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FACTORS INFLUENCING THE START OF BUSINESS FOR TRANSGENDER ENTREPRENEURS IN TAMIL NADU WITH SPECIAL REFERENCE TO SELECTED DISTRICTS

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INTRODUCTION

Transgender entrepreneurs are making significant contributions to the world for business and entrepreneurship. They bring unique perspectives and experiences to the table, which can help them identify untapped markets and create innovative solutions that cater to diverse communities. There are just a few example of transgender entrepreneurs who are making a difference in their respective in their respective fields. As society becomes more inclusive and accepting of diverse identities, it's likely that we'll see more Transgenders individuals starting business and creating innovative solutions to address the needs of underserved communities

Transgender people are becoming entrepreneurs and engaging in business, knowing that there will be some problems and many hardships before and after starting the business. But we are always encouraging and motivating each other. Also, the community, relatives, friends, and family are encouraging many people to become entrepreneurs. The study was conducted to find out who motivates transgender entrepreneurs the most.

STATEMENT OF THE PROBLEM

The purpose of this study is to investigate the various factors that influence the success of transgender entrepreneurs in Tamil Nadu, India, with a specific focus on the roles of family, friends, NGOs, self-motivation, social pressure, relatives, transgender groups, and market intermediaries. The study aims to understand how these factors impact the ability of transgender entrepreneurs to start and run successful businesses in Tamil Nadu. The research will examine the types of support and challenges provided by each of these factors, and how they interact with one another to affect the outcomes for transgender entrepreneurs. Through this research

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aim to identify effective strategies to strengthen supportive factors and mitigate challenges to promote greater economic inclusion and empowerment for transgender entrepreneurs in Tamil Nadu.

REVIEW OF LITERATURE

Angelica Ross- Angelica ross is a transgender entrepreneurs and actress who founded transtech social enterprises, a company that provides education, training, and job placement services for transgender and gender non-conforming individuals in the tech industry.

AlokVaid-Menon AlokVaid-Menon is a gender non-conforming writer, performer, and entrepreneur. They founded the clothing company Genderfluent, ehich aims to create gender-neutral clothing that promotes self-expression and inclusivity.

Cason Crane- Cason Crane is a transgender mountaineer and entrepreneurs. He founded the climbing company Explorer Cold Brew, which produces cold-brewed coffee in a portable pouch for outdoor enthusiasts.

Jacen Zhu-Jacen Zhu is transgender adult film actor and entrepreneurs. He founded the production company Zhu Media, which creates adult content featuring performers from marginalized communities, including people of color and members of the LGBTQ+ community.

RESEARCH METHODOLOGY

The current investigation is both descriptive and empirical in character. The researcher follows the process step by step in a scientific and rational way. The study is carried out by gathering both primary and secondary data. A systematic interview schedule was used to obtain primary data for the study. The plan include investigating the different Problems, Such as Financial and economic, Marketing and Management, Family and Social, Production, Personal and Psychological the data is collected from Tamil Nadu. The snowball random sample approach was used to acquire primary data from 183 respondents. The CFA model was implemented by the researcher to measure the difference influencing factors in start the business among the respondents.

OBJECTIVES OF THE STUDY

- To generalize and validate the scale for measuring influencing to start the business.
- To find out the suitable suggestion for start the business

ANALYSING AND INTERPRETATIONS

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Descriptive Statistics:

The following Table 1 Exhibits the descriptive Statistics of usage of

Table: 1 Influencing Factors

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
F1	183	3.3279	1.10525	-.507	.180	**-.379**	.357
F2	183	3.5683	1.02950	-.735	.180	.142	.357
F3	183	3.4973	1.02643	-.717	.180	.218	.357
F4	183	**3.5902**	**.87160**	**-.759**	.180	**.810**	.357
F5	183	**3.0984**	1.07476	-.198	.180	-.798	.357
F6	183	3.1093	1.07370	**-.193**	.180	-.744	.357
F7	183	3.4754	.97112	-.712	.180	.182	.357
F8	183	3.1694	**1.11372**	-.268	.180	-.713	.357
Valid N (listwise)	183						

Source: SPSS Output

An assessment of normality is prerequisite for applying the parametric test. In order to check the normality of the collected data, many way are used to execute this like visualising the data in graphical manner or proving the normality collected by the way of taking some statistical test. By using statistical instead of graphical visualisation, the researcher has taken descriptive statistics of the collected the data which contains Mean, Std. Deviation, Skewness and Kurtosis. Specifically, Skewness and Kurtosis statistics are measuring the normal distribution of data. The acceptance limit of observation especially skewness and kurtosis threshold value should be up to ±1.96, if that value of particular statistics fall within the Critical value, then it reveals that collected data is normally distributed. Otherwise, higher the absolute value grater is the value of kurtosis and skewness. In that complex situation the researcher might use the non-parametric test that will be the alternate solution.

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The influencer mean descriptive statistics is between **3.5902**to **3.0984**, the standard deviation between**1.11372**to **.87160**. Further the skewness value is found between **--.759** to **-.193** and kurtosis values are found between **.810 to -.379** which shows are all the normality of the collected data. All observed variables (statements) are researching to the limit of critical indices. Now the researcher feels free to apply the parametric test for this dimension under

Reliability Statistics

Cronbach's Alpha	N of Items
.811	8

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item coding's.

Reliability and validity criterion

In order to establish the strength of the factor analysis solution, it is essential to establish the reliability and validity of the obtained reduction. Cronbach's Alpha test is applied to know the reliability and validity of the statement while applying Explorative Factor Analysis. But for theory building piece of work the Confirmatory Factor Analysis is widely used method. IN order to strengthen the CFA for the latent construct, reliability and validity are proven through composite reliability and discriminant validity.

Confirmatory Factor Analysis:

The researcher runs the CFA for every measurement model separately or runs the second order CFA models at once. However, the CFA for every measurement and structural models is more efficient and highly suggested (Zain Uddin Awang,2012), So, the researcher has applied the first order CFA for each construct in elucidate the influencing person to the entrepreneurs to the business and further it helps the researcher to form the Structural Equation Modelling (SEM).

Assessment of fitness of the model:

The fitness of a measurement model is indicated through certain Fitness Indexes. Efficiently to do this, any item that does not fit the measurement model due to low factor loading should be removed from the model. However, the items deletion should not exceed 20% of total items in a model. Otherwise the particular construct itself is deemed to be invalid since it fails the "confirmatory" itself. In order to avoid the factor deletion before conducting CFA, the researcher conduct the first order CFA to recheck the theory and to check it whether the

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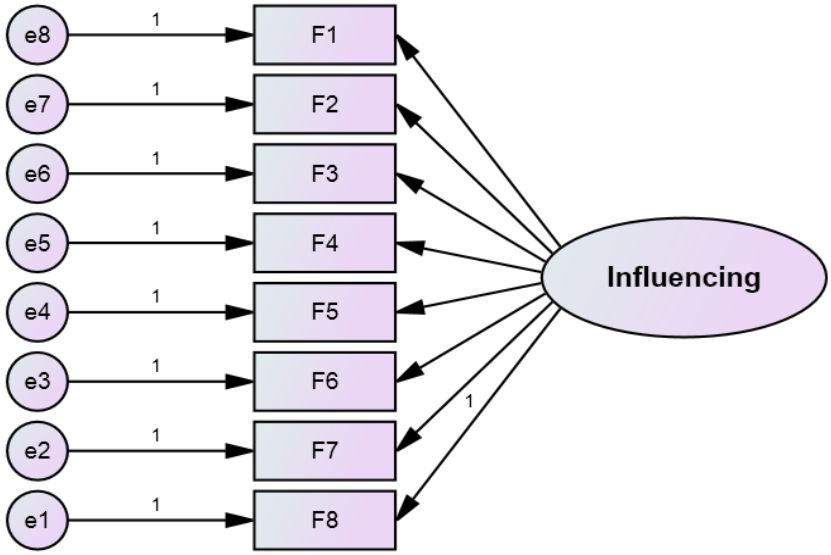
collected data are cope with it. Initially CFA is usually applied to check the theory on the other hand, new theories are formed by using Explorative factor analysis. Many researchers apply the EFA to CFA analysis for already existing theory to form the model, because of robust reason is against on social behavioural changes. The EFA analysis is not run by the researcher here because of the scale already developed. The first order CFA of usage of **influencing factors model is presented in figure 1,** which comprise the standardized factors loading of usage of



INFLUENCING DIMENSION

Figure 1 Influencing Factor Dimension

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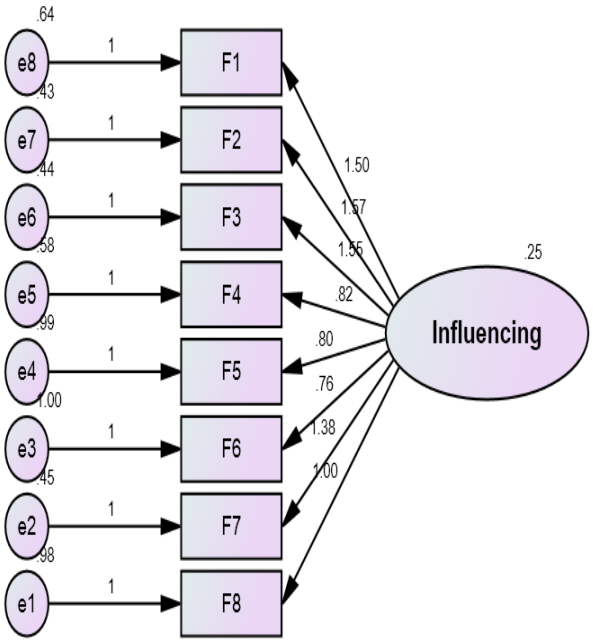
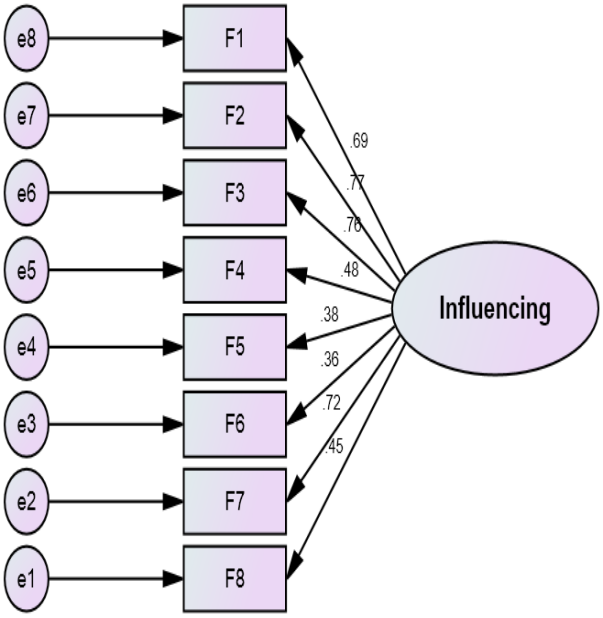


INFLUENCING DIMENSION

Figure 2 Influencing Factor Dimension Unstandardized Estimate



INFLUENCING DIMENSION

Figure 3 Influencing Factor Dimension Standardized Estimate

			Estimate
F8	**<---**	**Influencing**	**.454**
F7	<---	Influencing	.719
F6	**<---**	**Influencing**	**.359**
F5	**<---**	**Influencing**	**.377**
F4	**<---**	**Influencing**	**.478**
F3	<---	Influencing	.762
F2	<---	Influencing	.771
F1	<---	Influencing	.687

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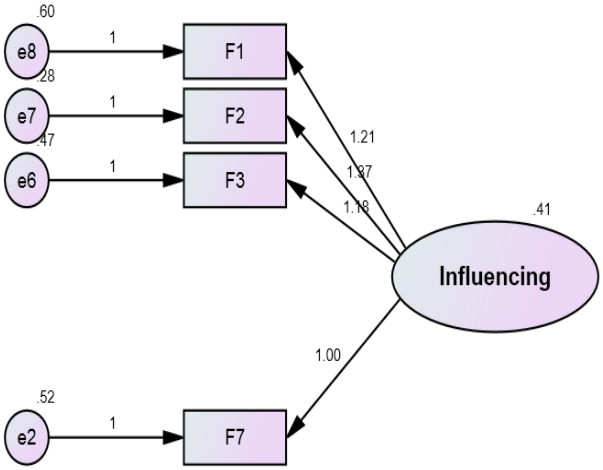
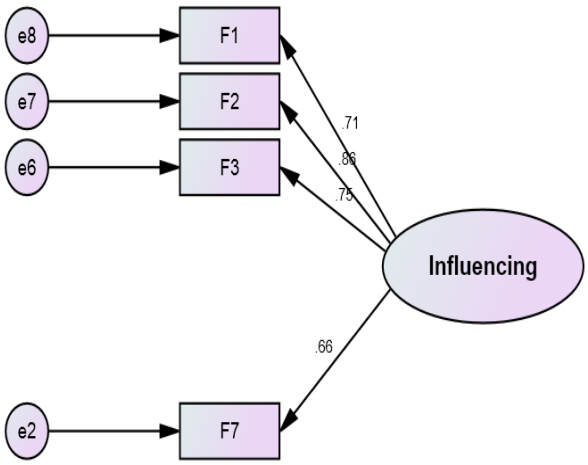


INFLUENCING DIMENSION

Figure 4 Influencing Factor Dimension Unstandardized Estimate



INFLUENCING DIMENSION

Figure 5 Influencing Factor Dimension Unstandardized Estimate

From the above figure 4 and 5, it is clear that critical fit indexes which are essential for showing of the Influencing Start the business model, Four (F4,F5,F6,F8) values are not fitted and Four (F1,F2,F3,F7) values are fitted critical limit (CMIN,GFI, CFI and RMSEA). It should be noted that the factors loading of all the observed values are more than 0.6 the modification indexes among the observed variables of Influencing dimension of Start the business model. The factors loading values are presented by the researcher in the following table.

Table

Influencing Dimension of Start the Business Model

Recode	Dimension	Factors	Factors loading (Estimates)
F7	**Influencing**	Family members	.665***
F3		Friends	.745***
F2		Self-motivation	.857***
F1		Transgender Groups	.709***

Sources of Data: AMOS Text Output *****Significant p value 0.001**

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If the factor loading is less than 0.50, then researcher excludes the analysis and reruns the same model. Suppose the values are more than 0.6, its better enough for using the variables into the structural model. The present model standardized factor loading, further the observed values are statistically significant at 0.01 percent level. The co-efficient and its significance presented in above table 7, it is conclude that, all the observed values are loaded more than 0.6 and first loading is positioned by the factor "Self-motivation" is high among the variables in same latent construct of influencing Dimension.

The fit indexes essential for first order CFA are already presented in the AMOS output figure 2, the brief explanation is given by the researcher below in table 7 for easy understanding

Table 7

Usage of Influencing Dimension- First order CFA results

Name of category	Name of Index	Index Value	Critical Value	Comments
Absolute fit	RMSEA	0.086	<.08	The required level is achieved
	GFI	0.988	>0.90	
Incremental Fit	CFI	0.990	>0.90	The required level is achieved
Parsimony Fit	Chi-square/ df (CMIN)	4.671/2(2.335)	<5	The required level is achieved

Source of Data: AMOS Output

GFI is stands for Goodness of Fit Indexes. GFI is one of the most commonly reported measures of model fit. The GFI value ranges from 0 to 1. If the values are close to one, the researcher considers the data to be fit to the measurement model which means the model is coping with the collected data theoretically. The present measurement **GFI value is .988**, which is higher than the threshold value of 0.9.

CFI (Comparative fit indexes) is another one measure of fitness of the measurement model. The CFI indexes use a chi-square distribution. Just like GFI, CFI value also ranges between 0 and 1. The value of CFI is 0.90 or above is considered to indicate a good fit. The influencing model, **CFI value is 0.990**. So, the data best fits to the measurement model.

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RMSEA is a supplementary fit of CFA model. It is used widely to provide a mechanism for adjusting sample size where chi-square statistics are used. If RMSEA value is more than or equal to 0.08 is good fit for the measurement model. The RMSEA value for the present model is obtained 0.086 which is less than critical value of RMSEA 0.08

The value of CMIN is smaller and it indicates the better fit of the model. The chi-square would be non-significant indicating no significant discrepancy between model and data. In the present model the value of CMIN is more than the critical value 2.335<5.

SUMMARY

The influencing Dimension simply recoded as "F" is consisting of 4 factors. The statement "Self-motivation" is high among the variables in same latent construct of usage of influencing Start the business dimension. The proposed model with four observed variables and latent constructed achieves the critical fit indexes of first order CFA. The structural model will be constructed by the factors extracted from the present analysis made by the researcher under influencing start the business dimension.

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