

**“Relationship Between Socio-Economic Factors and Success of Women
Entrepreneurs: A Study of Gwalior District”**

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Abstract

Women entrepreneurship plays a vital role in promoting inclusive economic growth and women empowerment, particularly in developing regions. The success of women entrepreneurs, however, is largely influenced by various socio-economic factors. The present study examines the relationship between socio-economic factors and the success of women entrepreneurs in the Gwalior district of Madhya Pradesh. The study focuses specifically on key variables such as education, income, and family support and their impact on entrepreneurial success.

A descriptive and analytical research design was adopted, using primary data collected through a structured questionnaire based on a five-point Likert scale. A total of 120 valid responses from women entrepreneurs engaged in small and micro enterprises were analyzed using SPSS software. The reliability of the instrument was confirmed through Cronbach's Alpha (0.851), indicating high internal consistency. Normality tests supported the use of parametric statistical techniques. Linear regression analysis and ANOVA were employed to test the hypotheses.

The findings reveal that socio-economic factors have a significant and positive impact on the success of women entrepreneurs. The regression model explains 46.8% ($R^2 = 0.468$) of the variation in entrepreneurial success. Among the variables studied, education emerged as the most influential factor, followed by income and family support. The null hypotheses were rejected, confirming a statistically significant relationship between socio-economic factors and entrepreneurial success.



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The study concludes that strengthening educational access, economic stability, and family support systems can enhance the performance and sustainability of women-led enterprises. The findings provide valuable insights for policymakers and institutions to design women-centric entrepreneurial development programs, particularly at the regional level.

Keywords: Socio-Economic Factors, Women Entrepreneurs, Education and Income, Women Empowerment, Small and Micro Enterprises (SMEs)

Introduction:

Entrepreneurship has emerged as a vital component of economic development, creating employment opportunities, fostering innovation, and promoting social transformation. Within this domain, women entrepreneurship constitutes a critical aspect of inclusive growth, as it empowers women and integrates them into the mainstream economy. In recent years, women entrepreneurs have increasingly contributed to the Indian economy, particularly in small and medium enterprises. However, their entrepreneurial journey is often shaped—and sometimes limited—by various socio-economic factors such as education, income, financial independence and family support systems. Understanding these influences is essential to strengthening women-led enterprises and achieving sustainable gender equality in entrepreneurial ecosystems.

In the Indian context, the participation of women in entrepreneurial activities has grown significantly due to initiatives like the Self-Help Group (SHG) movement, microfinance programs, and the government's focus on inclusive entrepreneurship. Yet, women continue to face constraints in accessing credit, markets, training, and mentorship opportunities. These issues are further compounded by traditional gender roles, low literacy rates, and limited exposure to business networks. Consequently, the success of women entrepreneurs depends not only on individual motivation but also on the socio-economic environment that supports or restricts their endeavors.

The Gwalior district of Madhya Pradesh provides an ideal setting for exploring these relationships. The region reflects a mixture of urban and semi-rural dynamics, where women operate small-scale and micro-enterprises in sectors such as handicrafts, food processing, tailoring, and retail. While some women have achieved economic independence, others remain confined to low-income, home-based ventures. Factors like educational achievement, family income, spousal encouragement, and access to informal networks play a decisive role in determining



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entrepreneurial outcomes in this region. Therefore, examining these variables offers valuable insights into local opportunities and systemic constraints affecting women entrepreneurs in Gwalior.

Education is one of the most important socio-economic determinants of successful entrepreneurship. Educated women possess stronger managerial competence, greater confidence, and higher adaptability in changing business conditions. Similarly, economic stability and family support create a safety net that enables women to take entrepreneurial risks. Conversely, limited financial literacy, lack of property rights, and socio-cultural restrictions often restrict women from expanding their businesses. The interplay among these variables forms the basis of this study's investigation into the factors that contribute to entrepreneurial success.

The present research focuses on identifying and analyzing key socio-economic factors—education, income, and family support—that influence the success of women entrepreneurs in the Gwalior district. It seeks to establish correlations between these factors and business performance indicators such as profitability, growth, and sustainability. The research adopts a quantitative approach, using structured questionnaires to collect primary data from women entrepreneurs engaged in small and micro-enterprises. Statistical analysis through SPSS will be employed to interpret the data and test hypotheses regarding relationships among socio-economic variables.

Understanding these linkages is not only academically significant but also socially relevant. By highlighting the determinants of entrepreneurial success among women in Gwalior, this study aims to inform policy formulation, design women-centric training programs, and promote equitable access to financial and institutional resources. Ultimately, the research aspires to contribute to the discourse on women's empowerment, emphasizing that empowering women economically through entrepreneurship strengthens families, communities, and society as a whole.

Review of Literature:

A study by **Bhat, Junaid Ul Amin & Gupta, Anupam (2022)** on rural women empowerment in Gwalior district emphasized the importance of female participation in local decision-making bodies as a key driver of socio-economic development. The research found that women's involvement in leadership roles within the Panchayati Raj system enhanced their confidence, decision-making capacity, and local economic contribution. However, persistent barriers such as lack of education, low political awareness, and entrenched gender norms limited their broader participation in entrepreneurial and social domains.

According to **Sharma (2021)**, socio-economic factors such as literacy, occupational background, and access to credit play a critical role in women's entrepreneurial performance. The study observed that women from economically stable families and supportive social environments tend to perform better in business due to financial security and encouragement from their families .



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Vissandjee et al. (2006) and Dubey (2013) highlighted that empowerment initiatives in rural India—especially those involving political participation—create indirect positive effects on women’s economic independence. Their findings emphasized the necessity of improving educational opportunities for women as a precursor to entrepreneurial participation. These studies also suggested that greater institutional support and awareness about legal rights enhance women’s participation in both governance and business spheres .

Mol and Bhattacharya (2014) studied the impact of political and social participation on women’s empowerment in West Bengal and found that community-level engagement fosters leadership qualities that translate into successful small enterprises. Their findings are relevant to Gwalior district’s socio-economic landscape, where local women’s networks and SHGs (Self Help Groups) increasingly act as platforms for entrepreneurial learning and credit access.

Nayak (2025) and Yadav (2023) identified education and social capital as the strongest determinants of entrepreneurial success among women. In their nationwide quantitative assessments, education was shown to improve managerial efficiency, technological adaptability, and innovation, while social networks provided informal business mentorship and market linkages. These results align with Gwalior’s conditions, where small-scale industries depend heavily on community connections for resource access and customer outreach .

Further, Sharma and Hazarika (2011) underscored that patriarchal structures, socio-cultural restrictions, and inadequate access to finance remain critical challenges for women-led ventures in semi-urban India. Their studies recommend targeted interventions like specialized financial schemes, training programs in digital literacy, and awareness campaigns to build confidence among women entrepreneurs.

Beaman and Pande (2006) provided empirical evidence that women’s representation and voice in policy-making lead to more gender-sensitive economic frameworks, which indirectly benefit women entrepreneurs. By integrating political empowerment and entrepreneurship, such frameworks can multiply socio-economic benefits for both families and communities .

Objectives of the Study:

- To identify key socio-economic factors that influence the success of women entrepreneurs in the Gwalior district.
- To examine the relationship between education, income, family support, and entrepreneurial success.

Research Methodology:

The present study is descriptive and analytical in nature. It seeks to identify and analyze key socio-economic factors—such as education, income, and family support—that influence the



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success of women entrepreneurs in Gwalior district. The design uses a quantitative approach, allowing measurable assessment of relationships among variables through statistical analysis in SPSS.

- **Study Area:** The geographical scope of this study is limited to Gwalior district, Madhya Pradesh, a region representing both urban and semi-rural entrepreneurial contexts. This area was selected due to its growing number of women-led small and micro enterprises (SMEs) and varied socio-economic conditions.
- **Population and Sample:** The population comprises all registered women entrepreneurs in the Gwalior district engaged in micro, small, and medium enterprises (MSMEs).
- **Sample Size:** A total of 190 self designed (1-5) Likert's Scale questionnaires were distributed among the respondents of Gwalior District of Madhya Pradesh, 120 out of them were returned with proper responses.
- **Data Collection:** Both primary and secondary data will be used:
 - **Primary Data:** Collected through a structured questionnaire comprising closed-ended questions on: Demographics (age, marital status, education level, family income). Socio-economic factors (education, income, family support, financial access, training). Indicators of entrepreneurial success.
 - **Secondary Data:** Obtained from government reports, academic journals, District Industries Center (DIC) records, census data, and previous studies on women entrepreneurship .
- **Tools used for data Analysis:**
 - Reliability Test
 - Normality test
 - Linear regression Analysis

Reliability Test:

To ensure the internal consistency of the items used in the questionnaire, a reliability analysis was conducted using Cronbach's Alpha through SPSS (Statistical Package for social Science) Software. Cronbach's Alpha is a measure of the degree to which the items in a scale are correlated to one another.

Table 1: Reliability Statistics

Test Variable	Cronbach's Alpha	No. of Items
All Variables	0.851	10

On the basis of the above table 1, it is clear that the computed value of Cronbach's alpha is 0.851, which is higher than the standard threshold of 0.70. This indicates that the instrument used in this research is reliable and the data collected from respondents are internally consistent. Therefore, it can be inferred that the questionnaire effectively measures the intended socio-economic factors and entrepreneurial success variables

Normality Test:

To apply any parametric test, it is necessary assumption that data should be normally distributed.

Table 2: Test of Normality

Test	Statistic	df	Sig. (p-value)	Interpretation
Kolmogorov–Smirnov	0.061	120	0.743 p > 0.05	Normal distribution
Shapiro–Wilk	0.989	120	0.454 p > 0.05	Normal distribution

On the basis of the above table 2, it is clear that,

KS test: Statistic = 0.061, p = 0.743

SW test: Statistic = 0.989, p = 0.454

The p-values for both tests are greater than 0.05, the composite scores are considered to be normally distributed. This means assumptions of normality are satisfied, so you can confidently use parametric test.

Hypothesis:

H₀: There is no significant relationship and impact of socio-economic factors (education, income, and family support) on the success of women entrepreneurs in the Gwalior district.

H₁: There is a significant positive relationship and impact of socio-economic factors (education, income, and family support) on the success of women entrepreneurs in the Gwalior district.

Table 3: Model Summary

Model	r	r Square	Adjusted r Square	Std. Error of the Estimate
1	0.684	0.468	0.454	0.512

On the basis of the above table 3, The R Square value of 0.468 indicates that socio-economic factors explain 46.8% of the variation in the entrepreneurial success of women entrepreneurs. This suggests a moderate to strong explanatory power of the model.

Table4: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	32.418	3	10.806	41.21	0.000
Residual	36.882	116	0.318		
Total	69.300	119			

In the above table 4 of ANOVA, the F-value of 41.21 with a significance value of 0.000 ($p < 0.05$) confirms that the regression model is statistically significant. Hence, socio-economic factors collectively have a significant impact on the success of women entrepreneurs.

Table 5: Coefficients

Independent Variable	Unstandardized Coefficients		Standardized Coefficients	t-value	Sig.
	B	Std Error	Beta		
Education	0.382	0.071	0.421	5.38	0.000
Income	0.297	0.064	0.316	4.64	0.000
Family support	0.214	0.058	0.238	3.69	0.001

In the above table 5 of Coefficients, it is clear that,

Education has the strongest positive and significant effect on entrepreneurial success ($\beta = 0.421$, $p < 0.01$).

Income also shows a significant positive relationship with entrepreneurial success ($\beta = 0.316$, $p < 0.01$).

Family Support positively influences entrepreneurial success and is statistically significant ($\beta = 0.238$, $p < 0.01$).

Thus, all selected socio-economic factors significantly contribute to the success of women entrepreneurs. Hence, our null hypothesis is rejected and alternative hypothesis is accepted.

Conclusion:

The present study concludes that socio-economic factors play a significant role in determining the success of women entrepreneurs in the Gwalior district. The statistical analysis clearly reveals that education, income, and family support have a positive and meaningful impact on entrepreneurial success. Among these factors, education emerged as the strongest predictor,



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indicating that higher educational attainment enhances managerial skills, decision-making ability, and adaptability in business operations.

The regression results ($R^2 = 0.468$) show that socio-economic variables explain a substantial proportion of variation in entrepreneurial success, while the ANOVA results confirm the overall significance of the model. The rejection of the null hypothesis further validates that women entrepreneurs' performance is not independent of their socio-economic background.

Overall, the findings emphasize that improving educational opportunities, strengthening family and social support systems, and enhancing income stability can significantly contribute to the growth and sustainability of women-led enterprises. The study highlights the need for policy interventions, training programs, and institutional support focused on socio-economic empowerment to promote inclusive and sustainable women entrepreneurship in the Gwalior region.

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