

# Identifying Socio-cultural Factors on the Performance of Marginalized Entrepreneurs

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**Abstract** The present study identifies the socio-cultural factors of marginalized entrepreneurs' in West Bengal, India. Marginalized people continue with relentless socio-economic deficiency attributable to poor asset hold, continuation altitude of farming, reliance on wage labour, obligation, inconsistent jobs, and other social problems. This study is based on primary data collected from structured questionnaire using 5-point Likert scale from 193 marginalized entrepreneurs of West Bengal. To identify the socio-cultural factors, exploratory factor analysis has been used. The study has identified seven influential factors that are responsible for the development of marginalized entrepreneurs in West Bengal, these personal affairs, social affairs, tradition, mind-set, attitude, economic condition and social order. The study revealed that majority of the entrepreneurs go for entrepreneurship for the purpose of doing business to survive their family need, expect to protect social status along with to create self identity. Again, moderate number of entrepreneurs desire to contribute to the society for entrepreneurship having training, giving employment opportunities, enhancing more social security, desire to contribute to the society, started business with personal funds and getting motivation from friends and family. The study also identified that some are neither agree neither disagree regarding the issue of reasons for immobility in business owner for entrepreneurship, the attitude and support from society as well as the effects of rigid traditions for entrepreneurship.

**Keywords:** *marginalized entrepreneurs, West Bengal, societal factor, cultural factor, exploratory factor analysis*

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## 1. Introduction

### 1.1. Background of the Study

In India, West Bengal is the state of the commercial, cultural, and industrial hub of the northeast. Marginalized castes represent 16.23 percent of the total population of India and they go on with to experience in consequence of relentless socio-economic deprivation caused by poor asset support, subsistence altitude of farming, trust on wage labour, commitment, anomalous jobs, and other social dilemmas [1,2,3].

Marginalized communities like SC/ST/OBCs are treated as second-class citizens with respect to their power and biases. They are facing negligible cost differences, banking system, and financial policy due to a real caste ban [4,5,6,7].

West Bengal demands special consideration for its marginalized population where only SCs are 18,452,555 having near about 50 percent literacy rate. Marginalized entrepreneurs in West Bengal go for enterprise development with a tendency depending on the moneylenders and borrowing. Besides borrowing, entrepreneurs prefer the source of funds like loans,

advances, husbands' salaries, and personal savings [8]. Again, while start-up, business-related awareness, and borrowing are influenced by their friends, relatives, Government, and money lenders regarding business and financial decision making, where the institutional agencies exhibit the maximum rate of 3.6 percent [9].

Entrepreneurs choose entrepreneurship due to not getting any job, seeing the good opportunities, desire to be independent, the attractiveness of Government schemes and incentives, the desire to maintain or grow the traditional, family business, sharing the experience with others, and putting their training to use and as well as to contribute a little to the society [10]. The majorities of entrepreneurs have a plan to remain in the same business, prefers to grow their existing business, want to diversify their business, and also would like to launch a new unit or start-up [11]. But in West Bengal, startup initiatives are not encouraged that much. On the other hand, entrepreneurs in West Bengal experienced failure due to lack of social support, class and caste bias, poverty, having limited contacts outside, lack of business training, level of awareness regarding business and financial terms, unwillingness to bear business risks along with too much competition [12,13,14].

The emergence and development of entrepreneurship is an important phenomenon in contemporary economies

[15]. It has long been recognized as the main driving force of the developed market economies as well as an important component of poverty alleviation and economic development. There was not a substantial gap in the amount of male and female entrepreneurs [16,17,18,19]. Several other experiments were done, based on gender disparities in entrepreneurship, and other studies were also examined. In addition to changing gender roles in administration, findings indicate that men and women often utilize various tactics and hierarchical systems [9,20,21,22].

Entrepreneurship is considered as one of the most important determinants of growth of industry in both developing and developed countries [22]. Economic development is relative to the development of entrepreneurship in a country. It has been observed that entrepreneurship development plays a pivotal role in spurring self-employment opportunities and promoting industrial growth [23]. The socio-economic perception and characteristics of entrepreneurs affect their entrepreneurial performance in relation to psychological, social, economic, marketing, managerial, political, cultural and training factors [24,25,26,27,28]. Fostering entrepreneurship training and education at all levels to ensure capacity building for diverse enterprises is also advocated [29,30,31].

Entrepreneurship development amongst the marginalized communities section is also the need of the hour [10,18]. Research on marginalized entrepreneurship is scarce and there are few in-depth studies on this subject. There is an urgent need as well as wide scope for research on marginalized entrepreneurship in a developing country like India. Hence, the existence of micro and small-scale enterprises is essential to encourage the spread of industrial entrepreneurship throughout the country [29].

## 1.2. Problem Statement

Entrepreneurship is about individuals' position in society and their role in the same society [15]. On the other hand, marginalized entrepreneurs are facing a number of difficulties like cultural orientation, finances, family background, economic status, source of funds, financial awareness, risk-taking ability, market orientation, access, etc. [32]. These are limiting opportunities to become a part of the business world, especially in developing nations like India. But most of them are trying to enter entrepreneurship which is really an emerging force that policymakers can afford to appreciate [10,33].

Moreover, such social discrimination among the entrepreneurs living in urban, rural, and remote India complicates the social structure and also jeopardizes the growth patterns of marginalized entrepreneurs [9,31,34]. Therefore, this study is now the need of the hour that identifies the opportunities for marginalized entrepreneurs. In the light of descriptive research, a mechanism will be proposed to help boost the entrepreneurial culture among the marginalized entrepreneurs in India that eventually may result in improving the social well-being of their status across different areas through enterprise development [10,35].

No doubt that the Indian government has framed and established the laws and rights for these marginalized

groups at different times but due to a lack of proper attention to their rights and improper implementation of their laws they have to face a number of problems in Indian society ([1], p. 263). Thus, there is a need to identify the issues as well as to introduce some new policy measures to improve the conditions of entrepreneurs and prevent them from discrimination and motivate them for the entrepreneurship development in the society [6,36,37,38,39,40].

## 1.3. Rationale of the Study

The entrepreneurial activities in economic development in India are remarkably important [15]. These activities are an important source of economic growth as well as job creation that improve the gender workforce parity, standard of life, remove poverty, sense of financial literacy, and national economic development [9,10,16,41,42].

Hence, entrepreneurship and small enterprise development of the marginalized entrepreneurs contribute significantly to the growth of national economies and this impact is even more pronounced in globalized knowledge-based economies [43,44]. The contribution of this study will explore the socio-economic issues of marginalized entrepreneurship with respect to West Bengal and pinpoint some approaches for its development.

## 2. Conceptual Framework

The term entrepreneurship is used to portray the dynamic course of creating incremental wealth [45]. This wealth is created by individuals who acquire the major risks in terms of time, equity, and carrier commitment to providing value to some product or service. In other words, entrepreneurship is the appliance of force for commencing and building a venture [46]. Expansion of entrepreneurship has been a key policy to enlarge the value of production and open up the sector for businesses which is a clear departure from what was achieved in the past [47]. However, entrepreneurs are the spirit of economic enlargement and they provide a source of income and employment for themselves, create job opportunities for others, introduce new and novel products and services and impel greater upstream and downstream value chain actions [48].

Marginalization is a representation that refers to processes through which groups or individuals are reserved at or pressed beyond the limits of society [49]. The marginality theory is by and large exercised to explore socio-economic and cultural fields, where poor people fight to get admittance to reserves and whole involvement in their social life [50]. In other words, marginalized people might be socially, economically, politically, and legally ignored, excluded, or neglected and therefore vulnerable to livelihood change [2].

In India, women, people with disabilities, dalits, aged people, children, minorities, poor, sexual minorities, etc. are considered as most vulnerable marginalized groups in almost every society ([1], p. 263). The caste system in the Indian context is normally considered broadly as a proxy for socioeconomic status as well as poverty. In the identification of the scheduled caste, scheduled tribes,

poor, and in a few cases, the other backward castes are measured as socially poor groups furthermore such groups have a huge possibility of living under undesirable conditions and poverty. Caste is an exacting type of social discrimination in Indian society that entails a pecking order of groups ordered in terms of practice clarity where members who are in an exacting group or stratum share a few awareness of widespread curiosity and a general uniqueness. The scheduled castes are considered as lower type castes compared to the upper type caste in the ground of politically powerless, economically dependent and culturally subjugated [6,36,37,39,40]. The scheduled tribes (ST) and the scheduled castes (SC) face structural discrimination within the Indian society where other backward Castes (OBCs) are traditionally the treated as middle category castes those neither suffering the extreme social and economic discrimination of the Scheduled Castes nor enjoying the social privileges of the upper castes ([51], 2015, p. 23).

Micro-entrepreneurship is being progressively more made out as one of the important ways for poverty mitigation as well as generation of revenue in India, particularly in rural areas. However, the parameters of assessing risk and reward are noticeably different for male and female entrepreneurs (Gujral, [52], 2021). Entrepreneurial confidence is steadily rising in West Bengal, where the state is considered the 'aspiring' category (Pandy, [53], 16 March 2017).

All entrepreneurs' level of awareness regarding the choice of entrepreneurship for their own startup is not the same. It is backed by their family background, financial condition, and individuals' interest [38]. Entrepreneurs become aware by their family, friends, relatives or colleagues, social media, agents, or others and go for enterprise decision-making ([32], p. 51). Entrepreneurs go for enterprise development by using different sources of funds like borrowings, loans, advances, husband's salaries, and personal savings [8,54]. Marginalized entrepreneurs also depend on Government and institutional agencies for their financial decision-making [6,37].

Marginalized entrepreneurs face some challenges like lack of social support, class and caste bias, poverty, having limited contacts outside, lack of business training, lack of awareness regarding business and financial terms, unwillingness to bear business risks along with too much competition [12,13,14]. Entrepreneurs chose entrepreneurship due to not getting any Job, Seeing a good opportunity, the desire to be independent, the attractiveness of Government schemes and incentives, the desire to maintain or grow the traditional, family business, sharing experiences with others, and putting their training to use and as well as to contribute a little to the society [10,11].

Some other factors like personality characteristics which include the need for success need for accomplishment, self-efficacy, an internal locus for power, entrepreneurial intention, gender norms, preparation, social acceptance and appreciation for uncertainty and the tendency to take risks are also influencing marginalized entrepreneurship development [9,29,47,55,56]. The most critical considerations describing an entrepreneur's plan to start their company are their behavioral and attitudinal characteristics which are sometimes unforeseen developments in India. Hence, the entrepreneurial purpose

is affected by an entrepreneur's personality characteristics. Entrepreneurship is such attitudes that dictate this very deliberately which may be determined by environmental factors as well as human characteristics [57].

Entrepreneurs who understand entrepreneurship preparation and have formal training have a positive effect on entrepreneurship development [10,58,59]. In India, entrepreneurship is not widely embraced, but citizens are not condemned for becoming entrepreneurs' especially the marginalized group [60,61,62]. On the whole, the relationship between caste and entrepreneurship remains under-researched, though a whole variety of other political economy questions concerning lower caste welfare have been studied [63].

## 3. Literature Review

### 3.1. Previous Studies in Abroad

Afza & Rashid [10] conducted a research with the aim to identify the social, cultural, political and economic hazards for the opportunities and development of entrepreneurs. This study was based on primary data through survey on 872 marginalized women in four provinces of Pakistan. By applying exploratory research it was identified that women living in remote areas are facing lack of opportunity in relation to their low level of education. Again, many of them were bound to start business due to unavailability of alternative satisfied work. Entrepreneurs living in remote are left far behind than urban entrepreneurs in terms of their income as well as level of understanding regarding business. The study also identified the role of small and large business toward the development of society and economy. Finally the study also suggested that training on entrepreneurship concept, business premises, community workshop, women property rights, enforcement of legislation and generate factual information in policy is required to introduce.

Khan *et al.* [29] conducted a research with the aim to investigate the factors which affect women entrepreneur's success in Pakistan. For doing so, primary data was collected through structured questionnaire followed by survey method from 181 SMEs women entrepreneur in Pakistan. The study identified that some internal factors like need for achievements, self-confidence and risk-taking and some external factors that includes socio-cultural and economic factors have a positive and significant impact on the success of women entrepreneurship by applying factor analysis and Structural Equation Modeling. The study suggests that women entrepreneurs need motivation as well as self confidence to start their business which could be shaped through arranging the workshop, seminar and women incentives or women entrepreneurial institutions or hub. Study also proposed that the providing of entrepreneurial education and incentives to start business can enhance entrepreneurial performance.

Younas & Rafay [9] examined in their research the financial literacy level as well as financial decision-making of women entrepreneurs in Pakistan. The study was based on primary data followed by survey method by using questionnaire from 120 female clients of

microfinance banks of Pakistan. The study identified some socio economic barriers of women entrepreneurs like lack of knowledge regarding financial mechanisms and terminologies, gender discrimination, lack of guidance, lack of finance, poverty to go for start up. Again, findings also revealed that women mostly rely on others regarding financial decision making as they often are not allowed to go outside of their home. On the other hand, women those have training and skill development knowledge are confident in financial decision making and improvement of business status. Findings suggested that introduce of financial literacy program like loans, borrowings, microfinance can create awareness among women entrepreneurs. Study suggested that government along with all the stakeholders in the relevant field should work together to improve entrepreneurial knowledge among existing and potential women entrepreneurs.

Mohammad *et al.* [11] in a research aimed to determine the factors that affecting the choice of entrepreneurship for their own startup, their level of awareness regarding entrepreneurship scheme. Primary data has been used for this study collected from 150 university going students of Oman. It was found that the maximum respondents are not aware regarding the schemes or government grants given to entrepreneurs. By applying factor analysis it was observed that some factors like financial risk, Society, tradition and culture, knowledge and skills, suitable Location, Lack of adequate funding and family support are influential for the choice of entrepreneurship. Study suggested that it is required to ensure a wide level awareness program for the students so that they can go for entrepreneurship.

### 3.2. Previous Studies in India

Barik *et al.* [23] conducted a study with the aim determine the social-cultural factors affect the behavior of entrepreneur or want to be an entrepreneur. It is mainly a desk research. This study identified that some social and cultural factors like religion, family, financial status, education and ethics affect the person who is an entrepreneur or want to be an entrepreneur. The study also depicted that Culture, norms, values, directly and indirectly, help the entrepreneur to be a risk taker and implement new thoughts and ideas. Again, the family, friends and peers does influence a person to become entrepreneur. The study also summarized that unemployment and social networking also a vital factor which is creating competition in the market that resulting entrepreneur development. The study suggested that moral, skill knowledge, technical training and loans and financial support will help a lot to the young people to select entrepreneurship as a career. The study also recommended that providing of entrepreneurial education through institutions or expert's experiences can enrich people to start up as well as taking risk.

Singh & Singh [31] conducted a research with objectives to study social entrepreneurship, its need for success, challenges and opportunities in India. The study was mainly based on secondary data and pinpointed that social entrepreneurship is mostly shaped by the political perspective since independence in India. Again, it addresses a huge gap that subsists between the prevalence

of the caste system and formal legislation. They use market-proven business practices to solve social and environmental problems related to agriculture, poverty, infrastructure, healthcare and education. Study proposes that smoother taxation policies, better regulatory framework, creation of multiple investment bodies, innovative investment tools and creation of a separate index needed to develop can improve the entrepreneurship environment. Entrepreneurs also need to go ahead in designing a technology based approach to business which can enhance social entrepreneurs for the sustainable economic and social life. Social entrepreneurs can empower people in the society in order to be prepared for the challenges and unpredicted demands to face the social change.

Shastri & Sinha [8] aimed to investigate the Socio-Cultural and Economic effect on women entrepreneur. To do so, primary data has been collected form 80 women entrepreneurs living in Allahabad district of Uttar Pradesh, India. By applying descriptive statistics it was revealed that most of the women go for entrepreneurship after the age of 35 years. The study also found that women those have background of education are very much knowhow regarding the prosperity of business. Again, it was also noted that women has been arranged the source of money for doing business from their husband's salary. The study summarized that women are facing difficulties while getting loan due to lack of trust and government should make financial support to women entrepreneurs.

Sultana [32] aimed to determine the role of marginalized women entrepreneurs in India. For doing so, 300 marginalized muslim women entrepreneurs of Chennai city were considered as sample for the study. By applying Chi-square test the study identified that some selected socio economic parameters of women entrepreneurs like birth order, marital status, education, family composition, family contacts and background, and experience are positively associated with their performance. By using multiple Regressions analysis the study identified that some motivational factors like economic status, economic independence, and usage of fund, family background and market potential have significant relationship with the overall motivational behavior of muslim women entrepreneurs. Findings of the study revealed major problems of muslim women entrepreneurs is social constraints specially gender issue, lack of technological education, low ability to take risk, shortage of capital, hurdle to manage financial affairs, male dominance, feeling of insecurity to go outside. The study summarized that growth of women entrepreneurs especially in rural sector is very negligible. Study suggested that government could provide financial assistance, guidance cell along with infrastructural facilities to encourage entrepreneurship development at a wide range.

Handy *et al.* [15] in a research aimed to determine the factors that influence self-selection of women entrepreneurs in India. To do so, 20 women of NGOs have been taken as sample for the study where data was collected through survey method by using questionnaire. The study identified that entrepreneurs are involved with some basic services like primary health services, counseling, family planning, removing illiteracy along

with administrative and legal services like advocacy for women right. Again, women belong to the age of 24-65 years mostly involved in entrepreneurship. The study revealed that women of higher castes are mostly successful at entrepreneurship in India considering their power to combat the traditionalist and socially controversial issues related to women. On the other hand, religion was not found an influential factor entrepreneurship development. Findings of the study pinpointed that the women entrepreneurs go for start up to achieve their personal goals and to have social equality. Study summarized some internal factors like education and experience as well as relational, family and social connections; where external factor like loans, financial stability, family support are crucial and affecting the success of entrepreneurship for most women. The study suggested that Governments and donors need to ensure that women especially from lower castes should receive higher education, financial support and training which can make them more confident in entrepreneurship.

Jeyakumari & Punitha [64] focused on the impact of motivational factors for the development of micro entrepreneurs. 250 entrepreneurs have been considered from Thanjavur District of Tamil Nadu as sample for the study. By applying descriptive statistics it was revealed that people go for startup for some reasons like to enjoy self employment, maintain family business, dissatisfaction with existing job, enlargement of money, increase of social status, motivation from success people and others. Findings also identified that almost above 90 percent people go for startup out of self motivation; where family, friends, relatives or spouse also keep some motivation. Again, few intentions for deciding certain business that is easy to start, high profitability, less competition, earlier experience, availability of raw material and labor and so on. On the other hand, entrepreneurs collect fund from their family members, Govt. agency, money lenders and banks and majority of them participated entrepreneurship development program. The study suggested that it is required to ensure entrepreneurship development training regarding proper planning, achievement stories and arrangement of micro credit development bank so that entrepreneurs get more scope to go for business.

### 3.3. Previous Studies in West Bengal

Samanta [65] investigated the socio-economic conditions of women entrepreneurs of West Bengal by using primary data collected from 100 women entrepreneurs of Katwa subdivision of Burdwan district followed by survey method. By applying descriptive statistics it was identified that near about 80 percent women entrepreneurs have different level of education regarding business. Again, they are not taking independent decision rather mostly depends on their parents, husband, training centre, friends, relatives, banks and a few on others. Study observed that women are involved in different start up business like tailoring, weaving, food processing, cloth store, beauty parlor, grocery and also cosmetics. Findings of the study revealed that most of the women prefer to for business to become financially independent. Study also pinpointed some factors behind the success of women entrepreneurs like hard labor, family support, planned approach,

connection with people and economy. Study suggested that women entrepreneurs need financial support, training to sell their products and face competition in the market along with govt. policy for their sustainable development.

Jana *et al.* [66] conducted a research with the objectives to understand the contribution to the entrepreneurs by using primary data collected from 100 women entrepreneurs from the Jhargram district, West Bengal. By applying ANOVA test it was identified that there is significant relationship between education level and type of entrepreneur (farm, nonfarm) with entrepreneurship development. On the other hand, no significant influence found for entrepreneurship development with respect to caste like ST, SC, OBC and General. Findings of the study revealed that microfinance help the majority entrepreneurs to start business and increase their income, increase participation in decision making and increase social respect.

Kundu [67] explored the aspects of micro entrepreneurship among rural women and their financial and social status that lead to their empowerment. Primary data has been used in this study which was collected from 108 women entrepreneurs of Malda district, West Bengal. By applying descriptive statistics it was identified that women mainly entered in business due to family emergencies. Moreover, women go for startup followed by their own interest, sometimes influence of family members. However, majority of women entrepreneurs do business in sole proprietorship and few are in partnership. The study also revealed that most of the women entrepreneurs were engaged in service enterprise like coaching centre, art class, beauty parlor; where others were engaged in farming and micro level enterprise. Again, those are receiving government support also aware regarding entrepreneurial schemes like Stree Shakti Package, Murda Yojona Package for women and they also go for small family savings. The study summarized that entrepreneurial attitude helped them in participation in family decision making and social functions, enhancement in social status and security, dual role, improvement in self confidence and leadership abilities, employment generation, improved health of self and family. Study also suggests going for innovative research method which can expand new dimension of entrepreneurship development.

Das *et al.* [54] aimed to identify impact of self help group on the rural entrepreneurship development. For doing so, 90 members of 10 self help group have been selected from Nadia, 24 Parganas (North), Bankura districts of West Bengal. Here, cluster analysis, ANOVA and discriminant analysis have been applied. It has been found that economic status, educational level, particularly gross income of the family, access to credit and asset possession are statistically significant predictor for entrepreneurship. The study summarized that SHGs have no remarkable contribution to cater the women entrepreneurship in West Bengal. Moreover, close monitoring, broadcasting of skills and providing of knowledge among the women can create a systematic linkage with entrepreneurs and different rural institutions.

Mitra & Paul [44] aimed to assess the factors that are responsible for the entrepreneurial transformation and also analyze its impact on the entrepreneurs of Birbhum

District, West Bengal. Here, 40 entrepreneurs have been selected as sample. The study identified four major factors like greater business achievements, intrinsic factor, independence and job security as the core motivational factors for entrepreneurial transformation. The study summarized that the entrepreneurial transformation is creating a new opportunity for rural business people to become economically and socially self-sufficient. The study observed that majority of the entrepreneurs increased their standard of living, financial situation, child health, power of independence, improvement of education and social status through business. The study also identified few challenges of women entrepreneurs like financial challenges, floating work force, lack of business training, lack of organizational market channel and exploitation from middlemen. The study recommended establishing technical support agencies, banks and micro finance agencies, efficient regulatory system required to introduce.

### 3.4. Research Gap

Earlier studies mainly have been focused on the purpose, factors, challenges, success and opportunities of entrepreneurs. Again, previous studies also explored some other issues associated with entrepreneurship like sources of fund, financial literacy, level of awareness, choice of entrepreneurship, startup decision along with social contributions with respect to either socio or economic or cultural or political or gender wise or age wise or regional context in India or abroad [8,12,13,14,29,30,32].

In India, women, people with disabilities, Dalits, aged persons, children, minorities, poor, sexual minorities, etc. are considered as identified marginalized groups in almost every society [1]. Very small literature has been found on the selective marginalized entrepreneurs with respect to the selective districts of West Bengal. However, a remarkable little work has been found on caste based selective marginalized entrepreneurs with respect to West Bengal. Caste system in Indian society is backed by the particular form of social inequality also followed by religion wise division that represents Schedule caste (SC), Schedule tribe (ST), and other backward class (OBC-A and OBC-B) ([51], 23).

Again, no study may be observed that explored the socio cultural impact on the performance of all caste based marginalized of both male and female entrepreneurs in West Bengal. On the other hand, socio-cultural factors have a significant impact on the entrepreneurship performances. Hence, the present study identified this gap and motivated to work on it with respect to different educational, age, regional background like urban, sub-urban, rural and remote areas of West Bengal so that the findings of the study could be generalized.

### 3.5. Research Questions

The broader research question of the study is to examine the socio-cultural impact on the performance of marginalized entrepreneurs in West Bengal.

There are some other sub research questions those include:

- i. Are societal factors impact the marginalized entrepreneurs in West Bengal?
- ii. Are cultural factors impact the marginalized entrepreneurs in West Bengal?
- iii. Are their purposes pleasing in West Bengal?
- iv. Are their level of business awareness regarding enterprise choice satisfactory?
- v. Which factors influencing them to take enterprise decision?
- vi. Is the contribution of marginalized entrepreneurs towards society adequate?

### 3.6. Objectives of the Study

The main objective of the study is to understand about the socio-cultural impact on the performance of marginalized entrepreneurs in West Bengal and the specific objectives of this study include:

- i. To determine the purposes of entrepreneurship of marginalized entrepreneurs in West Bengal.
- ii. To identify the factors that influencing them to take their enterprise decision.
- iii. To explore the contribution of marginalized entrepreneurs towards society.

### 3.7. Research Hypotheses

In this study, following hypotheses have been considered:

Hypothesis 1 ( $H_0$ ): There is no difference between influence of societal factors and performance of marginalized entrepreneurs.

Hypothesis 2 ( $H_0$ ): There is no difference between influence of cultural factors and performance of marginalized entrepreneurs.

Hypothesis 3 ( $H_0$ ): There is no difference between purposes of entrepreneurship and performance of marginalized entrepreneurs.

Hypothesis 4 ( $H_0$ ): There is no difference between choice of startup decision and performance of marginalized entrepreneurs.

## 4. Data and Methodology

This study is based on primary data. The primary data has been taken from the marginalized entrepreneurs of West Bengal through the structured questionnaire by using Likert-5 point scale. We have selected 193 marginalized entrepreneurs of West Bengal as sample size for this study followed by convenient sampling.

We have selected twenty two variables based on the previous literature for the analysis. These are gender, age, education, region, new employment and how long start of business, caste, per year turnover, existing employment, attitude, employment opportunities, survive, social status, self identity, contribution, training, immobility, rigid tradition, social security, motivation and funds. While analyzing the data, Cronbach alpha, descriptive statistics, KMO-Bartlett's test, exploratory factor analysis have been applied in the study.

## 5. Empirical Results and Analysis

The factors behind the marginalized entrepreneurship in West Bengal with respect to different socio economic ground are very important for knowing their entrepreneur performance and contributions towards society. After collecting the data from the marginalized entrepreneurs, it is requisite to check whether the data is reliable or not. Reliability test of the data has been carried out and the results of reliability test are given in Table 1.

**Table 1. Reliability Statistics**

Cronbach's Alpha	N of Items
.700	16

The Cronbach's Alpha value comes out 0.700, which is fit the standard (0.70). This means our questionnaires is reliable and also give us accurate information that we wish for from the data.

Before conducting further statistical tests, we have used Kolmogorov-Smirnov and Shapiro-Wilk tests to know whether the data is normally distributed or not. The test results demonstrate (the results are not shown) that the data is almost normal.

At the same time, the demographic characteristics of the marginalized entrepreneurs are also important to know to get a clear picture of their socio economic background. For this, we have applied frequency percentages of the variables.

### 5.1. Frequency Percentages

**Table 2. Gender**

	Frequency	Percent
Male	127	65.8
Female	66	34.2
Total	193	100.0

Here, Table 2 shows that out of 193 marginalized entrepreneurs 127 respondents were male (65.8%) and 66 respondents were female (34.2%).

**Table 3. Caste**

	Frequency	Percent
SC	73	37.8
ST	33	17.1
OBC	87	45.1
Total	193	100.0

Table 3 shows that out of 193 marginalized entrepreneurs 73 respondents are belong to SC category (37.8%), 33 respondents belong to ST category (17.1%) and 87 respondents belong to OBC category (45.1%).

**Table 4. Turnover per year**

	Frequency	Percent
100000-500000 Rs.	98	50.8
500001-1000000 Rs.	54	28.0
1000001-1500000 Rs.	16	8.3
Above 1500000 Rs.	25	13.0
Total	193	100.0

Table 4 demonstrates that out of 193 marginalized entrepreneurs 98 respondents having per year turnover is 100000-500000 Rs. (50.8%), 54 respondents per year turnover is 500001-1000000 Rs. (28%), 16 respondents having per year turnover is 1000001-1500000 Rs. and 25 respondents having per year turnover is above 1500000 Rs. (13%).

**Table 5. Existing employment**

	Frequency	Percent
5-10	118	61.1
11-15	59	30.6
16-20	6	3.1
Above 20	10	5.2
Total	193	100.0

Table 5 reveals that out of 193 marginalized entrepreneurs 118 respondents having number of existing employees are falling in the range of 5-10 (61.1%), 59 respondents having number of existing employees are falling in the range of 11-15 (30.6%), 6 respondents having number of existing employees are falling in the range of 16-20 (3.1%) and 10 respondents having number of existing employees above 20 (5.2%).

**Table 6. Doing business to survive family need**

	Frequency	Percent
Disagree	6	3.1
Neutral	44	22.8
Agree	70	36.3
Strongly Agree	73	37.8
Total	193	100.0

From Table 6, we observed that out of 193 marginalized entrepreneurs only 6 respondents disagree with the point that doing business to survive family need (3.1%), 44 respondents become neutral with the same (22.8%), 70 respondents are agree (36.3%), where 73 respondents become strongly agree with the same (37.8%).

**Table 7. Desire to protect social status for entrepreneurship**

	Frequency	Percent
Disagree	7	3.6
Neutral	45	23.3
Agree	66	34.2
Strongly Agree	75	38.9
Total	193	100.0

In Table 7, we have identified that out of 193 marginalized entrepreneurs only 7 respondents disagree with desire to protect social status for entrepreneurship (3.6%), 45 respondents become neutral with that point (23.3%), 66 respondents are agree (34.2%), where 75 respondents become strongly disagree with the same (38.9%).

**Table 8. Desire to create self identity for entrepreneurship**

	Frequency	Percent
Disagree	2	1.0
Neutral	36	18.7
Agree	72	37.3
Strongly Agree	83	43.0
Total	193	100.0

In Table 8, we have identified that out of 193 marginalized entrepreneurs only 2 respondents disagree with desire to create self identity for entrepreneurship (1%), 36 respondents become neutral with that point (18.7%), 72 respondents are agree (37.3%), where 83 respondents become strongly disagree with the same (43%).

**Table 9. Desire to contribute to the society**

	Frequency	Percent
Disagree	1	.5
Neutral	47	24.4
Agree	90	46.6
Strongly Agree	55	28.5
Total	193	100.0

From Table 9, we have focused that out of 193 marginalized entrepreneurs only 1 respondents disagree with desire to contribute to the society for entrepreneurship (0.5%), 47 respondents become neutral with that point (24.4%), 90 respondents become agree (46.6%), where 55 respondents become strongly disagree with the same (28.5%).

**Table 10. Received training before starting business**

	Frequency	Percent
Strongly Disagree	6	3.1
Disagree	21	10.9
Neutral	61	31.6
Agree	80	41.5
Strongly Agree	25	13.0
Total	193	100.0

Table 10 shows that out of 193 marginalized entrepreneurs only 6 respondents strongly disagree with received training before started business for entrepreneurship (3.1%), 21 respondents become disagree with that point (10.9%), 61 respondents become neutral with that issue (31.6%), 80 respondents become agree (41.5%), where 25 respondents become strongly disagree with the same (13%).

**Table 11. Reasons for immobility in business owner**

	Frequency	Percent
Strongly Disagree	4	2.1
Disagree	6	3.1
Neutral	101	52.3
Agree	70	36.3
Strongly Agree	12	6.2
Total	193	100.0

Table 11 shows that out of 193 marginalized entrepreneurs only 4 respondents strongly disagree with the reasons for immobility in business owner for entrepreneurship (2.1%), 6 respondents become disagree with that point (3.1%), 101 respondents become neutral with that issue (52.3%), 70 respondents become agree (36.3%), where 12 respondents become strongly disagree with the same (6.2%).

**Table 12. Attitude and support from society while go for entrepreneurship**

	Frequency	Percent
Disagree	12	6.2
Neutral	72	37.3
Agree	74	38.3
Strongly Agree	35	18.1
Total	193	100.0

Table 12 exhibits that out of 193 marginalized entrepreneurs only 12 respondents disagreed regarding the attitude and support from society while go for entrepreneurship (6.2%), 72 respondents become neutral with that issue (37.3%), 74 respondents become agree (38.3%), where 35 respondents become strongly disagree with the same (18.1%).

**Table 13. Effect of rigid traditions on the marginalized people while to go for entrepreneurship**

	Frequency	Percent
Disagree	7	3.6
Neutral	86	44.6
Agree	82	42.5
Strongly Agree	18	9.3
Total	193	100.0

Table 13 demonstrates that out of 193 marginalized entrepreneurs only 7 respondents disagreed regarding the effect of rigid traditions on the marginalized people while to go for entrepreneurship (3.6%), 86 respondents become neutral with that issue (44.6%), 82 respondents become agree (42.5%), where 18 respondents become strongly disagree with the same (9.3%).

**Table 14. Giving employment opportunities to some people**

	Frequency	Percent
Neutral	48	24.9
Agree	95	49.2
Strongly Agree	50	25.9
Total	193	100.0

Table 14 demonstrates that out of 193 marginalized entrepreneurs 48 respondents become neutral for the purpose of giving employment opportunities to some people (24.9%), 95 respondents become agree (49.2%), where 50 respondents become strongly disagree with the same (25.9%).

**Table 15. Effort in entrepreneurship can enhancing more social security**

	Frequency	Percent
Disagree	4	2.1
Neutral	44	22.8
Agree	87	45.1
Strongly Agree	58	30.1
Total	193	100.0

Table 15 demonstrates that out of 193 marginalized entrepreneurs only 4 respondents disagreed regarding effort in entrepreneurship can enhancing more social security (2.1%), 44 respondents become neutral with that



issue (22.8%), 87 respondents become agree (45.1%), where 58 respondents become strongly disagree with the same (30.1%).

**Table 16. Friends and family motivated to go for entrepreneurship**

	Frequency	Percent
Disagree	6	3.1
Neutral	52	26.9
Agree	86	44.6
Strongly Agree	49	25.4
Total	193	100.0

Table 16 shows that out of 193 marginalized entrepreneurs only 6 respondents disagreed regarding friends and family motivated to go for entrepreneurship (3.1%), 52 respondents become neutral with that issue (26.9%), 86 respondents become agree (44.6%), where 49 respondents become strongly disagree with the same (25.4%).

**Table 17. Started business with personal fund or loan**

	Frequency	Percent
Disagree	6	3.1
Neutral	39	20.2
Agree	85	44.0
Strongly Agree	63	32.6
Total	193	100.0

Table 17 illustrates that out of 193 marginalized entrepreneurs only 6 respondents disagreed regarding started business with personal fund or loan (3.1%), 39 respondents become neutral with the same (20.2%), 85 respondents become agree (44%), where 63 respondents become strongly disagree with the same (32.6%).

## 5.2. Exploratory Factor Analysis

The KMO and Bartlett's test Sphericity is suitable for knowing the appropriateness of exploratory factor analysis. The KMO determines the sampling adequacy and it should be more than 0.60 for a satisfactory factor analysis to proceed. Table 18 shows that the KMO measure is 0.621, this indicates the data is appropriate for exploratory factor analysis. At the same time, Bartlett's test of Sphericity is significant for exploratory factor analysis as its probability is less than 0.05.

**Table 18. KMO and Bartlett's Test Results**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.62
Bartlett's Test of Sphericity	Approx. Chi-Square	734.47
	df	12
	Prob.	.00

Table 18 shows that Bartlett's test of Sphericity is 0.00, this indicates the data is appropriate for exploratory factor analysis. Both the test results demonstrate that the collected data is appropriate for factor analysis.

Exploratory factor analysis has been carried on after the test of reliability. Primarily, we have considered twenty two variables for factor analysis. These are Gender, age, education, region, new employment and how long start of business, caste, per year turnover, existing employment, attitude, employment opportunities, survive, social status, self identity, contribution, training, immobility, rigid tradition, social security, motivation and funds. After removing six variables (removed age, education, region, new employment and how long start of business) from the study, the factor analysis test results are portrayed in Table 19.

Table 19 shows that seven factors have been demonstrated from the factor analysis test results. First of all, 3 variables that is self identity, social security and motivation together have formed Factor 1 named 'Personal affairs' with loading score respectively 0.791, 0.711 and 0.674. On the other hand, 2 other variables akin to survive and social status have formed together Factor 2 named 'Social affairs' with loading score 0.823 and 0.730 respectively. Moreover, Factor 3 named 'Tradition' has created by a single variable is rigid tradition with loading score respectively 0.772. Again, two other variables resembling attitude and immobility have generated Factor 4 named 'Mind-set' with loading score 0.749 and 0.709 respectively. At the same time, two other variables resembling existing employment and training have generated Factor 5 named 'Attitude' with loading score 0.866 and 0.704 respectively. Furthermore, Factor 6 named 'Economic condition' has created by a single variable is turnover with loading score respectively 0.822. In addition, Factor 7 named 'Social order' has created by a single variable is caste with loading score respectively 0.934. The factors and variables that are explained above helped for clarifying as quality indicators for the performance of marginalized entrepreneurs in West Bengal.

**Table 19. Factor Analysis Statistics**

Variable	Factor							Comm Nalties
	1	2	3	4	5	6	7	
Identity	.791							.691
Security	.711							.633
Motivate	.674							.753
Survive		.823						.781
Status		.730						.765
Traditions			.772					.708
Attitude				.749				.654
Immobility				.709				.668
Existing employment					.866			.818
Training					.704			.724
Turnover						.822		.768
Caste							.934	.881
Eigen value	3.425	1.891	1.498	1.302	1.157	1.051	1.039	
% of Variance	16.296	12.214	9.139	9.121	9.032	8.330	6.881	71.013

Extraction Method: Principal Component Analysis.  
Rotation Method: Varimax with Kaiser Normalization.

## 6. Conclusions

Entrepreneurship is considered as one of the most important determinants the development of an economy of countries [15,22]. Entrepreneurship development across all social level specially marginalized caste plays a crucial role in spurring self-employment opportunities and promoting industrial growth [23]. On the other hand, In India marginalized entrepreneurs are likely to be backward with respect to socially, economically, politically even legally which affects their level of development and contribution towards the society [1,2]. Study on entrepreneurship development amongst the marginalized communities section is now the need of the hour to explore more about their background as well as performance [10,18].

Present study has been identified seven influential factors that are responsible for the development of marginalized entrepreneurs in West Bengal, these personal affairs, social affairs, tradition, mind-set, attitude, economic condition and social order.

The study also revealed that majority of the entrepreneurs go for entrepreneurship for the purpose of doing business to survive their family need, expect to protect social status along with to create self identity. Again, moderate number of entrepreneurs desire to contribute to the society for entrepreneurship having training, giving employment opportunities, enhancing more social security, desire to contribute to the society, started business with personal funds and getting motivation from friends and family. Study also identified that some are neither agree neither disagree regarding the issue of reasons for immobility in business owner for entrepreneurship, the attitude and support from society as well as the effects of rigid traditions for entrepreneurship.

This study is looking for further research with more sample size from broad area and some other statistical application with few more variables in order to get more insights about the same.

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