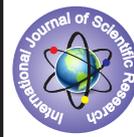


## “AN EMPIRICAL STUDY ON HOMEPRENEURS WITH SPECIAL REFERENCE TO COIMBATORE CITY ”



### Commerce

**KEYWORDS:** Home based work, Employment, Investment, Earnings

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### ABSTRACT

With the advent of today's new economy workforce, many people are making personal decisions to work from their residence instead of commuting into a physical place of employment. Because of structural changes in the economy over the last decade, many communities are certain to encounter circumstances where an increasing number of people operate home based businesses, or work from their residence through telecommuting or other arranged employment situations. Also the changing economic trends of shifting the formal economy into informal sector, decreasing employment opportunities in formal sector, growing practice of outsourcing, have all given rise to home based work. The homepreneurs indulged in every line of business. They are flourishing as designers, interior decorators, and garment manufacturers and still exploring new avenues of economic participation. These homepreneurs need no big show rooms, malls or other grand stalls. They just explore themselves in the tiny space of their home. Thus this research study attempted to find out the socio economic profile of homepreneurs and the factors which influencing the respondents to become homepreneurs.

### Introduction

Inclusive growth helps build a nation. Indian families are undergoing rapid changes due to the increased pace of urbanization and modernization. Both men and women form a part in it. In this dynamic world, entrepreneurs are a significant part of the global expedition for sustained economic development and social progress. Rapid changes in the nature of office work, the composition of labour force, the structure of economic markets as well as the elimination of restrictions on commercial employment, growing industrialization, urbanization, social legislation along with the spread of higher education and awareness, have all led to increased interest in working at home. With the advent of today's new economy workforce, many people are making personal decisions to work from their residence instead of commuting into a physical place of employment.

### Statement of the Problem

Managing a home based business is the most difficult job on earth. It is a job with no bonus, no provident fund, no salary and no retirement benefits. Meanwhile economic, cultural and technological changes have opened up opportunities for home based businesses. Homepreneurs are intend to start their own home based business because of work place harassments, restriction of the family members, company lay-offs, family responsibilities, salary constraints, economic compulsion. The homepreneurs indulged in every line of business. They are flourishing as designers, interior decorators, and garment manufacturers and still exploring new avenues of economic participation. These homepreneurs need no big show rooms, malls or other grand stalls.. Had there been no homepreneurs in the city, the plight of many creative ventures will not rise. Homepreneurs are talented as they are capable of carrying out their multifaceted task of governing their home as well as homepreneurship. Thus the current study aims to find out the economic status of homepreneurs and their motivational factors to start their own business.

### Objectives of the Study

- To analyze the socio-economic status of homepreneurs.
- To identify the factors influencing the respondents to become homepreneurs.

### Research Methodology

The study conducted for a period of 4 months. The study is undertaken in and around Coimbatore city. Both primary and secondary data have been used for this study. The primary data has been collected through a pre-tested interview schedule. Secondary data have been tapped from many sources, viz technical and trade

journals, articles, magazines, internet, books, reports and publication related to homepreneurs. The size of sample is 250. For the purpose of the study, snow ball sampling method has been adopted for the selection of respondents. The statistical tools used for the analysis are simple percentage, descriptive analysis and chi-square.

### Limitations of the study

- The sample size is limited to 250 respondents. So the findings cannot be generalized to the population.
- Inability of human mind to remember certain facts also poses a limitation..

### Analysis and interpretation of data

**Table 1: Respondents Demographic Profile**

Profile Factors	Particulars	No.	Per cent
Age	Below 30	44	17.6
	30-40	68	27.2
	40-50	73	29.2
	50 and Above	65	26
Gender	Female	165	66.0
	Male	85	34.0
Educational Qualification	No formal education	72	28.8
	Primary	107	42.8
	Secondary	53	21.2
	Higher secondary	12	4.8
	Graduate level	6	2.4
Marital Status	Married	237	94.8
	Unmarried	13	5.2
Type of Family	Joint	94	37.6
	Nuclear	156	62.4
Annual Income ( ` )	Below Rs.30000	55	22.0
	Rs.30001-40000	20	8.0
	Rs.40001-50000	9	3.6
	Rs.50001-60000	62	24.8
	Rs.60001 & above	104	41.6
Area of Residence	Rural	51	20.4
	Urban	199	79.6

Experience in present Business	Less than 1 year	19	7.6
	1-3 years	67	26.8
	More than 3 years	164	65.6
<b>TOTAL</b>	<b>250</b>	<b>100.00</b>	

**Source: Primary Data**

It is inferred from the above table that 29.2 per cent of the respondents belongs to the age group of 40-50, 66 per cent of the respondents belong to the female gender while 42.8 per cent of the respondents have completed their primary education, 94.8 per cent of the respondents are married and 79.6 per cent of the respondents are residing in urban area. The study reveals 41.6 per cent of the respondents annual earnings are Rs.600001 and above and 65.6 per cent of the respondents have an experience of more than 3 years in present business

**Table 2: Business Profile of Homepreneurs**

Profile Factors	Particulars	No.	Per cent
Reason to select the home as place of business	Easy to care the family	129	51.6
	Not able to start the business in a separate roof	83	33.2
	It brings more profit	34	13.6
	Physically challenged	4	1.6
Nature of business	Bamboo	110	44.0
	Garment stitching	53	21.2
	Handloom	22	8.8
	Flowers making	20	8.0
	Pot makin	19	7.6
	Jewellery making	12	4.8
Source of Finance	Spouse income	53	21.2
	Personal savings	108	43.2
	Loan from banks	6	2.4
	Borrowed from friends	60	24.0
	Others	23	9.2
Initial amount Invested	Below Rs.10000	223	89.2
	Rs.10001-20000	23	9.2
	Rs.20001-30000	4	1.6
Profit per month	Below Rs.5000	155	62.0
	Rs.5001-10000	81	32.4
	Rs.10001-15000	3	1.2
	Above Rs.15001	11	4.4

**Source: Primary Data**

From the above table it is inferred that 51.6 per cent of the respondents selected the home as the place of business due to the reason that it is easy to care their family, 44 per cent of the respondents are making Bamboo, 21.2 per cent are stitching garments while 43.2 per cent of the respondents get their financial assistance from their own personal savings. It is clear that 89.2 per cent of the respondents initial investment in business are below Rs.10000 and 62 per cent of the respondents earn a profit of below Rs.5,000 in a month,

**Factors influenced to become Homepreneur**

**Descriptive Statistics**

Descriptive analysis has been applied to find the mean scores for the factors influenced the respondents to become homepreneurs. It has been measured by summing up the ratings for 19 items at a three point scale given by the respondents. The ratings have been assigned as 1 for Not at all Influenced, 2 for Influenced and 3 for Highly Influenced.

**Table 3- Descriptive Analysis**

FACTORS	N	MINI MUM	MAXIM UM	MEAN	S.D
<b>Socio Economic factors</b>					
Family members	250	1.00	3.00	2.0120	.79396
Family tradition	250	1.00	3.00	1.9520	.81508
Moral support from the family	250	1.00	3.00	1.9760	.81121
<b>Psychological factors</b>					
Urge for learning	250	1.00	3.00	1.1760	.48369
To be self employed	250	1.00	3.00	1.8560	.74666
Not afraid of failures	250	1.00	3.00	1.5240	.71797
Do not get discourage	250	1.00	3.00	1.5240	.73311
<b>Financial factors</b>					
Government support	250	1.00	3.00	1.5480	.66443
Brings high income	250	1.00	3.00	1.5680	.72073
Awareness about loan schemes	250	1.00	3.00	1.6000	.68840
Financial motivation to start the business	250	1.00	3.00	1.6240	.71320
<b>Pull factors</b>					
Feel proud to be homepreneur	250	1.00	3.00	1.5160	.71258
Confident about skills and knowledge	250	1.00	3.00	1.2640	.54727
Freedom to adopt own approach	250	1.00	3.00	1.6280	.68958
No other alternative for income	250	1.00	3.00	1.6960	.70254
<b>Push factors</b>					
Desire for good life	250	1.00	3.00	1.8360	.73979
Attracted by high profit margins	250	1.00	3.00	1.6200	.73057
Need for greater income	250	1.00	3.00	1.9120	.71153
Small investment is required	250	1.00	3.00	2.0040	.70851

**Source: Primary Data**

It is clear that the mean ratings obtained for the various factors influencing the respondents regarding the home based business reveals that the respondents are Highly influenced on social factors like family members and push factors like small investment is required.

They are Influenced on social factors like moral support from the family and push factors like desire for good life.

They are not at all influenced on psychological factors like urge for learning and pull factors like confident about skills and knowledge.

**Chi-Square Analysis**

**Age Vs Home as the place of Business**

Ho: There is no association between the age of the respondents and the reason to select Home as the place of Business.

**Table 4- Age Vs Home as the place of Business**

Reason to select home as the place of business											
Age		Easy to care the family		Not able to start the		It brings more profit		Physically challenged		Total	
		No	%	no	%	no	%	no	%	no	%
Age	Below 30	35	79.5	4	9.1	5	11.4			44	100
	30-40	36	52.9	22	32.4	9	13.2	1	1.5	68	100
	40-50	24	32.9	31	42.5	15	20.5	3	4.1	73	100
	50	34	52.3	26	40	5	7.7			65	100
	Total	129	51.6	83	33.2	34	13.6	4	1.6	250	100

**(Source: computed)**

It is observed from the above table that 79.5 per cent of the respondents who are below 30 years have stated their opinion to select home as the place of business due to easy to care their family,

52.9 per cent of the respondents who are under the age of 30-40 years also opined easy to care the family, 42.5 per cent of the respondents who are under the age group of 40-50 and above opined because it is unable to start the business in a separate roof and 20.5 per cent of the respondents in the age group of 40-50 opined it brings more profit.

**Table 4 (a) Chi-Square Test**

	Value	Df	Sig.
Chi-Square	31.212	9	**

\*\*significant at 1% level

Chi-square test applied to find whether there is significant relationship between the age and the reason to select home as the place of business shows the following result. The calculated value of chi-square is 31.212, which is greater than the table value of 21.666 at 1 per cent level of significance. Since the calculated value is greater than the table value, it is inferred that there is significant relationship between the age and the reason to select home as the place of business. Hence, the hypothesis is Rejected.

**Educational Qualification Vs Home as the place of Business**

Ho: There is no association between the Educational Qualification of the respondents and the reason to select Home as the place of Business

**select Home as the place of Business**

**Table 5 -Educational Qualification Vs Home as the place of Business**

		Reason to select the home as place of business								TOTAL	
		Easy to care the family		Not able to start the business in a separate roof		It brings more profit		Physically challenged		No.	%
		No.	%	No.	%	No.	%	No.	%		
<b>Educational Qualification</b>	No formal education	34	47.2	27	37.5	9	12.5	2	2.8	72	100.0
	Primary	55	51.4	37	34.6	15	14.0			107	100.0
	Secondary	31	58.5	15	28.3	6	11.3	1	1.9	53	100.0
	Higher secondary	6	50.0	2	16.7	3	25.0	1	8.3	12	100.0
	Graduate level	3	50.0	2	33.3	1	16.7			6	100.0
<b>TOTAL</b>		129	51.6	83	33.2	34	13.6	4	1.6	250	100.0

(Source: computed)

It is found from the above table that the respondents with Secondary level of Education 58.5 per cent have stated their opinion to select home as the place of business due to easy to care the family, 51.4 per cent having Primary level of Education have also stated their opinion to select home as the place of business, and 37.5per cent with No Formal Education have stated their opinion to select the home as the place of business due to the reason that they was unable to start the business in a separate roof.

**Table 5(a) Chi-Square Test**

	Value	Df	Sig.
Chi-Square	9.927	12	Ns

(NS not significant)

The calculated value of chi-square is 9.927, which is less than the table value of 21.026 at 5 per cent level of significance. Since the calculated value is less than the table value, it is inferred that there is no significant relationship between the educational qualification and the reason to select home as the place of business.hence, the

hypothesis is accepted.

**Findings: Personal factors**

- 29.2 per cents of the respondents belong to the Age group of 40-50.
- Most (66%) of the respondents belongs to the Female gender.
- Majority (94.8%) of the respondents are Married.
- Most (62.4%) of the respondents are belong to the Nuclear type of Family
- Majority (79.6%) of the respondents are residing in Urban area.
- 42.8% of the respondents have completed their Primary Education
- 41.6 per cent of the respondents Annual Earnings are Rs.60001 and above
- Most (65.6%) of the respondents have an Experience in Business of more than 3 years in the present Business
- 44 per cent of the respondents are making Bamboo
- 51.6% of the respondents selected the home as the place of business due to the reason that it is Easy to care their Family
- 51.2% of the respondents are initiated by themselves to start the Business.
- 43.2 per cent of the respondents get their Finance from their own Personal Savings.
- Majority (89.2%) of the respondents Initial Investment in Business are below Rs.10000,
- 62% of the respondents earn a Profit of below Rs.5,000.

**DESCRIPTIVE STATISTICS**

- The mean ratings obtained for the various factors influencing the respondents regarding the home based business reveals that the respondents are highly influenced on social factors like family members and push factors like small investment is required.
- They are Influenced on social factors like moral support from the family and push factors like desire for good life.

**CHI-SQUARE**

- There is significant relationship between the age and the reason to select home as the place of business. Hence, the hypothesis is rejected.
- There is no significant relationship between the educational qualification and the reason to select home as the place of business. Hence, the hypothesis is accepted.

**Suggestions**

- Awareness can be given regarding Insurance, changes in the business line and the competitors movement for the feasible running of the business
- Separate Bank has to be started by the government to help the homepreneurs without claiming for a heavy security.

**Conclusion**

Homepreneurs is a growing global phenomenon, in countries both rich and poor. With the rise of complex global chains of production over the past half-century, homepreneurship has grown exponentially. Around the world, women are over-represented among homepreneurship. Women are more likely than men to work mainly at home. Tiny drop of water makes a mighty ocean, this set of women homepreneurship should be concentrated more to make them a successful entrepreneur. At present not much study is available in the homepreneurship, if efforts are taken technically and in general, the homepreneurs may be the cause of a huge economic development of the nation.

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