

## Personal Skills are the backbone of Women Agropreneurs: An analytical Purview

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### A b s t r a c t

*The contribution of women to the nation's progress and the welfare of the families is got great recognition through entrepreneurship. As a result of economic empowerment, women reinvest their earnings in their communities' economic growth, resulting in greater self-reliance, prosperity, and food security. Through the consistent effort of women entrepreneurs, they evolve new markets and fulfill untapped customer needs through innovative businesses. This study focuses on the skills possessed by 240 sample women agropreneurs in the Kanyakumari District of Tamilnadu. The researcher used ANOVA, Cronbach's Alpha, Descriptive Statistics, KMO and Bartlett's Test, Factor Analysis, Component Transformation Matrix, Correlation Analysis and mediation analysis to analyze and interpret the results with the help of SPSS AND AMOS. The result reveals that the entire personal skills are categorized into three components, namely Inherent Skills (38%), Acquired Skills (36%), and Challenging skills (25%). The Cronbach's Alpha value is high for all the factors, namely Inherent Skills (.970), Acquired Skills (.975), and Challenging skills (.954). According to correlation analysis, there is a significant relationship between Inherent Skills and Acquired Skills (.766\*\*), and Acquired Skills (.641\*\*), and Acquired Skills has a significant association with Challenging Skills (.709\*\*), depicting the fact that Inherent Skills are more prudent in attaining Acquired Skills and Challenging Skills. There is a full mediation effect as the value of the indirect effect is less than 0.05, and the direct effect is 0.518, which is more than 0.05. The Sobel test also proves it as the value of the Sobel Test is 5.90 and the p-value is 0.000. The conclusion derived from the analysis is that the individual women possess the inherent skills by entering into entrepreneurship the women can acquire specific skills, and by the way, the women agropreneurs inherit the challenging skills.*

**Keywords:** *Acquired, Agropreneurs, Challenging, Entrepreneurship, inherent, Mediation, Skills, Women*

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## Introduction

The imperative role of entrepreneurship is the root cause for the growth of any community. Any nation's industrial growth depends on the spread of entrepreneurship culture and high-quality business development services. Entrepreneurial skills are regarded as the foundation of the Industrial Revolution and the alleviation of mass unemployment and poverty. Through entrepreneurship, women's contributions to the advancement of the nation and the well-being of families have received widespread recognition. Women's economic empowerment allows them to reinvest their profits in their communities' economic progress, resulting in increased self-reliance, wealth, and food security. Through the consistent effort of women entrepreneurs, they evolve new markets and fulfill untapped customer needs through innovative businesses. In support of these initiatives taken by the womenfolk, the community should stimulate women entrepreneurs in general and women agropreneurs in particular in their enterprise. Due to increased urbanization in developing countries, the demand for agricultural goods has shifted demand. Changes in food systems provide opportunities for agripreneurship, or entrepreneurship in agriculture and agro-based sectors, both on the farm and beyond the farm gate. However, rural women around the world typically lack equal access to vital services that could otherwise lead to employment and agripreneurship due to restrictive cultural norms, discrimination, and legal restrictions. Access to market intelligence, business consulting services, financial assets, and mentors is more difficult for rural women entrepreneurs than their male counterparts. Women Agropreneurs refers to the women involved in agriculture and agro-based industries. As an entrepreneur, the woman gains more economic power than a mere worker because ownership bestows control over assets and liabilities and gives her self-confidence and independence. To prove their efficiency and to withstand the competition, the women agropreneurs need personal and professional skills. Through identifying entrepreneurial skills, a women generation the skills for their self-development (I. Ismail, Husin, Abdul, Mohd, & Che, 2016; Jovane, Seliger, & Stock, 2017; Wickstrøm, Liu, & Schøtt, 2017). Chengadu and Scheepers (2017) addressed how women entrepreneurs navigate

their industry, including the hurdles they experience and their achievements. The findings suggest that, among other things, a supportive family, as well as encouragement and support from the immediate social context or community, facilitates women's growth. Mazonde (2016) wants to learn about female entrepreneurship from the perspective of women entrepreneurs, and she uses a social constructivist theoretical framework to do so. The talents of 240 women agropreneurs in the Kanyakumari District of Tamilnadu are the focus of this study.

## Review of Literature

Women's entrepreneurship has the potential to make a substantial contribution to the advancement of women's rights and is widely recognized as a fundamental component of women's economic empowerment (The Asia Foundation, 2018). Women are considered a nation's significant human resource (Pierce, Achdiawan, & Roshetko, 2016; Tartari & Salter, 2015). Women are eager to enter the field of retailing and contribute to the nation's development. Women from all trades are now prepared to engage in any form of company and pursue careers in trade, industry, engineering, and others. Women's entrepreneurship is becoming more widely recognized today, and initiatives are being taken to promote women's entrepreneurship. Women are required to be properly formed with other entrepreneurial traits and talents to confront the demands of global markets, keep up with changing trends, and be competent enough to maintain and strive for greatness in the entrepreneurial area. (Bumatay, Sulabo, & Ragus, 2008; Fini, Marzocchi, & Sobrero, 2009; Holwerda, 2018). Micro-economic entrepreneurship's empowerment of women resulted in women's empowerment in all spheres, including socio-economic opportunity, property rights, political representation, social equality, personal rights, family development, market development, community development, and the nation's development. (D. Ismail, Khairy, & Domil, 2014; Schneider, 2017; Suzana et al., 2014). The growth of women's entrepreneurship has been relatively high in developing nations as compared to developing countries (Khayri, Yaghoubi, & Yazdanpanah, 2011; Nardi & Fella, 2017; Rachwa, 2011; Sánchez & Sahuquillo, 2012; Stephany, Fontinele, Maria, Barros, & Moraes, 2017; Yang,

Liu, & Mai, 2018). Gender-specific factors like as agriculture, food, money, life prospects, and attitudes toward domestic violence are examined in Sulawesi intra-household decision-making. (Pierce et al., 2016). According to the study's findings, women entrepreneurs' aggressive and proactive approach leads them to make fewer sensible decisions (Ürü, al, Atan, & Aksu, 2011). Women face many levels of stress and contradicting sensations due to conflicting social conventions and roles. The superwoman persona, and "gender fatigue," a word and notion are coined by Elisabeth K. Kelan (2009). This strain is referred to as "role conflict" by Sucheta Agarwal and Usha Lenka (2015: 356), who argue that it is harmful and affects women's physical and emotional health and behavior.

The earlier studies reveal that the contribution of women to the development of the economy is vital in general and in agriculture in particular. Micro-economic entrepreneurship's empowerment of women resulted in women's empowerment in all spheres, including socio-economic opportunity, property rights, political representation, social equality, personal rights, family development, market development, community development, and national development. Women face many levels of stress and contradicting sensations due to conflicting social conventions and roles. Female entrepreneurs' aggressive and proactive approach causes them to make fewer sensible decisions. The present study deals with the possession of entrepreneurial skills among Women Agropreneurs.

## Objectives of the Study

The major objective of the study is to explore the personal skills of the women entrepreneurs in different dimensions and to find the mediation effect among the components of personal skills.

## Research Methods

This research is based on a primary survey taking a sample of 240 women agropreneurs actively involved directly in agriculture and agro-based business from Kanyakumari District of Tamilnadu based on Cochran's Sample Size Formula. Stratified random sampling is followed where Kanyakumari District is taken as the first strata, six taluks are considered as second strata and the nine blocks are taken as the third strata, and

from each block, women agropreneurs are drawn proportionately covering 240 women agropreneurs as the sample. The data were collected by the Direct Interview Method with the help of the Interview Schedule. Trade wise the entire agro-based activities are subdivided into Rubber and Cashew based, Banana and Coconut based, Honey and Dairy-based, Fish processing and Fishnet industries, Horticulture and Floriculture based, and Handicrafts, Terracotta and Pottery based which are popular in the district and the sample covers 40 in each trade. The entrepreneurial traits inherent in them and acquired through entrepreneurship are the core focus of the research. The present paper threw light on the personal skills of women agropreneurs are analyzed with the help of 34 statements. The researcher used ANOVA, Cronbach's Alpha, Descriptive Statistics, KMO and Bartlett's Test, Factor Analysis, Component Transformation Matrix, Correlation Analysis and mediation analysis to analyze and interpret the results with the help of SPSS and AMOS.

## Attainment of Personal Skills from Agropreneurship

Entrepreneurship is the combination of risks and challenges wherein one should be ready to face both success and failures together. Ideally speaking, anyone who can start a business professional and is willing to undertake risks can become an entrepreneur, but not all entrepreneurs can never attain success. Certain specific characteristics of entrepreneurship make an entrepreneur successful irrespective of the type of trade undertaken. Here the researcher attempted to locate the attainment of Personal Skills for the sample women agropreneurs.

$H_0$ : Personal Skills of Women Agropreneurs show no significant differences.

**Table 1 Personal Skills of Women Agropreneurs: Reliability Statistics**

Category		Sum of Squares	df	Mean Square	F	Sig
Between People		3160.64	239	13.22	6.054	.000
Within People	Between Items	46.45	33	1.41		
	Residual	1833.84	7887	.233		
	Total	1880.29	7920	.237		
Total		5040.93	8159	.618		
<b>Reliability Statistics</b>						
Cronbach's Alpha		.982				
Number of Items		34				
Grand Mean = 2.0576						

Source: Computed

The Sum of Squares between People is 3160.64 and Between Items is 46.45, the Mean Square between People is 13.22 and Between Items is 1.41, according to the test of dependability statistics for Women Agropreneurs' Skills. F (239, 33): 6.054 has a p-value of 0.000, which is less than 0.05, indicating that the claims for Entrepreneurial Skills are statistically significant. The grand mean is 2.0576, and the Cronbach's Alpha score was .982, indicating that the assertions are highly reliable for further statistical analysis.

**Table 2 Descriptive Statistics of the Personal Skills of Women Agropreneurs**

Skills	Mean	Std. Deviation	Communalities
Determination	2.0750	.81474	.806
Humour	2.0875	.77934	.852
Competitive	2.2042	.82583	.900
Independence	2.1042	.79852	.884
Intelligence	2.1333	.79679	.836
Sense Of Self	2.1167	.80981	.788
Vivacious	2.1208	.80660	.919
Cultural Assimilation	2.1167	.84024	.785
Moral Values	2.1542	.79036	.821
Religious	2.1833	.77063	.771
Marginality	2.1000	.80687	.844
Work Ethics	2.1375	.85438	.761
Individual Smartness	2.0958	.79432	.749
Ability to Recognize Highly Potential Business Opportunity	2.0250	.82292	.797
Creativity	2.1667	.83173	.854
Innovativeness	1.9875	.72885	.803
Self-Efficacy	1.9167	.78248	.702
Self Confidence	2.0167	.73163	.768
Self-Belief	1.9958	.76808	.641

Dedication & Hard-Work	1.9125	.75202	.729
Internal Locus of Control	2.0125	.76799	.701
Risk-Taking Propensity	1.9250	.71637	.781
Attitude Towards Risk	2.0333	.76463	.671
Taking Calculated Risk	2.0625	.74895	.714
Tolerance Of Uncertainty	2.0375	.76169	.829
Sincerity And Commitment	2.0000	.77081	.767
Ambiguity	2.0542	.75517	.726
Endurance	2.0875	.79001	.710
Continuing For a Long Time	1.9333	.76791	.769
Good Planning	2.0708	.74821	.771
Ability to make Decisions	1.9583	.78581	.663
Flexibility	2.0083	.77076	.714
Adaptive to Change	2.0542	.75517	.686
Goal-Oriented	2.0708	.82278	.796

Source: Primary Survey

It is interpreted from the analysis that the mean value is high for the Competitive skill ( $\bar{X}$ : 2.2042) and is low for Self-Efficacy ( $\bar{X}$ : 1.9167), the standard deviation is high for Work Ethics ( $\sigma$ : .85438), and is low for Risk-Taking Propensity ( $\sigma$ : .71637). Regarding Communalities, all the values of the skills statements are more than 0.5, which proves the reliability of all statements.

**Table 3 Reliability Test for Entrepreneurship Skills**

Bartlett's Test and KMO		
Kaiser-Meyer-Olkin sampling adequacy measure.		.717
Bartlett's Test of Sphericity	Chi-Square	15609.649
	Degrees of Freedom	561
	p-value	.000

Source: Derived

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy has a value of .717, which is more than adequate for the test, according to the KMO and Bartlett's Test of Sampling Adequacy. According to Bartlett's Test of Sphericity, the Chi-Square value is 15609.649 for a degree of freedom of 561, and the p-value is 0.000, indicating that the assertions are statistically significant and suitable for factor analysis.

**Table 4 Factor Analysis for the Personal Skills**

Rotated Component Matrix			
	Components		
	Inherent Skills	Acquired Skills	Challenging Skills
Independence	.775		
Intelligence	.762		
Determination	.759		
Moral Values	.740		
Sense of Self	.726		
Cultural Assimilation	.718		
Humour	.697		
Work Ethics	.693		
Individual Smartness	.689		
Flexibility	.688		
Dedication & Hard-Work	.677		
Internal Locus of Control	.673		
Self-Efficacy	.670		
Self Confidence	.633		
Religious	.626		
Self-Belief	.592		
Good Planning		.847	
Innovativeness		.809	
Sincerity and Commitment		.807	
Ambiguity		.785	
Taking Calculated Risk		.784	
Attitude towards Risk		.776	
Ability to make Decisions		.761	
Endurance		.757	
Ability to Recognize Highly Potential Business Opportunity		.738	

Dedication & Hard-Work		.732	
Risk-Taking Propensity		.699	
Competitive			.805
Creativity			.781
Vivacious			.777
Tolerance of Uncertainty			.736
Goal-Oriented			.727
Marginality			.715
Consistent effort			.710
<b>% of Variance</b>	<b>29.495</b>	<b>28.211</b>	<b>19.678</b>
<b>Cumulative %</b>	<b>29.495</b>	<b>57.706</b>	<b>77.383</b>
<b>% to total</b>	<b>38</b>	<b>36</b>	<b>25</b>
<b>Cronbach's Alpha</b>	<b>.970</b>	<b>.975</b>	<b>.954</b>

Source: Primary Survey

As per rotated factor analysis, the entire personal skills are categorized into three components, namely Inherent Skills (16 statements), Acquired Skills (11 statements), and Challenging skills (7 statements). The further elaboration of the same is narrated below.

**Inherent Skills:** The various skills filtered under this component are Independence (.775), Intelligence (.762), Determination (.759), Moral Values (.740), Sense of Self (.726), Cultural Assimilation (.718), Humour (.697), Work Ethics (.693), Individual Smartness (.689), Flexibility (.688), Dedication & Hard-Work (.677), Internal Locus of Control (.673), Self-Efficacy (.670), Self Confidence (.633), Risk-Taking Propensity (.626), and Self-Belief (.592). This component has a variance of 29.49, forming 38 percent out of the total, which has the reliability Cronbach's Alpha value of .970, stating high significance.

**Acquired Skills:** The skills coming under this component are Good Planning (.847), Innovativeness (.809), Sincerity and Commitment (.807), Ambiguity (.785), Taking Calculated Risk (.784), Attitude towards Risk (.776), Ability to make Decisions (.761), Endurance (.757), Ability to Recognize Highly Potential Business Opportunity (.738),

Dedication & Hard-Work (.735), and Risk-Taking Propensity (.699). This component has a variance of **28.211**, forming 36 percent out of the total, which has the reliability Cronbach's Alpha value of .975, stating high significance.

**Challenging Skills:** The various skills categorized under this component are Competitive (.805), Creativity (.781), Vivacious (.777), Tolerance of Uncertainty (.736), Goal Oriented (.727), Marginality (.715), and Consistent effort (.710). This component has a variance of **19.678**, forming 25 percent out of the total, which has the reliability Cronbach's Alpha value of .954, stating high significance.

**Table 5 Component Transformation Matrix on the attainment of Personal Skills**

Component Transformation Matrix			
Components	Inherent Skills	Acquired Skills	Challenging skills
Inherent Skills	.631	.609	.480
Acquired Skills	.562	-.786	.257
Challenging skills	-.534	-.108	.839

Source: Derived

Inherent Skills by itself has a close positive association with Inherent skills (.631), Acquired Skills (.609), and with Challenging Skills (.480). Acquired Skills has a negative association with itself (-.786), little positive association with Challenging Skills (.257), and moderate positive association with Inherent skills (.562). The component Challenging skills have a high positive association with itself (.839), negative association with Inherent skills (-.534), and negative association with Acquired Skills (-.108). Hence, it is ascertained that the Inherent Skills help the women imbibe Acquired Skills, thus leading to Challenging Skills.

**Table 6 Correlation Analysis for the attainment of Personal Skills**

Spearman's rho Correlations				
		Inherent Skills	Acquired Skills	Challenging Skills
Inherent Skills	r	1.000		
	Sig.	.		
Acquired Skills	r	.766**	1.000	
	Sig.	.000	.	
Challenging Skills	r	.641**	.709**	1.000
	Sig.	.000	.000	.

Source: Derived

It is identified that there is a significant association between Inherent Skills and Acquired Skills (.766\*\*), and Acquired Skills (.641\*\*), and Acquired Skills has a significant association with Challenging Skills (.709\*\*), depicting the fact that Inherent Skills are more prudent in attaining Acquired Skills and Challenging Skills.

Figure 1

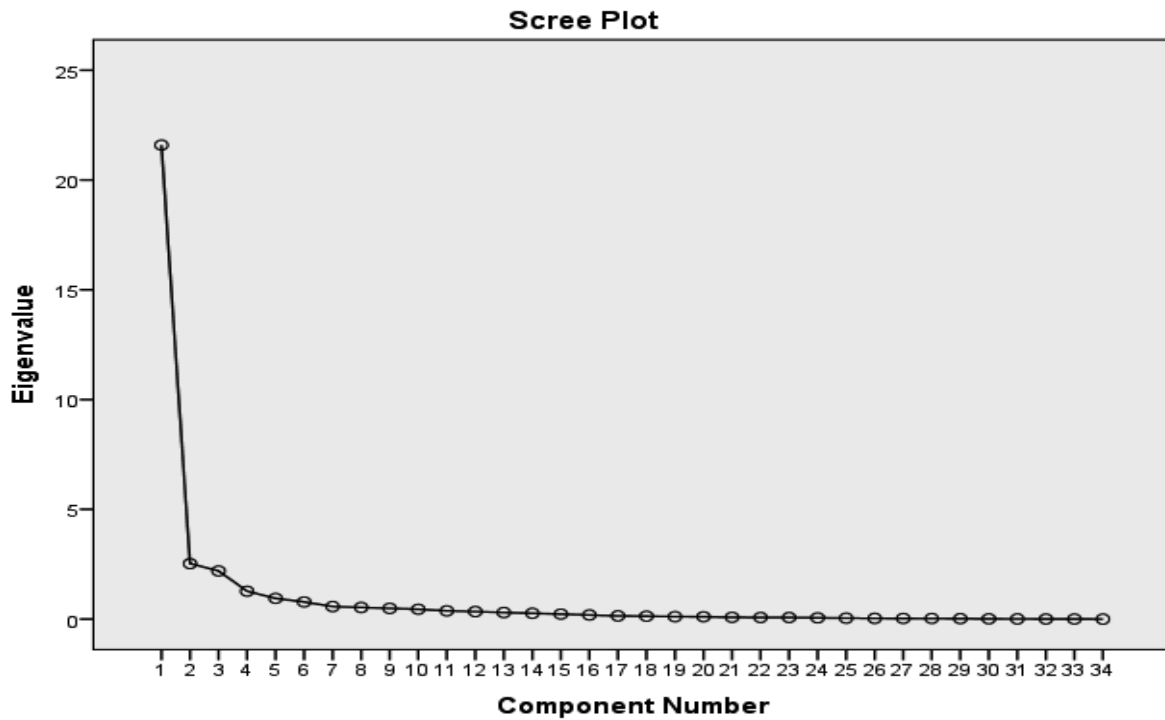


Figure 2

Path Analysis for the Personal Skills

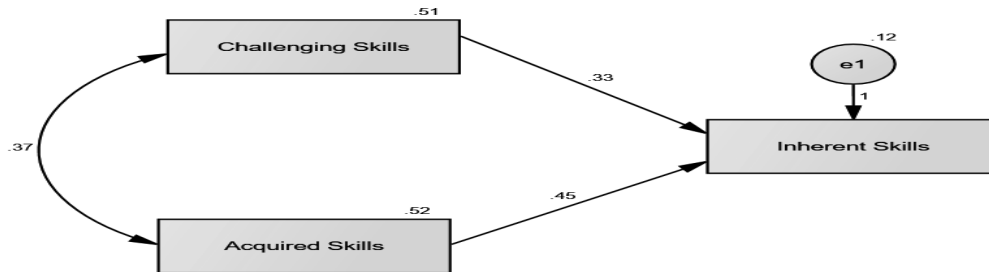


Table 7 Regression Weights for the Skills of Women Agropreneurs

Constructs		Estimate	S.E.	C.R.	P	Result
Inherent Skills	<---> Challenging Skills	.335	.046	7.294	.000	Significant
Inherent Skills	<---> Acquired Skills	.454	.045	10.000	.000	Significant
Covariance						
Challenging Skills	<--> Acquired Skills	.371	.041	9.087	.000	Significant
Correlation						
Challenging Skills	<--> Acquired Skills	.727				

Source: Derived

As per the Regression weights, it is ascertained that there is a significant relationship between Inherent Skills and Challenging Skills (C.R: 7.294, p: 0.000, S.E.:.046) and also between Inherent Skills and Acquired Skills (C.R: 10.000, p: 0.000, S.E.:.045). The covariance between Challenging Skills and Acquired Skills is significant (C.R: 9.087, p: 0.000, S.E.:.041). The correlation between these two is positive to the tune of 0.727, which indicates the closeness of Challenging Skills and Acquired Skills.

**Table 8 Mediation effects on the Skills of Women Agropreneurs**

	Acquired Skills	Challenging Skills	Mediation Effect
<b>Total Effects</b>			
Inherent Skills	.518	.378	Sobel Test value 5.90
<b>Direct Effects</b>			
Inherent Skills	.518	.378	P-value: 0.000
<b>Indirect Effects</b>			
Inherent Skills	.000	.000	

Source: Derived

There is a full mediation effect as the value of the indirect effect is less than 0.05 and the direct effect is 0.518, which is more than 0.05. The Sobel test also proves it as the value of the Sobel Test is 5.90 and the p-value is 0.000. The total effect and direct effect between Inherent Skills and Acquired Skills is 0.518 and that of Inherent Skills and Challenging Skills is .378. The indirect effect is 0.000 for both Acquired Skills and Challenging Skills when compared to Inherent Skills.

### Conclusion

Women's enthusiastic and imaginative entry as entrepreneurs and agropreneurs resulted in a considerable transformation and growth in the country's economic success. Women-owned enterprises are becoming a more important role in society, encouraging and motivating others while increasing job prospects in the country. The current study, which included 240 women agropreneurs from the Tamilnadu district of Kanyakumari, found that the 34 statements taken to test the personal

skills are reliable and adequate as per reliability statistics and are statistically significant. As per factor analysis, the entire personal skills are categorized into three components, namely Inherent Skills (38%), Acquired Skills (36%), and Challenging skills (25%). The Cronbach's Alpha value is high for all the factors, namely Inherent Skills (.970), Acquired Skills (.975), and Challenging skills (.954). The Component Transformation Matrix reveals that the Inherent Skills help the women imbibe Acquired Skills, thus leading to Challenging Skills. According to correlation research, there is a substantial relationship between Inherent Skills and Acquired Skills (.766\*\*) and Acquired Skills (.641\*\*), and Acquired Skills has a significant association with Challenging Skills (.709\*\*), depicting the fact that Inherent Skills are more prudent in attaining Acquired Skills and Challenging Skills. There is a full mediation effect as the value of the indirect effect is less than 0.05 and the direct effect is 0.518, which is more than 0.05. The Sobel test also proves it as the value of the Sobel Test is 5.90 and the p-value is 0.000. The conclusion derived from the analysis is that the inherent skills are possessed by the individual women, by entering into entrepreneurship the women can acquire certain skills and by the way, the women agropreneurs inherit the challenging skills. Women's entrepreneurship has enormous potential as a driver of economic development, job creation, personal development, and self-empowerment, in addition to empowering women. Hence, it is vital to encourage the involvement of female agropreneurs by tapping and recognizing their potential to foster the nation's socio-economic growth.

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# Social Media Entrepreneurship: An Analytical Study Based on Diffusion Innovation Theory in a Selected Population from Vithura Village

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## A b s t r a c t

*The study was conducted to analyze the scope of social media entrepreneurship in the present scenario on the basis of the Diffusion Innovation Theory. The randomly selected samples are the social media users belonging to the age group between 18 to 60 years old. Survey method was used to collect sixty responses through an online survey tool that was to say through a well-prepared questionnaire. The collected data were analyzed and interpreted through percentage distribution. The study was proposed to identify the socio-economic background of the respondents, to find out the possibility of people being an entrepreneur in online media and the purchase behaviour of the people through online media. The study results revealed that the respondent's online behaviour and their instantaneous tendency to adopt the technological possibility open up a novel online business culture and thus expand the scope of social media entrepreneurship which ensures the application of diffusion theory in the study area.*

*Keywords: Social Media, Entrepreneurship, Diffusion Innovation Theory, Business*

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