

## **A Study on Motivation And Problems Faced By Women Homepreneurs in Coimbatore City**

Dr. G.Kavitha<sup>1</sup>, S.Uthra Devi<sup>2</sup>

<sup>1</sup>Assistant Professor, Department Of Commerce PSGR Krishnammal College For Women, Coimbatore.

<sup>2</sup>Mphil Scholar, PSGR Krishnammal College For Women, Coimbatore.

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**Abstract:** Homepreneur is as the name suggests is a business owner who actively balances the role of a homemaker and an entrepreneur. A significant majority of all businesses are home based and this trend is increasing. Often homepreneurs and the businesses that they manage are often dismissed as hobbies or part time ventures with limited economic impact. However being a homepreneur can earn much needed income, flexibility and indeed subsequent jobs for private sector workers. The evolution of homepreneur is fueled by technology and enabled by low costs.

**Keywords:** Homepreneur, Motivation, Problems.

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### **I. INTRODUCTION**

Homepreneur is an Entrepreneur working from home. Homepreneur is defined as a business owner who actively balances the role of a homemaker and an entrepreneur. This is an interesting and emerging trend. Homepreneurs often find themselves working in the creative industries, which seems to result in significant differences in the age, social class and gender compared to that of other self-employed workers. Women have undergone a radical transformation from merely a homemaker to a dynamic multifaceted personality contributing to the socio-economic growth worldwide. A majority of women are engaged in the unorganized sectors like agriculture, agro-based industries, handicrafts, handlooms, kitchen activities and other cottage based industries and maximum, they being home-based jobs. Homepreneurs are talented as they are capable of carrying out their multifaceted task of governing their home as well as homepreneurship.

#### **Statement of the Problem**

Women Homepreneurs in spite of being transformed and contributing to the socio-economic growth have various reasons like work place harassments, restriction of the family members, economic compulsion, gender discrimination, etc. to start their own home based business. The study is attempted to know the various factors that motivated women to become homepreneurs and also the marketing practices used by these homepreneurs to market their products and also the problems faced by the women homepreneurs in Coimbatore city.

#### **Objectives of the Study**

- To analyze the motivational factors that influenced women to become homepreneurs.
- To identify the problems faced by women homepreneurs.

#### **Research Methodology**

The survey was conducted on the basis of convenient random sampling method. For developing a sample design, totally 150 respondents were selected for this study.

#### **Tools for Analysis**

The various tools used for analysis are Simple percentage Analysis, Chi-square test, ANOVA, Factor Analysis, T-Test.

### **II. ANALYSIS AND INTERPRETATION**

#### **Percentage Analysis**

The simple percentage analysis depicts that Most 44 percent of the respondents are in the age group of 30-40 years. 42.7 percent of the respondents have school level education. 68.7 percent of the respondents are married. 59.3 percent of the respondents are in the income group of Rs.10001-20000. Majority of 72 percent of the respondents have an initial investment of less than Rs.100000. Nature of business of 44.7 percent of the respondents is service sector. Majority of 75.3 percent of the respondents are involved in sole proprietorship form of business activity. 24.7 percent of the respondents deal with food items. 39.3 percent of the respondents stated that the major source of finance for their business is through family support. 48.7 percent of the respondents have been in the business for 1-3 years. 48 percent of the respondents spend from 6-9 hours for their business. 33.3 percent of the respondents do not receive any support from others in their business activities.

**Motivational Factors**

Factors	Not Applicable	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly agree
Ambition	0	2	8	36.7	35.3	18
Desire to be Independent	0	1.3	6.7	32	42	18
Economic Compulsion	0	6.7	22.7	26.7	27.3	16.7
To Gain Social Status	2	4	20.7	45.3	18.7	9.3
Retirement	46	25.3	7.3	9.3	8.7	3.3
Monotony of previous job/house work	0.7	3.3	8	34	37.3	16.7
Easy to Setup	0	0.7	7.3	8.7	22.7	60.7
Not Allowed to work outside	0	6.7	14.7	29.3	37.3	12
Work Life Balance	0	1.3	12	24.7	36.7	25.3
Privacy	0	10.7	28	33.3	19.3	8.7
Safety and Accessibility	0	16	34	22.7	22	5.3
Achievement of other homepreneurs	0.7	4	6	20	49.3	20
Use of space at home	0.7	2	7.3	13.3	48	28.7

The above table reveals that the major motivational factor for the women homepreneurs is that business is easy to setup and other factors such as work life balance, achievement of other homepreneurs, and use of space at home motivated women to become homepreneurs. 36.7percent of them neither agree nor disagree that they are motivated through ambition factor. 42percent of them agree that desire to be independent is a motivating factor. 45.3percent of them neither agree nor disagree to gain social status motivated them. 46percent have selected retirement does not apply to them as a motivating factor. 37.3percent of them agree the monotony of previous job/ house work as a motivating factor. 60.7percent of them strongly agree that easy to setup is a motivating factor. 37.3percent of them agree that not allowed to work outside motivated them. 36.7percent of them agree work life balance motivated them. 33.3percent are neutral that privacy factor motivated them. 51percent of them disagree safety and accessibility as a motivational factor. 49.3percent of them agree achievement of other homepreneurs motivated them. 48percent of the respondents agree that use of space at home motivated them.

**Problems faced in running the business**

		Never	Sometimes	Always	Total
<b>Business Problems</b>					
Difficulty in getting finance	No	48	67	35	150
	%	32	44.7	23.3	100
Management of Business	No	12	73	65	150
	%	8	48.7	43.3	100
Marketing of products	No	34	71	45	150
	%	22.7	47.3	30	100
<b>Socio-personal problems</b>					
Lack of Education	No	97	37	16	150
	%	64.7	24.7	10.7	100
Gender Based Discrimination	No	79	63	8	150
	%	52.7	42	5.3	100
Family Support	No	23	82	45	150
	%	15.3	54.7	30	100
Lack of field related experience	No	40	87	23	150
	%	26.7	58	15.3	100
Work Life Balance	No	17	93	40	150
	%	11.3	62	26.7	100
Mobility Constraints	No	45	65	40	150
	%	30	43.3	26.7	100
<b>Technical problems</b>					
Non availability of Raw material	No	77	58	15	150
	%	51.3	38.7	10	100
Lack of Related Skills	No	39	101	10	150
	%	26	67.3	6.7	100
Access of technology	No	48	65	37	150
	%	32	43.3	24.7	100

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The above table depicts the business, socio personal and technical problems faced by women homepreneurs. 44.7percent of the respondents sometimes face difficulty in getting finance. 48.7percent of the respondents sometimes face problems in management of business. 47.3percent of the respondents sometimes face problems in marketing of products. 64.7percent never face problems due to lack of education. 52.7percent of them have never faced problems due to gender based discrimination. 54.7percent of the respondents said family support is sometimes a problem. 58percent of them sometimes face the problem of lack of field related experience.62percent of them sometimes face the problem of work life balance. 43.3percent of them sometimes face the problem of mobility constraints. 51.3percent of them never face the problem of non-availability of raw material. 67.3percent of the respondents sometimes face problems due to lack of related skills. 43.3percent of the respondents sometimes face the problem of access of technology.

**Anova and T-Test**

ANOVA and t-test have been applied to test the significant difference between the demographic variables taken for the study and the problems faced by the respondents in running their business at 5percent level of significance. The demographic variables taken for the study are, age, educational qualification, marital status, personal monthly income, initial investment, nature of business, duration of stay in business, Number of hours worked in business and type of business activity.  
Hypothesis: There exists no significant difference in the mean values of problems faced by the respondents in their business among the various demographic variables.

S.No	Factors	Business Problems			Socio personal problems			Technical problems		
		F Value	Sig	Result	F Value	Sig	Result	F Value	Sig	Result
1	Age	1.581	.197	Not Significant	.919	.434	Not Significant	.636	.593	Not Significant
2	Educational Qualification	3.760	.006	Significant	2.175	.075	Not Significant	.511	.728	Not Significant
3	Marital Status	1.022	.385	Not Significant	1.206	.310	Not Significant	.654	.582	Not Significant
4	Personal Monthly Income	2.459	.065	Not Significant	3.265	.023	Significant	1.216	.306	Not Significant
5	Initial Investment	2.168	.094	Not Significant	6.357	.000	Significant	1.770	.155	Not Significant
6	Nature of Business	13.979	.000	Significant	.215	.807	Not Significant	.486	.616	Not Significant
7	Duration of stay in the business	.014	.998	Not Significant	.483	.694	Not Significant	1.411	.242	Not Significant
8	No. of. Hours worked in business	.014	.998	Not Significant	1.092	.354	Not Significant	1.385	.250	Not Significant

**Business Problems**

- The above table reveals that business problems are invariably faced by the women homepreneurs irrespective of their age, marital status, personal monthly income, initial investment, duration of stay in the business and number of hours devoted for the business.
- The business problems faced by the women homepreneurs vary with respect to the educational qualification and nature of business of the women homepreneurs.

**Socio Personal Problems**

- The Socio personal problems are invariably faced by the women homepreneurs irrespective of their age, marital status, nature of the business, duration of stay in the business, and number of hours devoted for the business.
- The Socio personal problems faced by the women homepreneurs vary with respect to the personal monthly income and initial investment of the women homepreneurs.

**Technical Problems**

- The Technical problems are invariably faced by the women homepreneurs irrespective of their age, educational qualification, marital status, personal monthly income, initial investment, nature of business, duration of stay in business, Number of hours devoted for the business

**T Test**

Hypothesis: “There exists no significant difference in the mean values of problems faced by the respondents in their business and among the type of business activitycarried on by the respondents”

Technical problems			Socio personal problems			Business Problems			Factors	S.No
Result	Sig	T Value	Result	Sig	T Value	Result	Sig	T Value		
Significant	.623	.493	Significant	.178	-1.354	Not Significant	.041	-2.065	Type of business activity	<b>1</b>

- The above table reveals that socio personal and technical problems are different and varywith respect to the type of the business activity of the women homepreneurs.
- The business problems faced by the women homepreneurs are faced invariably by the women homepreneurs irrespective of the type of the business activity of the women homepreneurs.

**Suggestions**

- The awareness must be created among homepreneurs on the various credit facilities that can be availed from banks and also the procedure might be made simpler.
- The business of the women homepreneurs are unorganized so, steps must be taken in order to organize these business houses.
- The training programs might be conducted and the women homepreneurs might be encouraged to participate and they might be provided with techniques to manage their business effectively.

**IV. CONCLUSION**

The study analyses the various problems faced by women homepreneurs such as the business problems, socio-personal problems and technical problems. Women homepreneurs successfully manage both the business and their families. Women are likely to be homepreneurs than men all around the world. The homepreneurs are forced into home based businesses because of their multiple roles. The homepreneurs act as individual small units and their contribution to the society goes unnoticed. These Homepreneurs must be organized and recognized. These Women Homepreneurs must use their potential and skill effectively and enlarge their business so as to contribute to the growth of the economy.

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