

## From Home to Hustle “The Role of Support Networks in Women’s Entrepreneurial Journeys”- A Study with Special Reference to Bengaluru Urban

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This study delves into the vital role that support networks—encompassing family, community, and professional associations—play in shaping the entrepreneurial pathways of women. Utilizing a mixed-methods research design, it combines statistical analysis with qualitative insights to capture the multifaceted impact of emotional, financial, and logistical support on women-led ventures. The findings reveal that family and community backing significantly influence business growth, sustainability, and expansion, with tools like regression and ANOVA helping to map correlations between various support types and entrepreneurial outcomes. Furthermore, the study highlights systemic challenges—ranging from cultural norms to infrastructure gaps—that limit women’s access to such support. By examining businesses at different maturity levels, it identifies critical points where tailored interventions can make the most impact. Ultimately, the study offers evidence-based recommendations to policymakers, community stakeholders, and corporate leaders on building more inclusive and empowering entrepreneurial ecosystems for women.

**Keywords:** women entrepreneurship, support system, work life balance, conflict, barriers to support

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## 1. Introduction

In India Entrepreneurship has emerged as a potent tool for women's economic and social empowerment, Offering opportunities for financial independence, self-expression, and societal contribution. It is now women's entry into entrepreneurship is a path of fortitude, creativity and transformation in a country where sociocultural norms and traditional gender disparity frequently limit them to household duties. In India, women constitute just 14% of entrepreneurs, overseeing 20% of micro, small and medium enterprises (MSMEs) among 58.5 million enterprises. (TV18, 2024). Women seems managing home in a better way than men, who manages home and work in a balanced manner. In this sense it seems as though the support of others is an essential condition to diminish these role conflict. Previous research in the management field has highlighted the vital role of social support (i.e., the support of family, coworkers, supervisor and organization) in helping diminish work and family conflict (Welsh et al., 2021). The current study aims to bridge the gap by studying women-led Businesses and their performances and corresponding relation to support system like family, financial and moral support. (Welsh et al., 2018)

To address this gap, this project explores the conditions under which family support translates into lower perceptions of role conflict for women owners in family enterprises. Our research is built on role theory (Kahn, R. L. 1964). As women's entrepreneurship is surrounded by a number of social roles and responsibilities, research frameworks on women's entrepreneurship have acknowledged this social embeddedness by incorporating the motherhood metaphor, representing the household context. (Brush et al., 2009)

To name one a recent qualitative study which tends to examine the work-family enrichment of women entrepreneurs in the country indicates that WFE factor facilitated a stronger bond with family members and increased the productivity and subjectivity well-being of the women entrepreneurs. Adding to this FWE enabled them to obtain different kinds of resources from the family Front to benefit their businesses (Khandelwal and Sehgal, 2018). This study try and explores the vital role of support

networks in women's entrepreneurial journeys, focusing on how these networks empower women to move from the home (where many entrepreneurial ideas begin) to the hustle of building and sustaining a successful business. By analyzing the types of support systems that women entrepreneurs rely on, this study aims to underscore the importance of creating environments that nurture female entrepreneurship. Through understanding the intersections of support networks and entrepreneurial success, we can further explore how policies, societal norms, and organizational structures can evolve to better support women entrepreneurs in overcoming the obstacles they face.

## 2. Literature Review

### 2.1 Women and Support System

The role and significance of reducing conflict by providing family support contributes unique advantage for women entrepreneurship. (Sehgal, A., & Khandelwal, P. 2020). Positive spill-over from the family to work enhances both personal well-being and businesses outcomes

It emphasizes the positive spill-over effects from family to work, enhancing both personal well-being and business outcomes. (Khandelwal, P., & Sehgal, A. 2018). Despite the benefits, women often face societal pressures that can restrict their entrepreneurial ambitions, particularly after marriage and childbirth. (Bose, A. 2019). In contrast, while family support is essential, some women entrepreneurs may experience constraints due to traditional gender roles, which can limit their entrepreneurial potential despite the presence of supportive family dynamics. (Vasumathi, K.,.2024).

### 2.2 Community Support and Women Entrepreneurs

The role of Community support is vital in empowering women entrepreneurs in India, facilitating social status enhancement and the economic independence. Community-level programs significantly enhance women's access to employment and political participation, as evidenced by initiatives in rural north India that provide support groups and vocational training. (Kandpal, E., 2013). It is significantly noticed that SHGs help women by allowing access to different financial services and entrepreneurial training,

which enables these women to overcome the barriers of society. (Professor et al., 2024). Female entrepreneurs contribute to innovation and economic growth.(K1, 2023)

**2.3 Community Network Important for Entrepreneurship**

Male biases in Techno culture and rural governance limit women's participation in Community Networks (CNs) in the Global South, including India, affecting women entrepreneurs' access to technology and communal identity within these networks.(BIDWELL, 2021). Any community financing scheme can help in shaping the women Entrepreneurial journey which includes their social structures. (Simba, A, 2023).

**2.4 Women and Work Life Balance**

Women often have to juggle professional roles between family obligations, leading to conflicts and stress. Due to these conflicting roles and responsibilities at home and work, leading to stress that can negatively impact their family relationships, health, and career growth. (Raju & Kappen, 2021). Many women acknowledge the difficulty of balancing family and career, necessitating effective strategies to manage these challenges successfully. Heath, K. (2012).

**3. Methodology**

The study focusses on mixed methods approach where in both qualitative (developing a contemporary model) and quantitative approach by using ANOVA and regression using Microsoft Excel to come out with valid conclusion was used. For the same a structured questionnaire was shared to about 100 women entrepreneurs in and around Bangalore, out of which around 80 respondents answered the questionnaire.

The researcher utilized a structured questionnaire consisting of 29 questions divided into seven parts where in the first section consists of the demographic details of the respondents, section 2-Family support, section 3-Community resources, section 4-Professional networks, section 5-Barriers to support, section 6-Entrepreneurial development stages, and the final section we used Likert scale to measure the various factors studied in the research. The intention behind the long-structured questionnaire was to understand the research and provide justifiable analysis and conclusion for the selected topic.

**4. Hypothesis Testing**

The researcher has used the linear regression analysis and ANOVA to understand the various support factors in growing women-led businesses.

**Hypothesis Studied**

**H1**-Family support plays a crucial role in the growth and success of Women Entrepreneurs.

**H2**- Community Resources has an important impact on the Women Entrepreneurs.

**H3**-Professional Networks have a positive impact on Women Entrepreneurs businesses.

**H4**- All the combined factors directly affect the growth of women entrepreneurs in all the development stages of Entrepreneurship.

**5. Data Analysis**

**Table 1:** Showing the Family support and its impact on growth of Women Entrepreneurs

Regression Statistics	
Multiple R	0.981495
R Square	0.963333
Adjusted R Square	0.951111
Standard Error	8.124038
Observations	5

**Interpretation of the Result**

The table above evaluates data using Linear regression analysis for understanding relationship between Family Support and Success of Women Entrepreneurs.

**Regression Statistics**

The regression analysis indicates a very strong positive relationship between family support and the growth of women entrepreneurs. With a Multiple R value of 0.9815, there is a near-perfect correlation between the independent variable (family support) and the dependent variable (entrepreneurial growth). The R Square value of 0.9633 suggests that approximately 96.33% of the variability in the growth of women entrepreneurs can be explained by family support, highlighting its critical role. The Adjusted R Square of 0.9511, which accounts for the number of predictors in the model, confirms the robustness of this relationship even after adjusting for potential overfitting.

A standard error of 8.1240 indicates that the observed data points are closely clustered around the regression line, signifying high precision in the model's predictions. These findings underscore the significant impact of family support—encompassing emotional, financial, and logistical aspects—on the success and growth of women-led enterprises, emphasizing the importance of familial backing in fostering female entrepreneurship.

**ANOVA (Analysis of Variance)**

The regression analysis reveals a strong and statistically significant relationship between family support and the growth of women entrepreneurs. With a total sum of squares of 5400, the model explains 5202 through regression, leaving only 198 as unexplained residuals—indicating that over 96% of the variation in entrepreneurial growth is accounted for by family support. The high F-statistic value of 78.82 and a significance level of 0.003013 confirm the robustness and reliability of the model, allowing us to confidently reject the null hypothesis. These findings underscore the critical role that emotional, financial, and logistical family support plays in driving the success and expansion of women-led ventures. As supported by the statistical evidence, increased family involvement and encouragement can serve as a powerful catalyst for enhancing women’s entrepreneurial outcomes in both scale and sustainability.

**Table 2:** Showing the Professional Networks and Community Resources and its Impact on Growth of Women Entrepreneurs

Regression Statistics	
Multiple R	0.595238
R Square	0.354308
Adjusted R Square	0.139078
Standard Error	34.09171
Observations	5

**Interpretation of the Result**

The linear regression analysis examines the relationship between community resources, professional networks, and the success of women entrepreneurs. The Multiple R value of 0.595 indicates a moderate positive correlation, suggesting a meaningful yet not very strong relationship between the variables. The R Square value of 0.354 implies that approximately 35.43% of the variance in entrepreneurial success can be attributed to the combined influence of community and professional support systems.

However, the Adjusted R Square drops to 0.139, indicating a weaker explanatory power when adjusted for the number of predictors and sample size. Additionally, the standard error of 34.09 reflects considerable variability around the regression line, suggesting that other unaccounted factors may also influence success. Overall, while community and professional networks contribute to entrepreneurial outcomes, the model indicates that they are not the sole or strongest determinants, highlighting the need for a more comprehensive framework that includes additional influencing variables.

**ANOVA (Analysis of Variance)**

The ANOVA analysis indicates that the regression model assessing the impact of community resources and professional networks on the success of women entrepreneurs lacks statistical significance. While the regression model explains 1913.265 units of variation, a larger portion (3486.735) remains unexplained, suggesting substantial residual error. The F-statistic value of 1.646, paired with a significance level of 0.2896 (greater than the standard 0.05 threshold), leads to the failure to reject the null hypothesis—implying the model does not meaningfully explain variation in the dependent variable. Despite the model showing a moderate R<sup>2</sup> value of 35.43%, the adjusted R<sup>2</sup> drops significantly to 13.91%, reflecting weak explanatory power after accounting for sample size and predictors. Therefore, while there may be some correlation, the model as it stands is not robust enough to establish a statistically significant relationship, and improvements such as increasing the sample size or incorporating additional variables may be necessary for a more reliable analysis.

**6. Research Contribution**

This study underscores the vital importance of family support in the success of women entrepreneurs, indicating that it contributes to about 96% of the variability in business growth and helps alleviate role conflict for women juggling various responsibilities. It highlights the significance of community resources in improving women's social standing and economic independence, while also pointing out societal and cultural biases that hinder access to these resources. The research further examines the influence of professional networks, revealing a moderate correlation with

success and advocating for better accessibility for women. By applying role theory, the study expands the existing literature on women's entrepreneurship and offers practical recommendations for policymakers and community leaders to foster supportive environments and targeted resource development. It also addresses the societal, cultural, and logistical challenges women encounter in accessing support networks, paving the way for future research on support structures, geographic differences, and the long-term effects on women-led businesses. Overall, it enhances the conversation around women entrepreneurship by providing valuable insights into support networks, obstacles, and policy implications aimed at driving change.

## 7. Conclusion

In conclusion, the results of this research suggest that family assistance is crucial in the emergence of women entrepreneurs and explains 96 percent of the differences in their results. Community support and professional networks, on the other hand, were found to have weak relationships and did not add any value to the explanation of the model. The model could be improved by increasing the number of predictors or by changing the type of the model used.

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