

“A STUDY ON MOTIVATION AND PROBLEMS FACED BY WOMEN HOMEPRENEURS BASED ON DESIGN THINKING WITH SPECIAL REFERENCE TO COIMBATORE CITY”

Dr.K.POONGOTHAI, M.Com., M.Phil., Ph.d Assistant Professor in Commerce
Ms. BEULA JANET S, M.Com., Department of Commerce
Dr.SNS Rajalakshmi College of Arts and Science, Coimbatore -49

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. Entrepreneurs play a significant role in economic growth of a nation and also improve the living standards of the people at a larger context. Individuals with self-confidence work hard to build a strong economy for their improvement and generate employment for others too. They also become independent by doing entrepreneurial work in various forms and levels. Home-based entrepreneurs are also called as homepreneurs. The business carried out by homepreneurs can be anything from baking some eatables

at home, fashion designing or catering, etc. They stay at home and make themselves as entrepreneurs, self-dependent and generate employment opportunities also for others. In home-based business owner's home becomes the primary office for all the business related activities

Keywords: Homepreneur, Motivation, Problems, Challenges, Home-based, Women Entrepreneurs, Constraints, Small business,

INTRODUCTION

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

Women get empowered and independent by becoming an entrepreneur. In the process of women entrepreneurship, women folks take

initiatives to start a business, generate funds, and manage the resources, risk and challenges and finally become independent to manage a complete business. One third of the entrepreneurs on the planet is women. But in India, still there is a long way to go. Tamil Nadu has more number of women entrepreneurs in India when compared to any other states.

EMPATHY

Design Thinking Stage	Potential Questions
Empathy	Why did you decide to start your own business?
	How did you deal with the challenges?
	What are the difficulties?
	What are the problems faced by them?

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 homepreneur to market their products and also the problems faced by the women homepreneurs in Coimbatore city.

SCOPE OF THE STUDY

From this study, the performance and problems of the customer can be analysed.

The study helps to know the factors that influence the customer to buy the product. This study helps to know the necessary change in product features and customer feeling about the Redmi mobile phone. The study will be useful for the company to make necessary changes in price, designs, apps, and etc

OBJECTIVES OF THE STUDY

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

LIMITATIONS OF THE STUDY

- The survey was limited to Coimbatore region only, so it cannot be generalized to all the cities
- At most care taken by the research to cho

of the correct information from the respondents.

- The study is based upon primary data, so any wrong information given by the respondents may mislead the findings.

RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions, how was the data collected or generated? How was it analysed?

TOOLS USED

- Percentage analysis
- Chi-Square
- ANOVA

REVIEW OF LITERATURE

Sunanda & Hiremani Naik (2017) discussed the vital factors that motivate women to become successful entrepreneurs. People who can face challenges are into the ball game of entrepreneurship. Personal and financial elements drive women to be independent through entrepreneurship. To become financially independent and rich, to implement their business ideas, desire to become the owner of a firm, desire to work for themselves instead of for others and attraction towards the recent start-up culture are some of the factors that drive women

entrepreneurs.

Hemalatha (2012) conducted a study in Kerala to understand the skill development of rural women with the support of Self Help Groups operating in different parts of the state. The author opined that creation of groups and the subsequent establishment of microenterprises by them is an indication that SHGs will bring in a positive influence in the society. Strengthening the expertise, creating opportunities for them will ensure their growth and contribution to the society.

Soni Kumari (2012) specified that fifty percent of the world women population owns only one percent of the world's property. Their involvement in economic development is not well considered and measured. Many researchers have opined that women entrepreneurship was neglected. Less encouragement has led to less contribution to business, leadership and trade.

Kumar et al. (2013) in their work *The Role of Women Entrepreneurship in Modern World* recommends that womenfolk are most likely to select entrepreneurship in retail trade, restaurants, hotels, education, cultural, cosmetics, health insurance and manufacturing in the study area. Effective women entrepreneurs perform the influential role in encouraging women to pick entrepreneurship as their career.

Das (2000) conducted a research study on women entrepreneurs of small and medium Scale enterprises in two states of India, viz.

Tamil Nadu and Kerala and mentioned the challenges faced by women entrepreneurs. The primary difficulties faced by women entrepreneurs are pretty similar to the faced by women entrepreneurs in western countries

Current study on women homepreneurs mainly looks on the motivational factor and the problems faced by them in their business. However not many studies have looked into the problems faced by them in the recent years, and the motivational factor behind the start up.

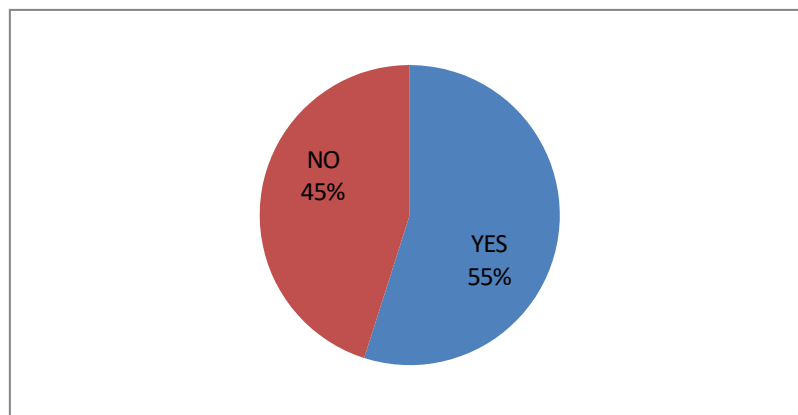
RESEARCHGAP

DATAANALYSISANDINTERPRETATION

TABLE1.1SHOWINGTHEAMBITION(MOTIVATIONAL FACTOR)

PARTICULARS	NUMBER OF RESPONDENTS	PERCENTANGE%
YES	67	55%
NO	55	45%
TOTAL	122	100%

CHART1.1SHOWINGTHEAMBITION(MOTIVATIONAL FACTOR)



INTERPRETATION:

From the above table, 55% of the respondents are categorized under ambition and 45% of the respondents are not.

TABLE1.2SHOWINGDESIRETOBEINDEPENDENT(MOTIVATIONAL FACTOR)

	Observed N	ExpectedN	Residual
YES	99	61.0	38.0
NO	23	61.0	-38.0
TOTAL	122		

TestStatistics

	DESIRETOBE INDEPENDENT
Chi-Square	47.344 ^a
Df	1
Asymp.Sig.	.000

a.0cells(.0%)haveexpectedfrequencieslessthan5.Theminimumexpectedcellfrequencyis61.0.

INTERPRETATION

The abovetableindicatesthat 99%of the respondents tells YES fordesire tobe independent, and 23% of the respondents tells NO for the desire to be independent.

TABLE1.3SHOWINGNOTALLOWEDTOWORKOUTSIDE(PROBLEM FACTOR)

	ObservedN	ExpectedN	Residual
yes	66	61.0	5.0
No	56	61.0	-5.0
Total	122		

TestStatistics

	NOTALLOWEDTOWORK OUTSIDE
Chi-Square	.820 ^a
df	1
Asymp.Sig.	.365

a.0cells(.0%)haveexpectedfrequencieslessthan5.Theminimumexpectedcellfrequencyis61.0.

INTERPRETATION

Theabovetableindicatesthat66%oftherespondentstellsYESToworkoutsideand56%ofthe respondents tells NO to not allowed to work outside.

TABLE 2.4 SHOWING DIFFICULTY IN GETTING FINANCE (PROBLEM FACTOR)

Descriptive

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
yes	31	1.2581	.63075	.11329	1.0267	1.4894	1.00	3.00
no	67	1.6866	.82036	.10022	1.4865	1.8867	1.00	3.00
neutral	24	2.2500	.89685	.18307	1.8713	2.6287	1.00	3.00
Total	122	1.6885	.85360	.07728	1.5355	1.8415	1.00	3.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.311	2	6.655	10.580	.000
Within Groups	74.853	119	.629		
Total	88.164	121			

INTERPRETATION

The above table indicates that 31% of the respondents has the problem in getting finance, 67% of the respondents has NO problem in getting finance and 24% of the respondents tells NEUTRAL.

5. NO FAMILY SUPPORT (PROBLEM FACTOR)

Descriptive

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
yes	69	1.7246	.63903	.07693	1.5711	1.8781	1.00	3.00
no	22	2.0909	.52636	.11222	1.8575	2.3243	1.00	3.00
neutral	31	2.3226	.65254	.11720	2.0832	2.5619	1.00	3.00
Total	122	1.9426	.67173	.06082	1.8222	2.0630	1.00	3.00

ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	8.238	2	4.119	10.573	.000
Within Groups	46.360	119	.390		
Total	54.598	121			

INTERPRETATION

The above table indicates that 69% of the respondents tell YES for no family support, 22% of the respondents tell NO for no family support and 31% of the respondents tell NEUTRAL.

FINDINGS

- Majority 55% of the respondents has the ambition as their motivational factor.
- Majority 99% of the respondents has the desire to be independent.
- Majority 66% of the respondents is not allowed to work outside.
- Majority 67% of the respondents has the problem in getting finance.
- Majority 69% of the respondents has no family support.

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.

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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