a) incubation and acceleration, b) entrepreneurship skill development and mentoring, c) marketing support, d) funding and financial help, e) compliance and tax support, and f) community and networking is expressly made achievable by it. Over 26,500 women have registered and benefitting from WEP since its inception in 2018.

factors (family support, societal expectations, gender roles)

H4: There is significant difference between Entrepreneurial success and economic factors (access to finance, financial independence)

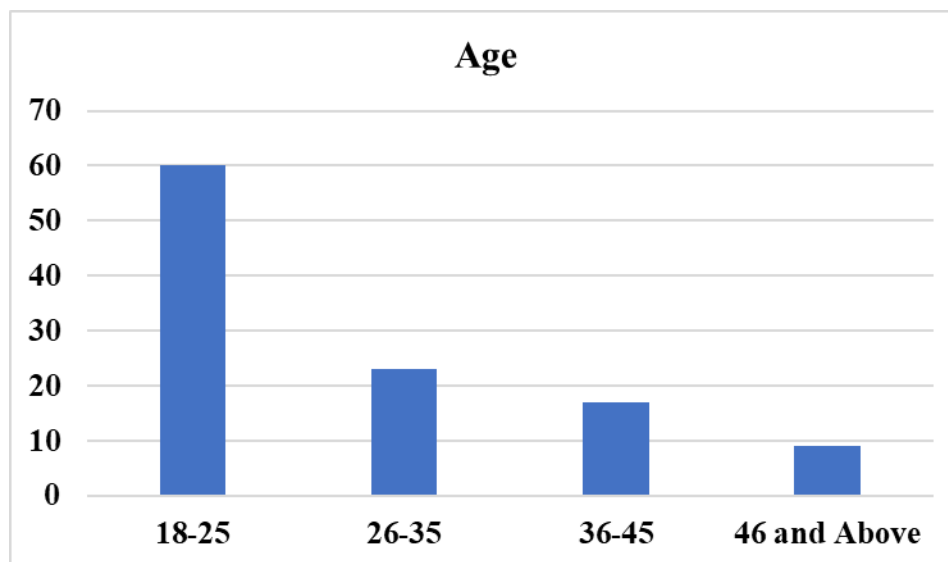
H5: There is significant difference between Entrepreneurial success and work-life balance (household responsibility, work hours)

H6: There is significant difference between Entrepreneurial success and media influence.

IV. DATA ANALYSIS & INTERPRETATION

Table- 1 Age of Women Entrepreneurs

Age	Frequency	Percentage	Valid Percentage	Cumulative Percentage
18-25	60	55	55	55
26-35	23	21	21	76
36-45	17	16	16	92
46 and Above	9	8	8	100
Total	109	100	100	

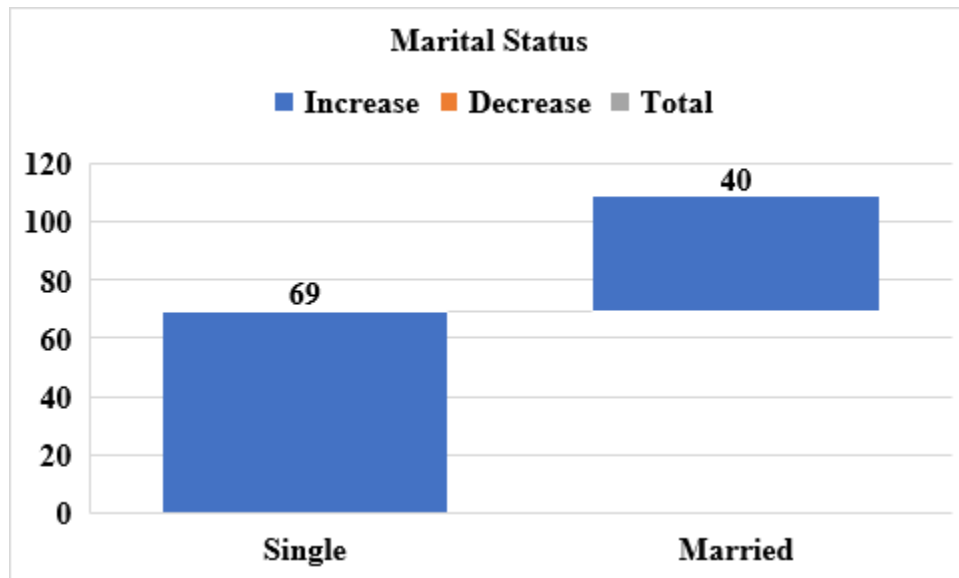


Interpretation Information about the respondents' age distribution is shown in the table. There were 109 respondents in all, and the majority of them—55%—were between the ages of 18 and 25, suggesting that younger people were well-represented. Those between the ages of 26 and 35 make up the next largest group of respondents (21%), followed by those between the ages of 36 and 45 (16%). Finally, 8% of the sample is made up

of people who are 46 years of age or older. Together, these numbers demonstrate an obvious decline in representation as we proceed in age groups. This distribution implies that younger adults' viewpoints comprise the majority in the survey, which could have an impact on the conclusions and insights drawn from the data as a whole.

Table – 2 Marital Status of Women Entrepreneur

Marital Status	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Single	69	63	63	63
Married	40	37	37	100
Total	109	100	100	

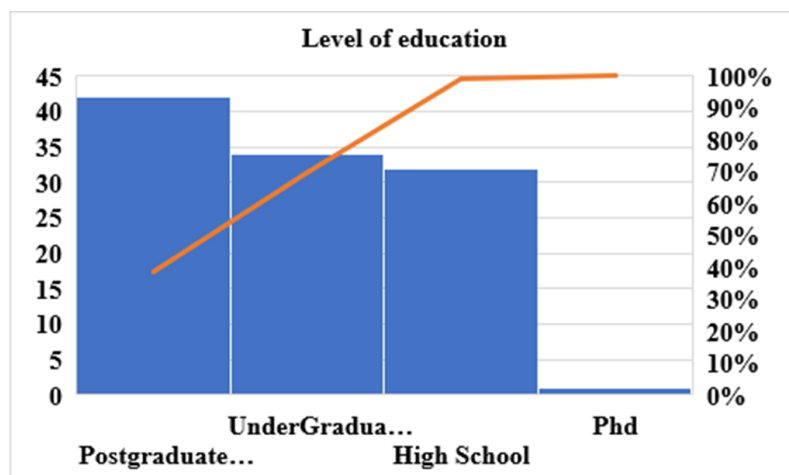


Interpretation The data table offers information on the respondents' marital status; 109 people in all got interviewed. A sizable majority, 63%, report being single, indicating that there are a lot of single people in the sample. On the other hand, and 37% of those surveyed are married. This distribution shows a pronounced bias in favor of single people, which

might be a reflection of the demographics or stage of life of the population being polled. With no representation from other marital statuses, the cumulative proportion attests to the fact that all respondents fit into these two groups. In light of the survey's emphasis, this information may be critical to evaluating social dynamics and preferences.

Table- 3 Level of Education

Education	Frequency	Percentage	Valid Percentage	Cumulative Percentage
High School	32	29	29	29
Undergraduate degree	34	31	31	61
Postgraduate degree	42	39	39	99
Phd	1	1	1	100
Total	109	100	100	



Interpretation The educational background of the 109 respondents is shown in the data table. The largest group, which consists of 39% of

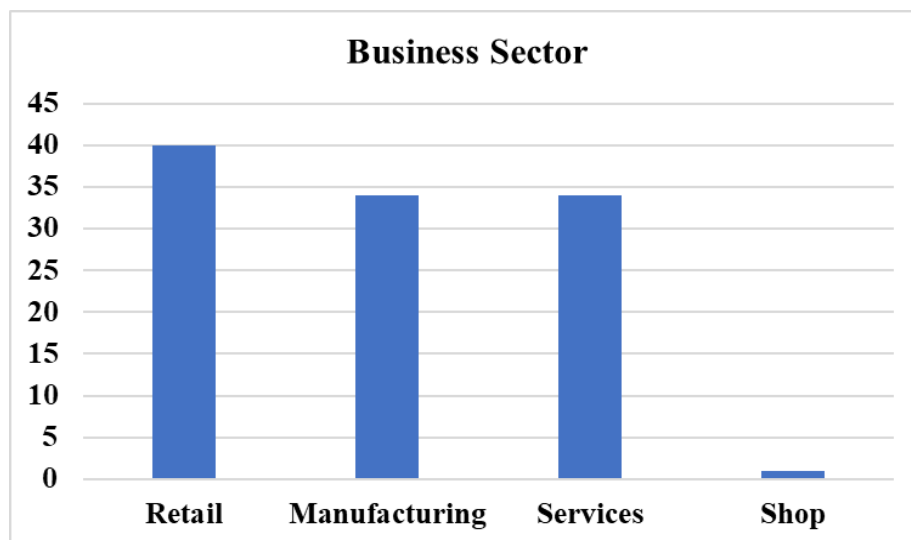
participants, has a postgraduate degree, suggesting that people with higher education are well represented. Closely behind, 29% of respondents

have finished high school, and 31% have an undergraduate degree. The fact that only 1% of the respondents have a PhD is interesting because it signifies that highly specialized training is not prevalent in this population. The cumulative percentages attest to the fact that every respondent

falls into these educational categories. With an overwhelming number of postgraduate qualified persons, this distribution represents a well-educated community, which could have an impact on the viewpoints and insights obtained from the survey.

Table – 4 Business Sector

Business	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Retail	40	37	37	37
Manufacturing	34	31	31	68
Services	34	31	31	99
Shop	1	1	1	100
Total	109	100	100	

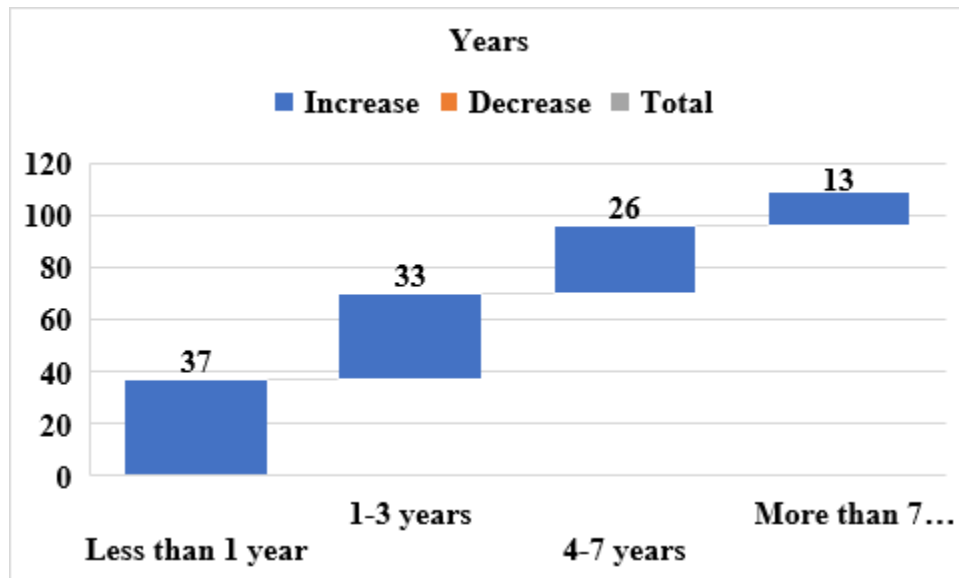


Interpretation The distribution of responders across different industries is shown in the data table and bar chart that go with it. The retail industry is the most prominent among the 109 participants, making up 37% of the sample as a whole. With 31% of responses each, manufacturing and services come in second and third, respectively, suggesting that these two industries are fairly represented. With just 1% of respondents, the shop category had the lowest

representation. All respondents are included in these four categories, as evidenced by the cumulative percentages. According to this distribution, the survey largely represents thoughts from those working in the manufacturing, retail, and services sectors, with little contribution from people owning smaller shops. The information demonstrates how large-scale industries shaped the survey's conclusions.

Table – 5 How many years in business

Year in business	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Less than 1 year	37	34	34	34
1-3 years	33	30	30	64
4-7 years	26	24	24	88
More than 7 years	13	12	12	100
Total	109	100	100	



Interpretation The length of time respondents have worked in their different industries is revealed in the data table. A considerable percentage of the 109 participants—34 percent—have less than a year of experience, making up the largest group. Those with one to three years of experience make up the second-largest category (30%), indicating a significant presence of people just starting their careers. Only 12% of the sample have more than

seven years of experience, demonstrating the number of seasoned professionals, compared to 24% of those with four to seven years of experience. All respondents are included in these groups, as indicated by the cumulative percentages. According to this distribution, most responders are somewhat new to their field, which could influence the perspective and insight capture in the survey.

Anova Test

H01 There is no influence of education on women entrepreneur motivation

Table -6: Education of Women entrepreneurs

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.032 ^a	.001	-.008	1.07524

a. Predictors: (Constant), Education

Interpretation

With an R-value of 0.032, which signals virtually no association, the model summary shows a very poor relationship between education and the motivation of female entrepreneurs. Only 0.1% of the difference in motivation can be explained by schooling, according to the R-square value of 0.001, which is statistically negligible. Furthermore, the

model's explanatory ability is not improved by including education as a predictor, according to the negative adjusted R-square (-0.008). A significant degree of unexplained variability is shown by the estimate's standard error (1.07524). These findings demonstrate that schooling has no discernible impact on the motivation of female entrepreneurs, verifying the null hypothesis (H01).

Table -7 Regression

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.124	1	.124	.107	.744 ^b
	Residual	123.707	107	1.156		
	Total	123.830	108			

a. Dependent Variable: AVG_EM

b. Predictors: (Constant), Education

Interpretation

The ANOVA results show that the variation in women entrepreneurs' motivation (AVG_EM) based on education is not significantly explained by the regression model. Education is not a significant predictor, as evidenced by the extremely low F-value of 0.107 and the significance value (Sig.) of 0.744, which is significantly higher than the conventional cutoff of 0.05. In comparison to the

residual sum of squares (123.707), the regression sum of squares (0.124) is quite modest, suggesting that the model is unable to account for the majority of the variation. The model's low contribution from education has additional backing by the mean square values. All things considered, these results convey credence to the null hypothesis (H01), which states that education has no discernible impact on the motivation of female entrepreneurs.

Table -8 Co-efficient

Model	Particulars	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.517	.276		12.761	.000
	Education	-.039	.121	-.032	-.327	.744

a. Dependent Variable: AVG_EM

Interpretation

Compared to the coefficient table, education has no discernible effect on the motivation of female entrepreneurs (AVG_EM). The unstandardized coefficient (B) for education is -0.039, indicating a very low negative relationship. The t-value of -0.327 and the significance value (Sig.) of 0.744 confirm that education is not a statistically

significant predictor as the p-value is considerably more than 0.05. When educational attainment is at zero, the projected motivation score remains high, as indicated by the persistent value of 3.517. All things thought out, these results support the null hypothesis (H01), namely holds that female entrepreneurs' motivation doesn't change by their level of training.

H02 There is no influence of education on women entrepreneur intention

Table- 9 Education on women entrepreneurs' Intention

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.897	3	.966	.839	.476
Within Groups	120.933	105	1.152		
Total	123.830	108			

Interpretation The ANOVA results test whether education influences women entrepreneurs' intentions (AVG_EI). The F-value is 0.839, which is relatively low, and the p-value is 0.476, higher than the significance level of 0.05. This indicates that there is no statistically significant difference between the groups. Therefore, we fail to reject the null hypothesis, concluding that education does not

have a significant impact on women entrepreneurs' intentions. The data suggests that education level does not influence entrepreneurial intentions in this study.

H03 There is no influence of education on women entrepreneur management for personal and professional life

Table No: 10 Management for personal and professional life

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.211	3	3.070	2.775	.045
Within Groups	116.175	105	1.106		
Total	125.386	108			

Interpretation Whether academic achievement affects how women entrepreneurs manage their personal and professional lives is tested by the ANOVA results (AVG_MPP). Both the p-value (0.045) and the F-value (2.775) are below the significance level of 0.05. A statistically significant difference between the groups is indicated by this. We conclude that education does have an impact on how women entrepreneurs manage their personal

and professional lives, therefore defeating the null hypothesis. According to the research, women's management of their personal and professional assignments is greatly influenced by their degrees of education.

H04 There is no influence of education on women entrepreneur self-efficiency and confidence

Table -11 Self-efficiency and confidence

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.211	3	3.070	2.775	.035
Within Groups	116.175	105	1.106		
Total	125.386	108			

Interpretation The results of the ANOVA test if schooling affects the confidence and self-efficacy of female entrepreneurs (AVG_SEC). Below the significance level of 0.05, the F-value is 2.775 and the p-value is 0.035. A statistically significant difference between the groups is indicated by this. Therefore, we reject the null hypothesis and come to the conclusion that schooling does affect the

confidence and self-efficacy of female entrepreneurs. In accordance to the research, their degree of education has a major influence on their trust in and perception of self in their ability to start their own business.

H05 There is no influence of experience on women entrepreneur motivation

Table- 12 Experience on women entrepreneurs' Motivation

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.705	3	1.235	1.080	.361
Within Groups	120.125	105	1.144		
Total	123.830	108			

Interpretation The ANOVA's findings examine if experience significantly affects female entrepreneurs' motivation. There is some variation among experience levels, as seen by the mean square (1.235) and between-groups sum of squares (3.705). An F-value of 1.080 and a significance level of 0.361 suggest that the differences are not statistically significant. Since the p-value is greater than 0.05, which suggests that experience has no

appreciable impact on motivation, the null hypothesis (H05) cannot be accepted. This finding demonstrates that other factors, which include own motivation or outside support, may be extensively more important in encouraging female business owners than experience.

H06 There is no influence of experience on women entrepreneur intention

Table- 13 Experience on women entrepreneurs' Intention

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.705	3	1.235	1.080	.361
Within Groups	120.125	105	1.144		
Total	123.830	108			

Interpretation The ANOVA's outcomes establish if experience significantly affects female entrepreneurs' influence. The between-groups sum of squares (3.705) and mean square (1.235) indicate minimal variation across experience levels. The

differences are not statistically significant, according to the F-value of 1.080 and the significance threshold of 0.361. Since the p-value is greater than 0.05, the null hypothesis (H06) cannot be eliminated indicating that experience has no

appreciable impact on the influence of female entrepreneurs. This study demonstrates additional variables, including networking or leadership abilities, can have a larger impact on their influence.

H07 There is no influence of experience on women entrepreneurs managing personal and professional life

Table- 14 Managing Personal and Professional-life

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.648	3	.216	.182	.909
Within Groups	124.738	105	1.188		
Total	125.386	108			

Interpretation The ANOVA's findings evaluate if experience has an impact on women entrepreneurs' ability to manage their personal and professional lives. There is little to no variation among experience levels, according to the mean square (0.216) and between-groups total of squares (0.648). The F-value (0.182) and significance level (0.909) suggest the differences are not statistically significant. Given that the p-value is much greater than 0.05, which suggests that experience has no

appreciable impact on how women entrepreneurs balance their home and professional responsibilities, the null hypothesis (H07) cannot be discarded. This indicates that other factors, including the workplace, time management skills, or family support, may be more important in this case.

H08 There is no influence of experience on women entrepreneur self-efficiency and confidence

Table- 15 women entrepreneurs' self-efficiency and Confidence

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.648	3	.216	.182	.909
Within Groups	124.738	105	1.188		
Total	125.386	108			

Interpretation The ANOVA's conclusions investigate whether female entrepreneurs' confidence and self-efficacy are impacted by experience. The between-groups total of squares (0.648) and mean square (0.216) show minimal variation across experience levels. The F-value (0.182) and significance level (0.909) show that the differences are not statistically significant. Since experience has no appreciable impact on confidence and self-efficacy, as indicated by the p-value being

significantly higher than 0.05, we are unable to reject the null hypothesis (H08). It also suggests that additional aspects, like as personal traits, education, or mentoring, may be more significant when assessing the self-assurance of female entrepreneurs.

H09 There is no influence business and women entrepreneur motivation

Table- 16 Women entrepreneurs' Motivation

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.133	3	.378	.323	.809
Within Groups	122.697	105	1.169		
Total	123.830	108			

Interpretation The results of the ANOVA examine if the type of business has an impact on the motivation of female entrepreneurs. The mean square (0.378) and across-groups sum of squares (1.133) show that there is virtually little difference between the different business kinds. Based on the significance level (0.809) and F-value (0.323), the

differences are not statistically significant. Since the p-value is significantly higher than 0.05, the null hypothesis (H09), which holds that business type has no appreciable impact on motivation, cannot be rejected. This suggests that other elements, such as personal goals, stability in finances, or social

support, might be even more significant in motivating female entrepreneurs.

H010 There is no influence of business gender stereotype and women entrepreneur intention

Table- 17 Women entrepreneurs' Intention

Particulars	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.133	3	.378	.323	.809
Within Groups	122.697	105	1.169		
Total	123.830	108			

Interpretation The ANOVA's findings assess if business-related gender stereotypes affect the influence of female entrepreneurs. The mean square (0.378) and between-groups sum of squares (1.133) indicate that there is minimal variation among the distinct characteristic's kinds of companies. The F-value (0.323) and significance level (0.809) indicate that the differences are not statistically significant. Given that the p-value is significantly in excess of 0.05 and indicates that gender stereotypes have no

discernible effect on the influence of female entrepreneurs in the business sector, the null hypothesis (H010) cannot be agreed. This suggests that other factors, such as leadership skills, networking, or previous work experience may be more crucial in assessing their influence.

H011 There is no influence of business of women entrepreneurs managing personal and professional life

Table- 18 Managing Personal and Professional life

Particulars	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.018	3	1.006	.863	.463
Within Groups	122.368	105	1.165		
Total	125.386	108			

Interpretation The ANOVA's findings investigate if the type of business has an effect on the manner in which female entrepreneurs manage their personal and professional lives. There is some variation among different business kinds, as evidenced by the mean square (1.006) and between-groups sum of squares (3.018). Because of the significance criterion (0.463) and F-value (0.863), the differences are not statistically relevant. Since the p-value is greater than 0.05, which suggests that the

type of business has no discernible effect on work-life balance, the null hypothesis (H011) cannot be rejected. This suggests other variables, such as work flexibility, family support, or time management skills, may be more relevant when balancing commitments.

H012 There is no influence of business women entrepreneurs' self-efficiency and confidence

Table- 19 Women entrepreneurs' self-efficiency and confidence

Particulars	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	3.018	3	1.006	.863	.463
Within Groups	122.368	105	1.165		
Total	125.386	108			

Interpretation The ANOVA's conclusions assess if the type of business has an effect on female entrepreneurs' self-efficacy and confidence. The between-groups sum of squares (3.018) and mean square (1.006) show a slight variability across different business categories. The significance threshold (0.463) and F-value (0.863) indicate that the differences are not statistically significant. Since the p-value is greater than 0.05, which suggests that

the type of business has no discernible effect on self-efficacy and confidence, the null hypothesis (H012) cannot be rejected. This suggests that other factors, such as education, experience, mentoring, or one's own viewpoint, may be even more important in enhancing the self-assurance of female businesses.

V. DISCUSSION

According to the survey, societal prejudices and attitudes continue to pose impediments for women entrepreneurs in Vadodara, even in the face of significant advances in the field. Business operations, including decision-making autonomy and financial resource availability, are impacted by gender stereotypes. Women entrepreneurs' success is further hampered by traditional gender roles and family obligations, which raise stress levels and limit their ability to expand. Women's views of competence and authority are also influenced by societal ideas regarding business savvy and leadership. Throughout these obstacles, female entrepreneurs show tenacity and flexibility, underscoring the critical importance of government programs, alterations to regulations, and mentoring programs to promote a more welcoming entrepreneurial environment.

VI. CONCLUSION

The study underscores that gender stereotypes remain a major barrier for women entrepreneurs in Vadodara, affecting their financial access, leadership recognition, and work-life balance. Demographic, economic, and societal factors significantly shape their entrepreneurial journey, with financial independence and work-family balance being critical determinants of success. Despite these challenges, women entrepreneurs exhibit resilience and adaptability, demonstrating their ability to overcome systemic biases. To promote inclusive entrepreneurship, policy interventions, mentorship programs, financial support schemes, and societal mindset shifts are necessary. By addressing these gender stereotypes and ensuring equal access to resources, Vadodara can foster a more diverse and dynamic entrepreneurial ecosystem, contributing to sustained economic growth and gender equality.

REFERENCE

- [1] ARYA, D., CHARAN PANDA, D., & KAUR, M. (2017). *Women Entrepreneurship- A study of Indian Scenario*. <https://www.raijmr.com/ijrsm1/wp-content>.
- [2] *Decoding government support to women entrepreneurship in India*. (2022). <https://www.niti.gov.in/sites/default/files/2023-03/Decoding-Government-Support-to-Women-Entrepreneurs-in-India.pdf>.
- [3] Hartono, H., Luhur, W., Sasmoko, S., Setiadi, N., & Abdulah, A. (2021). *GENDER STEREOTYPE ROLE IN THE BUSINESS SUCCESS OF WOMEN ENTREPRENEURS IN INDONESIA*. https://www.researchgate.net/publication/358639571_GENDER_STEREOTYPE_ROLE_IN_THE_BUSINESS_SUCCESS_OF_WOMEN_ENTREPRENEURS_IN_INDONESIA.
- [4] Saho, C. (2020). *Women Entrepreneurship in India: An Insight into Problems, Prospects and Development*. https://www.researchgate.net/publication/345650714_Women_Entrepreneurship_in_India_An_Insight_into_Problems_Prospects_and_Development.
- [5] Sahoo, C. (2020). *Women Entrepreneurship in India: An Insight*. <https://pdfs.semanticscholar.org/23d6/8cf4a41e9184ec3ad9f5ac1b9ec1426ac5ef.pdf>.
- [6] Saraswat, R., & Lathabhavan, R. (2020). *A study on Women Entrepreneurship in India*. https://www.researchgate.net/publication/342094983_A_study_on_Women_Entrepreneurship_in_India.
- [7] Shetty, S., & Hans, V. (2019). *Women Entrepreneurship in India - issues and challenges*. <https://www.rjhssonline.com/HTMLPaper.aspx?Journal=Research%20Journal%20of%20Humanities%20and%20Social%20Sciences;PID=2019-10-4-5>.