



Motivational Factors influencing Women Homepreneurs of Coimbatore District -A District in Tamilnadu State of India

KEYWORDS

Women, Homepreneurs, Motivational factors

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ABSTRACT Homepreneurs is a neologism, defined as a business owner who is actively balancing the role of a homemaker and an entrepreneur, doing business from home. Home-based work has continued its existence, though appearance and weight of it have changed, depending on change and transformation in the mode of production. As far as India is concerned, women constitute a very negligible proportion of the total entrepreneurs. Women in India are still shy and emotionally attached to family. A majority of women entrepreneurs are engaged in the unorganized sectors like agriculture, agro-based industries, handicrafts, handlooms, kitchen activities and other cottage based industries like basket making, etc., they being home-based jobs. In all civilizations, ancient and medieval, one reads accounts of women homepreneurs who not only sold their wares in their neighbouring houses and towns, but also in neighbouring countries. This study deals with the motivational factors and its close relationship with homepreneurs.

A business enterprise does not exist in a vacuum. The dynamic world offers a challenging environment to every business person. Those who can successfully face this challenge and find an opportunity through the problem survive and excel in business. The incompetent, the inexperienced and the risk averters perish over a period. It is not only the entrepreneurial skill but also some other factors like family background, personal characteristics, entrepreneurial support, and social recognition, risk-taking ability that goes in building a successful entrepreneur. Socio- Economic features have strong correlation with entrepreneurial success. Women have to cope with various socio-economic problems. Society's attitude and support are the major determinants of women's entrepreneurial success.

Definition of Homepreneurs

Steve King and Carolyn¹ define homepreneurs as people who consider their home as their primary workplace.

According to the SBA² Homepreneurship is home business. Homepreneurs can use a spare room, kitchen table or garage as an office, manufacturing facility or conference room.

Homepreneurs have been in existence since ancient times. Women's roles are usually tied to the home, the roles generally involving the care of children, the elderly, and other responsibilities. This means that many of the women who want or need to produce goods for sale are only able to do so in a homepreneurship, or at most in a neighbourhood workshop. Some women homepreneurs consciously choose homepreneurship which is flexible or due to social pressure to do so. Some involve in homepreneurship because they have no other skills that would allow them higher earnings and/or more stable family business. Some on the contrary may be specially skilled inducing them to be an homepreneurship.

Objective of the Study

- To analyse the Socio-Economic factors of the women homepreneurs in Coimbatore district.
- To analyse the motivational factors that influenced the women homepreneurs.
- To analyse whether there is a close relationship between the socio economic and motivational factors of the women homepreneurs.

Need of the study

Today entrepreneurship has taken a vital change by its na-

ture. Knowledgepreneurs, edupreneurs, hobbypreneurs, and techpreneurs plays a vital role in specializing the interest of women homepreneurs. The form of entrepreneurs has converted the figure of total entrepreneur activity. Homepreneurs occupies a key factor for income generating people. For the office bound working from home sounds like a dream comes true. After all, there are no demanding bosses, office politics or snooze inducing meetings in the living room.

According to And Justin Jaffe senior analyst for interactive data corp., expects 350,000 more homepreneurs every year for the next few years. Based on the above discussions the current study is probed to find out what motivates the homepreneurs?

Research Methodology: An extensive use of primary data, on the varied dimensions of women homepreneurs, was collected through a suitably framed interview schedule.

Area of the study and Sample design: Coimbatore being the second largest industrial state and the Manchestor of South India, this district was selected for the study. Since the homepreneurs live in the households, the household of the Coimbatore district was taken as the population. The Coimbatore household is divided into five zones namely North, South, East, West and Center. The household were divided into 100 wards with 20 wards in each zones. A multi stage random sampling was choosen for the study, where at the first stage all zones were given equal importance and in the second stage 5 wards were selected from each zone under non-probabilistic sampling technique. 30 hompreneurs were taken under random sampling technique from these wards

Hypothesis of the study

1. There is no significant difference between the motivational factors of women to become Homepreneurs with the socio-economic stature.
2. There is no significant difference between homepreneurs to become women homepreneurs.

Statistical tools Applied are 1.Henry Garrett Ranking, 2.Anova, 3.Friedmans rank test, 4.Chi square test

Review Literature

Naveeda Shoaib³ (2012), highlights that home-based workers have demanded that the Punjab government should announce a policy for the protection of their rights. Thousands

of women and men are working in home-based units in professions like shoe-making, embroidery, stitching, artificial jewellery, electrical gadgets, garments, pottery and candle-making, without having any social protection and legal shelter to their rights.

According to Namrata singh⁴(2012) the concept of working from home, though not new, is becoming so real that it is finding resonance in supporting industries. So, the impending range has already got office furniture makers to come up with new product innovations and strategies. There may come a time when people may operate 50-90% of the time from home.

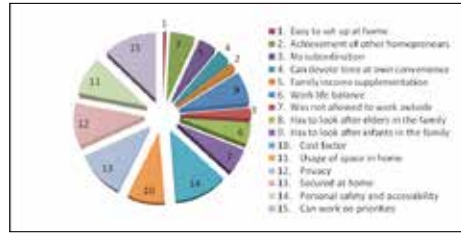
Henry E Garrett ranking for the reasons to become a Women Homepreneur

Socio-economic status and motivation of women to become Women Homepreneurs

Variables	Age		Marital status				Family size			Nature of family			Educational qualification		
	F	P	S/NS	F	p	S/NS	F	P	S/NS	F	P	S/NS	F	P	S/NS
Ambition	10.39	.00*	S	9.96	.00*	S	2.53	.08	NS	1.62	.20	NS	13.47	.00*	S
independent	26.94	.00*	S	23.97	.00*	S	5.46	.01*	S	3.18	.07	NS	13.39	.00*	S
Technical education	15.30	.00*	S	14.69	.00*	S	8.18	.00*	S	.71	.39	NS	15.67	.00*	S
Previous job experience	1.88	.13	NS	13.03	.00*	S	4.90	.01*	S	29.13	.00*	S	38.69	.00*	S
Monotony of house work	18.35	.00*	S	18.83	.00*	S	8.90	.00*	S	4.43	.03*	S	7.70	.00*	S
Inadequate salary	0.84	.46	NS	8.87	.00*	S	21.34	.00*	S	32.50	.00*	S	8.58	.00*	S
To make use of ideal funds	1.84	.13	NS	4.65	.03*	S	1.04	.35	NS	56.08	.00*	S	9.71	.00*	S
Intellectual frustration	8.15	.00*	S	3.72	.01*	S	1.23	.29	NS	.79	.37	NS	5.42	.00*	S
Partiality in job	7.02	.00*	S	12.16	.00*	S	11.91	.00*	S	.13	.71	NS	4.26	.01*	S
Economic compulsion	5.11	.02*	S	12.21	.00*	S	2.71	.06	NS	6.50	.01*	S	23.17	.00*	S
Political displacement	19.29	.00*	S	12.61	.00*	S	10.71	.00*	S	39.71	.00*	S	6.37	.00*	S
Social displacement	7.61	.00*	S	5.69	.01*	S	.39	.67	NS	7.81	.01*	S	16.53	.00*	S
Partnership displacement	3.98	.08*	S	5.33	.01*	S	6.79	.01*	S	2.34	.12	NS	18.74	.00*	S
Could' nt find traditional employment	5.74	.01*	S	5.51	.01*	S	9.48	.00*	S	5.42	.02*	S	9.38	.00*	S
To gain social status	11.52	.00*	S	3.22	.02*	S	6.98	.01*	S	1.29	.25	NS	16.45	.00*	S
Retirement from job	11.21	.00*	S	14.04	.00*	S	8.01	.00*	S	.01	.92	NS	18.41	.00*	S

It is clear that the p-value is less than 0.05, the null hypothesis is rejected at 5 per cent level of significant. The null hypothesis "There is no significant difference between the motivation of women to become a Women Homepreneur with the socio-economic stature" is disproved. Hence there is a significant difference in the influence of motivational factors as to the socio-economic stature of the women homepreneurs except Ambition to be an homepreneurs, intellectual frustration, to make use of ideal funds, economic compulsion with family size, Previous job experience, inadequate salary in the previous employment, to make use of ideal fund with age.

It does not also differ with Ambition to be an entrepreneur, desire to be independent, technical education, partiality of job, intellectual frustration, partnership displacement, to gain social status and retirement of family does not differ with the nature of family and Desire to be independent, technical education, previous job experience, inadequate salary of previous employment, to make use of ideal fund, economic compulsion, political displacement, couldn't find traditional employment, to gain social status and retirement from job does not differ with first generation entrepreneur, Economic compulsion with experience in business, technical education, previous job experience and to gain social status differs with dependent supported by women homepreneurs.



The motivational factors to be a homepreneur was analysed with the Henry E Garrett ranking technique where the 1st rank was given stating that homepreneurs feel that their business is easy to set up at home, can work with priorities goes with 15th rank.

Friedman rank - Measures the reasons to become an Women Homepreneur

Factors	Mean Value	Rank	Factors	Mean Value	Rank
Easy to set up at home	5.43	1	Has to look after infants in the family	7.47	6
Achievement of other homepreneurs	7.20	3	Cost factor	9.13	11
No subordination	7.28	5	Usage of space in home	8.48	10
Can devote time at own convenience	8.01	9	Privacy	9.37	13
Family income supplementation	6.37	2	Secured at Home	9.44	14
Work life balance	7.22	4	Personal safety & accessibility	10.16	15
Was not allowed to work outside	7.65	8	Can work on priorities	9.29	12
Has to look after elders in the family	7.50	7			

This table lists the mean rank of each variable. High rank corresponds to the lower values of the variables. The Friedman

test determines if the average ranking differs across variables. Here respondents gave the opinion "Easy to set up at home" is main reason to be a women homepreneur. Based on the Friedman test the chi square test was calculated.

Chi square test

Chi-Square value	Df	P-Value	S/NS
57.42	13	.000*	S

This table lists the result of the Friedman test. For these rankings, the chi-square value is 57.42, Degree of freedom is equal to the number of values minus 1. As 14 options are

ranked, there are 13 degrees of freedom. It is clear from the above table that significance level is 0.000 at 5 per cent level of significance. Hence the hypothesis is rejected. At least one of the variables differs from the others.

Conclusion: The women Homepreneurs of the city needs a database. The Micro Small Medium Enterprize has recently started to compel small traders to register and get License. The women homepreneurs should also be compelled so that the actual population of the homepreneurs will be known and the maximum benefits can be provided by the Government.

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