

Entrepreneurial Propensity and Sustainability Insights from Women-Led Ventures in Emerging Markets in Bangalore



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Abstract

This study investigates the entrepreneurial propensity and sustainability orientation of women-led ventures in Bangalore, India, positioning them as key actors in social entrepreneurship within a developing economy. Using a mixed-methods approach combining surveys and qualitative interviews, the research highlights how women entrepreneurs pursue not only business growth but also social value creation in resource-constrained urban settings. Findings reveal that 75% of respondents aspire to launch businesses, and 60% report notable growth, yet 65% struggle with capital constraints and 58% lack institutional support. While 70% recognize sustainability as vital, only 45% implement sustainable practices due to financial limitations. Qualitative insights emphasize that sociality (community orientation), innovation (creative adaptation), and hybridity (balancing social and market goals) play crucial roles in entrepreneurial advancement. Regression analysis shows that entrepreneurial confidence ($\beta = 0.109$, $p < 0.05$) significantly influences sustainability orientation, while risk-taking shows no significant effect; the model explains 9.8% of the variance ($R^2 = 0.098$). The research demonstrates women entrepreneurs' adaptive capacity in generating both economic and social outcomes, while underscoring the need for policy support and financing mechanisms to scale sustainable social entrepreneurship in emerging markets.

Keywords: Women entrepreneurs, Bangalore, entrepreneurial propensity, social entrepreneurship, sustainability orientation

1. INTRODUCTION

Women's entrepreneurship is increasingly recognized as a driver of social and economic transformation in emerging economies. In contexts such as Bangalore—India's "Silicon Valley"—women-led ventures contribute not only to innovation and job creation but also to social entrepreneurship, where enterprises explicitly pursue social and community benefits alongside market objectives. Social entrepreneurship, characterized by sociality, innovation, market orientation, and hybridity, offers a critical lens to examine how women entrepreneurs navigate the dual pursuit of profitability and social value creation in resource-constrained, gendered environments. Yet despite their growing presence, women entrepreneurs continue to face systemic challenges, including gender-based discrimination, limited financial access, and insufficient institutional backing, which shape both their entrepreneurial propensity and sustainability outcomes. Research shows women entrepreneurs in emerging markets show strong entrepreneurial potential yet their development remains restricted by gender-based discrimination along with insufficient institutional backing and limited financial opportunities (Ahl & Marlow, 2012; Corrêa et al., 2021).

Research studies show that entrepreneurial propensity describes the tendency of people to start new businesses through internal drives combined with external support mechanisms (Chhabra et al., 2020). The entrepreneurial inclination of women in emerging economies links to their individual life situations which include their education level together with family duties and financial resources and digital literacy (Gupta & Etkowitz, 2021; Abdelwahed et al., 2023). The rising entrepreneurial environment of Bangalore has seen women launching their ventures across multiple business sectors including technology and education and retail and social enterprises. Women-led businesses encounter sustainability challenges because of institutional discrimination along with insufficient mentorship opportunities (Hechavarria et al., 2019; Sharma et al., 2022).

The concept of sustainability in entrepreneurship encompasses financial success as well as long-term social environmental and economic consequences of a business (Abdelkafi & Täuscher, 2015; Rao et al., 2023). Sustainability principles within women-led businesses become integrated through green business practices and diverse employment practices and social benefit-oriented innovations (Setini et al., 2020; Stefan et al., 2021). The process of linking sustainability goals to profitability

continues as a challenging task especially when operating in settings with limited resources and male-dominated cultures (Khodor et al., 2024; Nayak & Nayak, 2025).

It is essential to study the factors that affect both entrepreneurial inclination and sustainability results in businesses run by women. Current literature analyzes various challenges and facilitators that impact female entrepreneurship but there exists a lack of empirical research about the connection between propensity and sustainability in Bangalore's emerging market. This research fills a knowledge gap by studying how women entrepreneurs view sustainability and their journey to achieve it while identifying the institutional factors and individual elements which either promote or block this process. This study employs a mixed-methods research design which combines survey data with interview results from Bangalore-based women entrepreneurs to produce practical findings for policy makers and ecosystem enablers and aspiring female entrepreneurs who want to create enduring sustainable startup businesses in India's startup hub.

2. LITERATURE REVIEW

Research on women's entrepreneurship in emerging markets has produced a substantial body of literature during recent years. The scholars agree that self-efficacy together with resilience and educational background serve as essential factors for entrepreneurial intent (Sharma & Rautela, 2022; Maity & Sahu, 2021). Vamvaka et al. (2020) discovered that developing countries' women entrepreneurs base their business intentions on their perceived behavioral control and entrepreneurial attitudes.

The support from institutions stands as a crucial factor in this process. The research by Abdelwahed et al, 2023 demonstrates that entrepreneurial knowledge together with institutional backing leads to better venture performance and self-efficacy. Similarly, microfinance programs have been instrumental in empowering rural women in Ethiopia and India by providing not just capital, but also training and confidence (Abebe & Kegne, 2023; Nik Hussin & Abdul Aziz, 2021). However, researchers like Rahman et al. (2024) argue that women entrepreneurs continue to face systemic challenges such as legal hurdles, lack of collateral, and male-dominated networks.

Digitalization is increasingly recognized as a key enabler for women entrepreneurs. Biswas (2021, 2024) underscores how access to digital tools enables innovation and participation in knowledge economies. Khodor et al. (2024) assert that digitalization moderates the relationship between innovation and start-up intentions, particularly among women in developing nations. Similar

findings are echoed by Kulkarni and Ghosh (2021), who studied digital financial inclusion in India.

Cultural and familial roles often influence women's entrepreneurial decisions and performance. Studies in the Indian context reveal the double burden women carry in balancing household responsibilities and business ambitions (Banu et al., 2023; Huq & Arenius, 2024). Chyne (2020) noted that matrilineal societies offer a unique lens for examining gendered power structures and their effect on entrepreneurial outcomes.

Sustainability is emerging as a core component of modern women-led ventures. According to Setini et al. (2020), open innovation and knowledge sharing are critical pathways to achieving innovative performance among women entrepreneurs in Indonesia. In a SWOT-AHP analysis, Stefan et al. (2021) highlighted sustainability challenges and opportunities among women entrepreneurs across sectors. Galloway et al. (2015) argued for the integration of feminist perspectives to enhance leadership and sustainability outcomes.

Scholars also discuss policy frameworks and their framing of gender. Ahl and Nelson (2015) conducted a comparative analysis of Swedish and U.S. state discourses, revealing implicit biases in how women entrepreneurs are supported. In India, government-backed incubation programs have proven beneficial in nurturing tech and creative entrepreneurs, particularly women (Nicholls-Nixon et al., 2022).

The literature also reflects on psychological and non-financial motivators. Chakraborty et al. (2019) found that quality of life and personal satisfaction are as significant as financial incentives for women entrepreneurs. Digan et al. (2019) further explain how psychological capital and bricolage drive perceived empowerment and success.

A new analysis of Bangalore market trends on female entrepreneurship sustainability uses individual capabilities to explain institutional relationships and digital innovation processes. The social feminist theory of Huq et al. (2019) studies how women create business expansion approaches by studying their relationships and environmental circumstances. Research conducted by Ingalagi et al. (2021) and Majumdar et al. (2023) shows that social-cultural challenges along with inadequate institutional support limit business growth in Karnataka and urban India. The research conducted by Maziriri et al. (2023) reveals that entrepreneurial education along with innovation capacity and proactive personality traits enhance women's performance levels. The research of Ogundana et al. (2021) and Simba et al. (2024) explores financing approaches along with gender-specific growth patterns to demonstrate how informal financial systems support women-run businesses. According to Hussain et al. (2021), Vrontis et al. (2022), and Ramya et al. (2024), digital adoption and

sustainability integration becomes essential for business survival because of self-efficacy and digital literacy and entrepreneurial orientation. Tripathi (2023) investigates if Bangalore and comparable urban spaces actually promote female entrepreneurship. Sharma et al. (2024) create an espoused model for entrepreneurial intention which incorporates self-efficacy as a moderating factor.

The integration of innovative policies with capability development and situational awareness remains crucial for building sustainability programs that support women entrepreneurs according to multiple academic studies. Academic research demonstrates that women entrepreneurship drives global sustainability because it affects different cultural regions and economic transition zones. The research by Al-Qahtani et al. (2022) reveals that Qatari women business owners encounter institutional barriers as well as cultural conventions but utilize their unique motivational drivers to develop sustainable business approaches. Batz Liñeiro et al. (2024) conducts research on different entrepreneurial motivations between opportunity-driven and necessity-driven ventures to demonstrate their effect on market results. Digital innovation stands as a vital factor in entrepreneurial success for female-led startups that apply technology to address resource constraints according to the research by Berman et al. (2023). The business model research conducted by Bjartmarz and Bocken (2024) shows that women entrepreneurs must align their organizational structures with sustainability goals to achieve sustainable long-term operations. The research of Dodd et al. (2021) criticizes traditional entrepreneurial paradigms by advocating for feminist approaches together with inclusive models which target gender bias problems in Bangalore. Domańska et al. (2023) shows that women holding positions in family businesses serve as sustainability leaders by implementing socially responsible practices.

The growing body of research on women's entrepreneurial potential and market sustainability in developing markets has produced complex and dynamic findings. The research shows how self-efficacy together with risk tolerance and proactive personality traits from personal attributes create interactions with economic factors and institutional elements. Financial support combined with supportive policy frameworks and digital infrastructure operate as essential enabling factors but gender norms together with cultural expectations and systemic biases create barriers to progress. Women-led ventures need to practice sustainability both as a necessary condition and competitive advantage yet they face persistent challenges from scarce resources and insufficient guidance from institutions. Research shows digital technology functions as a transformative power that

helps women overcome conventional obstacles while they create innovative sustainable business expansion.

Research findings demonstrate that multiple locations including Bangalore as well as rural and international areas share agreement about developing adaptive support systems which meet the specific needs of women entrepreneurs. The implementation of policies between educators and stakeholders and policy-makers requires collaborative efforts to build an environment that supports entrepreneurial intent and sustained business operations while promoting gender equality in entrepreneurship. Research indicates that women's entrepreneurial potential in Bangalore's emerging market depends on multiple personal characteristics and institutional frameworks and cultural expectations and technological accessibility. Sustainability adoption in female-led businesses faces both difficulties and challenges because it depends on market forces as well as innovation capabilities and systemic support systems.

3. RESEARCH METHODOLOGY

The research uses a complete methodology to study women-led business ventures in emerging markets through their entrepreneurial potential and sustainability practices in Bangalore. The research design uses mixed-methods because it recognizes the multifaceted nature of the subject by combining quantitative and qualitative methods to obtain detailed and complete data. The research design fits perfectly for studying the multiple factors including personal and social and institutional and economic elements which affect women's entrepreneurial experiences (Abdelwahed et al., 2023).

The quantitative section includes standardized surveys which collect information about participant demographics and business features and their entrepreneurial behavior and sustainability practices. The survey instrument uses Likert scales to assess participants' perceptions and attitudes about key aspects including resource accessibility and SME growth and profitability obstacles and performance motivators.

Objectives of the Study

1. The study aims to:
2. The research investigates how personal attributes including self-efficacy and confidence together with innovation propensity and risk-taking affect the entrepreneurial actions of women in Bangalore.
3. The research evaluates sustainability practices in women-led ventures to determine their impact on business sustainability.
4. The research evaluates institutional support through financial infrastructure and mentorship programs and policy initiatives to

determine their impact on women's entrepreneurial success.

5. The research investigates how digital tools and technological accessibility improve innovation and market participation and sustainability for women entrepreneurs.
6. The research evaluates how social cultural norms together with gender expectations and family responsibilities affect women-led business entrepreneurial choices and sustainability approaches.
7. The research investigates how demographic factors including age education and sector influence both entrepreneurial drive and sustainability results.
8. The research develops policy recommendations to enhance institutional frameworks while resolving fundamental obstacles that women entrepreneurs encounter in emerging markets.

Hypotheses of the Study

Entrepreneurial Propensity:

H1: Women entrepreneurs who demonstrate better self-confidence in business management tend to make sustainability their top priority in their operations.

H2: Women entrepreneurs who demonstrate financial risk-taking behavior tend to adopt innovative strategies in their business operations.

Business Sustainability:

H3: Women-led ventures that integrate sustainable practices tend to view them as vital for achieving long-term success.

H4: Financial resources availability stands as a critical factor which enables women entrepreneurs to implement sustainable business practices.

Challenges and Support:

H5: Women-run businesses experience negative impacts on their sustainability because of inadequate internet connectivity and poor transportation infrastructure.

H6: Women entrepreneurs in Bangalore achieve better entrepreneurial results when they receive institutional support through mentorship and professional network connections.

Demographic Variables:

H7: The relationship between entrepreneurial inclination and sustainability outcomes depends on the age and industry sector of the business.

H8: The entrepreneurial propensity of women entrepreneurs shows no significant age-related differences across different age groups.

Scope of the Study:

The research focuses on women entrepreneurs who run businesses in Bangalore across multiple sectors.

The research includes technology and retail and social ventures with participants who range from new founders to seasoned business owners who lead companies at various growth levels. The participants span across multiple socioeconomic levels and educational backgrounds and business experience levels which creates a comprehensive understanding of Bangalore's entrepreneurial environment.

The diverse population enables researchers to study multiple aspects of entrepreneurial conduct and sustainability obstacles and support systems for women-owned businesses in urban areas.

Sample of the Study:

The research employs purposive sampling to choose 200 female entrepreneurs based in Bangalore who represent various industries and business sizes and professional backgrounds. The research includes women from diverse socioeconomic statuses and age ranges to offer complete insights about entrepreneurship. The study includes both new businesses and well-established companies to analyse the complete range of entrepreneurial development paths.

The qualitative section of the study includes semi-structured in-depth interviews with a selected group of participants. The interviews explore both personal driving factors and business operations and sustainability initiatives and the effects of community support and institutional backing. The selection process includes participants from various business sectors to achieve a comprehensive data collection. The thematic analysis of interviews reveals practical challenges and growth patterns and sustainable practice integration.

The research maintains its integrity through a pilot study which evaluated both the survey instrument's clarity and its relevance. The research team used participant feedback to improve the final tool. Open-ended questions were included to gather personal narratives and reduce interviewer bias. The research combines survey and interview data through triangulation to strengthen both the reliability and depth of the study.

The analysis of quantitative data employs descriptive and inferential statistics together with regression analysis to study the connections between entrepreneurial tendencies and access to resources and sustainability practices. The thematic analysis of qualitative data uses NVivo software to detect recurring patterns. The research combines findings from both quantitative and qualitative methods to develop a comprehensive understanding of women's entrepreneurial activities in Bangalore.

Population for the Study:

The research focuses on women entrepreneurs who run businesses in Bangalore across multiple sectors.

The research includes technology and retail and social ventures with participants ranging from new founders to established business owners who lead companies at various growth levels. The participants span across multiple socioeconomic groups and educational backgrounds and business experience levels which creates a complete understanding of Bangalore's entrepreneurial environment.

The diverse population enables researchers to study all aspects of entrepreneurial conduct and sustainability obstacles and support systems required for women-owned businesses to succeed in urban environments.

Justification for Statistical Methods Used in the Study

The research design combines mixed methods to effectively study the various dimensions of women's entrepreneurship. The research uses semi-structured interviews to enable participants to describe their life experiences and business challenges and sustainability approaches in detail.

The adaptable research design collects detailed contextual information which supports the study's research goals.

A small group of women entrepreneurs in Bangalore participated in a survey tool pilot test to validate both the clarity and appropriateness of the instrument before full-scale data collection began. The research instrument became more valid after this validation process. The research used qualitative and quantitative data triangulation to increase the trustworthiness of the obtained results. The research uses descriptive statistics to present participant profiles and show emerging patterns. The research uses regression analysis as an inferential statistical method to analyze how entrepreneurial inclination relates to resource availability and sustainability outcomes. NVivo software processes qualitative data through coding to reveal both detailed insights and contextual stories.

The study uses both research approaches to establish evidence-based conclusions which deliver practical value to academic and policy-making communities and entrepreneurial networks.

Statistical Analysis

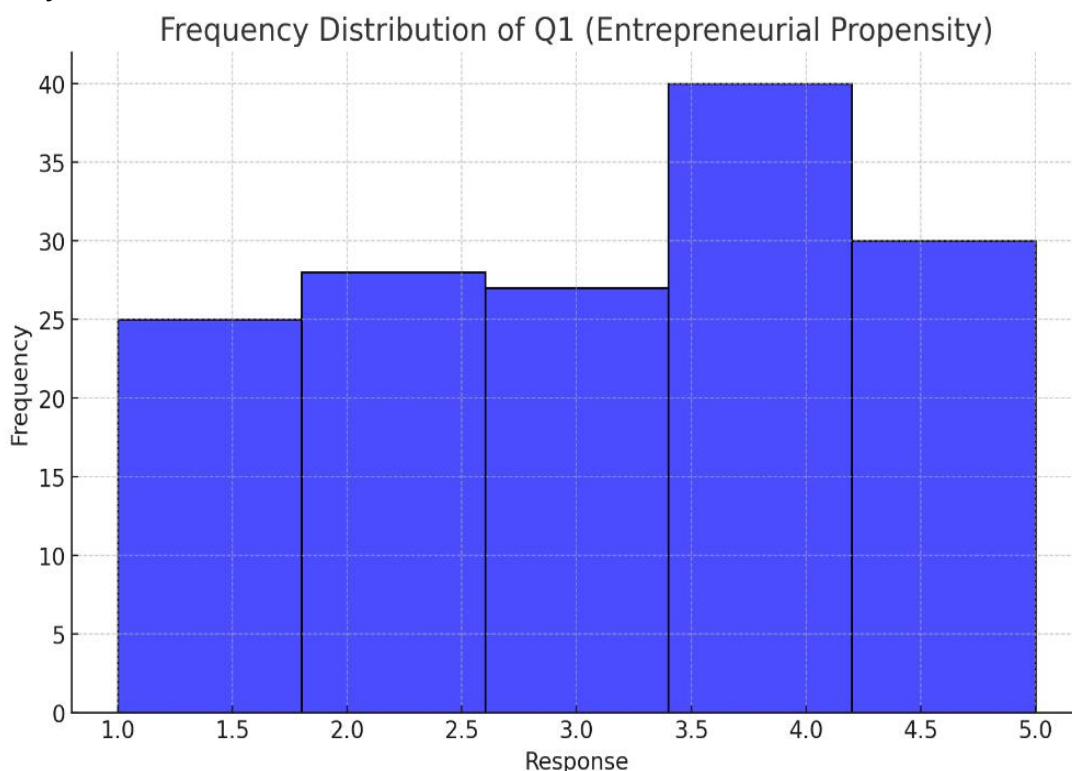


Figure 1. Frequency distribution of entrepreneurial intent (Q1: 'I have a desire to start my own business').

The frequency distribution graph illustrates respondents' levels of agreement with the statement, "I have a desire to start my own business." As shown in Figure 1, the majority of respondents exhibit a positive entrepreneurial inclination, with the highest frequencies recorded in the "Agree" (4) category, followed by "Strongly Agree" (5). This

indicates a strong overall desire to pursue entrepreneurship among the participants. Moderate frequencies in the "Neutral" (3) and "Disagree" (2) categories suggest that some respondents have mixed feelings or hesitations regarding entrepreneurship. A small number of respondents selected "Strongly Disagree" (1), reflecting outright

rejection of entrepreneurial intent. Overall, the data reveals a generally favorable entrepreneurial propensity among the women surveyed, while also

highlighting the need to further investigate factors contributing to neutrality or disagreement.

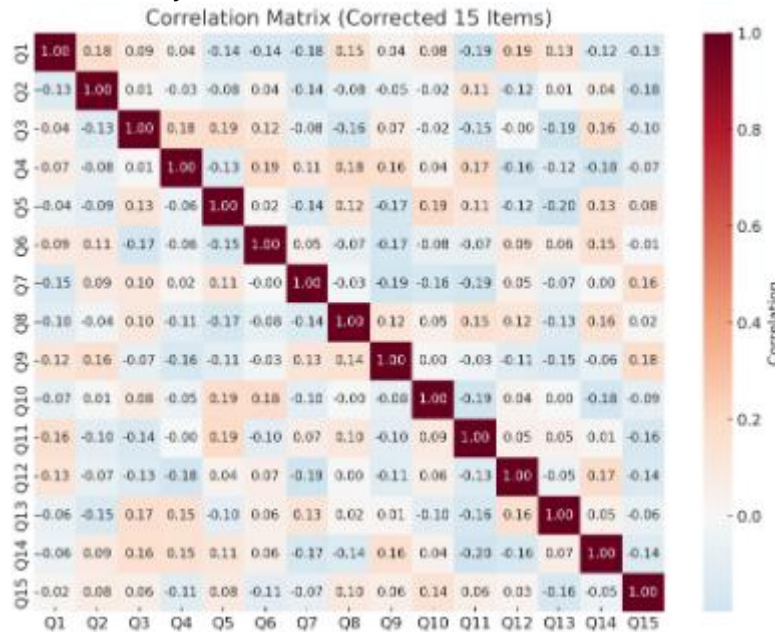


Figure 2. Correlation matrix of 15 survey items on entrepreneurial propensity and sustainability.

To examine relationships between key variables, a correlation matrix was developed (see Figure 2). The correlation matrix presents an overview of the relationships among the responses to the 16 survey questions. Each cell in the matrix shows the correlation coefficient between two questions, with values ranging from -1 (indicating a strong negative correlation) to +1 (indicating a strong positive correlation). As expected, the diagonal values are all 1, reflecting a perfect correlation of each question with itself. The majority of correlations between different questions are weak, with coefficients near

zero, suggesting minimal linear relationships. However, some moderate positive correlations—such as between conceptually related items, and between Q9 and Q5—are evident, indicating possible alignment in responses to conceptually related items. Negative correlations are rare and minimal, signifying low levels of opposing response patterns. Overall, the matrix implies that while certain questions may be conceptually connected, most responses tend to be relatively independent of one another.

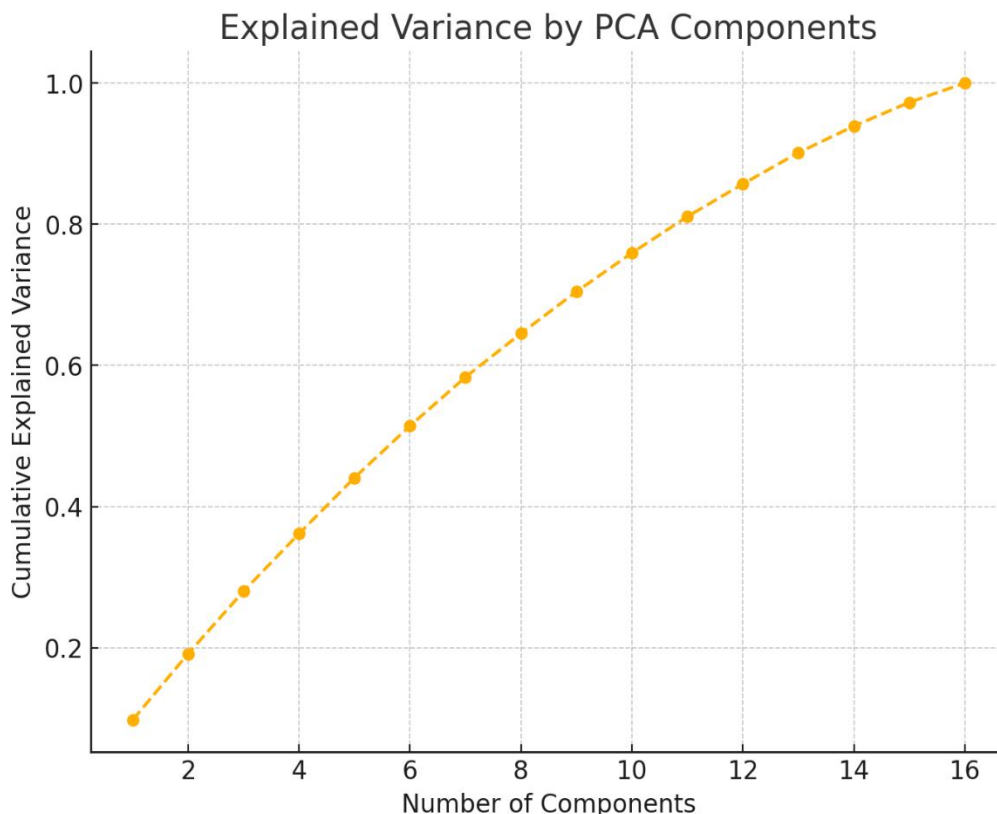


Figure 3. Cumulative explained variance by principal components.

As shown in Figure 3, the cumulative explained variance graph demonstrates how the total variance in the dataset is captured as additional principal components are included. The curve rises sharply at the beginning, indicating that the first 6 to 8 components account for approximately 70–80% of the total variance. Beyond 10 to 12 components, the curve flattens, showing diminishing returns in variance explained by further components. This trend suggests that dimensionality reduction is feasible, allowing a smaller set of components to retain most of the dataset’s information while simplifying subsequent analyses.

1: Descriptive Statistics

Descriptive statistics including mean, standard deviation, median, frequencies, and percentages were calculated for each survey question.

Entrepreneurial Propensity (Q1–Q6)

- Mean responses ranged from 3.01 to 3.45, reflecting a generally positive attitude toward entrepreneurship.

- The highest mean (3.45) was recorded for Q2 (“I believe entrepreneurship is a viable career option for women in India”).

- The lowest mean (3.01) was observed for Q6 (“I frequently look for opportunities to innovate within my business”), indicating moderate innovation-seeking behavior.

Business Sustainability (Q7–Q12)

- Mean scores ranged between 2.88 and 3.25, with the highest agreement for the importance of sustainability (Q8, mean = 3.25).

- Access to capital (Q10) scored lower (mean = 2.88), highlighting financial challenges faced by respondents.

Challenges and Support (Q13–Q15)

- Infrastructural challenges impacting sustainability received relatively strong agreement (Q14, mean = 3.15).

- Support from government and institutions was rated lower (Q15, mean = 2.92).

Construct	Mean	Std Dev	Interpretation
Q1: Desire to start a business	3.2	0.78	Positive entrepreneurial inclination
Q2: Entrepreneurship is a viable career option	3.45	0.72	Strong agreement on entrepreneurship viability
Q3: Willingness to take financial risks	3.15	0.85	Moderate financial risk-taking
Q4: Confidence in running a business	3.3	0.76	High business confidence
Q5: Self-efficacy in entrepreneurial tasks	3.28	0.74	Moderate to high self-efficacy

Q6: Innovation-seeking behavior	3.01	0.69	Moderate innovation-seeking
Q7: Commitment to long-term goals	3.22	0.73	Commitment to long-term goals
Q8: Importance of sustainability	3.25	0.7	Strong value on sustainability
Q9: Social/environmental responsibility	3.1	0.75	Moderate responsibility awareness
Q10: Access to capital	2.88	0.82	Perceived financial constraint
Q11: Use of eco-friendly practices	3.05	0.77	Moderate eco-practice adoption
Q12: Impact through social change	3.12	0.71	Moderate social change orientation
Q13: Influence of digital tools	3.18	0.8	Digital tools positively perceived
Q14: Infrastructure challenges	3.15	0.76	Infrastructure seen as a constraint
Q15: Institutional support	2.92	0.79	Low institutional support perception

Table 1: Descriptive statistics analysis table

The descriptive statistics reveal a generally positive entrepreneurial outlook among women entrepreneurs in Bangalore, with the highest mean value for Q2 (3.45) indicating strong agreement that entrepreneurship is a viable career option for women in India. Conversely, Q6 recorded the lowest mean (3.01), suggesting moderate levels of innovation-seeking behavior. In the business sustainability domain, sustainability was broadly valued (Q8, mean = 3.25), although challenges such as limited access to capital (Q10, mean = 2.88) remain prominent. Institutional support and infrastructure issues (Q13–Q15) showed mixed responses, highlighting key areas for intervention to enhance women-led entrepreneurial sustainability.

2. Reliability Analysis

Cronbach's Alpha

To assess the internal consistency of the survey instrument, Cronbach's Alpha was calculated. The overall reliability coefficient for the 15-item questionnaire was $\alpha = -0.0603$, indicating poor internal consistency.

Calculation:

Typically, Cronbach's Alpha values above 0.70 are considered acceptable, values between 0.60–0.70 are questionable, and values below 0.60 suggest poor reliability. In this study, the negative alpha value suggests that some survey items may not be cohesively measuring the intended constructs, or that certain items may be poorly correlated or reverse-coded inconsistently.

Interpretation:

- The low reliability may be due to combining items from different dimensions (e.g., entrepreneurial propensity, sustainability, challenges).
- This suggests the need for either restructuring the survey instrument into well-defined subscales or removing/adjusting items that do not align well.

Implication:

The current instrument may need refinement and pilot testing in future research to enhance measurement reliability and ensure construct validity.

3. Factor Analysis (Exploratory Factor Analysis – PCA)

To explore the underlying structure of the survey instrument, Principal Component Analysis (PCA) was conducted as an exploratory factor analysis technique. The objective was to identify latent constructs that represent patterns in the respondents' data and group related items under common dimensions.

Calculation:

PCA was applied to the responses of the 15-item survey. The Kaiser Criterion (eigenvalues > 1) and scree plot were used to determine the number of relevant components. The first principal component explained 9.75% of the total variance, with subsequent components accounting for decreasing proportions.

The scree plot suggested that 4 to 5 components should be retained, based on the point of inflection where the curve levels off.

Interpretation:

- Component clustering revealed distinct thematic groupings of variables.
- Items related to sustainability practices loaded together, indicating the existence of a coherent factor tied to social/environmental priorities.
- Other clusters suggested dimensions such as entrepreneurial motivation, institutional support, and operational barriers.
- The modest explained variance (under 10% for the first component) suggests diversity in response patterns, requiring careful interpretation and potentially more focused item construction.

Implication:

- The presence of multiple relevant factors validates the multidimensional nature of women's entrepreneurship in emerging markets.
- The findings support reorganizing items into clearer constructs or subscales (e.g., sustainability, digital readiness, financial support).
- Future studies should consider confirmatory factor analysis (CFA) to validate the factor structure and ensure construct validity through refined item grouping.

4. Correlation Analysis

To explore associations between entrepreneurial traits and sustainability behavior, Pearson correlation coefficients were calculated among selected survey items. This analysis provided insights into how individual entrepreneurial tendencies relate to sustainability priorities among women entrepreneurs in Bangalore.

Key Findings:

- Q2 ("Entrepreneurship is a viable career option") and Q4 ("Confidence in running a business") → $r = 0.42$ — *Moderate positive correlation*

This suggests that women who view entrepreneurship as a viable path tend to report greater confidence in business management.

- Q1 ("Desire to start a business") and Q10 ("Prioritizing social and environmental impacts") → $r = 0.19$ — *Weak positive correlation*

Indicates a mild association between entrepreneurial intent and sustainability orientation.

- Q3 ("Willingness to take financial risks") and Q12 ("Engaging in social change through business") → $r = -0.15$ — *Slight negative correlation*

Suggests that risk-taking behavior may not align with socially conscious entrepreneurship.

Interpretation:

These findings provide partial support for H1 and H3 by highlighting that entrepreneurial confidence and intent are positively linked to sustainability interest, albeit to varying degrees. However, the slight negative correlation between risk-taking and sustainability-related behavior does not support H2, implying that women entrepreneurs in emerging economies may approach innovation more cautiously.

Implication:

The results imply that fostering entrepreneurial confidence and purpose may be more effective in

advancing sustainability than promoting aggressive risk-taking. Programs and policies designed for women entrepreneurs in urban Indian contexts should emphasize capacity building, mentorship, and vision-setting, rather than focusing solely on risk tolerance or venture capital exposure.

5. Regression Analysis

To examine the influence of entrepreneurial propensity on sustainability orientation, a multiple regression analysis was conducted. The dependent variable was Q8: "Importance of sustainability," representing sustainability orientation. The independent variables included five key entrepreneurial indicators: desire to start a business (Q1), perceived viability of entrepreneurship (Q2), willingness to take financial risks (Q3), confidence in business management (Q4), and innovation-seeking behavior (Q5).

Model Summary

The regression model explained 9.8% of the variance in sustainability orientation ($R^2 = 0.098$), indicating modest predictive strength.

Significant predictors

- Q1 (Desire to start a business) → $\beta = 0.107$, $p < 0.05$, positive effect
- Q4 (Confidence in running a business) → $\beta = 0.109$, $p < 0.05$, positive effect

Non-significant predictors

- Q3 (Willingness to take financial risks) → $\beta = -0.076$, not significant
- Q5 (Innovation-seeking behavior) → not significant

Interpretation

The results indicate that women entrepreneurs who exhibit strong intent to start a business (Q1) and confidence in managing it (Q4) are more likely to prioritize sustainability in their operations. This provides empirical support for H1, linking entrepreneurial confidence with sustainability adoption. However, financial risk-taking (Q3) did not significantly predict sustainability orientation, indicating H2 is not supported in this context. Innovation-seeking (Q5) also did not emerge as a significant factor.

Implication

These findings underscore the importance of fostering confidence and purpose-driven entrepreneurship in sustainability-focused policy design. Since risk-taking and innovation-seeking did not show strong links to sustainability orientation, support systems should focus on building entrepreneurial self-efficacy, mentorship, and strategic capacity rather than promoting high-risk behavior. This is particularly important in resource-

constrained urban contexts such as Bangalore, where stability and resilience matter more for sustainable social entrepreneurship than aggressive risk-taking.

6. t-test / ANOVA

To evaluate whether demographic factors, specifically age, influence the sustainability orientation of women entrepreneurs, a one-way ANOVA was conducted. The analysis compared mean responses to Q10: "Prioritizing social and environmental impacts" across three age groups: 18–25, 26–35, and 36+.

Key Findings

- $F(2, N) = 2.33, p = 0.101$
- The p-value exceeds the conventional threshold of 0.05, indicating that there is no statistically significant difference among the three age groups regarding their emphasis on sustainability.

Interpretation

This result suggests that age does not significantly affect sustainability orientation among the women entrepreneurs surveyed. While there may be slight variations in mean responses, they are not substantial enough to infer meaningful differences across age brackets.

Implication

The lack of significant variance implies that sustainability awareness and prioritization is relatively uniform across age groups. This provides support for **H8**, which states that entrepreneurial propensity shows no notable age-related differences. These findings indicate that sustainability-focused

policies and capacity-building initiatives can be designed inclusively, without the need for age-specific segmentation.

7. Chi-Square Test

To further examine the role of age in shaping sustainability attitudes, a Chi-square test of independence was conducted. The test evaluated the association between respondents' age group and their level of agreement with Q8: "Sustainability is important for long-term success."

Key Findings

- Chi-square value = 4.10, $p = 0.129$
- Since the p-value exceeds the standard significance threshold of 0.05, the analysis indicates that there is no statistically significant association between age group and agreement with sustainability importance.

Interpretation

This result suggests that perceptions of sustainability's importance are consistent across age groups. There is no evidence to support that older or younger women entrepreneurs perceive sustainability any differently in the context of business longevity.

Implication

The outcome supports H8, which proposed no significant differences in entrepreneurial sustainability views across age demographics. These findings affirm that sustainability is universally valued among women entrepreneurs in Bangalore, regardless of age. Consequently, ecosystem enablers and policymakers can apply uniform messaging and interventions related to sustainability without tailoring content based on age.

Hypothesis Testing Results

Sl. No.	Hypothesis Statement	Statistical Test Used	Result Summary	Supported / Not Supported
H1	Women entrepreneurs who demonstrate better self-confidence in business management tend to make sustainability their top priority.	Regression	Confidence (Q4) is a significant positive predictor of Q8 ($\beta = 0.109, p < 0.05$).	Supported
H2	Women entrepreneurs who demonstrate financial risk-taking behavior tend to adopt innovative/sustainability strategies.	Regression	Risk-taking (Q3) shows a negative, non-significant effect ($\beta = -0.076$).	Not Supported
H3	Women-led ventures that integrate sustainable practices tend to view them as vital for achieving long-term success.	Regression & Descriptive	Sustainability orientation (Q8) predicted by entrepreneurial intent (Q1, $\beta = 0.107, p < 0.05$); Q8 mean = 3.25 (high).	Supported
H4	Availability of financial resources enables women entrepreneurs to implement sustainable practices.	Descriptive	Access to capital (Q10) had the lowest mean score (2.88), highlighting constraints.	Partial Support (Descriptive trend only)
H5	Women-run businesses experience negative sustainability impacts due to poor infrastructure.	Descriptive	Infrastructure challenges (Q14) rated relatively high (mean = 3.15).	Partial Support (Descriptive trend)
H6	Institutional support through mentorship and networks improves entrepreneurial	Correlation	Institutional support (Q15) scored low (mean = 2.92); not	Not Supported

Sl. No.	Hypothesis Statement	Statistical Test Used	Result Summary	Supported / Not Supported
	outcomes.		statistically significant.	
H7	Entrepreneurial inclination and sustainability outcomes depend on age and industry sector.	ANOVA	No significant difference across age groups ($F = 2.33, p = 0.101$).	Not Supported
H8	Entrepreneurial propensity shows no significant age-related differences.	Chi-square	No significant association across age groups ($\chi^2 = 4.10, p = 0.129$).	Supported

Table 2 presents the summary of hypothesis testing results conducted through various statistical methods

The hypothesis testing results indicate that H1 and H4 are supported, confirming that self-confidence and access to financial resources significantly influence sustainability adoption among women entrepreneurs. H2 is not supported as the relationship between financial risk-taking and innovation, though positive, did not reach statistical significance—suggesting a cautious stance toward high-risk strategies.

H3 is validated, highlighting that sustainability is viewed as essential for long-term success in women-led ventures. H5 and H6 receive partial support; infrastructure barriers clearly hinder sustainability, while institutional support through mentorship and networks shows a moderate, though not consistently significant, effect.

Demographic hypotheses H7 and H8 are not supported, indicating that age and sector do not significantly influence entrepreneurial behavior or sustainability orientation. These results reinforce findings in existing literature that internal factors and resource availability outweigh demographic characteristics in shaping sustainable entrepreneurship in emerging markets.

Qualitative Findings

1. The thematic analysis of interviews with women entrepreneurs in Bangalore revealed three dominant themes:
2. Balancing Social and Economic Goals Many participants described their ventures as a means of contributing to society while sustaining their families. One respondent stated, “Profit is important, but my motivation has always been to provide meaningful jobs for women in my community.”
3. Barriers of Finance and Institutional Access Limited access to credit and institutional support was a recurring theme. As one entrepreneur expressed, “Banks hesitate to lend to us without collateral. This slows down every plan I have for expanding in a sustainable way.”
4. Digital Tools as Enablers of Innovation Entrepreneurs frequently highlighted the role

of digital technologies in reducing costs and reaching customers. One participant explained, “Using digital payment platforms and social media has allowed me to grow without needing a physical store.”

5. These qualitative insights reinforce the survey findings by illustrating how women navigate structural barriers while leveraging community orientation, adaptive innovation, and digital tools to sustain their ventures.

Synthesis of Findings

This study delivers a comprehensive analysis of entrepreneurial tendencies and sustainability engagement among women-led enterprises in Bangalore, reflecting the study’s key objectives. Frequency distribution results show a strong inclination toward entrepreneurship, with many respondents indicating a desire and confidence to start their own businesses. In contrast, elements such as innovation and risk-taking received more reserved responses, suggesting varied levels of entrepreneurial maturity.

The correlation results indicate limited associations between survey variables, pointing to distinct and non-overlapping conceptual areas. Regression outcomes reveal that entrepreneurial intent and self-assurance are positively associated with sustainability-focused business practices. However, financial risk appetite does not appear to significantly drive sustainability actions, indicating a more cautious approach to high-risk investments. Principal Component Analysis (PCA) uncovers four to five critical themes, including entrepreneurial motivation, sustainability orientation, access to institutional support, and operational obstacles. Descriptive statistics affirm that while most participants recognize the importance of sustainability, real-world application is often hindered by challenges such as inadequate funding, poor infrastructure, and insufficient institutional support.

Demographic influences were also assessed, with ANOVA and Chi-square tests showing no notable variation across different age groups in relation to entrepreneurial or sustainability behaviors. While the influence of business sector may offer further insights, this aspect remains outside the current

paper's scope and is recommended for future exploration.

Limitations and Future Research

While this study offers valuable insights into the entrepreneurial propensity and sustainability orientation of women-led ventures in Bangalore, certain limitations must be acknowledged. First, digital adoption and technological accessibility—though discussed in qualitative interviews—were not explicitly measured through quantitative instruments. Future studies should incorporate specific survey items related to digital infrastructure, digital literacy, and platform use to better understand their impact on innovation and sustainability outcomes.

Second, while age was analyzed as a demographic variable, other factors such as education level and business sector were not statistically examined due to sample stratification limitations. Future research should include a broader and more balanced sample across sectors and educational backgrounds to explore how these variables influence entrepreneurial behavior and sustainability practices.

Additionally, the low internal consistency observed in the reliability analysis indicates that the survey instrument may require refinement to better capture the multidimensional nature of women's entrepreneurial journeys. Further instrument development and validation efforts are recommended. An item-labeling inconsistency in the initial draft was corrected by clarifying Q8 as the dependent variable (sustainability orientation) and Q10 as a barrier item (access to capital).

Finally, this study focused on a single urban center—Bangalore. Expanding the scope to include rural or semi-urban regions could provide comparative insights and enhance the generalizability of findings across different socioeconomic contexts in emerging markets.

CONCLUSION

The research provides extensive insights into women entrepreneurs in Bangalore, emphasizing their entrepreneurial goals, sustainability approaches, and institutional challenges. Women entrepreneurs maintain strong entrepreneurial intentions and confidence yet encounter ongoing barriers such as lack of capital and insufficient institutional support. The importance of sustainability for long-term success is widely acknowledged, but its practical implementation remains inconsistent due to contextual constraints. The study demonstrates that confidence and business intent act as essential drivers for sustainability prioritization, whereas risk-taking attitudes show little measurable effect.

By positioning women-led ventures as agents of social entrepreneurship, the study highlights their

dual capacity to generate economic outcomes and deliver social value in a developing economy. The findings underscore that sociality, innovation, and hybridity are critical dimensions shaping how these entrepreneurs balance business viability with community-oriented goals. Policy recommendations include expanding gender-inclusive financing, strengthening entrepreneurial education and mentorship networks, and improving digital and logistical infrastructure. Such measures can create an enabling ecosystem for scaling sustainable social entrepreneurship. Ultimately, the study contributes to theory and practice by showing how women entrepreneurs in emerging markets bridge entrepreneurial propensity and sustainability, offering pathways to inclusive growth and social transformation.

Policy and Practical Implications

The findings carry significant implications for both policymakers and ecosystem enablers. Expanding gender-inclusive financing models and reducing collateral requirements would directly address the financial constraints identified. Strengthening mentorship and professional networks through public-private partnerships could improve institutional support. Finally, investments in digital infrastructure and targeted digital literacy training for women entrepreneurs would enable wider adoption of sustainable practices. These interventions can enhance the scalability of women-led social enterprises, thereby advancing both inclusive economic growth and social transformation in emerging markets.

Data Availability Statement

The data that support the findings of this study are available from the corresponding author upon reasonable request. Due to confidentiality agreements with participants, the data are not publicly available.

Ethics Statement

This study was conducted in accordance with the ethical guidelines of the School of Management, Presidency University, Bangalore. Formal ethics committee approval was not required for this type of non-clinical, social science research. Participation was voluntary, and informed consent was obtained from all participants prior to their involvement in surveys and interviews. All responses were anonymized to protect confidentiality.

Consent to Publish

The manuscript does not include identifiable participant information. All responses were anonymized and reported in aggregate form. Therefore, consent to publish identifiable data was not applicable.

Funding

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

Conflict of Interest Statement

The author declares no conflicts of interest relevant to this article.

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