

Quantitative Research Methods (LCDB 7011)

Sumaiya Minnat (2506343)

Proposed Research Topic:

“An Analysis of Factors Affecting the Success of Women-Owned Businesses.”

Database Description:

This research is based on a structured quantitative dataset collected from women entrepreneurs. The dataset is obtained from an online public data source and contains more than 150 responses. Each row in the dataset represents one respondent, and each column represents a specific variable related to the study. The dataset is organized in numerical form, which makes it suitable for statistical analysis using SPSS.

The data is divided into three main sections. The first section includes demographic information such as age, area of residence, educational qualification, and marital status. These variables help to describe the background of the respondents and understand their personal characteristics.

The second section focuses on the challenges faced by women entrepreneurs in their business activities. These include scarcity of raw materials, strong market competition, limited mobility, family responsibilities, lack of education, male-dominated social conditions, low risk-bearing ability, limited use of information and communication technology (ICT), lack of marketing knowledge, and financial constraints. These factors represent the main difficulties that can affect business performance.

The third section includes the strategies used by women entrepreneurs to manage these challenges. These strategies include being independent in decision-making, maintaining self-respect, attending training programmes, taking loans from friends and relatives, using advertisements, improving communication skills to attract customers, accessing government incentives and subsidies, and using personal savings. These variables reflect how women respond to business challenges.

In addition, the dataset includes two computed variables: one represents the overall level of complications faced by the respondents, and the other represents how effectively those complications are handled. These computed values are used as indicators of business success in this study.

All variables are coded numerically using a scale (for example, from 1 to 5), where each number represents a specific level or category. This structured format allows the data to be analyzed using descriptive statistics, correlation, and multiple regression analysis in SPSS.

Overall, this dataset is appropriate for examining the relationship between demographic factors, business challenges, coping strategies, and the success of women-owned businesses.

Background of the Research:

Women entrepreneurship has become an important part of economic development in many countries. In recent years, more women are starting their own businesses to become financially independent, improve their living standards, and support their families. Women-owned businesses also contribute to job creation and local economic growth. However, the path to business success is not easy for many women.

Women entrepreneurs often face a number of challenges that can affect their business performance. Common problems include limited access to finance, lack of education and business knowledge, restricted mobility, and social pressure in a male-dominated society. In addition, some women may have limited access to markets, technology, and professional networks. These challenges can slow down business growth and make it difficult to sustain long-term success.

Despite these difficulties, many women try to overcome these barriers by using different strategies. For example, some attend training programmes to improve their skills, some use personal savings or take loans to manage financial problems, and others use communication and marketing techniques to attract customers. These actions play an important role in improving business outcomes.

Therefore, it is important to understand how both challenges and coping strategies influence business success. This study aims to examine these relationships using quantitative data and statistical analysis.

Aim of the Study:

The main aim of this study is to examine how business challenges and coping strategies influence the success of women-owned businesses.

Objective:

1. To identify the main challenges faced by women entrepreneurs.
2. To examine the strategies used by women to overcome these challenges.
3. To analyze the relationship between challenges and business success.
4. To understand how coping strategies help improve business performance.

Research Questions:

1. What are the main challenges faced by women entrepreneurs?
2. What strategies do women entrepreneurs use to overcome these challenges?
3. What is the relationship between business challenges and success?
4. How do coping strategies influence the success of women-owned businesses?

Theory Selected:

This study is based on two simple and relevant theories:

1. Resource-Based View Theory

This Theory suggests that a business's success depends on the resources it has, such as finance, skills, knowledge, and technology. In this study, RBV is used to understand how limitations in resources like: lack of finance or education can negatively affect business performance. It also helps explain why strategies like attending training or using technology can improve business outcomes.

2. Feminist Theory (Basic Concept)

This theory highlights that women face social and structural barriers, such as male dominance, family responsibilities, and limited mobility. This theory is identified as relevant because these social challenges are key variables in the study, and it helps explain why overcoming them is important for women entrepreneurs' success.

3. Social Barrier Idea

Women often face extra difficulties in society, such as limited freedom, family pressure, and male dominance. These factors can affect their business activities.

Overall, these theories help to understand how both limited resources and social barriers affect women entrepreneurs, and how overcoming these challenges can improve business success.

Conclusion

This research will provide a better understanding of the factors that influence the success of women-owned businesses. By analyzing both challenges and strategies, the study will show how women entrepreneurs can improve their business performance. The findings may also help policymakers and organizations support women entrepreneurs more effectively.